TOURISTS' SATISFACTION WITH GASTRONOMY: PERCEPTIONS OF RESTAURATEURS IN CÓRDOBA AND OXFORD

Ana Mª Castillo Canalejo
Sandra Mª Sánchez Cañizares
Guzmán Antonio Muñoz-Fernández
César Mora Márquez

Abstract

Purpose - The aim of this study is to gain an understanding of restauranteurs' perceptions about their customers' satisfaction with the service provided in their establishment, focusing on two European cities - one British (Oxford) and another Spanish (Córdoba). The study also examines the potential relationship between this perceived satisfaction and factors external to the quality of the restaurant service. These include the customer's motivation for visiting the city, his/her knowledge of the restaurant and the city, and the tourism authorities' support for the city's gastronomy and tourism.

Methodology - The empirical research is based on the collection of primary information through a survey specifically designed to test the hypotheses formulated in the proposed theoretical model. The model used to check the proposed hypotheses was tested using the Partial Least Squares (PLS) approach

Findings - After analysing the results, it can be observed that tourists' motivation for choosing a destination and their prior knowledge about the city and its gastronomy positively influence their level of satisfaction. Significant differences also emerge in the comparative analysis of the two cities. For Oxford restaurateurs, the most important and significant variable influencing satisfaction is the motivation of tourists who visit the city, while Cordoba restaurateurs hold that satisfaction is positively influenced by all three of the external factors analysed, albeit to different degrees. The main one of these is the tourist's knowledge about the gastronomy and the city, followed by the complementary offer and the official support for tourism and gastronomy, and last of all the tourist's motivation, which is barely significant.

Contribution - The results of this study are of interest to both academics and those working in the field of tourism management. The main practical implication of this work is the understanding it offers of restaurateurs' perceptions, in two different European cultural cities, of factors external to the restaurant service which can affect their tourist customers' satisfaction. It is not uncommon for these perceptions to be translated into demands made of the tourist authorities. Identifying such factors helps us to understand these demands, but also helps to explain the diversity of perceptions on which sectoral organizations in different European countries base their demands to the common European authorities. In this study, it can be surmised that cultural differences affect the needs perceived by restaurateurs

Keywords satisfaction; gastronomy; restaurateurs; motivation; prior knowledge; institutional support

INTRODUCTION

An understanding of the variables that moderate and determine tourist satisfaction is essential for the success of any destination and fundamental in helping it to become more competitive. For this reason, tourist satisfaction has been widely analysed in the field of tourism, and specifically gastronomy tourism. At the same time, each destination obviously has its own unique cultural, demographic, economic and social features and lies at a distinct stage of tourism development. It is therefore interesting to carry out comparative analyses of different cities to explore the perceptions and needs of the different economic agents involved in this sector.

Regarding culinary satisfaction in contemporary society, it is not simply a matter of meeting people's physical and physiological needs; it also responds to their desire to connect with a place, culture and heritage (Castillo Canalejo *et al.*, 2020). In this respect, variables such as tourists' motivations for choosing a destination (Devesa *et al.*, 2010), the knowledge and impression they may have about that place before travelling (Sheng-Hsiung *et al.,* 2010) and government support to promote a destination (Horng and Tsai, 2010) can influence tourists' satisfaction with the gastronomy.

The aim of this study is to gain an understanding of restauranteurs' perceptions about their customers' satisfaction with the service provided in their establishment, focusing on two European cities—one British (Oxford) and another Spanish (Córdoba). The study also examines the potential relationship between this perceived satisfaction and factors external to the quality of the restaurant service. These include the customer's motivation for visiting the city, his/her knowledge of the restaurant and the city, and the tourism authorities' support for the city's gastronomy and tourism.

There is no relevant scientific literature to date on perceptions focusing on the supply side (restaurateurs). Thus, the aim of this study is, first of all, to provide results that offer an understanding of the opinions of these economic agents, which can contribute to the development of new tourism management strategies for a destination; and, second, to perform a comparative analysis of these two popular tourist cities.

The fieldwork carried out to achieve this objective consisted of a survey of a sample of traditional restaurants in the cities of Oxford (UK) and Córdoba (Spain). After this introduction, the rest of the paper is structured as follows: the second section presents a review of the scientific literature on the constructs under study, then the next section details the methodology, followed by an analysis of the results obtained, and ending with the conclusions reached.

1. LITERATURE REVIEW

In the scientific tourism literature relating to the perception or opinion of restaurateurs, there is, to the best of our knowledge, no study that carries out a supply-side analysis of tourists' culinary satisfaction. The articles that examine the opinions of restaurateurs focus on their perception of widely varying aspects that are not aligned with the objective of this study: the location and design of the premises (Roberson and Kleynhans, 2015);

the attributes of wine suppliers (Dodd *et al*., 2004); the system for grading the quality of restaurants (Roberson and Kleynhans, 2014); tools for promoting a gastronomy destination (Peira *et al*., 2019); and differences in tipping by race (Brewster and Nowak, 2018). In short, these topics are outside the scope of this study and do not merit further mention here. The review of the literature relating to the proposed hypotheses is carried out bearing in mind the lack of scientific studies pointed out above.

1.1. Relationship between motivation and satisfaction with gastronomy

Motivation has been analysed as an internal factor that directs and integrates an individual's behaviour (Iso-Ahola, 1980). It is a psychological factor that leads a person to act in a certain way to satisfy his/her desires and goals (Beerli and Martin, 2004) and is therefore a driving force that motivates people to go on holiday or visit destinations (Mohaidin *et al*., 2017). Motivation is related to tourists' attitudes and intentions when choosing a destination (Chee and Yang, 2011; Chang *et al*., 2014) and their experience when they are there is crucial to satisfying this motivation and ensuring loyalty to the tourist destination (Liu *et al*., 2015). Therefore, tourist motivation is not only useful for explaining tourist behaviour, but also acts as a predictor of intention to visit (Huang and Hsu, 2009).

Furthermore, understanding what factors influence tourist satisfaction is one of the most relevant research topics in the tourism sector, given the impact it has on the success of any product or service. Most tourists have experience of other destinations, and their perceptions are influenced by comparisons of services, attractions, and so on. A high level of tourist satisfaction can influence positive future behaviours such as the intention to revisit a destination and recommend it (Castillo Canalejo and Jimber del Río, 2018). The scientific literature has analysed the relationship between motivation and satisfaction from different perspectives and applying a variety of methods, with a focus on various segments of the tourism sector (Devesa *et al*., 2010). This relationship has also been analysed in the field of gastronomy tourism (Tsiara, 2014; Castillo Canalejo *et al*., 2020; Bervel Pineda *et al*., 2019; López Guzmán *et al*., 2019) but from the perspective of the tourist's opinion rather than a supply-side focus on a destination, as indicated above. Based on the analysis of these variables and their relationships in the scientific literature, we propose the following hypothesis referring to restaurateurs' perception:

H1: The greater the tourist's motivation to visit the city, the higher his/her satisfaction with the gastronomy.

1.2. Knowledge of the destination and satisfaction with the gastronomy

Knowledge involves knowing things, facts, concepts and interrelationships that can be communicated verbally or maintained in mental models (Sheng-Hsiung *et al*., 2010). In the context of tourism, knowledge about a destination shapes the impression that tourists may have of it and what can be consumed or experienced (Lew and McKercher,

2006; Ryan, 2000). Gursoy (2003) examined the concept of prior knowledge of a product and its influence on tourist information search behaviour. A number of studies confirm that tourists with different levels of knowledge and experience demonstrate dissimilar behaviours in terms of preferences and involvement in tourist activities (Baloglu, 2001; Lau and McKercher, 2004; Lehto *et al*., 2004). This suggests that the level of satisfaction with various tourist services could be influenced by tourists' prior knowledge about a destination.

Few studies have directly analysed the relationship between knowledge about the destination and tourist satisfaction, and how this knowledge influences tourist behaviour (Huang *et al*., 2016). Sheng-Hsiung *et al*., (2010) propose a model that predicts how independent tourists' knowledge influences satisfaction and information-seeking behaviour. Huang *et al*., (2016) analyse the moderating role of prior knowledge in the relationship between different components of the tourist experience (specifically, attractions, infrastructure, restaurants and service performance) and tourist satisfaction. Maestro *et al*., (2007), in their study on rural tourism in Spain, identify the moderating role played by prior knowledge in the relationship between attitudes towards rural tourism and the perception of the quality of the service. Chi and Qu (2008) argue that differences in tourists' image of a destination affect their overall satisfaction levels. Ellis and Ashbrook (1988) suggest that individuals with greater knowledge resist the interference of emotional states in their judgments more than those with less knowledge.

Nevertheless, leaving aside these remotely related studies in the literature, we have not found any published papers that examine the direct relationship between prior knowledge and tourist satisfaction with gastronomy from the point of view of the service provider. To address this lack of scientific evidence, we propose the following hypothesis:

H2: The greater the tourist's knowledge about the city and its gastronomy, the greater his/her satisfaction with the gastronomy.

1.3. Official support for gastronomy tourism and tourist satisfaction

Issues regarding the relationship between the development of gastronomy tourism and government support through local strategies have been addressed by various researchers (Su and Horng, 2014). Richards (2002) holds that tourists place considerable emphasis on how they feel in a destination and how they experience what it has to offer in terms of gastronomy, selecting a typical restaurant that meets their culinary expectations. Kivela and Crotts (2006) point out that in order to develop the niche market related to gastronomy tourism, it is not enough to offer a culinary experience that can be gained simply by visiting a destination; government organizations should make an effort to enhance tourists' experience by helping them learn about local cuisine and the culture associated with the cuisine as part of the identity of the destination. Horng and Tsai (2010) analyse the importance of government websites for publicizing and promoting a destination's local food and culture, as well as its restaurants, culinary tours and recipes. Stewart, Barmble and Ziraldo (2008) argue that in order to retain the loyalty of a gastronomy tourist, the relevant authorities must invest in training in this tourism sector.

The basic ingredients of modern gastronomy tourism are closely related to culture, chefs, media, catering services, attractions, tourist services, education and, above all, government support through regulations and promotional and marketing activities (Chaney and Ryan, 2012). Cooperation and interdependence between hospitality industry professionals and the government is vital in order to develop culinary experiences that have an impact on tourist satisfaction. It is crucial to draw on the experience of industry professionals if government initiatives, tourism infrastructure development and, in many cases, funding are to translate into success in this niche tourism market (Chang and Lim, 2004). Based on the analysis of these studies, we those propose the following hypothesis relating to restaurateurs' opinions:

H3: The greater the official support for the city's gastronomy tourism, the greater the tourist's satisfaction with the gastronomy.

2. DATA AND METHODOLOGY

2.1. Method and survey instrument

The empirical research is based on the collection of primary information through a survey specifically designed to test the hypotheses formulated in the proposed theoretical model. The measurement instrument used, as well as the sampling and data collection method, are described below.

The fieldwork relied on a structured closed-ended questionnaire designed to be self-administered. To ensure the validity of the questionnaire, it was formulated on the basis of previous research (Sánchez Cañizares and Castillo Canalejo, 2015), although given the novelty of the present study it had to be tailored to the research objectives. The questionnaire, our measurement tool, is divided into three sections: the first part collects information about the profile of the restaurants (8 items); the second part relates to restaurateurs' perception of their tourist customers' motivation and knowledge of the city and its gastronomy (8 items); and a third block addresses the perceived satisfaction with their restaurant services and external factors that may affect the tourist's satisfaction with the gastronomy of the city (9 items). The questionnaire includes both multiple choice questions and rating questions on a 5-point Likert scale (1 = not important; 5 = very important). Starting out with an initial set of questions, the questionnaire went through a three-stage refinement process: review by researchers, review by sector representatives, and, finally, a pre-test of five surveys carried out to detect possible errors or biases.

2.2. Sampling and data collection

The questionnaire was given to traditional restaurants in the cities of Oxford (UK) and Córdoba (Spain). The list of restaurants obtained from TripAdvisor was filtered to select those whose cuisine was oriented towards the typical gastronomy in the two cities, yielding a sample population of 165 restaurants for Oxford and 524 for Córdoba. Both cities have been chosen because they appear as cities with traditional culinary records

In the case of Oxford, the questionnaire was initially e-mailed to all the restaurants in the city under study; however, due to the low response rate, the measurement instrument was eventually administered in person by trained interviewers in both Córdoba and Oxford. The study was conducted over a seven-month period from November 2018 to June 2019. A total of 163 valid responses were obtained: 100 from Córdoba and 63 from Oxford. The probability sampling technique used was simple random sampling, which is common in this type of research. For a confidence level of 95%, the sampling error was 8.82% in the Córdoba sample and 9.70% in the Oxford sample. The profile of the restaurants that comprise the final sample is presented in Table 1.

Table 1: **Restaurants' profile**

Variable	Categories	Oxford	Córdoba
No. employees in high season	1-4	12.7%	20.0%
	5-9	23.8%	41.0%
	10-15	25.4%	23.0%
	16-20	15.9%	11.0%
	>20	22.2%	5.0%
No. employees in low season	1-4	16.1%	46.0%
	5-9	37.1%	37.0%
	10-15	24.2%	12.0%
	16-20	11.3%	4.0%
	>20	11.3%	1.0%
Frequency of investment in employee training	Once a year	4.8%	39.0%
	Several times a year	24.2%	17.0%
	Occasionally	8.1%	15.0%
	Never	62.9%	29.0%
Media used to advertise and promote the business*	Own website and/or social networks	96.8%	74.0%
	Brochures and flyers	27.0%	34.0%
	Blogs/Newspapers	31.7%	20.0%
	Travel agencies	3.2%	13.0%
	Radio/TV	1.6%	28.0%
	Tourism fairs	9.5%	7.0%
	Does not advertise	1.6%	10.0%
	Other	0.0%	11.0%
Actively participates in platforms related to gastronomy tourism in the city	Yes. Private organizations	8.3%	21.0%
	Yes. Public organizations	0.0%	2.0%
	Yes. Public and private	5.0%	10.0%
	Does not participate	86.7%	67.0%

The results show that the restaurants in the Spanish city are generally smaller, in that a greater proportion of them have a small staff, in both low and high seasons. More of the restaurants in Oxford than in Córdoba have over 10 workers in both seasons. In fact, in the high season, almost one in four establishments in the British city needs more than 20 employees (22.2%) compared to only 5% of Cordoban restaurants.

On the other hand, investment in training is more common in the Spanish city, where only 29% claim to not do any training, compared to 63% in the case of Oxford. Participation in organizations related to gastronomy tourism is also more common in Córdoba, where 21% of restaurants participate in private platforms and 10% in both public and private associations. Such platforms are less common in Oxford, where the majority (86.7%) state that they are not involved in any decision-making entities related to the city's gastronomy tourism.

Finally, regarding the means of advertising and promoting the business, in both destinations most restaurants (almost all in the case of Oxford) have their own website and/or social network accounts. In the city of Córdoba, traditional media still play an important role, notably brochures and flyers, local radio/TV and blogs or newspapers. In Oxford, just under a third of the restaurants also advertise through blogs or newspapers and very few invest in radio/TV ads.

3. RESULTS

3.1. Procedure, validity and reliability of the measurement model

The model used to check the proposed hypotheses was tested using the Partial Least Squares (PLS) approach. The measurement model was validated by assessing the reliability of the individual indicators through their loadings (Table 2), as well as the internal consistency and convergent and discriminant validity (Table 3). It was first checked that there was no multicollinearity among the indicators.

Many of the outer loadings exceed the cut-off value of 0.707 suggested by Carmines and Zeller (1979), and none are below the cut-off value of 0.4 that Hair *et al.*, (2011) established for dropping an indicator. They are thus retained the model as they can help extract useful information available in the indicator to generate a better latent variable score, and also the rest of the measurement indicators for the constructs that verify the discriminant validity (Table 3)

Table 2: **Measurement model. Outer loadings**

Factors and Items	Standard Loadings***	Mean	Standard Deviation
Tourists' motivations			
MOT1. Importance of travelling on business	0.816	2.85	1.375

MOT2. Importance of leisure travel	0.581	4.39	0.737
MOT3. Importance of travelling for tourism	0.849	3.89	0.932
MOT4. Importance of travelling to visit family and friends	0.613	2.25	1.562
Tourists' knowledge			
TK1. Tourists' level of knowledge about the traditional gastronomy of the city	0.905	3.31	0.856
TK2. Adequate advertising and promotion of city's tourism	0.404	2.04	1.111
Official Support for Gastronomy Tourism			
OS1. Gastronomy tourism is backed by a broad complementary offer for the tourist	0.519	3.67	0.850
OS2. The political authorities support the city's gastronomy tourism	0.733	2.20	0.976
Satisfaction with Gastronomy			
SAT1. Level of the tourist's satisfaction with the gastronomy of the city	0.699	4.33	0.641
SAT2. Level of the tourist's satisfaction with the food in the restaurant	0.883	4.41	0.617

***All loadings of the reflective measurement model are significant at the 1% level (two-tailed test)

Regarding internal consistency and convergent validity, Table 3 presents the reliability and validity measures assessed through composite reliability and average variance extracted (AVE) for each of the four constructs that make up the proposed model. In the same table, it can be confirmed that the discriminant validity requirement is fulfilled, as the square root of the variance shared between the construct and its indicators (AVE) , shown in the values on the main diagonal (in bold), is greater than the correlations between each construct and any other (the rest of the matrix).

Table 3: **Internal consistency, convergent validity and discriminant validity of the measurement model**

	Composite reliability	AVE	Fornell-Larcker criterion			
			TM	TK	OS	SG
Tourists' motivation	0.812	0.525	**0.725**			
Tourists' knowledge	0.627	0.491	0.251	**0.701**		

|						
Official support	0.568	0.403	-0.084	0.277	**0.635**	
Satisfaction with gastronomy	0.774	0.634	0.271	0.277	0.123	**0.796**

3.2. Estimation and evaluation of the structural model

After verifying the validity of the measurement model, the second step was the estimation and validation of the structural model. Figure 1 shows the path coefficients between the three explanatory variables and the endogenous variable After confirming the absence of multicollinearity (VIF < 5 for all indicators), a bootstrap procedure with 5000 samples was carried out to estimate the parameters; as shown in Figure 1 and Table 4, they were significant in all cases ($p < 0.05$) except the path between official support for gastronomy tourism and the tourist's satisfaction with the gastronomy.

The standardized root mean square residual (SRMR) registered a value of 0.098; since it does not exceed the cut-off of 0.10, this confirms the goodness of fit of the model (Henseler *et al.*, 2009).

The R^2 value of the model was 0.137, exceeding the minimum value of 0.1 proposed by Falk and Miller (1992), although it indicates a weak joint effect as it is below the limit of 0.33 established by Chin (1998).

Figure 1. Structural Model with Estimated Path Coefficients (p-value)
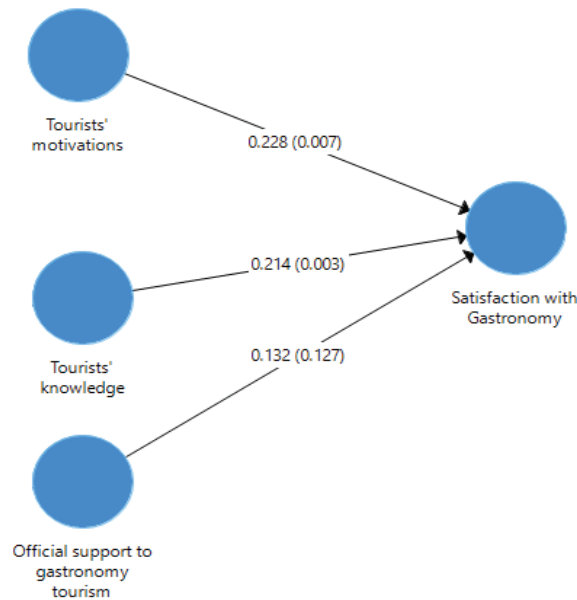
Table 4: **Path coefficients and t-value (Structural Model)**

Hypothesis	Expected sign	Path	t-value
H1: TM ⟶ SG	+	0.228	2.716***
H2: TK ⟶ SG	+	0.214	3.010***
H3: OS ⟶ SG	+	0.132	1.528

***$p < 0.01$

3.3. Hypothesis testing

As can be seen in Table 4, the importance of tourists' motivations ($\beta = 0.228$, $p = 0.007$) and their knowledge ($\beta = 0.214$, $p = 0.003$) are positive and statistically significant, so both hypothesis 1 and hypothesis 2 can be accepted.

Regarding the authorities' support for gastronomy tourism, the path coefficient is positive as expected, but in this case it is not statistically significant ($p = 0.127$); thus, hypothesis 3, which posited that this support would have a positive influence on tourists' satisfaction with the gastronomy of the city, cannot be accepted.

3.4. Effect of the variable City

Following the analysis of the main model, the city where the restaurant is located was considered as a source of heterogeneity that could exert an effect on the results of the model. Thus, we carried out a bootstrap-based multi-group analysis PLS-MGA (Chin and Dibbern, 2010) to assess the differences in the estimated coefficients as a function of the category to which they belong (0-Córdoba; 1-Oxford)

To apply and interpret the PLS-MGA, it is first necessary to check that the requirement of measurement invariance is met, in order to be able to make an appropriate comparison between the groups in terms of the estimates of the standardized path coefficients in the structural relationships of the composites. After confirming the measurement invariance in the measurement model, the structural model can be compared for the two city groups (Table 5).

Table 5: **Multi-group analysis by city group**

Relationship	Path Coefficient		Path Coefficient Difference	Henseler's MGA	Welch-Satterthwaite Test	
	Córdoba Group	Oxford Group	β1-β2	p-value	t	p-value
H1: TM ⟶ SG	0.164*	0.390***	-0.226	0.096*	1.606	0.113
H2: TK ⟶ SG	0.362***	0.030	0.332	0.045**	1.959	0.054*
H3: OS ⟶ SG	0.192**	-0.177	0.369	0.090*	1.560	0.124

***p < 0.01 **p <0.05, *p <0.1

Table 5 shows the results of the MGA using two alternative approaches, Henseler's MGA (Henseler *et al*., 2009) and the Welch-Satterthwaite test. The latter test is stricter so it does not yield the same results as the former.

First of all, it should be noted that the path coefficients differ in both magnitude and statistical significance depending on the city where the restaurants are located. While for Córdoba all the parameters are positive and significant, indicating that official support for gastronomy tourism has a positive influence on the tourist's satisfaction with the gastronomy, in the case of Oxford only the motivations of the visitor exert a significant influence on their satisfaction. The differences between the coefficients of the model for the two cities are found to be significant when the Henseler's MGA approach is applied. However, the Welch-Satterthwaite test indicates that only the difference in the path coefficient between tourist knowledge and satisfaction with gastronomy is statistically significant, meaning that the other two coefficients do not present statistical differences between cities.

4. DISCUSSION AND CONCLUSIONS

The analysis presented in this article is aimed at describing restauranteurs' perceptions about their customers' satisfaction with the service provided in their establishment. To do so, we focus on two European cities—one British (Oxford) and another Spanish (Córdoba). The study also examines the potential relationship between this perceived satisfaction and factors external to the quality of the restaurant service. These include the customer's motivation for visiting the city, his/her knowledge of the restaurant and the city, and the tourism authorities' support for the city's gastronomy and tourism. Regarding the context, both cities are important cultural tourism destinations: in 2019, the city of Oxford and its surroundings received approximately 7 million visitors (Oxford City Council, 2019), while the city of Córdoba welcomed 1.93 million (IECA[1], 2020).

---

[1] Andalusian Institute of Statistics and Cartography

The fact that there are important cultural differences between the two countries should not be overlooked, as this can have an impact on the type of culinary establishments found in these cities. In the city of Córdoba restaurants are smaller and have fewer staff: 61% of these businesses have a maximum of 9 employees in high season, against 36.5% for the case of Oxford, data which reflect the smaller average size of Spanish companies overall compared to British ones (Eurostat, 2020). In addition, restaurants in the British city make greater use of social networks and information and communication technologies to advertise compared to their counterparts in the Spanish city, which still make substantial use of traditional media; indeed, Spanish companies' use of social networks is about 20% less than that of British companies (Eurostat, 2020). On the other hand, in the city of Córdoba, restaurants show more interest in training their employees and restaurateurs participate more actively in associations and platforms that promote gastronomy tourism; in this regard, it should be recalled that tourism is one of Spain's main economic sectors. The results of this paper are of interest to both academics and those working in the field of tourism management. Following the application of the Partial Least Squares method, the model was found to explain the relationships proposed in the initial hypotheses moderately well. Intuitively, one might expect cultural differences between the cities to also affect restaurateurs' perceptions of the external factors that may influence tourists' satisfaction with the gastronomy. For Oxford restaurateurs, the most important and significant variable influencing satisfaction is the motivation of tourists who visit the city, while Cordoban restaurateurs hold that satisfaction is positively influenced by all three of the external factors analysed, albeit to different degrees. The main one of these is the tourist's knowledge about the gastronomy and the city, followed by the complementary offer and the official support for tourism and gastronomy, and last of all the tourist's motivation, which is barely significant.

4.1. Implications

The main practical implication of this work is the understanding it offers of restaurateurs' perceptions, in two different European cultural cities, of factors external to the restaurant service which can affect their tourist customers' satisfaction. It is not uncommon for these perceptions to be translated into demands made of the tourist authorities. Identifying such factors helps us to understand these demands, but also helps to explain the diversity of perceptions on which sectoral organizations in different European countries base their demands to the common European authorities. In this study, it can be surmised that cultural differences affect the needs perceived by restaurateurs. Unlike the Spanish restaurateurs, who are convinced of the importance of official support in contributing to the satisfaction of their tourist customers, the British restaurateurs disregard the need for help from tourist authorities. Instead, they fundamentally focus on the motivation for the customer's visit as an external factor that can be related to customer satisfaction; that is, they attribute satisfaction exclusively to the customers' personality and not to institutional support factors.

4.2. Limitations and future lines of research

This paper has some limitations, in light of which it is not possible to generalize the conclusions and implications drawn. First, only two European cities have been compared, so it would be worth replicating this study for other European cities with different cultures to check the results. Another limitation is that the research is based only on the supply side, meaning the conclusions cannot be readily applied to the demand side as they are based on restaurateurs' perceptions and not checked against customer opinions.

REFERENCES

Berbel-Pineda, J.M., Palacios- Florencio, B., Ramírez-Hurtado, J.M., and Santos- Roldán, L. (2019), "Gastronomic experience as a factor of motivation in the tourist movements",International Journal of Gastronomy and FoodScience., Vol.18, pp.100171, https://doi.org/10.1"016/j.ijgfs.2019.100171

Baloglu S (2001), "Image variations of Turkey by familiarity index: informational and experiential dimensions", Tourism Management, Vol 22 No.2, pp. 127–133.

Beerli, A. and Martin, J.D. (2004), "Factors influencing destination image", Annals of Tourism Research, Vol. 31 No.5, pp.657-81.

Brewster, Z.W., Nowak, G.R. (2018), "Radical Prejudices, Racialized Workplaces, and Restaurant Servers´ Hyperbolic Perceptions of Black- White Tipping Differences", Cornell Hospitality Quarterly, Vol 60 No.2, pp.59-173, https://doi.org/10.1177/1938965518777221

Carmines, E. G., and Zeller, R. A. (1979), Quantitative Applications in the social Sciences: Reliability and validity Assessment, SAGE University Papers.

Castillo Canalejo, A.M and Jimber Del Río, J.A. (2018), "Quality, satisfaction and loyalty indices", Journal of Place Management and Development, https://doi.org/10.1108/JPMD-05-2017-0040.

Castillo Canalejo, A.M., Sánchez Cañizares, S.M., Santos- Roldán, L. and Muñoz- Fernández, G.A. (2020)," Food Markets: A motivation- Based Segmentation of Tourists", International Journal of Environment Research and Public Health, Vol. 17 No.7, pp. 2312.

Chaney, S. and Ryan, C. (2012) "Analyzing the evolution of Singapore´s World Gourmet Summit: An example of gastronomic tourism",International Journal of Hospitality Management, Vol. 31, pp.309-318.

Chang, T.C., Lim, S.Y., 2004., "Geographical Imaginations of 'New-Asia Singapore'", Geografiska Annaler: Series B, Human Geography 86B ((3) September), pp. 165–185.

Chang, L.L., Backman, K.F. and Huang, Y.C. (2014), "Creative tourism: a preliminary examination of creative tourists' motivation, experience, perceived value and revisit intention", International Journal of Culture, Tourism and Hospitality Research, Vol. 8 No. 4, pp.401-19.

Chee, X. and Yang, W. (2011), "Understanding tourist motivation and behavioural intention to visit a new Chinese beach destination: a case study of potential Swedish tourists' intention to travel to Nordic Village of Hainan Island, China", Master thesis, University of Gothenburg.

Chi CG-Q and Qu H (2008)," Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: an integrated approach", Tourism Management Vol.29 No.4, pp. 624–636.

Devesa, M., Laguna, M. and Palacios, A. (2010), "The role of motivation in visitor satisfaction: Empirical evidence in rural tourism", Tourism Management, Vol.31, pp.547-552.

Dodd, TH., Gultek, MM., Guydosh, R.M. (2004), "Restaurateurs´ Perceptions of Wine Supplier Attributes", Journal of Foodservice Business Research, Vol.7 No.3, pp.73-92, doi: 10.1300/J369v07n03_06.

Ellis HC and Ashbrook PW (1988), " Resource allocation model of the effects of depressed mood states on memory", in: Fiedler K and Forgas J (eds) Affect, Cognition and Social Behaviour. Toronto: Hogrefe, pp. 25–43.

Eurostat (14/05/2020) Small and medium-sized enterprises: an overview. Retrieved from https://ec.europa.eu/eurostat/web/products-eurostat-news/-/DDN-20200514-1#:~:text=In%202017%2C%20an%20overwhelming%20majority,with%200.9%25%20of%20all%20enterprises

Gursoy, D. (2003), "Prior product knowledge and its influence on the traveler's information search behavior", Journal of Hospitality and Leisure Marketing,Vol 10 No.3/4, pp.113–130.

Hair, J. F., Ringle, C. M., and Sarstedt, M. (2011), "PLS-SEM: Indeed a silver bullet", Journal of Marketing Theory and Practice, Vol.19 No.2, pp.139–152.

Horng, J.-S., & Tsai, C. T. (2010), "Government websites for promoting East Asian culinary tourism: A cross-national analysis", Tourism Management, Vol. 31 No.1, pp.74-85.

Huang, S. and Hsu, C. (2009), "Travel motivation: linking theory to practice" International Journal of Culture, Tourism and Hospitality Research, Vol. 3 No.4, pp.287-95.

Iso-Ahola, S.E. (1980), The social psychology of leisure and recreation. Dubuque, Iowa:W.C.Brown.

Kivela, K., Crotts, J.C. (2006), "Tourism and gastronomy: gastronomy's influence on how tourists experience a destination", Journal of Hospitality and Tourism Research, Vol. 30 No.3, pp. 354–377.

Lau ALS and McKercher B (2004), "Exploration versus acquisition: a comparison of first-time and repeat visitor", Journal of Travel Research, Vol. 42 No.3, pp.279–285.

Lehto XY, O'Leary JT and Morrison AM (2004), "The effect of prior experience on vacation behaviour", Annals of Tourism Research, Vol. 31 No.4, pp.801–818.

Lew A and McKercher B (2006), "Modeling tourist movements: a local destination analysis", Annals of Tourism Research, Vol. 33 No.2, pp. 403–423.

López- Guzmán, T.,Uribe Loreto, C.P., Pérez Gálvez, J.C. and Ríos Rivera, I. (2017), "Gastronomic festivals: attitude, motivation and satisfaction of the tourists",British Food Journal, Vol. 119 No.2, pp.267-283.

López- Guzmán, T. and Sánchez Cañizares, S.M. (2012), "Culinary tourism in Córdoba (Spain)". British Food Journal, Vol.114 No.2, pp.168-179.

Maestro RMH, Gallego PAM and Requejo LS (2007), "The moderating role of familiarity in rural tourism in Spain", Tourism Management, Vol. 28 No.4, pp. 951–964.

Mohaidin, Z.; Tze Wei, K. and Ali Murshi, M. (2017), "Factors influencing the tourists´ intention to select sustainable tourism destination: a case study of Penang, Malaysia", International Journal of Tourism Cities, Vol. 3 No.4, pp.442-465.

Peira, G., Beltramo, R., Pairotti, M.B. and Bonadonna, A. (2018), "Foodservice in a UNESCO Site: The Restaurateurs´ Perception on Communication and Promotion Tools", Sustainability, Vol. 10, pp. 2911, doi:10.3390/su10082911.

Richards, G. (2002), "Gastronomy: an essential ingredient in tourism production and consumption? In: Hjalager", in A.-M., Richards, G. (Eds.), Tourism and Gastronomy. Routledge, London, New York, pp. 3–20.

Roberson, JR. and Kleynhans, IC. (2014), "Perceptions of restaurateurs on quality grading", African Journal of Hospitality, Tourism and Leisure, Vol. 3 No.1.

Roberson, JR. and Kleynhans, IC. (2015), "Restaurateurs´ perceptions of location and design", African Journal of Hospitality, Tourism and Leisure, Vol. 4 No 1.

Ryan C (2000), "Tourist experiences, phenomenographic analysis, post-positivism and neural network software". International Journal of Tourism Research, Vol. 2 No.2, pp.119–132.

Sánchez Cañizares, S.; Castillo Canalejo, A (2005), "A comparative study of tourists attitudes toward culinary tourism in Spain and Slovenia", British Food Journal, Vol.117, pp.2387–2411.

Sheng-Hsiung, T, Chang-Hua, Y. and Chia-Li, C. (2010), "Independent tourist Knowledge and skills", Annals of Tourism Research, Vol.37 No. 4, pp. 1035-1054.

Stewart, J.W., Bramble, L., & Ziraldo, D. (2008)," Key challenges in wine and culinary tourism with practical recommendations", International Journal of Contemporary Hospitality Management, Vol. 20 No.3, pp.302-312.

Su, C. S. & Horng, J. S. (2012), "Recent development in research and future directions of culinary tourism: A review", in M. Kasimoglu (Eds.): Visions for global tourism industry: Creating and sustaining competitive strategies. Croatia: InTech., pp. 91-112

Huang, S., Afsharifar, A. and Van der Veen, R. (2016), "Examining the moderating role of prior knowledge in the relationship between destination experiences and tourist satisfaction", Journal of Vacation Marketing, Vol. 22 No.4, pp.320-334.

Tsiara, M. (2014), "Gastronomic tourism: measuring motivation, consumer´s satisfaction and proposing effective marketing strategies". Tourismos, Vol.9 No. 2, pp. 207-225.

Ana Mª Castillo Canalejo, Professor Business Organization
University of Córdoba
Department of Statistics, Business Organization and Applied Economics Puerta Nueva
s/n 14071 Córdoba (Spain)
Phone+34957218000
E-mail: dt1casca@uco.es

Sandra Mª Sánchez Cañizares, Professor Business Organization
University of Córdoba
Department of Statistics, Business Organization and Applied Economics Puerta Nueva
s/n 14071 Córdoba (Spain)
Phone+34957218000
E-mail: sandra.sanchez@uco.es

Guzmán Antonio Muñoz-Fernández, Professor Business Organization
University of Córdoba
Department of Statistics, Business Organization and Applied Economics Puerta Nueva
s/n 14071 Córdoba (Spain)
Phone+34957218000
E-mail: guzman.muñoz@uco.es

César Mora Márquez, Asistant Professor Business Organization
University of Córdoba
Department of Statistics, Business Organization and Applied Economics Puerta Nueva
s/n 14071 Córdoba (Spain)
Phone+34655904004
E-mail: cmmora@uco.es