

GASTRONOMIC PERCEPTION AND MOTIVATION OF A TOURISTIC DESTINATION: THE CITY OF QUITO, ECUADOR

Tomás LÓPEZ-GUZMÁN*

University of Córdoba, Department of Applied Economics. Agrifood Campus of International Excellence, ceiA3, Adarve St. 30, 14071-Córdoba, e-mail: tomas.lopez@uco.es

Mónica TORRES NARANJO

Faculty of Social Sciences and Humanities, Escuela Superior Politécnica del Litoral, Campus « Gustavo Galindo, Guayaquil, Ecuador, e-mail: mmstorres@espol.edu.ec

Jesús Claudio PÉREZ-GÁLVEZ

University of Córdoba, Department of Applied Economics. Agrifood Campus of International Excellence, ceiA3, Puerta Nueva St., 7. 14071-Córdoba, e-mail: dt1pegaj@uco.es

Wilmer CARVACHE FRANCO

Department of Tourism, Escuela Superior Politécnica del Litoral, Campus « Gustavo Galindo, Guayaquil, Ecuador, e-mail: wcarvach@espol.edu.ec

Abstract: The segmentation of international tourists who visit the city of Quito according to their perceptions with regard to the gastronomy. To achieve this objective, the methodology used in this investigation has been the application of a multivariate technique of item grouping and the realization of an univariate ANOVA post hoc analysis. The main conclusions that emanate from this research focus on the segmentation of international tourists into three different groups and in how the attraction to the gastronomy, considered by the travellers implies a greater satisfaction of the destination. The main practical implications are centred on a better understanding of key factors about how gastronomy can reinforce a touristic destination and achieve a greater satisfaction considered by the traveller.

Key words: Gastronomy, WHS, Segmentation, Latin America, International tourism

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INTRODUCTION

Traditionally tourism has prioritised one of the senses, sight, over the rest of them. In fact, sometimes, the tourist turns into a mere observer of reality who contemplates a landscape, a building or a work of exposed art in a museum. In reply to this strong bias towards sight, the tourists demand trips which also will involve, more profoundly, other senses. Similarly, and in line with responding to a greater enjoyment of other senses, new products appear such as wine tourism (Ungureanu, 2016), gastronomic tourism, beer

* Corresponding author

tourism or olive oil tourism. In this way, food and beverage tourism allows you to experience a complete sensory experience, especially in terms of the flavour, which suggests, according to Cohen and Avieli (2004), that the tourist receives a greater interaction with the destination through the gastronomy. Different researches have highlighted that each country, region, province or city could publicise its own cuisine to attract tourists (Kivela & Crotts, 2005). In fact Bjork and Kauppinen-Räisänen (2016) present two concepts that relate to the promotion of a geographical area through gastronomy and tourism. These authors present the concept of local food that makes reference to culinary dishes of a geographical area and that are served in a particular destination as well as the concept of a local food market that connects gastronomic culture and the culinary specialities of a particular geographical area and the consumption of them in certain establishments. The cuisine involves a transfer of knowledge and information about culture, the traditions and the identity of the local community (Ignatov & Smith, 2006), since the gastronomy is something rooted in one's own culture and tradition of these geographical areas (Mitchell & Hall, 2006). However, traditional cuisine, like the rest of economic sectors, also has a constant need for innovation both with the products and the techniques. Latin-American cuisine in general and the Ecuadorian in particular, begin to be recognised internationally by different attributes such as the quality of the raw materials used or its innovative character. On the other hand, the Latin-American gastronomy, and in particular, the highlands of the Andes, provides the culinary concept of ceviche, which is basically a gourmet dish, where fish or seafood is mixed with the acid of the citrus juices and flavoured with onions or coriander, among others. In addition, and in line with the contributions of Bjork and Kauppinen-Räisänen (2016), Ecuador presents some local and unique food markets, so-called, "huecas", where the local community, increasingly used as a tourist attraction in recent years, enjoy the recipes of the traditional Ecuadorian cuisine. The "huecas" were originally street sellers who specialised in a certain culinary recipe, although nowadays they are restaurants that combine local culinary tradition and gastronomical innovation. In this way, Ecuador, as well as the quality of their own cuisine, also features a typical place where you can consume such culinary specialities and that, surely, serves to differentiate the touristic product from other destinations.

The aim of this paper is to present an analysis of how gastronomy can become a key factor in the competitiveness of touristic destinations, and therefore the focus on gastronomy becomes a basic tool for the promotion of a geographical area, as is the city of Quito, registered as World Heritage Site. This paper includes the result of a research that addresses the relation on international tourists who have visited the city of Quito to, in first place, segment them according to their attitude towards the gastronomy and, then, to transfer the segmentation to its relationship both with the perception with the gastronomy of Quito, as with the satisfaction with the destination. To obtain this objective, the paper is structured, after this introduction, in a second section which is a review of scientific literature; a third segment which presents a brief description of the geographical area under consideration, the city of Quito; a fourth section that defines the methodology used in the research; and a fifth section which presents the results of the research and their discussion. The paper ends with the conclusions and the references which have been used.

REVIEW OF THE LITERATURE

Gastronomy and tourist destinations

Gastronomy has been set up in recent years as one of the key elements for the empowerment and consolidation of tourist destinations. Gastronomical tourism studies

have emerged in the last decades, focusing on food destinations, gastronomical tourists, and hygiene issues, using both qualitative and quantitative analysis (Lee & Scott, 2015). The local food can give an added value to the destination and contribute, in this way, with the competitiveness of the geographical area (Crouch & Ritchie, 1999) and, in this sense, many researchers believe that each geographic area should promote food as a central attraction to tourists (Nam & Lee, 2011) as dining out and trying national and local cuisine are fundamental elements for most tourists (Harrington & Ottenbacher, 2010).

Academic literature has analysed gastronomic tourism in different studies. Among them, we highlight the work of Hjalager and Richards (2002), which brings together a series of papers of leading experts at the time; the work of Boniface (2003); the contributions of Long (2004), which groups together articles which dealt with the identity of gastronomic tourism; the research of Cohen and Avieli (2004), the work coordinated by professor Hall which analyses the gastronomy (Hall et al., 2003) or the contributions of Croce and Perri (2011). Also, gastronomic tourism is addressed in different parts of the world in scientific literature, emphasising, above all, the geographical areas of Asia, due to the different conception that exists with the western cuisine, which is setting the trend in this segment. As well, it discusses the importance of gastronomic tourism in Hong Kong (Au & Law, 2002; Mckercher et al., 2008) in other Asian countries (Cohen & Avieli, 2004) or in Turkey (Okumus et al., 2007). Also, the western countries have conducted various research such as those that focus on Argentina (Schütler & Gándara, 2003), Canada (Stewart et al., 2008), Chile (Ascanio, 2009), Croatia (Fox, 2007), Finland (Tikkanen, 2007; Björk & Kauppinen-Räisänen, 2014), Italy (Fuschi & Evangelista, 2017), Portugal (Oliveira, 2007), Slovakia (Matlovicova & Pompura, 2013) or Spain (López-Guzmán & Sánchez-Cañizares, 2012). In this sense, studies which have been carried out in this area in Latin America are still scarce. Different authors have presented many lines of research which exist regarding the relation between tourism and gastronomy.

Thus, Henderson (2009) presented three lines of research regarding the relationship between tourism and gastronomy: gastronomy as a touristic product, the marketing of food to tourists, and cuisine tourism as an instrument of destination and general development. For his part, Tikkanen (2007) points out the gastronomy establishes a synergy with the tourism through four different aspects: first, as an attraction, which means that the destination can use this item to publicise this place; second, as a component of the product, where it goes deeper into the design of gastronomic or oenological routes; third, as an experience, addressing the existence of one or several places where the cuisine takes on a different level and becomes a strategy itself, like the cooking being carried out by great masters; and fourth, as a cultural phenomenon, based on the existence of different gastronomic festivals. Finally, Bjork and Kauppinen-Räisänen (2016) point out that the current trends regarding the relationship between gastronomy and tourism is based on two different lines: first, gastronomy has emerged as a tourist attraction because travellers seek out new culinary experiences, and new experiences related to the culinary offer; and second, it has increased the interest of tourists to find local cuisine, and in this way, gastronomy becomes an important part of the tourist's trip.

The promotion of a destination through its cuisine is done through the presentation of a clear differentiation of their culinary resources, you must have a cuisine that is recognisable by travellers (local food) and which has a number of varied and important establishments where travellers can enjoy the cuisine (local food market) (Bjork & Kauppinen-Räisänen, 2016). Enright and Newton (2004), in their research on Hong Kong

show how gastronomic cuisine is the second most important element of attraction, just behind the citizen's safety, and before certain tourist attractions. In addition, and if we consider their relative competitiveness, the cuisine becomes the most important attraction, even surpassing the security of citizens.

Gastronomy and international tourism

As to the segmentation of tourists according to their nationality, with a distinction between domestic and international visitors, the studies related to food and beverage tourism which discuss the segmentation of visitors with the objective of performing different exploratory studies are different. So, Alonso, Fraser and Cohen (2007) presented the results of a research to determine the socio-demographic profiles of the wine tourists in New Zealand, segmented by nationality. Also in the area of gastronomic tourism, Nam and Lee (2011) present a study on the satisfaction of international visitors in traditional Korean restaurants. For his part, Horng, Liu, Chou & Tsai (2012) focuses on the analysis of the perception of the brand equity in international tourists. On the other hand, the studies that focus on the analysis of the perceptions and motivations of foreigners with regard to the cuisine of a particular place are different. Thus, we highlight those carried out in Ghana (Amuquandoh & Asafo-Adjei, 2013), Croatia (Fox 2007), Korea (Nam & Lee, 2011), Laos (Staiff & Bushell, 2013) or Hong Kong (Tse & Crotts, 2005).

Gastronomy and tourist segmentation

Hall et al. (2003) point out that there is a difference between tourists who make the cuisine a part of their experience during their visit to a particular destination, and visitors who do not opt to do so and just consider the cuisine as an essential element of their journey. According to Kim, Eves and Scarles (2009) the model of local food consumption on trips is based on three different elements. The first of them are the motivational factors which cover aspects such as the search for new experiences, social prestige or authenticity. The second element are the demographic factors which include, among others, gender, age or educational level. And the third is based on psychological factors associated to the cuisine and where it deals with the food neophilia and the food neophobia. Therefore, it is necessary to segment the tourists into the destinations in relation to its relation with gastronomy. Hjalager (2004) divides the tourists regarding their relation with food in four groups: existential, experimental, diversionary and recreational. For their part, Smith and Costello (2009) refer to two clusters: food focusers and event seekers. Thompson and Prideaux (2009) establish three different clusters for which he used four questions related to the motivation that the cuisine (and wine) has for a traveller to go to a destination. For their part, Björk & Kauppinen-Räisänen (2016) *group it into three clusters: survivors, enjoyers and experiencers*.

Hypothesis to contrast

H1: Tourists show different attitudes towards the gastronomy as a variable of interest in the choice of the destination (Björk & Kauppinen-Räisänen, 2016).

H2: The culinary motivations are heterogeneous and conditioned by the behaviour of the tourist towards the gastronomy in his travels (Kim et al., 2009).

H3: The gastronomy is a factor which contributes to and conditions the tourist's experience and satisfaction (Haven-Tang & Jons, 2005).

H4: The amount of satisfaction towards the local gastronomy is influenced by the culinary motivations of tourists (López-Guzmán & Sánchez-Cañizares, 2012; Björk & Kauppinen-Räisänen, 2016).

H5: The perception of the local food by travellers is significantly different, the quality and authenticity of the dishes are appreciated to a greater extent by tourists with a special interest in gastronomy (Kim et al., 2009; Ron & Timothy, 2013).

DESCRIPTION OF THE GEOGRAPHIC AREA

Ecuador is an important tourist destination in Latin America because it brings together rich heritage (with two cities recognized as World Heritage Site - Quito and Cuenca), varied gastronomy, natural parks (standing out, above all, Galapagos), and important cities in the business world (for example, Guayaquil). In the year 2015 Ecuador received 1.543.091 foreign tourists (Ministry of Tourism of Ecuador, 2016). This implies that tourism activity is set up as one of the main economic engines of the country with a contribution to the economy of 1.557, 4 million \$ in 2015 (Ministry of Tourism of Ecuador, 2016). In this way, tourism occupies now the third place in the non-oil exports of the country, only exceeded by the export of banana and shrimp. Also, the economic importance of tourism is reflected in the conduct of academic studies, among which we highlight those carried out by Ruiz-Ballesteros (2011), Erskine and Meyer (2012), Everingham (2015), Gascón (2015), and Croes and Rivera (2016). Focusing on the geographical area object of this research, the city of Quito, capital of Ecuador, is situated in the north of the country, on the western side of the Andes mountain range, and has a population of 2.2 million inhabitants. The beauty of the city of Quito is a response to both the natural environment as their cultural heritage, reflecting a significant fusion in its population. The historic centre of Quito was declared World Heritage Site by the UNESCO in 1978 with the purpose of preserving the colonial style of the historic centre. Its historic-artistic heritage and its burgeoning business have substantially increased the number of tourists that come to the city each year. The number of tourist arrivals at the Mariscal Sucre international airport of Quito in 2015 was 706,848 and the number of travellers lodged in hotel establishments of the city in 2015 was 827,560.

In terms of gastronomy, it has become one of the great tourist resources of Ecuador and is allowing visitors to get to know the culture of the country better through its culinary specialities. So, the gastronomy of the city of Quito is characterized by having four types of different cuisine: pre-Hispanic, Colonial, Republican and Contemporary. The Hispanic cooking is based on the use of the products such as the “chuchuca”, “catzo”, “humita” cooked in water, the varieties of “locros” or “mazamorras”. The Colonial cuisine stands out for the use of products such as figs, limes, onions, oregano, beans, lentils, wheat, garlic, pork and sugar cane, among others. The Republican cuisine has a strong French influence, using dishes such as vegetable stew, desserts and soups. And finally, the Contemporary cuisine is presented as a fusion of these three lines of cookery. All of this culinary richness has been used to strengthen and promote tourism products focusing on the gastronomy, among which stand out the celebration of different food festivals.

METHODOLOGY

Data collection

The methodology used in this research is based on the realization of a field work to a representative sample of foreign tourists that visit the city of Quito (Ecuador) with the aim of knowing their opinion in relation with the gastronomy and its perceptions. From an initial survey, and by means of successive purges, which included a pre-test with an initial sample of tourists with similar characteristics to the final sample, we reached the final format. The final version of the survey was seeking for the clarity of the questions and the greater adjustment of the responses to achieve the objectives set in the research and the maximum precision possible not to extend the interview too much for the surveyed visitors. The surveys were carried out in the departure terminal of the international airport Mariscal Sucre of Quito, and with the premise that the tourist respondent was a foreigner and had spent a certain time in the city of Quito and,

therefore, could give a constructed opinion (Correia et al., 2013; Remoaldo et al., 2014). The surveys were carried out on different days and at different times, to try to catch the widest possible range of people and situations. The surveys were undertaken by a team of interviewers, perfectly prepared and trained for the occasion, linked to the *Escuela Superior Politécnica del Litoral* (ESPOL) of Guayaquil (Ecuador), and coordinated and led by the authors of this study. They carried out a total of 539 surveys, being 516 valid during the months of July to October 2015. They used a non-probabilistic technical sampling, commonly used in this type of research where respondents are available to be surveyed in a time and space (Finn, Elliott-White and Walton, 2000). It was not stratified nor by gender, age, education, nationality, nor by any other variable in the absence of previous studies that supported this stratification. The rate of denials to the questionnaire was low and not significant in any variable function what so ever. In no case, the duration of the survey was more than 15 minutes long.

Survey design

The survey used in this research is based on different previous studies (Kim et al., 2009; Kim et al., 2013; Pérez-Gálvez et al., 2015; Björk et al., 2016) and responds to diverse questions about tourism and gastronomy. The survey was distributed in two languages (Spanish and English). In terms of the survey's structure, it is divided into three large blocks. The first of them intended to gather up the characteristics of the trip or visit; a second block focused on the gastronomic issues; and a third block, which gathers the socio-demographic characteristics of visitors. In the survey we used questions with yes/no answers, questions with open-ended and closed answers, and questions where a Likert scale of 5 points (1 = not very important; 5= very important) was used.

Sampling and sampling error

The specific framework of this research is the foreign tourist that visits the city of Quito; regardless of whether they spend the night or not or they visit other places in the Pichincha province or the country. The first limitation that we face is the difficulty of obtaining figures relating to the number of tourists. Therefore, we used as the population the datum provided by the Metropolitan Public Company of Management of Destination Tourism (438,822 tourists). Although these figures do not represent the total number of foreign visitors to the city, since not all passengers have to arrive in Quito by air, at least it allows us to get an idea of the size and evolution of foreign tourism demand in the city. It has been taken as a reference to the statistics of foreign travellers lodged in hotel establishments, well-known, and in accordance with the data obtained in this research, that 2.4% of our sample did not stay overnight in the city and, those who did, 65.1% did so at hotel establishments, you can infer that the universe of study would be of 709,278 foreign visitors. Taking this figure into consideration, the sampling error for a confidence level of 95% would be $\pm 4,31\%$.

Analysis of the data

The tabulation of the data has been carried out by the collaborative team using the computer program SPSS v. 22. Various statistical techniques were used. In this sense, we have used statistics to assess the reliability and validity of the answers of the survey applied (Cronbach's alpha). The multivariate technique for clustering cases has been used (clusters, K-means) in order to analyse the similarity or resemblance existing between the respondents, taking as a reference point indicative variables of the greater or minor attitude towards gastronomy as a variable of interest at the time of travelling. Statistical procedures have been applied from the groups or segments obtained to perform contrasts of hypotheses on means from the analysis of variance (ANOVA univariate post hoc), allowing to find out which mean in particular differs and, therefore, control the error rate.

RESEARCH RESULTS AND DISCUSSION

In order to analyse and characterize the interest that tourists have with regard to the gastronomy, the international tourists surveyed we requested to value their level of knowledge in relation with the gastronomy and the importance of the culinary experience in their decision to travel. To do this three items were established, which are compiled in table 1. Cronbach's alpha coefficient of the final scale reaches a value of 0,794, which indicates an internal consistency of merit between the items of the scale. The critical level (p) associated to the F-statistic (185,551) of the analysis of variance to test the null hypothesis that all the elements of the scale have the same mean (ANOVA) is less than 0,001, and, therefore, it is not possible to maintain the hypothesis that the averages of the elements are equal. According to the scores of the items we performed a non-hierarchical cluster analysis. Under the criterion of maximizing the variance between typologies and minimizing the variance within each of them, the best solution that meets these criteria is the one that establishes three clusters. Each of these clusters is associated with a type of tourist in relation with the gastronomy. Thus, we refer to each of these clusters, following Bjork and Kauppinen-Räsänen (2016), as survivors, enjoyers and experiencers.

Table 1 shows the characterization of the clusters from the average of the considered items. The F-statistic of the ANOVA allows us to contrast that the compared means are not equal, but it does not allow us to specify where the detected differences are. To know which mean differs from another, a particular type of contrast has been used, called multiple post hoc comparisons or ex post comparisons. That the population variances are equal since the critical level associated to Levene's test is less than 0.05 cannot be assumed for the purpose of these comparisons, so we reject the equality of variances. The F-statistic of the ANOVA is based on the fulfilment of two assumptions (normality and homoscedasticity), and given that it is not possible to assume that the variances of population are the same, recourse is made to Welch's t-test as an alternative to the F-statistic of the ANOVA (table 2). The critical level associated with both statistics is less than 0.05 and, therefore, we can reject the hypothesis of equality of means and conclude that the averages of the motivational variables of the three clusters compared are not equal.

Table 1. Characterization of clisters from the variable means of interest for gastronomy

Interest for gastronomy	Cluster membership			ANOVA	
	Survivors	Enjoyers	Experiencers	F	Sig.
	Mean	Mean	Mean		
How it would value your level of knowledge in the world of gastronomy	1.66^(*)	3.39	3.51	386.071	< 0.001
On some trips knowing the gastronomy of the tourist destinations that I visit was its main objective	1.54^(*)	1.99^(*)	3.92^(*)	634.483	< 0.001
On some trips knowing the gastronomy of the tourist destinations that I visit was its secondary objective	2.62^(*)	3.38^(*)	4.33^(*)	194.011	< 0.001
(*) The values in bold show significant differences in two of the means of the three clusters in post-hoc analysis of the Anova. To be able to verify the significant differences between the different means the Games-Howell test was applied.					

The first of the clusters is integrated by 35.4% of the respondents, being the group that scored the lowest records on all of the items. This cluster has been called the survivors. The second group represents 26.0% of the sample and is characterized by scoring

intermediate scores in the different items, marking it as a segment of tourists interested in gastronomy which we have called enjoyers. The third of the clusters were characterized by scoring high scores in all items, representing 38.6% of the respondents, being categorized as experiencers. In line with other research (Björk & Kauppinen-Räsänen, 2016), the results allow testing one of the hypotheses of the research in question: tourists show different attitudes towards gastronomy as a variable of interest in the choice of destination (H1).

Table 2. Robust test of variances homogeneity and variable means equality of interest for gastronomy

Interest for gastronomy	Variances homogeneity (Levene)		Means equality (Welch)	
How it would value your level of knowledge in the world of gastronomy	26.975	< 0.001	479.279	< 0.001
On some trips knowing the gastronomy of the tourist destinations that I visit was its main objective	12.555	< 0.001	589.459	< 0.001
On some trips knowing the gastronomy of the tourist destinations that I visit was its secondary objective	6.256	< 0.002	217.270	< 0.001

Gastronomy and tourism

One of the hypotheses of this research is to assess the reasons that tourists have to taste the local cuisine. To do this we came up with a question that sets out the main motivations for the consumption of the most frequent and relevant local food products analysed in previous research adapting and taking into account the specific characteristics of the tourist destination and of the visitors (Kim et al., 2009; Sims, 2009; Kim et al., 2013; Björk & Kauppinen-Räsänen, 2016). After the completion of a pre-test, we selected a total of 12 items on a Likert scale of 5 points (1 being scant and 5 a lot) to determine the relative importance of a number of reasons in their decision to consume local cuisine. The items were grouped into three different gastronomical dimensions: new food experiences, cultural and socialization. Table 3 states the different motivations of the respondents to consume local food products. Cronbach's alpha coefficient of the final scale reaches a value of 0,821, which indicates an internal consistency of merit between the items of the scale. The critical level (p) associated to the F-statistic (65,623) analysis of variance (ANOVA) is less than 0.001, not being possible to maintain the hypothesis that the averages of the elements are equal. The results reveal that the search for new food experiences is the main motivational dimension of the tourists regarding the local gastronomy. On a Likert scale of 5 points (where 1 is to be in disagreement and 5, to be in agreement), 58% of respondents considered "discover something new" as one of the main reasons to taste the cuisine in a tourist destination. Also, "it is different than what you normally consumed" and "the dishes taste different to the ones made in my region" stand out as reasons to get to know the gastronomy of the city of Quito (main reasons for 56% of respondents). On the other hand, the less relevant motivational dimension is socialization, leaving the cultural dimension on an intermediate level. The least powerful motivations to consume local products are the "being able to transmit my experiences with the local food", "tasting local food increases family and friendship bonds" and "allows me to enjoy pleasant moments with family and/or friends".

The analysis by the three clusters presented above allows us to contrast that the means compared are not equal for the three motivational dimensions considered (table 4). Therefore, it cannot be assumed that the population variances are the same as the critical level associated to Levene's test is less than 0.05. Since the critical level associated to Welch's t-test is less than 0.05, we can conclude that the means of the motivational variables

collected in table 4, and related to the three segments of gastronomic identified, are not the same. The results show that two of the three dimensions discriminate significantly in terms of the motivation for the consumption of the local cuisine (cultural and socialization). Thus, tourists are looking for new food experiences in the consumption of local food, not existing significant statistical differences in function of the greater or less interest in gastronomy. The segment of tourists (experiencers) is characterized by scoring the highest values in the motivational three dimensions. Thus, and unlike the rest, this is a visitor who also uses the local gastronomy as a cultural and interpersonal tool. These results are in line with other research (Kim et al., 2009) and help to obtain evidence for the research hypothesis (H2): The culinary motivations towards the consumption of local food are different, being conditioned by the greater or less interest of the traveller towards the cuisine.

Table 3. Assessment of motivations for the consumption of local cuisine

Gastronomical motivations			Mean	Ranking
New Food Experiences	Cronbach's alpha (0.703)	Discover something new	4.46	1
		It is different to what I normally consume	4.43	2
		The dishes taste different to the ones made in my region	4.42	3
		An authentic experience	4.33	4
		I am excited to try the local food in its place of origin	4.29	6
Cultural	Cronbach's alpha (0.675)	Discover the flavour of the local cuisine	4.31	5
		Increase my knowledge about different cultures	4.20	7
		It offers an unique opportunity to understand the local culture	3.97	8
Socialization	Cronbach's alpha (0.779)	Advise on dining experiences with local travellers	3.94	9
		Allows me to enjoy pleasant moments with family and/or friends	3.86	10
		Tasting local food increases family and friendship bonds	3.81	11
		Being able to transmit my experiences with the local food	3.55	12

Table 4. ANOVA analysis of motivations for consumption of local cuisine

Motivational dimensions	Gastronomic segments			ANOVA		Variances homogeneity		Means equality	
	Survivors	Enjoyers	Experiencers	F	Sig.	Levene	Sig.	Welch	Sig.
New Food Experiences	4.31	4.40	4.44	3.00	<.005	8.656	<.001	2.680	<.007
Culture	4.01	4.09	4.35^(*)	12.862	<.001	22.320	<.001	15.338	<.001
Socialization	3.30^(*)	3.84^(*)	4.21^(*)	55.441	<.001	52.750	<.001	53.081	<.001

(*)The values in bold show significant differences in two of the means of the three clusters in post-hoc analysis of the Anova. To be able to verify the significant differences between the different means the Games-Howell test was applied

Gastronomy and Satisfaction

One of the assumptions made in this research is to show the evidence on the positive impact of gastronomy on the experience and satisfaction of tourist. In this sense, the level of satisfaction measured declared on a Likert scale of 5 points is high (4.47 points), with a high percentage of tourists who declare to be fully satisfied. Thus, 60.9% reported a score of 5. In this group are most often the segments of tourists, experiencers. In addition, and considering the little importance of the non-satisfied, only 8.8% of the respondents show a score less than or equal to three. On the basis that the visitors leave very happy with the cuisine of Quito, it elaborates on this aspect by analysing what kind of

relation could exist with the reasons to taste the local cuisine. The goal is to determine which gastronomical dimensions have an impact on the satisfaction experienced by the foreign visitor. The results show that the three dimensions considered discriminate significantly in terms of the level of gastronomic satisfaction perceived (table 5). Despite not being very high, the index of correlation is corroborated by the correlation between the degree of satisfaction and the three dimensions. The results suggest that the increased presence of reasons related to the cultural and socialization dimensions contribute the most to the perception of satisfaction in relation to the local cuisine. One of the main contributions of this research is the verification that the local gastronomy is a tool that conditions the tourist experience and satisfaction (H3).

Table 5. ANOVA analysis of gastronomic satisfaction and motivational dimensions

Variables	ANOVA		Pearson's correlation
	F	Sig.	
New Food Experiences	3.654	<.001	0.22(**)
Culture	10.840	<.001	0.25(**)
Socialization	4.643	<.001	0.25(**)
(**) The correlation is significant at the level 0.01 (bilateral)			

Based on the segmentation carried out, it is necessary to analyse the relation that the three clusters could have with the satisfaction of gastronomic perceived (table 6). The analysis reveals a very positive valuation of the dining experience gained by the three groups of visitors. The valuation is higher in the experiencers segment. Also, it confirms the greater relevance of the cultural and socialization dimensions in connection with the gastronomic satisfaction. The results highlight that foreign tourists made a significantly different valuation from their dining experience according to whether they are more or less related to the reasons that motivate the consumption of local products. This fact has one clear implication for the proper management of the tourism companies and the public sector of the city, in the sense that the initiatives to increase the gastronomic satisfaction visitors must start from an analysis of the reasons that motivate their consumption and influence on the presence and proper delivery of the product.

The present study supports the results of how the local cuisine contributes to the satisfaction and the behavior of the economy (H4). In line with other studies (López-Guzmán & Sánchez-Cañizares, 2012; Björk & Kauppinen-Räisänen, 2016), the results show evidence of the presence of travellers with a special interest in the local cuisine that, in addition to looking for new experiences in the food, uses the cuisine as a tool to learn more about the culture of the destination and satisfy, in this way, the needs of interpersonal relationships with friends and/or family members. Similarly, respondents were asked for an assessment on a series of attributes of the gastronomy of Quito to identify strengths and points for improvement. The valuation of some of these attributes is not as high as the level of general satisfaction, being very specific aspects and in which assessment includes many personal and private factors. In relation with the most valued attributes stand out tasting traditional culinary dishes, the customer service offered by the catering establishments and the quality of the dishes. Among the points of improvement, we should work on a greater level of innovation and new flavours in dishes as well as on the atmosphere of the establishments. Among those identified as the most well-known typical dishes by foreign visitors stand out, and in this order, the potato “locro”, the “fritada” and the “hornado”. On the other hand, among those identified as less well-known are the “dulce de higo” with cheese and “seco de chivo”. The analysis by segment reveals the existence of statistically significant differences regarding the perception of the attributes collected and which are

listed in table 7. We can assume to the purpose of making the comparisons that the population variances are equal since the critical level associated to Levene's test is higher than 0.05 . Again, the greater ratings correspond to the segment of tourists, experiencers. The differences show that the perception of the local food by travellers is significantly different (Kim et al., 2009; Timothy & Ron, 2013), being valued at a greater degree, the innovation of the dishes by the tourists with special interest in gastronomy (H5).

Table 6. Characterization of segments from the culinary satisfaction variable

Gastronomic segments			ANOVA		Variances homogeneity		Means equality	
Survivors	Enjoyers	Experiencers	F	Sig.	Levene	Sig.	Welch	Sig.
4.38	4.39	4.60^(*)	4.336	<.014	7.417	<.001	5.167	<.006
(*)The values in bold show significant differences in two of the means of the three clusters in post-hoc analysis of the Anova. To be able to verify the significant differences between the different means the Games-Howell test was applied.								

Table 7. Characterization of segments from aspects of the gastronomy of Quito

Attributes of the gastronomy of Quito	Gastronomic segments			ANOVA		Variances homogeneity	
	Survivors	Enjoyers	Experiencers	F	Sig.	Levene	Sig.
Facilities	4.11^(*)	4.31	4.37^(*)	4.958	<.007	0.107	<.899
Prices	4.07^(*)	4.22	4.33^(*)	4.329	<.014	1.274	<.281
Atmosphere of the establishments	3.98^(*)	4.15	4.25^(*)	4.539	<.011	2.082	<.126
Innovation and new flavours in dishes	3.78^(*)	4.14	4.19^(*)	8.906	<.001	0.745	<.475
(*)The values in bold show significant differences in one of the means of the three clusters in post-hoc analysis of the ANOVA. To be able to verify the significant differences between the different means the Scheffe test was applied.							

CONCLUSIONS

Gastronomic tourism is currently defined as one of the major issues to boost or consolidate certain tourist destinations, due to the increasing importance that it has for travellers, the knowledge of everything related to the gastronomic culture of the places you visit. So, in fact, already there are certain travellers that consider it as a primary motivation for their trip to go to a particular restaurant or simply to know better the cuisine of a specific geographic area. In this paper, we present a research on the existing relation between the international tourism and gastronomy in the city of Quito. Tourists who visit a particular cultural destination, in addition to participating in the knowledge of their heritage, want to increase their sensory experience, thanks, above all, to the gastronomy. And, in this sense, the gastronomy and its relation with tourism has become a key aspect in the analysis of tourist destinations, especially those related to culture and heritage. The results show the existence of three typologies of tourists, who are considered to be validated and useful to segment a tourist destination in function of the attitude, as declared by the visitor to the cuisine as a variable of interest to a tourist (survivors, enjoyers and experiencers). The higher or lower gastronomic attitude affects the culinary and the perception of satisfaction experienced by the tourist. One of the main contributions of this research is verifying that the level of satisfaction towards the local gastronomy is influenced by the motivations of culinary tourists. From the motivational point of view, the results show that tourists are more satisfied with the local cuisine, in addition to searching for new food experiences, they use cuisine as a tool to learn more about the culture of the destination and satisfy the needs of interpersonal relationships with friends and/or family members. In fact, the motivational

dimensions, culture and socialization contribute the most to the satisfaction of the tourist. Visitors report a high satisfaction with their dining experience, being the valuation significantly different according to the declared attitude towards the cuisine. Similarly, the greater attitude translates into significantly different perceptions in relation to the attributes of the gastronomy of Quito, being valued to a greater extent the facility, the atmosphere of the establishments and the innovation of the dishes by the tourists, experiencers. The main limitations of this research are found in the time period used, with which we believe that it would be convenient to extend the research to the tourism arrived in the city during every month of the year. As the main future line of research, we recommend strengthening the research to know if the tourists that visit the city of Quito and consume its food, later on in their places of origin also consume culinary products produced in this geographical area.

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