THE ROLE OF GASTRONOMY TOURISM ON REVISIT AND RECOMMENDATION INTENTIONS: THE MEDIATION ANALYSIS OF TOURIST SATISFACTION

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Abstract: Gastronomy tourism plays a very important role in a country's economy. Gastronomy tourism has been proven to have a positive impact on competitive dynamics and the long-term viability of a destination, as well as the local economy and regional development. Therefore, this study aims to examine the influence of gastronomic tourism on tourist satisfaction. Apart from that, this study also tested the influence of tourist satisfaction on revisit intention and recommendation intention. This study involved 462 domestic tourists in Surabaya. Data were analyzed using Structural Equation Modeling (SEM) analysis with SmartPLS. This study reveals that the quality of gastronomy tourism influences tourist satisfaction and will ultimately encourage potential revisit intention and recommendation intention for tourists to visit gastronomy tourism. Other findings show that tourist satisfaction mediates the effect of gastronomy tourism quality on tourists' revisit intention and recommendation intention to visit gastronomy tourism. The results of this study provide important implications for gastronomy tourism businesses to build tourist satisfaction by improving the quality of gastronomy tourism. By paying attention to and improving the quality of gastronomy tourism, a country can build a positive image, increase competitiveness and support economic growth through a sustainable tourism industry.

Key words: gastronomy tourism, tourist satisfaction, destination loyalty, revisit intention

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INTRODUCTION

The importance of gastronomy tourism cannot be ignored in the modern tourism industry (Durmaz et al., 2022; Jerez, 2023; Kuhn et al., 2023; Kumar, 2019; Leong et al., 2017; Okumus et al., 2018; UNWTO, 2020). Today, tourists increasingly seek authentic experiences that embrace local culture, including food and drink. This condition has encouraged the field of gastronomic tourism to become increasingly prominent due to the recognition that the local food and cuisine of a region serves as a significant representation of intangible heritage, with the potential to build a global reputation (Horng and Tsai, 2012; Ketaren, 2017). Gastronomic tourism, which is included in the broader category of tourism, has been shown to have a positive impact on the competitive dynamics and long-term viability of a destination, as well as the local economy and regional development (Cheng, 2023; Jerez, 2023; Leal-Londoño, 2023; Leong et al., 2017; Seyitoğlu and Ivanov, 2020). In contemporary society, eating out has taken on an important role in an individual's daily routine. Therefore, researchers and innovative culinary experts have used a scientific approach, namely through gastronomy, to investigate and improve the taste profile of conventional and new culinary creations (Okumus et al., 2018).

Gastronomy tourism allows tourists to explore the diverse culinary heritage of different regions, understand their history, and experience the rich flavors offered by each traditional dish. In addition, gastronomy tourism also provides significant economic opportunities for local communities, promotes the sustainability of local agriculture and trade, and supports the preservation of traditional recipes and cooking techniques. In a study by Leong et al. (2017), it was stated that gastronomy tourism significantly contributes to local economic growth and strengthens the cultural identity of a

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region. Through food experiences, tourists can build deep connections with tourist destinations, increase cultural awareness, and stimulate positive cultural exchange. Therefore, it is very important to develop a high-quality gastronomy tourism concept to attract tourists to visit. Tourist visits to gastronomy tourism destinations depend on the quality of gastronomy tourism offered by that destination (Durmaz et al., 2022; Mora et al., 2021). The quality of the dishes, the diversity of the menu, the authenticity of the taste, and the unique eating experience are the main factors that influence the attractiveness of a gastronomic destination. Tourists are looking for culinary experiences that not only satisfy their taste buds but also convey stories of local culture and traditions. Previous studies reveal that perceptions of gastronomy tourism have a positive and significant effect on destination satisfaction and consumer behavior, and destination satisfaction has a positive and significant effect on consumer behavior (Durmaz et al., 2022).

Destinations that can serve high-quality dishes, use local ingredients, and combine traditional cooking techniques with innovative touches have a strong appeal for culinary travelers. Apart from that, the quality of service and atmosphere of the dining place also contribute to creating a memorable gastronomic experience. Tourists who are satisfied with their gastronomic experience tend to provide positive feedback, recommend the destination to others, and return to the destination in the future (Kim, 2017). In addition, other studies show that destination satisfaction has a partial mediating role between perceptions of gastronomy tourism and consumer behavior (Mora et al., 2021).

According to Haven-Tang and Jones (2005), local gastronomy is important in cultivating distinctive and memorable culinary tourism experiences. In research conducted by Hendijani (2016), it was stated that the level of tourist satisfaction with the gastronomy of a destination is influenced by two main factors: cultural richness related to culinary practices and the use of natural and healthy ingredients, which are usually sourced from local food. Gastronomic satisfaction is influenced by taste, often obtained from describing ancestral recipes (Hendijani, 2016). These recipes are an integral part of the cultural heritage of the destination's residents, offering a unique and different experience that tourists can enjoy in their place of origin. Ultimately, gastronomic experience influences tourist satisfaction (Hendijani, 2016). Therefore, tourism destinations need to pay attention to and continue to improve the quality of the gastronomy tourism they offer to attract and maintain the interest of tourists. Good quality gastronomy tourism will encourage increased tourist satisfaction and ultimately contribute to an increase in the number of tourist visits.

LITERATURE REVIEW
Gastronomy tourism and tourist satisfaction
Gastronomy tourism is identified as a significant determinant of global sustainable tourism and a driving force, as stated by the United Nations World Tourism Organization (UNWTO, 2017). Extensive scholarly inquiry has been dedicated to examining the contribution of tourism towards the attainment of the United Nations Sustainable Development Goals (SDGs) (Basaran, 2020). According to Andrade-Suarez and Caamano-Franco (Andrade-Suárez and Caamaño-Franco, 2020), the 2027 Strategic Plan for Tourism recognizes cuisine as a crucial asset of strategic relevance. Hence, the importance of developing, coordinating and controlling gastronomic tourism needs to be developed seriously.

Gastronomy tourism, or food tourism, plays a pivotal role in enhancing tourist satisfaction by offering unique culinary experiences that cater to diverse tastes and preferences (Durmaz et al., 2022). Research published indicates that the quality of gastronomic offerings significantly influences tourists' overall satisfaction during their travels (Cordova-Buiza et al., 2021; Durmaz et al., 2022; Hendijani, 2016; Prat and Canoves, 2014). Tourists seek not only delicious and authentic local cuisine but also immersive dining experiences that allow them to explore the cultural and historical context of the dishes they are enjoying. High-quality gastronomy tourism helps in creating memorable moments for tourists, leaving a lasting impression and contributing positively to their overall travel satisfaction. Additionally, previous studies highlight that the appreciation of local cuisine is closely linked to the cultural identity of a destination (Komariah et al., 2020; Kuhn et al., 2023; Pérez-Priego et al., 2023). Tourists often perceive the quality of food and beverages as an essential aspect of their travel experience. Gastronomy tourism enables tourists to indulge in regional specialties, traditional cooking methods, and local ingredients, thereby providing an opportunity to understand the unique flavors and culinary traditions of a particular place. When tourists are satisfied with the gastronomic offerings, it leads to positive word-of-mouth recommendations, increased repeat visits, and higher ratings for the destination, ultimately contributing to the growth of the local economy and tourism industry. Thus, investing in the quality of gastronomy tourism not only enriches tourists' experiences but also strengthens the overall appeal of a destination, leading to higher levels of satisfaction among travelers.

Hypothesis 1: The quality of gastronomy tourism has a positive influence on tourist satisfaction

Tourist satisfaction and destination loyalty
According to numerous destination loyalty studies (Abahre et al., 2023; Alegre and Juaneda, 2006; Cong, 2021; Hendijani, 2016; Joo et al., 2020), tourist satisfaction is a major element in whether or not travelers return to a certain location. Perceived quality of the most crucial destination facilities or dimensions is the primary factor in satisfaction (Alegre and Juaneda, 2006). It seems to reason that the good consequences are always considered, while the negative ones are often overlooked (Kapuściński and Richards, 2016). In the context of this study, tourist satisfaction plays a crucial role in determining whether they will return to visit the same destination or not. When tourists are satisfied with their travel experience, including culinary quality, they are likely to develop the intention to return (Joo et al., 2020). Positive experiences generate feelings of trust and loyalty towards the destination. Apart from that, satisfaction also creates happy and satisfying memories, which provide emotional encouragement for tourists to plan repeat visits (Hendijani, 2016; Joo et al., 2020; Loi et al., 2017). Another study states a positive influence of gastronomic satisfaction on loyalty (Mora et al., 2021).

When a tourist destination can present an attractive local culinary experience, including a diversity of distinctive flavors and aromas, this not only satisfies tourists' tastes but also builds an emotional connection with the destination. The positive experience of eating delicious and authentic local dishes creates unforgettable memories for travelers. This sense of satisfaction is the key that opens the door to loyalty. Tourists who are satisfied with their gastronomic experience are more likely to return to the same destination in the future (Acharya et al., 2023; Hendijani, 2016; Joo et al., 2020; Loi et al., 2017; Mora et al., 2021). Apart from that, tourist satisfaction also has a positive impact in providing recommendations to others (Cevdet Altunel and Erkurt, 2015; Humagain and Singleton, 2021; Joo et al., 2020), creating a profitable domino effect for the destination's gastronomic tourism.

Through a study of relevant literature, we found connections between variables that explain that when tourists enjoy diverse and authentic local cuisine, they are likely to have a vibrant and memorable experience. This satisfaction, in turn, fosters a sense of loyalty towards the destination. Research has shown that tourists who are highly satisfied with their gastronomic expertise are more likely to revisit the goal and recommend it to others. Additionally, these happy tourists tend to develop an emotional connection to the local culture and community through food, resulting in a stronger bond with the destination. As a result, destination loyalty is not based solely on beautiful views or historic sites; This is also influenced by the gastronomic delights a place offers. Therefore, investing in the quality and variety of culinary experiences can significantly increase tourist satisfaction, foster a loyal visitor base, and strengthen the long-term sustainability of a destination.

Hypothesis 2: Tourist satisfaction has a positive influence on tourists' revisit intention to visit gastronomy tourism

Hypothesis 3: Tourist satisfaction has a positive influence on tourists' recommendation intention to visit gastronomy tourism

Hypothesis 4: Tourist satisfaction mediates the influence of gastronomy tourism quality on tourists' revisit intention to visit gastronomy tourism

Hypothesis 5: Tourist satisfaction mediates the influence of gastronomy tourism quality on tourists' recommendation intention to visit gastronomy tourism

Based on existing study literature, it can be concluded that it is very important to build tourist satisfaction when they visit gastronomic tourism furthermore, this gastronomic satisfaction also encourages an increase in tourists' intentions to visit again and provides recommendations for visits to other people in the future. Conceptually, the research model for building destination loyalty, which includes revisiting intention and recommendation intention, is shown in Figure 1. In Figure 1, it can be seen that this study aims to examine the influence of gastronomy tourism on tourist satisfaction. Also, this study also tested the influence of tourist satisfaction on revisit intention and recommendation intention. The hypotheses formed in this study are:
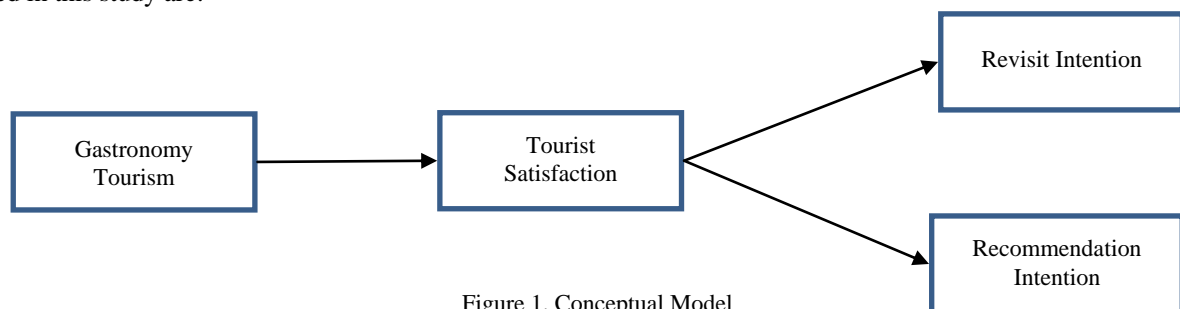

Figure 1. Conceptual Model

MATERIALS AND METHODS

This study involved domestic tourists in the Surabaya region. Four hundred sixty-two tourists completed the full survey (33.5% men and 66.5% women). The survey was conducted online using a Google Form-based questionnaire. The questionnaire link was distributed to tourists on gastronomic tours in several destinations in Surabaya-Indonesia. Next, tourists received a brief explanation regarding how to fill out the questionnaire, which was filled out using the self-administered questionnaire method.Measurement of study variables, including gastronomy tourism quality, tourist satisfaction, revisit intention, and recommendation intention, uses previous study references. Tourist perceptions regarding gastronomy tourism quality were measured using the questionnaire reference Lee et al. (2011). This questionnaire consists of five items (for example, Gastronomy tourism has provided unforgettable culinary experiences). In addition, data regarding tourist satisfaction was collected using the tourist satisfaction questionnaire (Lee et al., 2007) and developed in a gastronomy context. This questionnaire consists of four items (for example, Overall, I am satisfied with my experience in gastronomy tourism).

Tourists' perceptions regarding revisit intention were measured using the revisit intention questionnaire by Zhang et al. (2018). In this study, we have developed the original questionnaire and adapted it to the context of gastronomic tourism. Revisit intention was measured using a previous study questionnaire that we have developed (Cevdet Altunel and Erkurt, 2015). The total number of revisit intention items is three items, namely revisit propensity, revisit willingness and revisit probability shortly (for example, I tend to visit gastronomy tourism again). Finally, data regarding recommendation intention was measured using two items adapted from previous studies (Lee et al., 2007) (for example, Would you recommend gastronomy tourism to others (including your family and friends)?). The scale items were administered using a five-point Likert scale style, with a rating of 1 indicating 'strong disagreement' and 5 representing 'strong agreement' with each statement.

The present work used structural equation modeling (SEM) as a statistical technique to examine and interpret the collected data. Smart-PLS is a software application utilized for the purpose of examining structural equation modeling

(SEM) models that are specifically associated with the construct of revisit intention and recommendation intention. The criteria for evaluating model fit encompass NFI (Normed Fit Index) values greater than 0.800 and SRMR (Standardized Root Mean Square Residual) values less than 0.080, which are regarded as indicators of a satisfactory model (Hair et al., 2017). Partial Least Squares (PLS) analysis employs two distinct analytical approaches, specifically the outer model and the inner model. The validity of the items or measurement indicators for each variable is assessed by the application of external model analysis. According to Ghozali (2014), an indicator is deemed genuine when its loading factor parameter value is equal to or exceeds 0.70. Furthermore, the testing of this hypothesis necessitates the utilization of a reference p-value that is equal to or less than 0.05. According to Ghozali (2014).

RESULTS AND DISCUSSION
Validity and reliability test

The outcomes of the item validity assessment conducted using the Partial Least Squares (PLS) algorithm are presented in Figure 2 and Table 1. The test was performed with a maximum literacy level of 300 and a stop criterion of 7. The initial model test revealed that none of the variables had values below 0.7. Hence, the study of the model depicted in Figure 2 can be extended to ascertain the factor loading values associated with the variables of gastronomy tourism quality, tourist satisfaction, revisit intention, and recommendation intention of tourists to visit gastronomy tourism.
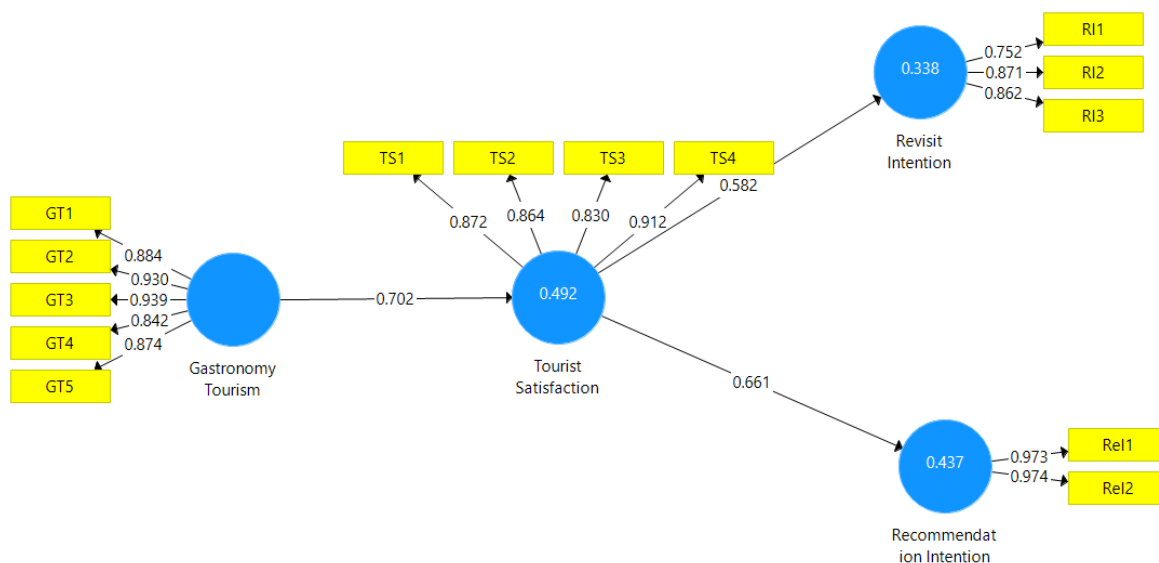

Figure 2. Test Validity (outer model)

Table 1 displays the outcomes of the item validity test for each variable. Table 1 displays the loading factor values for various constructs, including gastronomy tourism quality, tourist satisfaction, revisit intention, and recommendation intention of tourists to visit gastronomy tourism. Notably, all items within these constructs exhibit loading factor values within the range of 0.752 to 0.974, above the threshold of 0.7.

Table 1. Validity Test

Items	Gastronomy Tourism	Tourist Satisfaction	Revisit Intention	Recommendation Intention
GT1	0.884			
GT2	0.930			
GT3	0.939			
GT4	0.842			
GT5	0.874			
TS1		0.872		
TS2		0.864		
TS3		0.830		
TS4		0.912		
RI1			0.752	
RI2			0.871	
RI3			0.862	
ReI1				0.973
ReI2				0.974

Furthermore, this study assessed the questionnaire's dependability by the utilization of a reliability test. The findings from the reliability test indicated that the scores for Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) satisfied the established standards (Table 2). In this study, the range of Cronbach's Alpha scores was observed to be between 0.771 and 0.944. This indicates that all the items used in evaluating gastronomy tourism quality, tourist satisfaction, revisit intention, and recommendation intention of tourists to visit gastronomy tourism were deemed trustworthy.

Table 2. Reliability test

Variables	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Gastronomy Tourism	0.937	0.94	0.952	0.801
Tourist Satisfaction	0.893	0.901	0.925	0.756
Revisit Intention	0.771	0.773	0.869	0.689
Recommendation Intention	0.944	0.945	0.973	0.947

Hypothesis Testing using SEM

The present study aims to examine the hypothesis through the utilization of structural equation modeling (SEM) analysis, which allows for the assessment of both direct and indirect impacts. Before testing the hypothesis on each structural equation modeling (SEM) path, it is imperative to assess the model fit criteria of the SEM model in the initial stage. The fit model test employs the NFI (Normed Fit Index) and SRMR (Standardized Root Mean Square Residual) as evaluation criteria. According to Ghozali (2017) and Hair et al. (2010), a fit model is required to possess an NFI value greater than 0.8 and an SRMR value lower than 0.08. The model fit test results show that the NFI value is 0.898, and the SRMR is 0.051. This finding means that the study model has met the model fit criteria. The output results of the SEM model analysis using the bootstrapping method are shown in Figure 3.
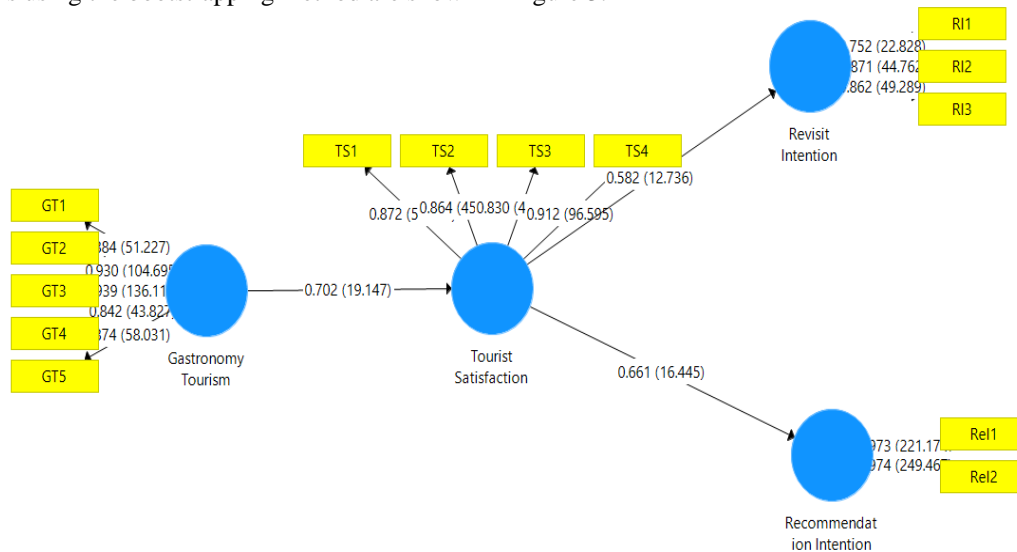

Figure 3. Bootstrapping analysis (outer model)

Hypothesis testing employs the technique of bootstrapping, wherein a subsample of 500 observations is utilized, alongside a significance level of 0.05. The confidence interval method employed is Bias-corrected and accelerated (BCa) bootstrap, and a two-tailed type test is conducted. Table 3 displays the outcomes of the hypothesis test conducted for each path. Testing the first hypothesis regarding the influence of the quality of gastronomy tourism on tourist satisfaction shows a t-statistic value of 19.147 (p-value= 0.00); the hypothesis is accepted. This means that the quality of gastronomy tourism has a positive influence on tourist satisfaction when visiting gastronomy tourism. Apart from that, the second hypothesis test showed that tourist satisfaction had a significant effect on tourists' revisit intention to visit gastronomy tourism (hypothesis accepted, t-statistic= 12.736, p-value=0.00). Next, we also tested the influence of tourist satisfaction on tourists' recommendation intention to visit gastronomy tourism. The test results revealed that tourist satisfaction was proven to significantly influence tourists' recommendation intention to visit gastronomy tourism (t-statistic=16.445, p-value= 0.00).

In addition, we tested the mediating role of tourist satisfaction on the effect of gastronomy tourism quality on tourists' revisit intention and recommendation intention to visit gastronomy tourism. In Table 3, it can be seen that tourism satisfaction successfully mediates the influence of gastronomy tourism quality on revisit intention (t-statistic= 9.422, p-value= 0.00; hypothesis accepted) and recommendation intention (t-statistic=10.479, p-value=0.00; hypothesis accepted).

Table 3. Hypothesis Testing Results

Path	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Gastronomy Tourism -> Tourist Satisfaction	0.702	0.703	0.037	19.147	0.00
Tourist Satisfaction -> Revisit Intention	0.582	0.581	0.046	12.736	0.00
Tourist Satisfaction -> Recommendation Intention	0.661	0.660	0.040	16.445	0.00
Gastronomy Tourism -> Recommendation Intention	0.464	0.464	0.044	10.479	0.00
Gastronomy Tourism -> Revisit Intention	0.408	0.409	0.043	9.422	0.00

Discussion
The importance of increasing tourist satisfaction through quality gastronomy tourism
Eating is a primary need for tourists, different from other activities (Kumar, 2019). Therefore, tourists always budget money for food and drink. Tourists who visit a destination will most likely try the local cuisine. Gastronomy is a crucial

aspect in presenting destination culture because it results from social, natural and cultural factors and reflects local culture in the form of unique culinary values (Gordin et al., 2016). This culinary component attracts tourists who want to learn about other cultures through local food and drinks (Kumar, 2019). In addition, local gastronomy is a major tourist attraction and influences their experiences (Henderson, 2009). Therefore, it is very important to build good credibility regarding gastronomy tourism to increase tourist visits through increasing tourist satisfaction.

The study results reveal that customer satisfaction is greatly influenced by how good the quality of gastronomy tourism. The findings of this study are relevant to previous studies, which stated that positive assessments of gastronomy tourism positively and significantly influence tourist satisfaction (Durmaz et al., 2022). The quality of gastronomy tourism greatly influences tourist satisfaction because a satisfying culinary experience has a strong appeal. When tourists taste authentic and delicious local dishes, they not only satisfy their hunger but also experience the rich culture and traditions of a region. Taste quality, presentation, menu diversity, and the use of high-quality raw materials are the main factors that influence tourists' culinary experiences (Hendijani, 2016). Apart from that, the atmosphere of the restaurant or eating place, friendly service, and staff knowledge about the menu also contribute to the level of satisfaction. When tourists feel impressed by their culinary experience, they tend to leave positive reviews, share their experiences with others, and return to the destination, creating a positive effect on the tourism industry (Kim, 2017).

Efforts to build quality gastronomy tourism are very important. Gastronomy, as a cultural tourism component, presents new culinary experiences that showcase different local cultural flavors and traditions. This experience also provides valuable opportunities for visitors to gain cultural education (Widjaja et al., 2020). Travelers who have a strong inclination to eat local cuisine often seek unique gastronomic experiences. Meanwhile, tourists who consume local food tend to have an extraordinary experience, which has the potential to have a positive impact on their overall satisfaction, intention to revisit, and tendency to engage in word-of-mouth communication (Björk and Kauppinen-Räisänen, 2014).

To improve the quality of gastronomy tourism, strategic steps need to be taken seriously. First, culinary industry players must focus on the quality of raw materials and cooking techniques to ensure the dishes served are delicious and healthy. Using local and organic ingredients can also add value to the culinary experience. Second, training restaurant staff in customer service and menu knowledge is essential. Friendly, competent and knowledgeable staff can provide tourists with a better experience. In addition, introducing innovation in the menu by combining traditional and modern flavors can increase the culinary appeal of a region. Apart from that, maintaining the cleanliness and sanitation of eating places, as well as providing a comfortable and clean atmosphere, can also increase tourist satisfaction. With these efforts, tourism destinations can achieve high culinary standards and ensure visitor satisfaction, supporting tourism growth and the local economy.

The domino effect of tourist satisfaction on revisit intention and recommendation intention

The success of creating tourist satisfaction when visiting gastronomy tourism will encourage plans to visit again, and they will even recommend to others to visit. The results of this study prove that tourist satisfaction also encourages plans to return visits and recommend to others to visit gastronomy tourism. This finding strengthens previous studies that show that tourists' satisfaction with the quality of culinary delights on their tour tends to increase their intention to return (Joo et al., 2020; Mora et al., 2021). Apart from that, this study also sharpens previous findings, which stated that when tourists feel satisfied, they will provide recommendations to other people (Cevdet Altunel and Erkurt, 2015; Humagain and Singleton, 2021; Joo et al., 2020). The findings of this study mean that when a tourist feels satisfied with their travel experience, especially their culinary experience, both in terms of service, facilities and overall tourism experience, they tend to have a strong intention to return to that gastronomic destination. Traveler satisfaction creates an emotional bond with the destination, triggers a strong sense of attachment, and strengthens the desire to repeat their positive experience in the future. Apart from that, tourist satisfaction also has a direct impact on the intention to recommend the destination to others. Satisfied travelers not only share positive stories about their travels but also provide recommendations to their friends, family, and colleagues, influencing others' travel decisions. These positive recommendations create a widespread domino effect, inviting more new tourist visits and increasing the popularity of the destination, as well as strengthening the positive image of the destination in the eyes of potential tourists.

Apart from the direct impact of increasing tourist visits, the domino effect of tourist satisfaction on revisit intention and recommendation intention also creates a sustainable circle in the development of the tourism industry. With the increasing number of visits and recommendations from satisfied tourists, tourism destinations can experience sustainable growth in revenue, investment and infrastructure development. This attractive potential for gastronomic tourism is an important strategic element in the tourism and hospitality sector. Therefore, tourism destinations increasingly use their gastronomic resources to differentiate themselves from their competitors (Kumar, 2019). Thus, providing memorable experiences will produce sustainable competitive advantages (Widjaja et al., 2020). Along with this, tourist satisfaction levels continue to increase, creating a positive cycle that supports economic growth and sustainability in the tourism industry. Thus, gastronomy tourism destinations must provide a satisfying culinary tourism experience because this not only influences individual satisfaction but also has a broad impact on building and strengthening the tourism industry.

CONCLUSION

Gastronomy tourism has a very important role in driving a country's economy. Apart from being a tourist attraction, the culinary richness of an area also reflects the cultural heritage and traditions of the local community. Travelers from all over the world often look for authentic culinary experiences when they visit a country. Therefore, improving the quality of gastronomy tourism is very important to provide tourist satisfaction and will ultimately build visit loyalty, which includes

revisiting intention and recommendation intention. This study reveals that the quality of gastronomy tourism influences tourist satisfaction and will ultimately encourage potential revisit intention and recommendation intention for tourists to visit gastronomy tourism. Other findings show that tourist satisfaction mediates the effect of gastronomy tourism quality on tourists' revisit intention and recommendation intention to visit gastronomy tourism.

The results of this study provide important implications for gastronomic tourism businesses to build tourist satisfaction by improving the quality of gastronomic tourism. When tourists feel satisfied through an extraordinary culinary experience, they are more likely to leave positive reviews, recommend the destination to others, and even return to visit. This creates a profitable domino effect, increasing the popularity of gastronomy tourism destinations and directly increasing the number of tourist visits. Also, the increase in the number of tourists has a positive impact on the local economy by increasing sales in the food and beverage sector, as well as various supporting businesses such as gift shops and tour guides. Furthermore, satisfying culinary experiences encourage sustainable development in the local food industry, supporting local farmers, producers and entrepreneurs. By paying attention to and improving the quality of gastronomy tourism, a country can build a positive image, increase competitiveness and support economic growth through a sustainable tourism industry. Relevant to previous studies (Sutiadiningsih et al., 2023), it provides an important note that tourists' attitudes towards consuming traditional food and perceptions of traditional food consumption remain controls that influence tourists' intentions in choosing gastronomy as part of their tourism activities. The subjective values of social media and traditional food consumption culture have not been able to influence tourists' intentions to make traditional food a tourist destination. This can be interpreted as saying that things related to local gastronomy can be accepted by tourists, but really need the support of the government, academics and tourism practitioners to develop gastronomic tourism so that it can become an alternative attractive new tourism object (destination) for tourists, in this case including variations of various gastronomic tourism promotion programs taking into account culture (including building distinctive and professional communication), behavior and tourist objectives.

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