



THE BEHAVIOR AND PERCEPTION OF TOURISTS REGARDING TO GASTRONOMY
TOURISM IN XI'AN, REPUBLIC OF CHINA



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2023

พฤติกรรมและการรับรู้ของนักท่องเที่ยว เกี่ยวกับการท่องเที่ยวเชิงอาหารเมือง ซีอาน สาธารณรัฐ
ประชาชนจีน



สารนิพนธ์นี้เป็นส่วนหนึ่งของการศึกษาตามหลักสูตร
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการการท่องเที่ยวแบบบูรณาการ
คณะวัฒนธรรมสิ่งแวดล้อมและการท่องเที่ยวเชิงนิเวศ มหาวิทยาลัยศรีนครินทรวิโรฒ
ปีการศึกษา 2566
ลิขสิทธิ์ของมหาวิทยาลัยศรีนครินทรวิโรฒ

THE BEHAVIOR AND PERCEPTION OF TOURISTS REGARDING TO GASTRONOMY
TOURISM IN XI'AN, REPUBLIC OF CHINA



A Master's Project Submitted in Partial Fulfillment of the Requirements
for the Degree of MASTER OF ARTS
(M.A. (Integrated Tourism Management))
Faculty of Environmental Culture and Ecotourism, Srinakharinwirot University
2023
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THE BEHAVIOR AND PERCEPTION OF TOURISTS REGARDING TO GASTRONOMY
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BY
JIAYI ZHANG

HAS BEEN APPROVED BY THE GRADUATE SCHOOL IN PARTIAL FULFILLMENT
OF THE REQUIREMENTS FOR THE MASTER OF ARTS
IN M.A. (INTEGRATED TOURISM MANAGEMENT) AT SRINAKHARINWIROT
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Degree	MASTER OF ARTS
Academic Year	2023
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This research was quantitative and aimed to investigate the behavior and perception of tourists in Xi'an and to develop suggestions for gastronomy tourism in Xi'an, based on the behavior and perception of tourists. A total of 390 questionnaires were collected both online and face-to-face. The research results were that most respondents were female (51.0%), aged 26-35 (33.6%), had a Bachelor's degree (36.9%), earned ¥4,001-6,000 (51.3%), employed (48.5%), and from Northwest China (42.8%). Most traveled with family (53.3%), used trains (64.1%), and public transportation (55.4%). They typically spent ¥2,501-3,500 on travel (46.4%) ¥501-1,000 on food (44.4%), preferred spring (50.0%), stayed for 3-4 days (69.5%), and (51.0%) and previously visited. Gastronomy tourism was highly popular, (93.8%) intending to engage in it, (81.8%) having visited for it, and (18.9%) specifically visiting Yong Xing Fang. Overall, tourist perception was rated at the highest level with (mean 4.34, S.D. 0.56) and consumer behavior was rated as strongly agree (mean 4.40, S.D. 0.64), respectively. Tourist perception had the highest level: service (mean 4.05, S.D. 0.68), taste (mean 4.26, S.D. 0.74), hygiene (mean 4.38, S.D. 0.63), manners (mean 4.41, S.D. 0.60), and unique cultural experiences (mean 4.59, S.D. 0.45). Similarly, consumer behavior showed strong agreement: consumer beliefs (mean 4.36, S.D. 0.67), consumer feelings (mean 4.26, S.D. 0.77), consumer attitudes (mean 4.47, S.D. 0.69), consumer intentions (mean 4.38, S.D. 0.67), and gastronomy tourism experience (mean 4.48, S.D. 0.61). The study suggested enhancing gastronomy tourism through innovative culinary offerings, cultural activities, culinary museums, food festivals, improved transportation and infrastructure, hygiene regulations, and service standards.

Keyword : Behavior, Perception, Gastronomy Tourism, Xi'an, Republic of China

ACKNOWLEDGEMENTS

I feel very fortunate to have been accepted into the Master's program in Tourism Management at Srinakharinwirot University. This opportunity has expanded my professional knowledge, broadened my horizons, and enhanced my communication and collaboration skills, greatly benefiting my future work and personal growth. I am deeply grateful to everyone who has supported and helped me.

First, I thank the Faculty of Environmental Culture and Ecotourism at Srinakharinwirot University for this opportunity and their support.

I am especially grateful to my advisor, Ms. Kingkanok Saowapawong, Ph.D. Her patience, encouragement, and guidance have been invaluable, particularly in guiding me through my research, helping me find the right methods to complete my thesis, and assisting with the English sections of my writing.

I also thank all my teachers for leading me into the world of tourism science and teaching me to analyze and think critically. I appreciate the thesis defense committee members for their valuable feedback, which has helped improve my work. Thanks to everyone who participated in my interviews and answered my questionnaires. Lastly, I thank my parents and relatives for their unwavering support.

This learning experience has been an unforgettable journey and a guiding light for my future.

JIAYI ZHANG

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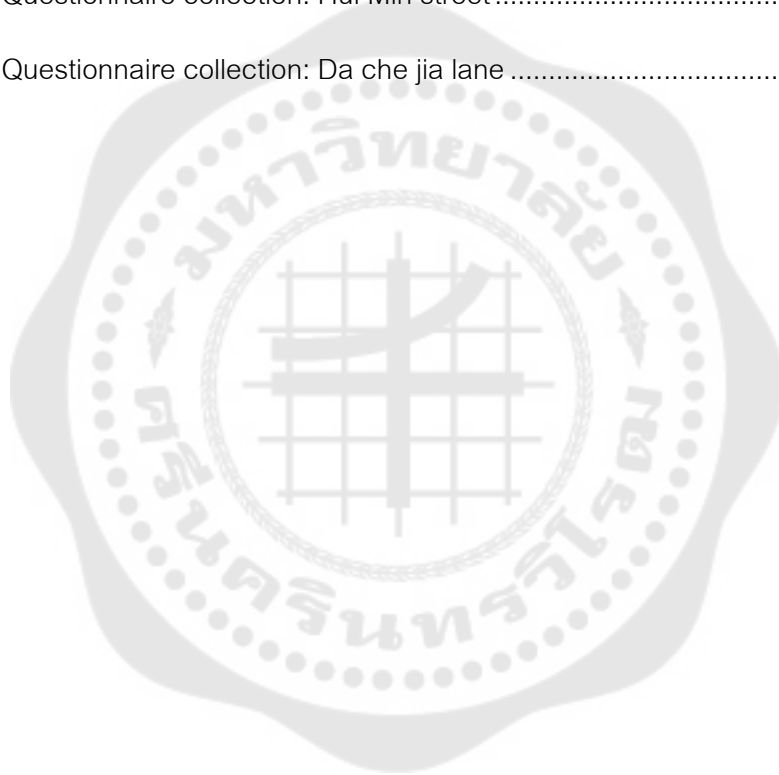
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CHAPTER 1

INTRODUCTION

Background

The rapid development of the world economy has significant changes in people's consumption demands. Their lives are confined to basic needs but have evolved to encompass a pursuit of quality and spiritual aspects. The global tourism industry has undergone stages of initial development, mass tourism, maturity, and diversification. From the 1990s to the present day, tourism has diversified, giving rise to various new forms such as cultural tourism, eco-tourism, leisure tourism, health tourism, culinary tourism, and more (World Tourism Organization, 2008).

In September 1979, the World Tourism Organization officially designated September 27th as World Tourism Day. Tourism has become a vital platform for international and cultural exchange, as well as one of the world's most important economic industries. Additionally, it is also one of the most common forms of leisure and entertainment (World Tourism Organization, 2023b).

As one of the six elements of tourism, food plays a pivotal role in the development of the tourism industry. With both material and social attributes, it satisfies the body's needs and serves as a window to understand a destination's unique culinary culture and rich history (Cohen & Avieli, 2004).

Gastronomic tourism is a key factor for many destinations and become one of the fundamental elements in the choice of a tourist destination (Berbel-Pineda et al., 2019). Gastronomy tourism as a type of tourism activity which is characterized by the visitor's experience linked with food and related products and activities while travelling (World Tourism Organization, 2023a). China's research on gastronomy tourism is both urgent and necessary for several reasons. It aids in preservation and inheritance of traditional culture, promotes local economic development, meets consumer demands, facilitates cultural exchange, and addresses health and nutrition concerns.

Xi 'an, located in northwest China, is steeped in history and culture. With over 7,000 years of civilization, more than 3,100 years of urban development, and over 1,100

years as a capital city, Xi 'an stands as a key birthplace of Chinese civilization. It is recognized as a "World Historical City" by UNESCO and is known as the "World Capital of Cuisine" and one of China's thirteen ancient capitals. Xi 'an stands out as a prime tourist destination with rich cultural and natural resources (Song, 2003). Designated by UNESCO in, Xi 'an is one of the important birthplace of the Chinese civilization and the Chinese nation, and the starting point of the Silk Road (Jiang, 2019). Xi'an received 240 million domestic tourists in 2021 (Xi'an Culture and Tourism Bureau, 2022). In 2022, under the influence of the epidemic, the number of tourists reached 200 million (Xi'an Culture and Tourism Bureau, 2023), and in 2023, Xi'an welcomed 400 million domestic tourists (Liu, 2023). The significant rise in the number of tourists confirms that Xi'an is a popular destination, especially among Chinese tourists. from the huge number of tourists can confirmed that Xi'an is the popular destination among tourists, especially among Chinese tourists. Xi 'an has gained recognition as a significant cultural city, particularly renowned for its diverse culinary offerings and gastronomy, contributing to its significance in the realm of cultural enrichment. This has transformed Xi'an into a prominent destination for gastronomy tourism, attracting both international and domestic tourists.

China's Top 8 Food Cities including Hong Kong, Beijing, Chengdu, Turpan, Xiamen, Guangzhou, Macau, Xi'an(China highlight, 2024).Because Xi 'an's cuisine not only stems from its long history and rich cultural connotation, but also lies in its unique regional characteristics and exquisite cooking skills.

Xi'an's cuisine is a tapestry of flavors, textures, and aromas, deeply influenced by its historical significance as a former capital of several ancient Chinese dynasties and its position on the Silk Road. This historical and cultural melting pot has given rise to a food culture that is both diverse and uniquely representative of the region.(Feng, 2014)

Noodles and Dumplings: Xi'an is famed for its noodles, particularly Biangbiang noodles, which are wide, thick, and chewy, often served with a rich, spicy sauce. Another popular noodle dish is saozhi noodles, which features a tangy, savory broth. Dumplings, such as those served in the traditional jiaozi form, are another staple, often

filled with a variety of meats and vegetables and enjoyed during festivals and special occasions.(Trevor, 2018)

Bread and Pastries: The city is known for its unique bread and pastry offerings. Roujiamo, often likened to a Chinese hamburger, consists of slow-cooked, spiced meat stuffed into a crispy flatbread. Xi'an's pita bread soaked in lamb soup (yangrou paomo) is another iconic dish, where pieces of bread are crumbled into a hearty lamb broth.(Dong, 2022)

Meat Dishes: Xi'an's cuisine features robust meat dishes, reflecting the region's pastoral traditions. Spicy cumin lamb skewers are a popular street food, while braised pork and beef dishes offer rich, deep flavors that are perfect for colder weather.

Vegetarian Options: Despite its love for meat, Xi'an also offers a variety of vegetarian dishes. Stir-fried vegetables, tofu-based dishes, and pickled vegetables are commonly enjoyed. Local specialties like cold noodles (liangpi) made from rice or wheat flour, often served with a tangy sesame sauce, are refreshing vegetarian options. (Trevor, 2018)

Spices and Seasonings: The use of bold spices is a hallmark of Xi'an cuisine. Ingredients such as cumin, star anise, Sichuan peppercorns, and chili peppers are frequently used to create deep, aromatic flavors. Vinegar, garlic, and ginger are also common, adding a distinct tang and heat to many dishes. (China tours, 2023)

Street Food Culture: The street food scene in Xi'an is a vibrant reflection of its culinary diversity. From spicy lamb skewers (chuan) and stuffed pancakes to sweet persimmon cakes, the streets of Xi'an offer an endless array of snacks that cater to all tastes. Night markets like the Muslim Quarter (Hui Min Street) are especially famous for their lively atmosphere and delicious offerings.(Cindy, 2022)

Xi 'an, as the birthplace of ancient Chinese civilization, has thousands of years of historical accumulation. This profound historical and cultural heritage gives birth to a rich and colorful traditional food culture. Xi 'an cuisine not only reflects the folk customs of Guan Zhong area, but also carries the traditional food culture of the Chinese nation. For example, as one of the representative dishes of Xi 'an, mutton steamed bread has

become an important representative of Xi 'an cuisine culture with its unique cooking method and rich taste. The regional climate characteristics of Xi 'an also provide favorable conditions for the development of gastronomy. Located in the Yellow River basin in the north, Xi 'an has a temperate continental climate, which enables the cultivation of a variety of crops and provides a material basis for the diversity of cuisine. At the same time, Xi 'an people in the long-term practice of life, gradually formed a unique noodle culture, such as Biangbiang noodles, saozhi noodles, etc (Trevor, 2018). These delicacies not only unique taste, but also exquisite production skills, popular among people. The regional climate characteristics of Xi 'an also provide favorable conditions for the development of gastronomy. Located in the Yellow River basin in the north, Xi 'an has a temperate continental climate, which enables the cultivation of a variety of crops and provides a material basis for the diversity of cuisine. At the same time, Xi 'an people in the long-term practice of life, gradually formed a unique noodle culture, such as Biangbiang noodles, saozhi noodles, etc. These delicacies not only unique taste, but also exquisite production skills, popular among people.

There are many food streets in Xi 'an (Cindy, 2022), the more well-known food streets include Hui Min Street, Yongxing Fang, Sajinqiao Food Street and Dongxin Street. There are many other food destinations in Xi 'an, such as Dapi gard and Xiyang City, which are also worth exploring (Dong, 2022). Food tourists prefer Lianhu District, Beilin District and Xincheng District because Lianhu District is centered on Hui Street, which gathers rich Hui snacks and is the first choice for tasting Xi 'an's authentic food. With a large number of historical and cultural sites and buildings, such as the Grand Mosque, Gaojia compound, tourists can taste the food at the same time, but also feel a strong historical and cultural atmosphere(Trip advisor, 2024). Lianhu District is located in the center of the city and has convenient transportation for visitors to other attractions and food streets. Beilin District is a gathering place of Xi 'an time-honored restaurants, such as Xi 'an Restaurant, Lao Sun Family Restaurant, etc. These time-honored restaurants are favored by tourists for their unique tastes and skills passed down for many years. As the commercial and financial center of Xi 'an, Beilin District attracts many international

tourists and business people, and its restaurants and cuisine are more international. Xincheng District is one of the modern urban areas of Xi 'an, where the food street and night market are more modern and fashionable to suit the tastes and needs of young tourists. At the same time, the food street and night market in the new city have gathered local snacks and special cuisines to meet the needs of tourists for diversified diets.

In China is in its early stages in gastronomy tourism. Most existing studies focus on the supply side and lack exploration of the expectations and perceptions of tourists. Gastronomy tourism's impact on attracting tourists is underexplored. Gastronomy tourism is a trend of modern times. Different age groups participate in various types of tourism activities, each seeking unique experiences.

This study adopts a visitor behavior and perception perspective and employs questionnaire surveys to systematically analyze Xi 'an's gastronomy tourism. By evaluating the significance of factors influencing gastronomy tourism and exploring of visitor behavior and perception, this study narrows the gap between expectations and perceptions, stimulates tourists' intention to visit, and contributes to the research of gastronomy tourism.

This study employs both theory and data analysis to achieve its objectives, focusing on understanding how tourists in Xi 'an perceive and experience the local food, examining whether tourists' food experiences relate to their overall satisfaction with food tourism in Xi 'an, and exploring if different groups of tourists hold varying opinions on food tourism in the city. By investigating these aspects, we aim to assist local governments, tourism departments, and food businesses in Xi 'an to gain a better understanding of tourist behaviors. This understanding can contribute to the development of gastronomic tourism in the Xi 'an, Republic of China.

Objectives of the study

1. To investigate the behavior and perception of tourists regarding gastronomic tourism in Xi'an.
2. To develop suggestions for gastronomy tourism in Xi'an based on the behavior and perception of tourists.

Scope of the study

1. Study area

This research will study in Lian Hu District, Xin Cheng District and Bei Lin District are the core areas of Xi 'an. In this study will collecting data from Xin Cheng District, Lian Hu District, Bei Lin District in Xi 'an, Republic of China.

2. Study population sample

This study aims to collect data from 390 tourists who traveled to Xi'an between December 2022 and April 2024. The data collection will involve a balanced approach, utilizing 50% online surveys from February 28 to March 19, 2024 and 50% on-site face-to-face questionnaire surveys from March 20 to April 1, 2024.

3. Study time

This study will collect data through on-site face-to-face questionnaire surveys and online surveys between February and April 2024.

4. Study theory

This study utilizing theory based on:

1. Demographic of tourists: gender, age, education, income(Kotler et al., 2017).
2. perception of gastronomy tourists: restaurant service, food taste, health and hygiene, variety and table manner, unique cultural experience(Promsivapallop & Kannaovakun, 2019).
3. Consumer behavior: consumer beliefs, consumer feeling consumer attitudes consumer intentions(Blackwell et al., 2012).

Definition of terms

1. Gastronomy tourism

gastronomy tourism is a special form of tourism centered on exploring and enjoying local gastronomy and beverages in Xi 'an. Gastronomy tourists seek authentic food experiences at their destinations, sampling local specialties, and dine at Xi 'an' s time-honored restaurant. This type of tour will not only satisfy the taste buds, but also give you an insight into the culture, history and lifestyle of Xi 'an.

2. Gastronomy tourists

Gastronomy tourists refer to Chinese tourists who have traveled for gastronomy tourism in the downtown area of Xi'an within the past three years.

3. Tourist behavior

Tourist behavior encompasses the actions, decision-making processes, and participation patterns of food tourists when choosing Xi'an as their destination for gastronomy tourism. The behavior of these tourists in Xi'an is shaped by various factors, including tourism motivation, cultural influences, economic conditions, interests, and environmental awareness. Addressing the needs of food tourists is pivotal in influencing tourism patterns, contributing to the local economy, and promoting sustainable tourism practices. Understanding and analyzing visitor behavior offers valuable insights to destinations, businesses, and policymakers, enabling them to enhance the tourism experience and optimize the overall sociocultural and economic impact of tourism.

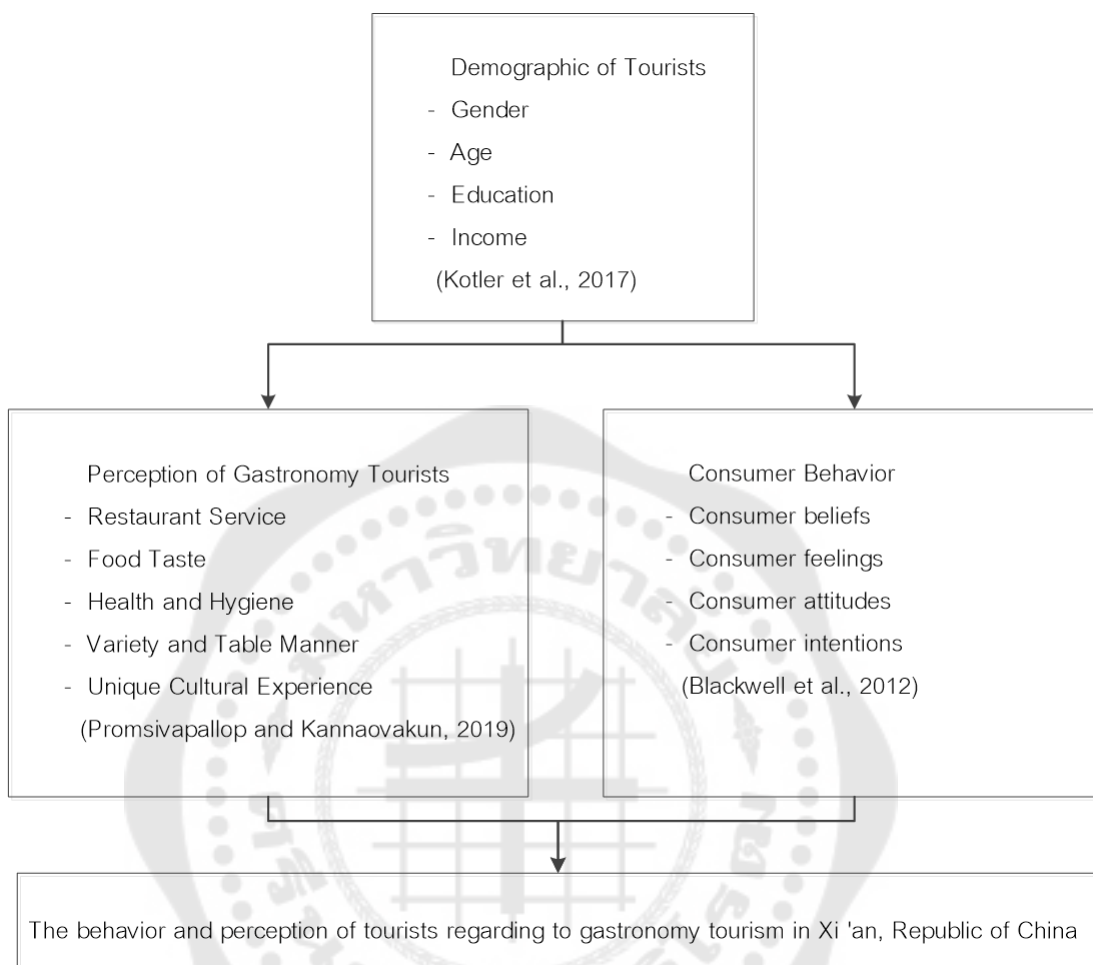
4. Tourist perception

Tourist perception refers to the feeling, experience and cognition of food tourists in the process of food tourism experience in Xi 'an This includes the thoughts, feelings, attitudes, and perspectives developed by visitors through their interactions with the cuisine, environment, culture, attractions, and services offered during the gastronomy tourism experience. It plays an important role in shaping overall satisfaction, decision making and future travel behavior, and influences their recommendations and reviews, thus affecting the reputation of the destination and the tourism industry.

5. Xi'an area

Xian area in this study refer to 3 district that famous for gastronomy tourism of Xi 'an, including Xin Cheng District, Lian Hu District Bei Lin District in Xi'an, Republic of China

Conceptual framework



CHAPTER 2

REVIEW OF THE LITERATURE

Food Tourism and gastronomy tourism

Over the past two decades, research on food tourism has seen significant growth, marked by international conferences and a surge in publications on the subject. The concept gained momentum after the 2000 international conference themed "Food and Tourism" in Cyprus, where scholars proposed leveraging food as a tourism attraction. Subsequently, scholars have explored diverse facets, ranging from local culture and heritage to consumer behavior related to food tourism.

In international literature, food tourism is often defined through the lenses of resources and experiences. Scholars like Boniface (2017) emphasize food's role in showcasing local culture, defining food tourism as an activity that integrates local cuisine, cultural heritage, and lifestyle. Others, like Hall et al. (2004), view it as dedicated visits to the origin or processing sites of local food products, participation in food festivals, and patronizing food streets or restaurants.

Motivations driving food tourism have been extensively studied. Fields (2003) identifies physiological, cultural, interpersonal, and prestige factors, while Cela et al. (2013) pinpoint gastronomic activities, purchasing and tasting food, and gaining knowledge of food customs as main purposes. McKercher et al. (2008) further categorize motivations into general and specific, with socializing and leisure falling under general motivations.

Different classifications of food tourists have emerged, with Boyne et al. (2003) categorizing them based on the importance of food in their travel activities. Similarly, Hjalager (2004) classifies tourists into four categories based on their attitudes and preferences towards food. Shenoy (2005) divides tourists into "Gourmet," "Experiential," and "Ordinary" based on their interest in food.

Domestic literature in China echoes international perspectives, with scholars like Wang et al. (2007) proposing narrow and broad definitions of food tourism. Narrowly, it refers to travelers participating in food festivals and scientific food explorations, while

broadly, it includes sightseeing and travel activities driven by the attraction of local cuisine and food culture.

Studies on food tourism in China include investigations into motivations, perceived value, image perception, and brand shaping. Zhang (2008) study on the Macau Food Festival identified motivations such as culinary exploration, cultural immersion, and leisure relaxation. Similarly, Xu et al. (2014) categorized motivations into novelty-seeking, cultural experience, nutrition and health, and hunger satisfaction.

While international research often employs quantitative methods, domestic studies in China focus on food resource development and culinary product design. Zhao (2010) suggests strategies for Chengdu's street food area, while Tan (2011) analyzes Tujia cuisine for value identification and development.

Gastronomy is not only food, but also a physical need (Tikkanen, 2007). It also reflects the cultural heritage, traditions and sense of community of different peoples. It promotes understanding between different cultures and races, bringing people and traditions closer together around the world. Gastronomy blends past and present, tradition and creativity, its diversity and cultural richness has become a major attraction for visitors (World Tourism Organization, 2024), and gastronomy, as an important part of history, tradition and identity, has become a major driving force for visiting destinations.

Gastronomic tourism is an important protector of cultural heritage and helps destinations diversify their industries, boost rural economies, drive economic growth and create jobs (World Tourism Organization, 2024). Today, gastronomic tourism is not only a key part of the development of tourist destinations (Kim et al., 2009), but also an important aspect of the tourism industry in attracting international tourists (Horng & Tsai, 2010).

Featuring a variety of local delicacies, Xi 'an gastronomy is not only a feast for the taste buds, but also a reflection of the city's long history and cultural heritage. Xi 'an Food Tourism is a kind of tourism activity with the theme of tasting and experiencing Xi 'an's rich and diverse traditional snacks and special cuisines. Xi 'an food tourism is an important part of Xi 'an tourism.

Xi'an area

Xi'an is situated in the northwest of China, within the central Guan Zhong Basin of the Yellow River. Boasting a history spanning over 7,000 years of civilization, with 3,100 years as ancient capital. Xi'an is renowned as the "World Gourmet Capital" and served as the ancient capital for thirteen Chinese dynasties. Considered one of the premier tourist destinations in China, Xi'an holds a prominent international image and is rich in both cultural and natural tourism resources (Jiang, 2019).

Xi'an, known as Chang'an and Haojing in ancient times, is a prefecture-level city under the jurisdiction of Shaanxi Province. It is the capital city of Shaanxi Province, a vice-provincial city, a megacity (National Bureau of Statistics, 2021), a national central city (National Development and Reform Commission, 2018), a metropolitan area of Xi'an and a core city of Guan zhong Plain urban agglomeration, (Xi'an Bureau of Statistics, 2023) and an important central city in western China approved by The State Council. An important national base for scientific research, education and industry. By the end of 2022, the city has jurisdiction over 11 districts and 2 counties. Among these, the 11 municipal districts, including Xin Cheng District, Bei Lin District, and Lian Hu District, constitute the functional core areas of this international metropolis. Tailored to the distinct characteristics of each district, there are six designated functional zones: Economic and Trade Industry Functional Zones: Ba Qiao District, Wei Yang District, Yan Ta District, Aviation Industry New District: Yan Liang District, Cultural Tourism New District: Lin Tong District, New Urban Area: Chang'an District, Equipment Industry New District: Gao Ling District New Comprehensive Development Area: Wu Si District, with a total area of 10,108 square kilometers, (Xi'an Local Chronicle Office, 2022) with a permanent population of 12,995,900 and an urban population of 10,343,400, with an urbanization rate of 79.59% (Xi'an Bureau of Statistics, 2023). As a "World Historical City" (Yang & Xiao, 2017) designated by UNESCO in, Xi'an is one of the important birthplace of the Chinese civilization and the Chinese nation, and the starting point of the Silk Road (Jiang, 2019; Tang, 2014). In history, 13 dynasties have established their capitals here (Xi'an Local Chronicle Office, 2022). Xi'an is a world-famous historical city, equal to the

world-famous ancient cities such as Rome, Athens and Cairo, and the one with the longest history among the six ancient capitals in China (Xi 'an Local Chronicle Office, 2022). Xi 'an is the best tourist destination in China and one of the cities with the best international image in China (Song, 2003). There are two items six heritage sites included in the World Heritage List, namely: Qin Shihuang Mausoleum and Terra cotta Warriors, Big Wild Goose Pagoda, Little Wild Goose Pagoda, Da Ming Palace site of Chang 'an City of Tang Dynasty, Wei Yang Palace site of Chang' an City of Han Dynasty, and Xing Jiao Temple Pagoda (Shang, 2019). There are also Xi 'an city wall, bell and drum towers, Hua Qing Pool, Zhong Nan Mountain, Da Tang Lotus Garden, Shaanxi History Museum, Forest of stele and other scenic spots.

Lian Hu District, attached to Xi 'an, Shan Xi Province, is located in the northwest of Xi 'an, is the starting point of the Silk Road, Sui dynasty Da Xing City and Tang dynasty Chang 'an City imperial city, palace city. On October 7, 2020, Lian Hu District was named the top five county economic areas of the province in 2019 by Shaanxi Provincial People's Government. The district retains 125 ancient buildings and ancient relics, and the landmark buildings of Xi 'an bell tower and Drum tower are located there (Xi'an Lianhu District People's Government, 2023).

Lian Hu District has Xi 'an Drum Tower, Sa Jin Bridge, Xi 'an Da Tang West Cultural Scenic spot, Xi 'an Da Tang West Museum, Xi 'an Guang Ren Temple, Xi 'an Xiao Piyuan Mosque and other more than 20 scenic spots, is the first choice of Xi 'an tourism area (Xi'an Lianhu District People's Government, 2023). The tourist reception of Lian Hu District ranks first in the city all the year round; The district has 20 star-rated hotels, accounting for 21% of the total star-rated hotels in the city, and the number of tourist hotels ranks first in the city. There are 35 cultivated grade homestays in the district, and the number and quality of homestays rank first in Xi 'an. The province took the lead in applying "intelligent supervision service platform" to manage open blocks; The number of 22 Guan Zhong residences in Ming and Qing dynasties ranked first in the city. The city's only five types of religious buildings coexist in the district and county (Shaanxi Media, 2020).

Among the famous ten food streets in Xi 'an, Hui Min Street, Da Piyuan, Bell Tower Food Street, Sa Jin Bridge and Xi Yang City are all located in Lian Hu District. Hui Min Street is a famous halal food street in the ancient city of Xi 'an. It is also a famous food culture street in Xi 'an. Nearly 300 kinds of special snacks make people linger, rou Jia mo, lamb bubble bread, sesame sauce cold skin, noodles, gourd head, barbecue, powder soup sheep blood, rice cake, mirror cake, cool Zong Zi, cinnamon persimmon cake, meatball Hu spicy soup and so on, are many people are familiar with the local name to eat. Here you can eat almost all Xi 'an snacks, want to try a taste of halal food can go back to Hui Min street. Da Piyuan is famous for Hui people's food. It is one of the famous food streets in Xi 'an, where various kinds of food gather and snack shops, such as mutton soup, Hu spicy soup, ox tail casserol, cold skin, crispy meat, Ma Latang, Biang Biang noodles, fried noodles, fried cakes, preserved beef, etc. Many of them are small restaurants that locals come to eat. Here you can find the purest taste of Xi 'an. Bell Tower Food Block is one of the famous food streets in Xi 'an, located in the most prosperous area of Xi 'an near the bell and drum Tower, where many time-honored restaurants gather here, there are De Fachang Dumpling House, Tong Sheng Xiang restaurant, East Street Xi 'an restaurant, Lao Sun family restaurant, Wu Yi restaurant, Chun Fasheng restaurant, Xi 'an Roast Duck restaurant, each restaurant seems to be telling an ancient story. Sa Jin Qiao Food Street is one of the famous food streets in Xi 'an, where the cake, Hu spicy soup, Rou Jia Mo, Dan Cai Jia Mo, persimmon paste, soaked bread, barbecue and other special food, but also only the old Shaanxi people know the authentic Xi 'an food. Xi Yang City is a traditional historical street in Xi 'an City, with a history of more than 600 years, is the name card of Xi 'an cuisine. There are Jia three soup steamed bun hall, old Sun's beef and mutton bubble, Southeast Asian steamed cake, Liu Ji Xiao la beef and mutton, Zhao Jiabao dessert, old Mi home bubble, etc (You, 2023).

Xin Cheng district there are many famous scenic spots in Xi 'an New City, such as An Yuan Gate, Da Ming Palace National Heritage Park, Xi 'an City Wall and Lotus Pond. The famous food streets in Xin Cheng district include Yong Xingfang intangible

heritage Food Street and Dong Xin Street night market. Yongxingfang is a famous intangible cultural heritage food cultural district in Shaanxi Province, which is dedicated to displaying the intangible cultural heritage food in Shaanxi Province. Dong Xin Street Food street, is a very famous night street in Xi 'an, there are more than 50 stalls, snack varieties are very rich, mainly Shaanxi flavor, with flavors from all over the country, a variety of beef and mutton soaked bread, roast meat, grilled shrimp, casserole, rice noodles, Ma Latang and so on (You, 2023).

Bei Lin District rich cultural heritage, so that the area of culture, education developed, the whole area of Bei Lin district is very literary style. Shan Xi Provincial Museum of Fine Arts and Shan Xi Provincial Library are located in Bei Lin District, where many famous universities are tourist attractions. The famous universities such as Xi 'an Jiao Tong University, Northwestern Polytechnical University and Northwest University are all located in Bilin District. There are mainly Bei Lin Museum, Xi 'an city Wall Han Guang gate to Chang Le gate section, Xi 'an Museum, Xing Qing Palace Park and so on (Lv, 2021). Xi 'an famous ten food streets Nan Shaomen night market, Dang Chejia lane snack street, Shun Cheng lane in the Bei Lin district. Nan Shaomen night market is one of the largest night markets in Xi 'an City, with a wide variety of snacks, bringing together flavored snacks from all over the country, such as Rou Jiamo, dumplings, casserole, rice noodles, Ma Latang, barbecued fish, Qi Shan Sao Zi noodles (Xi'an Local Treasure, 2015). Da che jia Lane is an ancient lane in the south gate of the ancient city of Xi 'an, which is mainly pasta, and the Lao Shanxi characteristic pasta is gathered here. This lane is called "pasta paradise" by the locals in Xi 'an, and there are Liu Ji pork pulled noodles, Cheng Cheng hand-torn noodles, Gang zi belt noodles, a bowl of Lao, Mu Sa beef handmade noodles, Hu Xian noodle soup, Li Ji handmade spinach noodles, and Xi Linchun cold and hot beef noodles. Shun Cheng Lane has a concentration of different styles of hostels, restaurants, bars, coffee shops, and some Qin Qiang opera or crosstalk art clubs, which is also the most artistic food street in Xi 'an. This food street brings together home-cooked dishes, barbecue, Japanese and Korean Western food, bar coffee, drinks, Lao Qianggen mutton (You, 2023).

In summary, the concentration of tourist attractions, and food streets in the central urban areas of Xi'an, particularly in Lian Hu District, Bei Lin District, and Xin Cheng District. These districts hold a significant proportion of tourism-related resources, emphasizing their importance in the overall tourism landscape of Xi'an, China. The study plans to gather data specifically from Xin Cheng District, Lian Hu District, and Bei Lin District for further analysis.

Food Tourism in Xi 'an: Xi 'an Food Tourism offers a fascinating journey through the rich culinary heritage of this historic city of China. As the starting point of the Silk Road and the home of the Terracotta Warriors, Xi 'an is also known for its colorful cuisine, which reflects its cultural significance. Here are some highlights of food tourism in Xi 'an:

1. Local cuisine: Food tourists can indulge in famous Xi 'an dishes such as "Rou Jia Mo" (Chinese hamburger), "fried noodles" and "Mutton Bao Mo" (stewed lamb with soaked bread). These iconic dishes showcase the flavors and culinary traditions of the city.

2. Muslim Quarter: Explore the bustling Muslim Quarter, where visitors can find a wide variety of street food stalls and small restaurants serving delicious snacks such as "pita bread soaked in lamb soup" and a variety of kebabs.

3. Dumpling Feast: Xi 'an is famous for dumplings, and experiencing a traditional dumpling feast is a must. Visitors can taste a wide variety of dumplings, each with its own unique filling and shape.

4. Food market: Food tourists can visit local food markets, such as the Bei Yuanmen Muslim Market, where they can taste a variety of snacks, spices and ingredients that are characteristic of Xi 'an cuisine.

5. Cooking classes: Attend cooking classes to teach the art of making Xi 'an specialties, allowing visitors to gain practical experience in making authentic dishes.

6. Historical background: Food tourism in Xi 'an is not only about food; It is also an opportunity to learn about the historical and cultural significance of the city's cuisine. Many of the dishes have ancient origins and are intertwined with Xi 'an' s past.

7. Cultural insights: Engage with local chefs and culinary experts to understand the cultural and social aspects that shape Xi'an's food culture. Learn about the rituals and traditions associated with food preparation and consumption.

8. Food festivals: Choose to visit during food festivals and events that will showcase Xi'an's culinary traditions on a large scale, allowing you to taste a wide variety of dishes in one place.

9. Farm-to-table experience: Discover the source of Xi'an's ingredients by visiting nearby farms and markets, and gain insight into the connection between the land and dishes.

In conclusion, the study of food tourism has evolved into a multifaceted field, exploring motivations, classifications, and development strategies. Both international and domestic research contribute valuable insights, forming a comprehensive understanding of the complex interplay between food and tourism.

Tourist motivation

The term "motivation" has its roots in psychology, denoting the internal driving force that propels individuals to make decisions and take action. In the realm of travel, Dann (1981) suggests that travel motivation is the catalyst inspiring people to engage in travel behavior, arising from various needs. Gnoth (1997) adds that travel motivation prompts tourists to seek symbols during their journeys, which can alleviate tension and carry meaningful implications.

To delve deeper into travel motivation, scholars have introduced various theoretical models. Maslow's Hierarchy of Needs theory, explored by Pearce (2013), posits that needs develop gradually from lower to higher levels. Pearce extends Maslow's concept and proposes the theory of travel career stages, categorizing individual needs into relaxation, stimulation, interpersonal interaction, self-esteem, and self-actualization. The "Push-Pull Theory," introduced by Gray (1966), suggests that intrinsic push factors and extrinsic pull factors jointly influence motivation. Gray asserts that the desire to escape familiar environments generates the "push" force, while the attractiveness of destinations generates the "pull" force. Iso-Ahola (1982) introduces the

"Iso-Ahola Model," aligning with the Push-Pull Theory but emphasizing socio-psychological perspectives. Plog (1973) classifies tourists into types using the "Plog Psychographic Typology," based on motivations derived from a normal distribution curve.

Research into travel motivation reveals key drivers such as relaxation, visiting family and friends, seeking novelty and adventure, social interaction, and avoiding negative experiences. Studies have identified variations in motivations among different demographics. For instance, Clift and Forrest (1999) found significant correlations between demographic factors and travel motivations within the LGBTQ+ community. Heung et al. (2001) noted that women emphasize benefits, while younger individuals focus more on exploratory experiences. Xu et al. (2009) found cultural differences in travel motivations between British and Chinese university students.

As the field of travel motivation matured, scholars explored its relationships with satisfaction, loyalty, and tourists' perception of destination image. Baloglu (2000) linked seeking knowledge and relaxation motivations to positive destination image perceptions. Lee (2009) research revealed a close relationship between wetland tourism motivation and tourist satisfaction.

In the mid-1980s, domestic scholars, led by Pearce (2014), initiated travel motivation research in China. The focus was on push and pull factors, with Yang Li and Cai (2012) emphasizing psychological needs as push factors and the destination's attractiveness as pull factors. Subsequent studies by Du (2008) and Zhang et al. (2009) applied these concepts to specific contexts, such as rural homestays and inbound tourism in Shanghai.

Theoretical studies in China, compared to international counterparts, have primarily delved into the push-pull theory, exploring its application in specific contexts. However, the literature on other models is limited. Moreover, Chinese scholars have investigated various factors influencing travel motivation, including demographic characteristics, tourist personality, and marketing strategies.

Research subjects in China primarily focus on domestic and inbound tourists, resulting in a relatively narrow scope. In contrast, international research includes studies that focus on single subjects and comparative analyses among different ethnic groups and nationalities.

Moving beyond travel motivation; tourist behavior encompasses the entire process from information gathering to post-purchase evaluation. Tourist dietary behavior, influenced by individual characteristics, food-related motivations, and destination image, plays a crucial role. Tourists' behavioral intentions, originating from psychology, reflect their tendencies to engage with or avoid certain activities.

Consumer behavior

Tourist consumer behavior involves the decision-making processes and actions individuals undertake in planning, booking, and experiencing travel. Influenced by personal motivations, socio-demographic characteristics, psychological factors, and external influences, tourists engage in information search and evaluation of alternatives before making travel decisions (Kozak, 2001). Their behavior is shaped by past experiences, expectations, and interactions with service providers, which in turn influence their satisfaction levels and future travel intentions (Fodness & Murray, 1999).

Consumer behavior is explained by Blackwell et al. (2012), who identify four key elements: Consumer beliefs, Consumer feeling, Consumer attitudes, Consumer intentions

1. Consumer beliefs pertain to the beliefs of consumers regarding gastronomy tourism in Xi'an.

2. Consumer feelings involve the sentiments of consumers about gastronomy tourism in Xi'an, influencing consumer behavior.

3. Consumer attitudes encompass the attitudes of customers toward gastronomy tourism in Xi'an.

4. Consumer intentions involve the intentions of consumers or tourists to travel for gastronomy tourism in Xi'an.

The factors mentioned can influence consumer behavior and contribute to understanding the behavior of gastronomy tourists in Xi'an.

Kotler et al. (2017) theory on the demographic characteristics of tourists, outlined in "Marketing for hospitality and tourism", demographic of tourist should be concerned about 5 elements including:

1. Gender recognizes the influence of gender on travel preferences and behaviors. It delves into how men and women may have distinct travel interests, contributing to variations in tourism patterns.
2. Age acknowledges the significance of age in understanding tourist demographics. Different age groups often exhibit diverse travel motivations, preferences, and activity levels, impacting the tourism industry's offerings.
3. Education explores the relationship between tourists' educational backgrounds and their travel choices.
4. Income underscores the role of income as a crucial demographic factor affecting tourism. Variances in income levels can influence the choice of destinations, travel styles, and spending patterns, thereby shaping the tourism market.

Kotler et al. (2017) define the composition of tourist populations. Recognizing the significance of gender, age, education, and income, the theory explores how these demographic elements influence travel preferences and behaviors. It acknowledges the diversity among tourists, emphasizing that factors such as age group, educational background, and income levels play pivotal roles in shaping distinct patterns within the tourism industry. Kotler's framework provides a valuable lens through which to understand and segment tourist demographics, aiding in the development of targeted strategies to meet the varied needs and expectations of different traveler segments.

Horner and Swarbrooke (2020) theory on Tourist Behavior, outlined in "Consumer Behavior in tourist behavior can be divided into 8 elements:

1. Decision-making involves tourists making choices about gastronomy tourism in the destination.

2.Values concern the benefits that tourists can derive from gastronomy tourism, including their experiences in the destination.

3.Motivation pertains to the factors that drive tourists to engage in gastronomy tourism in the destination.

4.Self-concept focuses on tourists' perceptions guiding their choice of destination for gastronomy tourism.

5.Expectations involve tourists' anticipations regarding gastronomy tourism, which can influence their behavior.

6.Attitudes refer to the opinions that tourists hold about gastronomy tourism, reflecting in their behavior.

7.Satisfaction concerns the contentment experienced by tourists who travel for gastronomy tourism.

8.Trust and Loyalty address tourists' trust and loyalty towards the destination for gastronomy tourism.

Horner and Swarbrooke (2020) offers a comprehensive understanding of the multifaceted factors influencing tourists' actions and experiences. This framework delves into decision-making processes, acknowledging the impact of values, motivations, and self-concept on travel choices. It emphasizes the role of expectations and attitudes in shaping tourists' satisfaction levels post-travel. The theory also recognizes the significance of trust and loyalty, underlining how positive experiences and reliable services contribute to sustained relationships between tourists and destinations or service providers. Overall, Horner and Swarbrooke provide a nuanced exploration of the diverse elements that collectively influence and define tourist behavior within the dynamic landscape of travel and tourism.

Tourist perception

Tourist perception is a pivotal perspective in studying travel experiences. Scholars often explore tourists' perception results, emphasizing the process of food experience, value harvest, and the image of food. The impact of food experience and

perception on behavioral intentions, satisfaction, and destination choices is a central theme in this domain.

The concept of "customer perceived value," originating from management studies, has gained prominence in tourism. Tourist perceived value is the evaluation individuals make based on the benefits and sacrifices perceived during the purchase and consumption of tourism products. Scholars have extensively studied its dimensions, influencing factors, and its relationship with satisfaction and behavioral intentions.

In China, the study of tourist perceived value gained momentum, with scholars examining various dimensions and influencing factors. The relationship between perceived value, satisfaction, and behavioral intentions has been a focus, with research indicating that perceived value serves as a preceding variable for post-travel behavioral intentions.

Currently, the academic community tends to study tourist perceived value from three aspects: measurement dimensions, influencing factors, and their relationship with behavioral intentions. The dimensions and measurement of perceived value have been the "darling" of research in this field. Various scholars have used different methods to measure the specific content of perceived value in various tourism scenarios. Akhoondnejad (2016) employed a multidimensional measurement approach to categorize tourist perceived value into five types: functional, emotional, social, cognitive, and conditional. Lee et al. (2007) investigated perceived value among Korean tourists from the aspects of emotion, function, and overall evaluation. Ha and Jang (2010) found that American tourists' perceived value of Korean restaurants manifested in the aspects of hedonism and utilitarianism. Wang and Wang (2010) measured tourist perceived value from the perspectives of perceived benefits and perceived costs, identifying three dimensions for each. Rasoolimanesh et al. (2016) studied homestay tourism and discovered that the perceived value of homestay visitors primarily lay in the dimensions of function, emotion, and social interaction. These scholars utilized multidimensional measurement methods to examine the specific content of perceived value among tourists in different contexts. Some researchers have employed a unidimensional

measurement approach to study the overall perceived value of tourists. For example, Ramseook-Munhurrin et al. (2015) explored tourism perceived value using three items: "The price of the product is reasonable," "The service during the tour was good," and "This tour was worthwhile."

The influencing factors of tourist perceived value are also a focus of attention in the academic community, with foreign scholars paying more attention to the relationship between destination image, tourism products and service quality, and perceived value. Zeithaml (1988) argues that perceived value is a reflection of individual subjective will, and when considering the factors influencing customer perceived value, both the objectivity of the product (such as price, quality) and the subjectivity of the individual (such as individual preferences, values) should be taken into account. Xiao et al. (2015) analyzed the relationship between South Korea's image and the perceived value of Chinese tourists visiting South Korea and found that both cognitive and affective images positively influence tourists' perceived value in Korea. Ramseook-Munhurrin et al. (2015) conducted research in Mauritius and found that the image of island tourism destinations significantly and positively influences tourists' perceived value. Lu et al. (2016) focused on visitors participating in medical tourism and pointed out that the hospital's image, reputation, and service quality positively influence tourists' perceived value, while individual risk attitudes, self-esteem, and willingness to share strengthen the perception of value in medical tourism.

Promsivapallop and Kannaovakun (2019) Perception of Gastronomy Tourists should be concerned about 5 elements including:

1. Restaurant Service Emphasizes the significance of high-quality service in gastronomic tourism.
2. Food Taste Highlights the crucial role of taste in shaping tourists' gastronomic experiences.
3. Health and Hygiene Recognizes the importance of maintaining health and hygiene standards in gastronomic tourism.

4. Variety and Table Manner Stresses the value of diverse food options and proper table manners in enhancing tourists' gastronomic enjoyment.

5. Unique Cultural Experience Acknowledges the cultural dimension of gastronomy tourism, proposing that the uniqueness of cultural experiences associated with local cuisine plays a pivotal role in shaping tourists' perceptions.

Theory on the Perception of Gastronomy Tourists encapsulates the intricate dynamics influencing tourists' culinary experiences. The theory identifies key factors, emphasizing the pivotal role of restaurant service quality, food taste, health, and hygiene standards, variety, and adherence to table manners. Additionally, it underscores the unique cultural experiences woven into gastronomic tourism, highlighting how the fusion of local culture and cuisine significantly contributes to tourists' overall perceptions. This comprehensive approach recognizes the multifaceted nature of gastronomy tourism, where diverse elements collectively shape and enhance the tourists' gastronomy tourism.

In summary, both domestic and international academia have made significant strides in understanding travel motivation, tourist behavior, and perceived value. While there is consensus on many concepts, scholars continue to explore the intricacies of these phenomena, employing diverse methodologies and perspectives. The research landscape is dynamic, evolving with advancements in psychology, sociology, and marketing, offering a deeper understanding of why and how individuals engage in travel.

Tourism experience theory

In the 1970s, Toffler (1984) engaged in a profound exploration of the future political and social systems of the United States and Song et al. (2015) assert that the evolution beyond the service economy will lead to the emergence of the experience economy. They posit that tourism's essence lies in providing consumers with unique travel experiences, emphasizing the importance of visiting, seeing, learning, enjoying, and living a distinct life in a different environment.

Pioneering the study of tourism experience, Xie (2006) defines it as a phenomenon where tourists deeply integrate into the current situation of tourism, resulting in a sense of physical and psychological comfort. This definition, rooted in

phenomenology, lays the groundwork for subsequent research by exploring motivation, content, realization path, stages, authenticity, quality, and other facets of tourism experience.

Numerous factors influence tourism experience, including novelty, geographic awareness, tourist involvement, travel motivations, mood, and expectations. Scholars delve into these factors, emphasizing their impact on the overall quality of tourism experiences. From cultural barriers to the perceived value of experiences, from interpersonal interactions to modern communication technologies, these elements collectively shape the tourists' journey.

The academic community maintains a sustained interest in studying tourism experience's role, particularly its influence on loyalty, satisfaction, post-travel behavior intentions, and consumer behavior. Research indicates that positive experiences enhance tourist satisfaction, increase repeat visits, and lead to positive word-of-mouth recommendations. Moreover, the quality of tourism experience influences future tourists' destination preferences and expectations (Kim et al., 2013).

In China, Xie (2006) early definition of tourism experience focused on market demand, while researchers explored specific case examples such as cruise, pilgrimage, red, religious, and dark tourism experiences. Theoretical analyses of tourism experience in the Chinese context, particularly from a supply perspective, highlight the role of tourism enterprises in providing unforgettable impressions.

Chinese scholars initially focused on qualitative analysis of influencing factors, gradually progressing to more comprehensive studies. These include investigations into emotional factors, tourist motivation, direct contact with animals, environmental factors, and tourism scenarios. The quality of tourism experiences is seen as influenced by both subjective and objective factors.

Various scholars in China present diverse perspectives on tourism experience. Peng and Wang (2016) argue that tourism experience is a comprehensive perception encompassing the entire journey, from intention to travel to arrival and departure, emphasizing the active engagement between tourists and destinations.

From an experiential perspective, scholars explore the relationship between tourism experience and loyalty, happiness, shopping, behavioral intentions, film and television tourism destinations, and stress relief during the COVID-19 pandemic (Li & Si, 2020).

Initially, domestic scholars' research on the influencing factors of tourism experiences focused on qualitative analysis, and the scientific validity and level of influence of the conclusions awaited further confirmation. It is believed that tourism experience is not only a psychological feeling but also a comprehensive aesthetic practice, and the degree of experience is influenced by multiple subjective and objective factors (Zhou, 2011). Taking the live performance "Impression-Liu Sanjie" as an example, a structural equation model was adopted to study the influence of emotional factors on tourism experiences from both emotional and cognitive perspectives. The study suggests that aesthetic and educational experiences contribute more to enhancing the quality of experiences (Luo et al., 2011). Using the war memorial museum as an example, the relationship between tourist motivation and experience was explored, and a model was built to analyze the impact of tourist motivation on tourism experiences. The results indicate that active participation by tourists contributes to an improved quality of tourism experiences (Fang et al., 2013). The study on the influencing factors of wildlife tourism experiences reveals that tourists who have direct contact and interaction with animals tend to have higher-quality tourism experiences (Cong et al., 2014). Building upon previous research, a study focused on camping tourists in the wilderness, constructing a system of influencing factors on tourism experiences. The results indicate that the quality of tourism experiences is influenced by both tourists' own factors and destination environmental factors (Liu, 2019). Taking the ancient city of Lijiang as an example, the study analyzed the impact of different tourism scenarios on tourists' experiences. The findings show that tourism motivation and the ambiance of the scenic area have a significant influence on the quality of tourism experiences, with perceived commercial value playing a mediating role (Huang, 2019). Using Mount Longhu as a case study and based on the theory of tourism experience, the influencing factors on the

quality of Taoist cultural tourism experiences were discussed from different levels of subjects and objects (Wang et al., 2019). From the perspective of embodied theory, the analysis of influencing factors on culinary tourism experiences suggests that such experiences consist of supportive, aesthetic, cognitive, and authentic experiences (Hu, 2019). In the context of educational tourism, the study explores the dimensions of tourism experiences and the relationships among influencing factors from the perspective of children's tourism (Zheng, 2020). A research finding indicates that family companionship contributes to a higher quality of experiences compared to traveling with friends (Li et al., 2021).

In conclusion, the study of tourism experience has evolved significantly, encompassing diverse perspectives and factors. Scholars continue to explore its multifaceted nature, considering both market demand and supply aspects, as well as the intricate interplay of psychological, cultural, and environmental factors on the tourists' journey.

Related research

Kuhn et al. (2023) conducted a study on "Innovation and Creativity in Gastronomic Tourism: A Bibliometric Analysis." The research emphasized the enhancement of tourist destinations through unique gastronomic experiences and highlighted the essential role of innovation for competitiveness. Innovation in tourism involves creativity and new thinking, and synthesizing previous research is vital for advancing the field. The study aimed to map knowledge on innovation and creativity in gastronomic tourism using bibliometric analysis of publications from 2000 to 2022 in Scopus and Web of Science. The analysis identified five thematic clusters: gastronomy, development, and innovation; restaurants, experiential offerings, and authenticity; creative cities, attractiveness, and gastronomic tourism; experience, co-creation, and image; and culinary tourism, culture, and street food. The improvement of a tourist destination can occur by offering unique gastronomic experience. Restaurant, offer of experience and authenticity.

Jerez (2023) was research in a topic Tourism marketing of the Autonomous Communities of Spain to promote gastronomy as part of their destination branding and this research was about Gastronomy serves as a compelling lure for tourists, and Spanish Autonomous Communities leverage it strategically in destination branding efforts. Through qualitative and quantitative research conducted on their websites, we explored how these communities employ gastronomic tourism marketing. Qualitative methods unveiled insights into the integration of gastronomy as a cultural identity element in tourism marketing. On the other hand, quantitative analysis shed light on the prevalent types and tactics of gastronomic tourism marketing used by the Autonomous Communities. Notably, our findings reveal a need for heightened awareness within the Spanish regional administration regarding the critical role of precise gastronomic tourism marketing implementation. Deficiencies, particularly in areas such as training, events, and pricing, were identified, suggesting room for improvement in promoting their territories effectively. Autonomous Communities use gastronomic tourism marketing to promote themselves as a destination branding.

Park and Widyanta (2022) conducted an exploratory study on the dynamics of an emerging food tourism destination. The research examined the role of co-creation activities within the commercial tourism sector in shaping the foodscape of Yogyakarta, Indonesia. Through qualitative analysis, the study identified interactions, customization, and co-production as key elements where co-creative food activities occur. The findings reveal that negotiation and the collaborative creation of food experiences by tourists and suppliers significantly influence the evolving destination foodscape. These processes foster the development of new food offerings, integrate tourists into the local food environment, and broaden the local gastronomic scope. The study enhances understanding of destination foodscapes and offers insights for managing gastronomic destinations. Co-creation activities of food tourism in the context of the commercial tourism sector shape and influence the foodscape in an emerging food tourism destination.

Berbel-Pineda et al. (2019) investigated gastronomic experience as a motivational factor in tourism. The study aimed to assess tourist satisfaction levels, focusing on gastronomy's role as a motivational element. A survey of 325 tourists who visited Seville, a prominent Spanish tourist destination, revealed motivations and attitudes influencing their destination choice. The findings indicate that gastronomic motivation significantly impacts destination selection and satisfaction. Furthermore, tourists exhibited high satisfaction with Seville's gastronomic offerings, contributing to destination loyalty. 15% of tourists have, among their main motivations in choosing their tourist destination, the place's gastronomy. The principal aim of this work is a tourist destination's level of satisfaction, considering gastronomy as an element of tourist motivation.

Kumar (2019) explored the potential of gastronomic tourism as a supplementary form of tourism in the Andaman and Nicobar Islands. The study analyzed tourist characteristics and their perspectives on local gastronomy through a survey of 126 visitors. The survey results highlighted the frequency distribution of sample characteristics and perceptions regarding gastronomic tourism. Additionally, 108 tourism industry stakeholders provided their insights on the development of gastronomic tourism. The findings suggest that gastronomic tourism can effectively supplement tourism in the islands. This study offers valuable insights into how gastronomy can enhance tourism destination development, marking one of the pioneering efforts to illustrate the role of gastronomy in tourism development in the Andaman and Nicobar Islands. The results suggested that gastronomic tourism could effectively be molded as a way of supplementing tourism.

Pan (2023) study explores tourists' diet involvement in Yangzhou, the "City of Gastronomy." It defines low, middle, and high involvement types, revealing six dimensions—attractiveness, centrality, social ties, symbolism, risk, and consequences. The intensity is shaped by correlations with interests, needs, values, and goals, positively influencing satisfaction and behavioral intention. This enriches the theoretical framework of tourism diet consumption, emphasizing the potential to enhance overall

tourist experiences through gastronomic offerings. The study categorizes tourists into involvement types and establishes diet involvement as a psychological state influenced by individual factors. The positive impact underscores its relevance for destination management strategies, providing insights to enhance tourist engagement in gastronomic tourism.

Hu (2023) study explores food tourism in Xi'an, emphasizing its role in providing immersive sensory experiences beyond sustenance. Focused on Xi'an's rich cultural heritage and ethnic communities, the research identifies seven dimensions and 27 influencing factors through tourists' online reviews. While tourists generally express high satisfaction, significant gaps exist between expectations and perceived performance, particularly in service, safety, and customer satisfaction. The study offers insightful recommendations for targeted improvements, considering the correlation between sociological and behavioral characteristics and perceived performance. It contributes nuanced insights and actionable strategies to enhance Xi'an's food tourism in the contemporary tourism landscape. The study underscores the centrality of perceived performance in shaping Xi'an's food tourism success, influencing tourists' willingness to recommend and revisit.

Huang (2020) research delves into Chengdu's food tourism dynamics within the experience economy and food globalization. Using a multidimensional approach, including sorting, online reviews, and questionnaires, the study explores the development of food tourism. Results reveal key cognitive image elements around attractions, reception, atmosphere, and infrastructure. Despite positive emotions, concerns about potential image homogenization emerge. The study introduces a model of factors affecting behavioral intentions, including "food neophilia tendency" and "food destination image." These impact intentions to recommend and revisit. Findings contribute insights for Destination Management Organizations to strategically manage tourists' perceptions and enhance food tourism competitiveness in Chengdu.

Wang (2023) explores the interplay of culture, tourism, and gastronomy at the Sichuan Cuisine Museum in China. Focused on museum gastronomic tourism, the study

investigates the connections between gastronomic experiences and place satisfaction. Analyzing 383 questionnaires, it unveils positive attitudes toward Sichuan cuisine, with motivations centered on cultural learning, authentic flavor exploration, and social sharing. The research identifies visitor clusters based on demographics, revealing variations in place satisfaction. The structural equation model supports the positive impact of food tourism motivation on experiences and place satisfaction. However, it suggests that gastronomic experiences may not directly influence loyalty. The study contributes empirical insights, guiding the enhancement of place satisfaction and fostering gastronomic tourism culture in China. From the perspective of visitors to Sichuan Cuisine Museum, the characteristics of food tourism experience and local satisfaction, and reveals the cognitive structure relationship between food tourism experience and local satisfaction by exploring the characteristics of food tourism motivation, experience, satisfaction and loyalty.

Xu (2023) delves into food tourism motivation in China, employing diverse methodologies like surveys, structural equation modeling, text analysis, and interviews. The study crafts a tailored motivation scale unveiling four dimensions: sensory attraction, cultural experience, social sharing, and physical and mental pleasure. Categorizing food tourists based on their interest and understanding provides nuanced insights into motivations and behaviors. Against the backdrop of China's evolving food consumption, the study positions the food economy as vital for local development. It systematically validates a Chinese-tailored motivation scale, revealing multifaceted motivations and offering innovative insights for promoting regional culture, developing culinary tourism, and enhancing local satisfaction. The study's fusion of quantitative and qualitative approaches contributes to the growing field of food tourism research.

CHAPTER 3

METHODOLOGY

Populations

The population of tourists to Xi'an, Shaanxi Province, in 2023 was significant, with about 400 million domestic tourists recorded (Liu, 2023). However, the specific number of gastronomy tourists remains unknown.

Samples

The number of gastronomy tourists in Xi'an is unknown. Therefore, this study aims to investigate the unknown population size by utilizing the unknown population by Cochran (1977).

$$N = \frac{p(1-p)z^2}{e^2}$$

by N = Samples sizes

e = statistical error

p = proportion of population in this research p was specific to 0.5

z = z scores

The reliability for 95% or significant level of 0.05 Z = 1.96 for this research was conducted with significant level of 0.05 the equation can be

$$N = \frac{0.5(1-0.5)1.96^2}{0.05^2}$$

$$= 384.16 \text{ tourists} \approx 385 \text{ tourists}$$

From the equation this research needs at least 385 tourists as samples, in this research 390 questionnaires was collected.

Data collection

Through a questionnaire survey, 390 questionnaires were distributed to individuals who traveled for gastronomy tourism in Xi'an between December 2022 and April 2024. The participants were selected using probability sampling with accidental sampling through the WJX.cn application for 195 samples and on-site face-to-face

interactions for questionnaire administration for 195 samples. Specific questions were designed to examine participants who engaged in gastronomy tourism in Xi'an during the specified period (December 2022 to April 2024), and the collected data were gathered through the completed questionnaires.

Research instrument

The questionnaire served as a research tool, designed across five sessions aligned with the research objectives. It can be divided into five parts:

1. Demographic Information: The first part includes demographic questions related to gender, age, education, income, and participants' region of origin. This part utilizes single-choice options as a checklist for gastronomy tourists.

2. Specific behavior of tourists in Xi'an: The second part survey examines the behaviors of tourists in Xi'an, including their travel companions and modes of travel to and within the city. It inquiries about spending habits, preferred visiting seasons, typical duration of stay, and the number of previous visits. The survey also covers visited scenic spots, intentions regarding food tourism, primary visit purposes, and areas visited for food tourism. This part utilizes single-choice options and multiple-choice options as a checklist for gastronomy tourists.

3. Tourists' perception of gastronomy tourism in Xi 'an, Republic of China: The second section consists of statements pertaining to tourists' perceptions of Xi'an cuisine, encompassing elements like catering service, food taste, health and hygiene, type, table manners, and unique cultural experiences. Behavior Characteristics of Food Tourists are assessed in this part using a 5-point Likert scale to gauge the perceptions of tourists.

4. Consumer's behavior of gastronomy tourism in Xi 'an, Republic of China: The fourth part explored the behavior characteristics of food tourists, focusing on Consumer belief, Consumer feeling, Consumer attitude Consumer intention and gastronomy tourism experience in this part using a 5-point Likert scale to gauge the behavior of tourists.

5. The recommendation from gastronomy tourism tourists: This section includes an open-ended question to collect opinions and recommendations from tourists.

To ensure reliability, the questionnaire underwent a reliability analysis conducted by three tourism experts, using the Item-Objective Congruence (IOC) method. The IOC value of this questionnaire is 0.871. After the IOC assessment, the questionnaire was tested with 30 non-sample tourists for reliability analysis using Cronbach's Alpha, resulting in a coefficient of 0.981.

Data analysis

The questionnaire data is being analyzed using statistical software. The dataset is examined and interpreted based on various statistical measures, including frequency, percentage, mean, and standard deviation.

1. Demographic Information: The data will be interpreted using frequency and percentage analysis.

2. Specific behavior of tourists in Xi 'an: The data will be interpreted using frequency and percentage analysis.

3. Tourists' perception of gastronomy tourism in Xi 'an, Republic of China: Data interpretation will involve calculating the mean and standard deviation. In terms of mean interpretation, the values can be interpreted into 5 levels:

4.21 - 5.00 Highest

3.41 - 4.20 High

2.61 - 3.40 Neutral

1.81 - 2.60 Low

1.00 - 1.80 Lowest

4. Consumer's behavior of gastronomy tourism in Xi 'an, Republic of China: The data in this part will be interpreted using mean and standard deviation. In terms of mean interpretation, the values can be interpreted into 5 levels:

4.21 - 5.00 Strongly agree

3.41 - 4.20 Agree

2.61 - 3.40 Neutral

1.81 - 2.60 Disagree

1.00 - 1.80 Strongly disagree

5. Recommendations from Gastronomy Tourism Tourists: This section will be interpreted qualitatively, employing content analysis to group the data.



CHAPTER 4

DATA ANALYSIS

In research for the Behavior and Perception of Tourists Regarding to Gastronomy Tourism in Xi'an, Republic of China, in order to meet the needs and satisfaction of the tourists, data has been collected. Using the questionnaire and interview results can be split into five sections:

Part 1: Basic information of respondent.

Part 2: Specific behavior of tourists in Xi 'an.

Part 3: Tourists' perception of gastronomy tourism in Xi 'an, Republic of China.

Part 4: Consumer's behavior of gastronomy tourism in Xi 'an, Republic of China.

Part 5: Some suggestions for food tourism in Xi 'an.

Part 1: Basic information of respondent.

The data analysis of the inquiries of 390 responders has adopted the general data of the responder to distribute the frequency and the percentage to the data analysis as follows: table 1-6.

Table 1 The frequency and percentage of respondents by sex.

Sex	Frequency	Percentage
Male	191	49.0
Female	199	51.0
Total	390	100.0

From table 1 can be concluded that most of the respondents were females with 199 respondents, accounting for 51.0% and 191 were males, accounting for 49.0%.

Table 2 The frequency and percentage of respondents by age.

Age	Frequency	Percentage
18-25 years old	102	26.2
26-35 years old	131	33.6
26-35 years old	71	18.2
46-55 years old	45	11.5
Over 55 years old	41	10.5
Total	390	100.0

From table 2 can be concluded that most of the respondents were 26-35 years old with 131 respondents, accounting for 33.6%, this was followed by 18-25 years old with 102 respondents, accounting for 26.2%.

Table 3 The frequency and percentage of respondents by education.

Education	Frequency	Percentage
High school or Lower than high school	117	30.0
College	105	26.9
Bachelor's degree	144	36.9
Master's degree or above	24	6.2
Total	390	100.0

From table 3 can be concluded that most of the respondents were graduated Bachelor's degree with 144 respondents, accounting for 36.9%, this was followed by high school or Lower than high school with 117 respondents, accounting for 30.0%.

Table 4 The frequency and percentage of respondents by income.

Income	Frequency	percentage
¥2,000 or below	25	6.4
¥2,001-4,000	120	30.8
¥4,001-6,000	200	51.3
¥6,001-8,000	39	10.0
¥8,001-10,000	4	1.0
More than ¥10,000	2	0.5
Total	390	100.0

From table 4 can be concluded that most of the respondents' income ranges from ¥4,001-6,000 with 200 respondents, accounting for 51.3%, this was followed by the respondents' income ranges ¥2,001-4,000 with 120 respondents, accounting for 30.8%.

Table 5 The frequency and percentage of respondents by occupation.

Occupation	Frequency	percentage
Public official	93	23.8
Employee	189	48.5
Agriculture/ Farmer	16	4.1
Student	28	7.2
Business owner	19	4.9
Retirement	45	11.5
Other	0	0
Total	390	100.0

From table 5 can be concluded that most of the respondents were employee with 189 respondents, accounting for 48.5%, this was followed by public official with 193 respondents, accounting for 23.8%.

Table 6 The frequency and percentage of respondents by part of China.

Part of China	Frequency	percentage
Northeast China	53	13.6
North China	63	16.2
East China	20	5.1
Central China	25	6.4
South China	41	10.5
Northwest China	167	42.8
Southwest China	21	5.4
Total	390	100.0

From table 6 can be concluded that most of respondents came from northwest China with 167 respondents, accounting for 42.8%, this was followed by north China with 63 respondents, accounting for 16.2%.

Part 2: Specific behavior of tourists in Xi 'an.

The data analysis of the inquiries of 390 responders has adopted the general data of the responder to distribute the frequency and the percentage to the data analysis as follows: table 7-18.

Table 7 The frequency and percentage of respondents by who do you always travel with.

Who do you always travel with	Frequency	percentage
With family	208	53.3
With friends	103	26.5
With a tour group	38	9.7
Alone	41	10.5
Other	0	0
Total	390	100.0

From table 7 can be concluded that most of respondents traveled with their family with 208 respondents, accounting for 53.3%, this was followed by respondents traveled with their friends with 103 respondents, accounting for 26.5%.

Table 8 The frequency and percentage of respondents by how do you travel to Xi'an.

How do you travel to Xi'an	Frequency	percentage
By plane	139	35.6
By train	250	64.1
By boat	0	0
Road trip	1	0.3
Other	0	0
Total	390	100.0

From table 8 can be concluded that most of respondents went to Xi'an by train with 250 respondents, accounting for 64.1%, this was followed by respondents went to Xi'an by plane with 139 respondents, accounting for 35.6%.

Table 9 The frequency and percentage of respondents by how do you travel in Xi'an.

How do you travel in Xian	Frequency	percentage
Public transportation	216	55.4
Subway	130	33.3
Self-driving	39	10.0
On foot	5	1.3
Other	0	0
Total	390	100.0

From table 9 can be concluded that most of the respondents in Xi 'an used public transportation, with 216 respondents, accounting for 55.4%, this was followed by respondents by subway with 130 respondents, accounting for 33.3%.

Table 10 The frequency and percentage of respondents by how much you spend for tourism in Xian per trip.

How much you spend for tourism in Xian per trip	Frequency	percentage
¥2,500 or below	61	15.6
¥2,501-3,500	181	46.4
¥3,501-4,500	110	28.2
¥4,501-5,500	30	7.8
¥5,501-6,500	6	1.5
More than ¥6,500	2	0.5
Total	390	100.0

From table 10 can be concluded that most of respondents spent ¥2,501-3,500 on traveling in Xi 'an with 181 respondents, accounting for 46.4%, this was followed by the respondents spent ¥3,501-4,500 on traveling in Xi 'an with 110 respondents, accounting for 28.2%.

Table 11 The frequency and percentage of respondents by what is the average food cost of a trip to Xi'an per person.

What is the average food cost of a trip to Xi'an per person	Frequency	percentage
¥500 or below	43	11.0
¥501-1,000	173	44.4
¥1,001-1,500	141	36.2
¥1,501-2,000	31	7.9
More than ¥2,000	2	0.5
Total	390	100.0

From table 11 can be concluded that most of respondents spent ¥501-1,000 on food cost of a trip to Xi 'an with 173 respondents, accounting for 44.4%, this was followed by the respondents cost ¥1,001-1,500 on food cost of a trip to Xi 'an with 141 respondents, accounting for 36.2%.

Table 12 The frequency and percentage of respondents by when do you like to come to Xi 'an.

When do you like to come to Xi 'an	Frequency	percentage
Spring	195	50.0
Summer	20	5.1
Autumn	166	42.6
Winter	9	2.3
Total	390	100.0

From table 12 can be concluded that most of the respondents liked to come to Xi'an in spring, with 195 respondents, accounting for 50.0%, this was followed by the respondents liked to come to Xi'an in autumn with 166 respondents, accounting for 42.6%.

Table 13 The frequency and percentage of respondents by how many days do you usually stay in Xi 'an.

How many days do you usually stay in Xi 'an	Frequency	percentage
1-2 days	76	19.5
3-4 days	271	69.5
5-6 days	37	9.5
More than 6 days	6	1.5
Total	390	100.0

From table 13, can be concluded that most of the respondents stayed in Xi 'an for 3-4 days with 271 respondents, accounting for 69.5%, this was followed by the respondents stayed in Xi 'an for 1-2 days with 76 respondents, accounting for 19.5%.

Table 14 The frequency and percentage of respondents by how many times have you been to Xi 'an.

How many times have you been to Xi 'an	Frequency	percentage
Once	199	51.0
Twice	128	32.8
Three times	49	12.6
More than 3 times	14	3.6
Total	390	100.0

From table 14, can be concluded that most of the respondents have visited Xi 'an once with 199 respondents, accounting for 51.0%, this was followed by the respondents have visited Xi 'an twice with 128 respondents, accounting for 32.8%.

Table 15 The frequency and percentage of respondents by which scenic spots in Xi'an have you ever visited.

Which scenic spots in Xi'an have you ever visited?	Frequency	Percentage
Terracotta Warriors and Horses	337	14.7
Shaanxi History Museum	312	13.6
Big Wild Goose Pagoda	369	16.1
Tang Furong Garden	341	14.9
Daming Palace National Heritage Park	289	12.8
Xi 'an City Wall	309	13.5
Hui Min Street	324	14.1
Other	7	0.3
Total	2288*	100

*Note: The total frequency of people is larger than the sample, as this is more than one question.

From table 15, can be concluded that most of the respondents have visited Big Wild Goose Pagoda with 369 respondents, accounting for 16.1%, this was followed by 341 respondents have visited Tang Furong Garden, accounting for 14.9% and 337 respondents who have visited Terracotta Warriors and Horses, accounting for 14.7%.

Table 16 The frequency and percentage of respondents by do you intend to engage in food tourism in Xi'an.

Do you intend to engage in food tourism in Xi'an	Frequency	Percentage
Yes	366	93.8
No	1	0.3
Not sure	23	5.9
Total	390	100.0

From table 16, can be concluded that most of the respondents indicated that they intend to have a food tour in Xi 'an with 366 respondents, accounting for 93.8%, this was followed by 23 respondents, accounting for 5.9%, were unsure.

Table 17 The frequency and percentage of respondents by what is the main purpose of your visit to Xi'an.

What is the main purpose of your visit to Xi'an	Frequency	Percentage
Gastronomy tourism	319	81.8
Leisure	47	12.1
Meetings	10	2.6
Academic activities	10	2.6
Visit relatives and friends	4	0.9
Other	0	0
Total	390	100.0

From table 17, can be concluded that most of the respondents said that they went to Xi 'an for food tourism with 319 respondents, accounting for 81.8%, this was followed 47 respondents said that they went to Xi 'an for leisure, accounting for 12.1%.

Table 18 The frequency and percentage of respondents by which areas have you ever visited for food tourism.

Which areas have you ever visited for food tourism?	Frequency	Percentage
Hui Min Street	330	18.2
Da Pi Yard	331	18.3
Yong Xing Fang	342	18.9
Dong Xin Street Night Market	331	18.3
Shun Cheng Lane	242	13.4
Da Che Jia Lane	232	12.8
Other	2	0.1
Total	1810*	100.0

*Note: The total number of people is larger than the sample, as this is more than one question.

From Table 18, can be concluded that most of the respondents have been to Yong Xing Fang for food tourism with 342 respondents, accounting for 18.9% and 331 respondents have been to Da Pi Yard, accounting for 18.3% and Dong Xin Street Night Market for food tourism with 331 respondents, accounting for 18.3%.

Part 3: Tourists' perception of gastronomy tourism in Xi 'an, Republic of China.

For the tourists' perception of gastronomy tourism in Xi 'an, Republic of China analyzed the data on mean and S.D. In terms of mean interpretation, the values can be interpreted into 5 levels

4.21 - 5.00 Highest

3.41 - 4.20 High

2.61 - 3.40 Neutral

1.81 - 2.60 Low

1.00 - 1.80 Lowest

The tourists' perception of gastronomy tourism in Xi'an, can be concluded as table 19-24.

Table 19 The mean and standard deviation of respondents by tourists' perception of gastronomy tourism in Xi 'an, Republic of China.

Tourists' perception	mean	S.D.	Perception's Level
1. Service of Restaurant	4.05	.679	High
2. Food Taste	4.26	.736	Highest
3. Health and Hygiene	4.38	.629	Highest
4. Variety and Table Manner	4.41	.602	Highest
5. Unique Cultural Experience	4.59	.445	Highest
Overall	4.34	.557	Highest

From table 19, the overall mean was in highest level (mean=4.34, S.D.= 0.557). From the tourists' perception most of the respondent concerned about the unique cultural experience was in highest level (mean=4.59, S.D.= 0.445). This was followed by variety and table manner was in highest level (mean=4.41, S.D.=0.602).

Table 20 The mean and standard deviation of respondents by Service of Restaurant of gastronomy tourism in Xi 'an, Republic of China.

1.Service of Restaurant	mean	S.D.	Perception's Level
1.1 Service attitude of food suppliers and good service of food providers.	4.13	.741	High
1.2 Comfort of the dining environment.	3.85	.916	High
1.3 The convenience of dining places.	4.18	.704	High
Overall	4.05	.679	High

From table 20, the overall mean was in high level (mean=4.05, S.D.= 0.679). From the service of restaurant most of the respondent concerned about the convenience of dining places was in high level (mean=4.18, S.D.= 0.704). This was followed by service attitude of food suppliers and good service of food providers was in high level (mean=4.13, S.D.=0.741).

Table 21 The mean and standard deviation of respondents by food Taste of gastronomy tourism in Xi 'an, Republic of China.

2.Food Taste	mean	S.D.	Perception's Level
2.1 The taste of Xi 'an food is unique.	4.24	.802	Highest
2.2 Xi 'an food is rich in flavors.	4.53	.790	Highest
2.3 Xi 'an food is very delicious.	4.02	.924	High
Overall	4.26	.736	Highest

From table 21, the overall mean was in highest level (mean=4.26, S.D.= 0.736). From food Taste most of the respondent concerned about Xi 'an food is rich in flavors was in highest level (mean=4.53, S.D.=0.790). This was followed by the taste of Xi 'an food is unique was in highest level (mean=4.24, S.D.=0.802).

Table 22 shows the mean and standard deviation of respondents by Health and Hygiene of gastronomy tourism in Xi 'an, Republic of China.

3.Health and Hygiene	mean	S.D.	Perception's Level
3.1 Xi 'an food is clean and safe to eat.	4.18	.759	High
3.2 Xi 'an food is easy to digest.	4.40	.924	Highest
3.3 The ingredients used in Xi 'an food are very fresh.	4.56	.512	Highest
Overall	4.38	.629	Highest

From table 22, the overall mean is in highest level (mean=4.38, S.D.= 0.629). From health and hygiene most of the respondent concerned about the ingredients used in Xi 'an food are very fresh was in highest level (mean=4.56, S.D.=0.512). This was followed by Xi 'an food is easy to digest was in highest level (mean=4.40, S.D.=0.942).

Table 23 The mean and standard deviation of respondents by variety and Table Manner of gastronomy tourism in Xi 'an, Republic of China.

4.Variety and Table Manner	mean	S.D.	Perception's Level
4.1 Xi 'an food uses a variety of cooking methods.	4.57	.573	Highest
4.2 Xi 'an cuisine offers a wide variety of food.	4.08	.894	High
4.3 Xi 'an food has attractive eating habits and table manners.	4.57	.559	Highest
Overall	4.41	.602	Highest

From table 23, the overall mean is in highest level (mean=4.41, S.D.= 0.602). From variety and table manner most of the respondent concerned about Xi 'an food has attractive eating habits and table manners was in highest level (mean=4.57, S.D.=0.559). This was followed by Xi 'an food uses a variety of cooking methods was in highest level (mean=4.57, S.D.=0.573).

Table 24 The mean and standard deviation of respondents by unique cultural experience of gastronomy tourism in Xi 'an, Republic of China.

5.Unique Cultural Experience	mean	S.D.	Perception's Level
5.1 Xi 'an food is full of local characteristics.	4.57	.496	Highest
5.2 Xi 'an food is a cultural experience.	4.59	.491	Highest
5.3 Xi 'an food culture contains rich stories and legends.	4.61	.494	Highest
Overall	4.59	.445	Highest

From table 24, the overall mean is in highest level (mean=4.59, S.D.= 0.445). From unique cultural experience most of the respondent concerned about Xi 'an food culture contains rich stories and legends was in highest level (mean=4.61, S.D.=0.494). This was followed by Xi 'an food is a cultural experience was in highest level (mean=4.59, S.D.=0.491).

Part 4: Consumer's behavior of gastronomy tourism in Xi 'an, Republic of China.

For the consumer's behavior analyzed the data on mean and S.D. In terms of mean interpretation, the values can be interpreted into 5 levels:

4.21 - 5.00 Strongly agree

3.41 - 4.20 Agree

2.61 - 3.40 Neutral

1.81 - 2.60 Disagree

1.00 - 1.80 Strongly disagree

The consumer's behavior of gastronomy tourism in Xi'an, can be concluded as table 25-30.

Table 25 The mean and standard deviation of respondents by consumer's behavior of gastronomy tourism in Xi 'an, Republic of China.

Consumer's behavior	mean	S.D.	Agreement level
1. Consumer beliefs	4.36	.670	Strongly agree
2.Consumer feeling	4.26	.765	Strongly agree
3.Consumer attitudes	4.47	.685	Strongly agree
4.Consumer intentions	4.38	.672	Strongly agree
5.Gastronomy Tourism Experience	4.48	.611	Strongly agree
Overall	4.40	.639	Strongly agree

From table 25, the overall mean is in strongly agree level (mean=4.40, S.D.=0.639). From consumer's behavior most of the respondent concerned about gastronomy tourism experience was in strongly agree level (mean=4.48, S.D.=0.611). This was followed by consumer attitudes was in strongly agree level (mean=4.47, S.D.=0.685).

Table 26 The mean and standard deviation of respondents by Consumer beliefs of gastronomy tourism in Xi 'an, Republic of China.

1.Consumer beliefs	mean	S.D.	Agreement level
1.1 Xi'an food meets my expectations.	4.58	.606	Strongly agree
1.2 The accuracy and reliability of information about Xi'an food.	4.05	.928	Agree
1.3 I believe that Xi'an food is of high quality and beneficial for health.	4.45	.736	Strongly agree
Overall	4.36	.670	Strongly agree

From table 26, the overall mean is in strongly agree level (mean=4.36, S.D.=0.670). From consumer beliefs most of the respondent concerned about Xi'an food meets my expectations was in strongly agree level (mean=4.58, S.D.=0.606). This was followed by I believe that Xi'an food is of high quality and beneficial for health was in strongly agree level (mean=4.45, S.D.=0.736).

Table 27 The mean and standard deviation of respondents by consumer feelings of gastronomy tourism in Xi 'an, Republic of China.

2.Consumer feelings	mean	S.D.	Agreement level
2.1 My emotions are generally positive when eating Xi'an food.	4.46	.770	Strongly agree
2.2 I am satisfied with my interactions with food making experience.	3.76	1.160	Agree
2.3 Special food often makes me feel good because of its unique features or aspects.	4.56	.755	Strongly agree
Overall	4.26	.765	Strongly agree

From table 27, the overall mean is in Strongly agree level (mean=4.26, S.D.=0.765). From consumer feelings most of the respondent concerned about special food often makes me feel good because of its unique features or aspects was in strongly agree level (mean=4.56, S.D.=0.755). This was followed by my emotions are generally positive when eating Xi'an food was in strongly agree level (mean=4.46, S.D.=0.770).

Table 28 The mean and standard deviation of respondents by consumer attitudes of gastronomy tourism in Xi 'an, Republic of China.

3.Consumer attitudes	mean	S.D.	Agreement level
3.1 My attitude toward Xi'an food.	4.36	.796	Strongly agree
3.2 The factors influencing my attitude toward Xi'an food are important to me.	4.50	.761	Strongly agree
3.3 I would likely recommend Xi'an food to others based on my current attitude.	4.53	.619	Strongly agree
Overall	4.47	.685	Strongly agree

From table 28, the overall mean is in strongly agree level (mean=4.47, S.D.=0.685). From consumer attitudes most of the respondent concerned about I would likely recommend Xi'an food to others based on my current attitude was in strongly agree level (mean=4.53, S.D.=0.619). This was followed by the factors influencing my attitude toward Xi'an food are important to me was in strongly agree level (mean=4.50, S.D.=0.761).

Table 29 The mean and standard deviation of respondents by consumer intentions of gastronomy tourism in Xi 'an, Republic of China.

4. Consumer intentions	mean	S.D.	Agreement level
4.1 I am willing to make a purchase decision regarding Xi'an food in the next time.	4.43	.616	Strongly agree
4.2 The factors influencing my decision to choose Xi'an food over competitors are significant.	4.40	.713	Strongly agree
4.3 I agree with the statement: "I intend to continue eating Xi'an food in the future."	4.30	.782	Strongly agree
Overall	4.38	.672	Strongly agree

From table 29, the overall mean is in strongly agree level (mean=4.38, S.D.=0.672). From consumer intentions most of the respondent concerned about I am willing to make a purchase decision regarding Xi'an food in the next time was in strongly agree level (mean=4.43, S.D.=0.616). This was followed by I agree with the statement: "I intend to continue eating Xi'an food in the future" was in strongly agree level (mean=4.40, S.D.=0.713).

Table 30 The mean and standard deviation of respondents by gastronomy tourism experience in Xi 'an, Republic of China.

5.Gastronomy Tourism Experience	mean	S.D.	Agreement level
5.1 Rate my overall attitude toward Xi'an gastronomy tourism.	4.40	.713	Strongly agree
5.2 Xi 'an food appeals to me.	4.30	.782	Strongly agree
5.3 Xi 'an food is very traditional nowadays.	4.53	.671	Strongly agree
5.4 Xi 'an food is well known in China.	4.69	.473	Strongly agree
Overall	4.48	.611	Strongly agree

From table 30, the overall mean is in strongly agree level (mean=4.48, S.D.=0.611). From gastronomy tourism experience most of the respondent concerned about Xi 'an food is well known in China was in strongly agree level (mean=4.69, S.D.=0.473). This was followed by Xi 'an food is very traditional nowadays was in strongly agree level (mean=4.53, S.D.=0.671).

Part 5: Recommendation

For the recommendation of the questionnaire, the conclusions can be summarized as follows:

1. The innovative dish styles, increasing the variety of food and improving the freshness of food ingredients.
2. Improving the appearance of food color and shape creativity, increase the taste, uniqueness and regional representation of food, and pay attention to the highlight of the characteristic design style and elements of the store in the dining environment and decoration style.
3. Enhancing the cultural function of food street, pay attention to the scientific and balanced and reasonable collocation of dietary nutrients, meet the needs of diners in the form of package sales, further improve the planning of municipal parking Spaces,

formulate emergency plans for holiday peak parking, and target at major scenic spots and key street food areas. We will focus on subway construction and bus line planning and adjustment. Set up a food exhibition area in the street food area to show and explain the culture, history and stories related to food.

4. Strengthen the health supervision and management of Xi'an gourmet tourism, improve the dining environment, enhance the service and health level of catering service personnel, strengthen lobby management and queuing order, and strengthen traffic management in tourist peak season. Food festivals, cooking competitions, food-making shows and interactive culinary experiences are held.

5. Innovation on the basis of tradition, comprehensively consider the taste preferences of tourists from all over the world, and innovate new dishes with the integration of multiple cuisines.

6. Improving the taste of dishes, improving the nutritional value of food and appropriately reducing the price of food and food specialty shopping.

CHAPTER 5

SUMMARY DISCUSSION AND SUGGESTION

Summary

This research is quantitative research that aimed to investigate the behavior and perception of tourists regarding gastronomic tourism in Xi'an. Examining whether tourists' gastronomy tourism experiences have a significant positive relationship with their overall satisfaction with gastronomic tourism in Xi'an, and to develop suggestions for gastronomy tourism in Xi'an based on the behavior and perception of tourists. This study collected data from 390 tourists who traveled to Xi'an between December 2022 and April 2024. The data collection will involve a balanced approach, utilizing 50% online surveys and 50% on-site face-to-face questionnaire surveys. The questionnaire was utilized as a research instrument for this research, with quality checked using the Index of Item Objective Congruence (IOC) by three tourism experts. The IOC value of this questionnaire is 0.871. After the IOC assessment, the questionnaire was tested with 30 non-sample tourists for reliability analysis using Cronbach's Alpha, resulting in a coefficient of 0.981. The research results are as follows:

The study revealed that most of the respondents were females (51.0%), aged 26-35 (33.6%), with bachelor's degree (36.9%), earning ¥4,001-6,000 (51.3%), and employed (48.5%).

Primarily from Northwest China (42.8%). Most traveled with family (53.3%), used trains to reach Xi'an (64.1%), and relied on public transportation within the city (55.4%). They typically spent ¥2,501-3,500 on travel (46.4%) and ¥501-1,000 on food (44.4%), preferred visiting in spring (50.0%), stayed for 3-4 days (69.5%), and (51.0%) had previously visited Xi'an. Gastronomy tourism was highly popular, with (93.8%) intending to engage in it, (81.8%) having visited for it, and (18.9%) specifically visiting Yong Xing Fang.

Overall tourists' perception was rated as highest level with (mean 4.34, S.D 0.56) and consumers behavior was rated as strongly agree with (mean 4.40, S.D. 0.64), respectively. Tourists' perception was rated highest level: service of restaurant (mean

4.05, S.D. 0.68), food taste (mean 4.26, S.D. 0.74), health and hygiene (mean 4.38, S.D. 0.63), variety and table manners (mean 4.41, S.D. 0.60), and unique cultural experience (mean 4.59, S.D. 0.45).

Similarly, consumer behavior showed strongly agree: consumer beliefs (mean 4.36, S.D. 0.67), consumer feelings (mean 4.26, S.D. 0.77), consumer attitudes (mean 4.47, S.D. 0.69), consumer intentions (mean 4.38, S.D. 0.67), and gastronomy tourism experience (mean 4.48, S.D. 0.61). The study suggests enhancing gastronomy tourism through innovative culinary offerings, cultural activities, culinary museums, food festivals, improved transportation and infrastructure, hygiene regulations, and service standards.

Discussion

The purpose of this thesis is to investigate the behavior and perception of tourists on food tourism in Xi 'an City. Based on the behavior and perception of tourists, suggestions are made for gastronomic tourism in Xi 'an. The following are discussed in accordance with these two objectives:

To investigate the behavior and perception of tourists regarding gastronomic tourism in Xi'an.

1. Basic information of respondent

The proportion of male and female tourists in Xi 'an's food tourism is basically balanced, indicating that there is no significant gender difference in the choice of Xi 'an's food tourism(Hu, 2023). The young and middle-aged group is the main customer group of the current tourism market, and the needs of the young and middle-aged group should be paid attention to in Xi 'an's food tourism. Heung et al. (2001) found that age was a discriminating demographic variable that influenced choice of destination. The occupation of tourists is mainly migrant workers and workers. The number of tourists with bachelor degree is the majority, followed by junior college. The monthly income level of tourists is relatively medium. Zimmer et al. (1995) said that travelers who are better educated and have more disposable income tend to travel farther from home. The majority of tourists come from Northwest, northeast and North China, indicating that Xi

'an's food tourism attraction is widely radiated across the country and tourists come from diverse sources(Hu, 2023).

2. Specific behavior of tourists in Xi 'an

Tourists in Xi 'an are mainly first-time tourists, and the rate of re-visit is relatively high, indicating that the promotion and development of food tourism in Xi 'an is relatively strong. By developing food tourism and involving more tourists to enhance the local food experience(Park & Widyanta, 2022). Most tourists come to Xi 'an for the purpose of tasting food, leisure and entertainment, etc. The tourists spend more on food during their trip to Xi 'an, which can be seen that the food cost has become a large amount of expenses in travel, and has the potential and trend of increasing. Among the scenic spots visited by tourists, more people choose the Terracotta Warriors and Horses of Qin Shihuang, the Big Wild Goose Pagoda and Hui Min Street, indicating that Xi 'an, as a city with a long history, focuses its tourism attraction on its rich historical and cultural heritage and unique food experience(Hu, 2023). More people choose to travel to Xi 'an in spring and autumn, indicating that the temperature in Xi 'an in these two seasons is suitable for cold and warm, and the scenery is pleasant and suitable for tourism.

3. Tourists' perception of gastronomy tourism in Xi 'an

The results of the survey data analysis in this paper, the average value of unique cultural experience among the perceived factors of tourists in Xi 'an for food tourism is higher, and the highest value of Xi 'an's food culture is rich in stories and legends is 4.61, which is because Xi 'an is located in northwest China. With rich ingredients, a variety of special dishes and unique cooking skills, its food culture has a strong local characteristic, a long history and profound cultural heritage, many traditional foods are inextricably linked with famous people or events in history, tasting these foods, tourists can not only satisfy the enjoyment of taste buds, it is also in the experience of historical inheritance and cultural edification, feel the integration and collision of various ethnic food cultures. The study of Kuhn et al. (2023) is to improve the tourist destination through unique food experience, which is consistent with the conclusion of this paper. Therefore, Xi 'an should continue to retain, extend and increase

local characteristics in the future food tourism, so as to improve the authenticity perception of Xi 'an by food tourists and further improve the overall of the experience and to improve the tourist destination by providing unique food experience.

As Xi 'an is famous for its famous historical sites, Xi 'an's unique cuisine can also be used as an aspect to attract tourists. My opinion is that the unique cuisine can be used as one of the marketing means of Xi 'an tourism. Integrating food as a Chinese cultural identity into the local tourism marketing. This view is the same as that of (Jerez, 2023). Therefore, the role of unique cultural cuisine should be strategically utilized in the brand promotion of the destination to attract the attention and participation of tourists.

Good restaurant image and service can increase the number of people who turn around. The results of the research data show that in terms of restaurant service factors, the average is low, and the comfortable dining environment of is the lowest value of 3.85. This shows that there is still a certain gap in Xi 'an's food tourism dining environment. In my opinion, a good restaurant image and service can increase the number of people who turn around. Restaurant environment and service is an important part of food tourism and one of the factors that attract tourists. Create a comfortable and pleasant dining environment, warm and thoughtful service to give tourists a pleasant and comfortable feeling, help improve the consumption experience, improve the restaurant brand and reputation, and attract more customers to come to eat. This is consistent with the view of Kuhn et al. (2023) that the image of a high-quality restaurant can provide tourists with good experience and authenticity. Therefore, Xi 'an gourmet tourism should pay attention to the improvement of dining environment and improve service level in the future.

4. Consumer's behavior of gastronomy tourism in Xi 'an

The food tourism experience is an important factor in tourists' travel motivation. The results of the survey data analysis in this paper show that the average value of food tourism experience is high, indicating that Xi 'an's food is very attractive to tourists. Tourists' gastronomic tourism experience affects overall satisfaction, which in turn directly affects the choice of tourist destination, which is consistent with the view that

gastronomic tourism experience is a factor of tourism motivation studied by Berbel-Pineda et al. (2019). Therefore, in the future, Xi 'an will continue to maintain and extend its unique advantages of food culture, innovate food products, improve tourists' experience of food tourism, and further improve gastronomy experience.

Food tourism in Xi 'an can be regarded as a form of overall tourism in Xi 'an. In terms of consumers' post-consumption behaviors, the average value of food tourism experience is the highest at 4.48, indicating that overall gastronomy experience is in high level and tourists are more likely to recommend and re-visit. In my opinion, food tourism in Xi 'an can be regarded as a form of overall tourism in Xi 'an, which is consistent with Kumar (2019) opinion on food tourism. Therefore, Xi 'an's food tourism can be regarded as a supplementary form of Xi 'an's overall tourism. While vigorously developing Xi 'an's tourism, it is necessary to strengthen the publicity of Xi 'an's food tourism, build the brand of Xi 'an's food tourism and enhance the image of Xi 'an's unique food.

The visitors making food on the spot and interacting with each other is one of the ways to explore the creation of emerging food destinations. Among consumers' post-consumption behaviors, the lowest value is consumers' feelings, among which the lowest value of I am satisfied with the interaction of my food making experience is 3.76. This shows that Xi 'an's food tourism needs to be improved in terms of tourists' on-site food preparation and interactive communication. Because tourists make food on site and interact with each other, tourists cooperate with each other, share cooking experience, exchange feelings, explore food, and exchange what they have. This unique catering event is an innovative way to combine food with entertainment elements, which can not only attract more customers, but also enhance customers' memories and loyalty to food tourism. My point is that visitors making food on the spot and interacting with each other is one of the ways to explore the creation of emerging food destinations. This result corroborates Park and Widyanta (2022) research to explore emerging gastronomic destinations through interactive, customized and co-produced models. It is suggested to increase cultural experience activities in the future, organize tourists to

make food interactive exchanges on site, and display cooking techniques, etc., so as to integrate tourists into the local food space and facilitate the expansion of local food.

The street food area showcases Xi 'an's rich culinary history and culture to enhance overall gastronomy experience. In terms of consumer behavior, the attraction of food to tourists is an important factor in tourists' experience of food tourism. Attraction affects the experience of food tourism, and the experience of food tourism affects the overall satisfaction and thus the loyalty of the destination. Because the exhibition of Xi 'an's culinary history and culture can enable food tourists to have a deeper understanding of the development history and inheritance of Xi 'an's food culture before tasting food, and feel the breadth and depth of Xi 'an's food culture and its long history. This is consistent with Wang (2023) view that tourists' enthusiasm with the local gastronomic experience will prompt them to recommend and visit the same destination again. Therefore, it is suggested to establish a food museum in Xi 'an Food street area to enhance the attraction of Xi 'an food and improve the experience of food tourism.

To develop suggestions for gastronomy tourism in Xi'an based on the behavior and perception of tourists.

This research can demonstrate that Xi'an has the potential for food tourism, and its uniqueness can attract both local and international tourists. Therefore, according to research objective to develop suggestions for gastronomy tourism in Xi'an based on the behavior and perception of tourists. The development of gastronomy tourism in Xi'an could be suggested as follows:

1. **Innovate Culinary Offerings:** On the basis of maintaining the advantage encourage food establishments to innovate on traditional dishes, ensuring freshness and longevity of products to continually attract visitors.

2. **Cultural Experience Activities:** The DIY food-making experience should consist of organized interactive performances and demonstrations of culinary craftsmanship. This will allow visitors to immerse themselves in the culinary characteristics and lifestyle of Xi'an, thereby enhancing the cultural function of street food areas.

3. Establish Culinary Museums: Set up culinary museums in street food areas to showcase the rich culinary history and culture of Xi'an, inviting visitors to delve deeper into the local culinary heritage.

4. Host Culinary Festivals: In terms of food tourism experience, Xi'an should host special culinary competitions, festivals, and events in street food areas to elevate their profile and promote the distinctive food culture of Xi'an.

5. Improve Transportation and Infrastructure: Enhance cooperation between municipal construction departments and transportation authorities to improve accessibility by planning subway and bus routes, providing efficient transportation services, and improving parking facilities in popular street food and tourist areas, including contingency plans for peak demand during holidays.

6. Strengthen Hygiene Regulations: The restaurant service should increase supervision of hygiene standards in restaurants, ensuring compliance with health regulations in kitchen operations to safeguard the health and safety of visitors.

7. Elevate Service Standards: For good service by food suppliers the restaurant should train staff to enhance their professionalism and service quality, fostering a more friendly and patient attitude towards guests, and implementing efficient queue management, creating a more personalized and professional dining environment.

For the summary of the study on the Behavior and Perception of Tourists Regarding Gastronomy Tourism in Xi'an, Republic of China, revealed that tourists' satisfaction with Xi'an's food tourism is currently quite high, and it should strive to sustain its advantages in the future. Internally, Xi'an cuisine, as a distinctive product, enjoys significant recognition and satisfaction among tourists, indicating strong competitiveness in the food tourism market. Externally, Xi'an, as a tourist city, excels in urban traffic infrastructure, price levels, market management, and other aspects. However, upon comparison, it's evident that there remains a discernible gap in perception importance, leaving room for improvement. Given the overall high satisfaction level, the tourism management department need not overly pursue extensive investments and improvements. Rather, it should focus on maintaining the current level

of performance to meet tourists' needs adequately, thereby avoiding unnecessary expenditure of funds, resources, and manpower.

Suggestion

According to the analysis conclusion of the survey on the perception and behavior of tourists in Xi 'an's food tourism, the tourism management department should adopt targeted strategies to treat them differently, constantly enhance the attraction of tourists in food tourism and improve the value of tourists' food experience, so as to increase the economic income of Xi 'an's food tourism. It plays a strong role in promoting the development of Xi 'an's tourism economy. As a researcher would recommend the policy suggestion as followed:

1. Gastronomy tourism plan: Xi'an should develop gastronomy tourism plan specifically for gastronomy tourism development. Gastronomy tourism plan should focus on encouraging local food shops to maintain their unique culinary advantages while catering to international taste preferences, introducing trendy dishes that integrate multiple cuisines to attract a diverse tourist population, supervising and preservation of ancient recipes and cooking techniques, emphasize dietary nutrition by creating meal packages tailored to different demographic groups and offering interactive experiences such as hands-on cooking, food production demonstrations, storytelling, experience sharing, and family activities.

2. Tourism infrastructure with focusing on transportation infrastructure: For different characteristic for street food area, the overall design of street appearance and decoration style should be clearly different. Improve transportation networks to ensure easy access to key gastronomic destinations. Enhance public transport options and connectivity between major tourist spots and food markets. Develop signage and information systems in multiple languages to guide tourists to culinary hotspots.

3. Set up culinary museum or set up culinary exhibition in history museum: Set up a dedicated culinary museum showcasing the history, culture, and techniques of Xi'an cuisine. Include interactive exhibits, cooking demonstrations, and workshops. Incorporate culinary exhibitions within existing history museums to highlight the

significance of local food in cultural heritage. Feature displays on ancient recipes, traditional cooking utensils, and food-related artifacts.

4. Set up hygiene and restaurant standard: Implement and enforce strict hygiene standards for all food establishments. Regularly inspect restaurants to ensure compliance with health and safety regulations. Introduce a certification system to recognize restaurants that meet high standards of cleanliness and quality.

5. Tourist information both for Chinese tourists and international tourists: Develop multilingual tourist information centers providing details on local gastronomy, including restaurant guides, food tours, and culinary events. Create informative brochures, maps, and digital resources tailored for both Chinese and international tourists. Maintain an updated website and social media platforms with information on Xi'an's culinary offerings, events, and tourism services. Include reviews, ratings, and recommendations from previous tourists.

6. Planning a gastronomy festival or food event for promoting Xian gastronomy tourism: Organize an annual gastronomy festival to celebrate Xi'an's culinary heritage. Feature a variety of events, such as food tastings, cooking competitions, street food markets, and cultural performances. Engage media and influencers to promote the festival and attract a wide audience. Include interactive activities such as cooking classes, food art exhibitions, and storytelling sessions about the history of Xi'an cuisine. Offer special packages for tourists that combine the festival experience with visits to historical and cultural sites.

This comprehensive plan aims to elevate Xi'an's status as a top gastronomic destination by enhancing infrastructure, preserving culinary heritage, ensuring high standards, and providing engaging experiences for tourists.

Suggestions for future research directions

The researcher would suggest these research topics for the future research suggestions

1. The aspects of food tourism motivation, satisfaction, brand personality building of destinations, etc. The survey objects include Chinese tourists and foreign tourists.
2. The study of Inbound tourists' perception and behavior in Xi 'an food tourism.
3. The comparison of gastronomy tourism between Chengdu, Yangzhou and Macau.
4. The cultural tourism development for Xi 'an, Republic of China.



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APPENDIX A

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APPENDIX B

Questionnaire

The Behavior and Perception of Tourists Regarding to Gastronomy Tourism in Xi'an, Republic of China

Answer the questionnaire instructions

1. The questionnaire served as a research tool, designed across five sessions aligned with the research objectives. It can be divided into five parts:

(1) Demographic Information: The first part includes demographic questions related to gender, age, education, income, and participants' region of origin. This part utilizes single-choice options as a checklist for gastronomy tourists.

(2) Specific behavior of tourists in Xi'an: The second part survey examines the behaviors of tourists in Xi'an, including their travel companions and modes of travel to and within the city. It inquiries about spending habits, preferred visiting seasons, typical duration of stay, and the number of previous visits. The survey also covers visited scenic spots, intentions regarding food tourism, primary visit purposes, and areas visited for food tourism. This part utilizes single-choice options and multiple-choice options as a checklist for gastronomy tourists.

(3) Tourists' perception of gastronomy tourism in Xi'an, Republic of China: The second section consists of statements pertaining to tourists' perceptions of Xi'an cuisine, encompassing elements like catering service, food taste, health and hygiene, type, table manners, and unique cultural experiences. Behavior Characteristics of Food Tourists are assessed in this part using a 5-point Likert scale to gauge the perceptions of tourists.

(4) Consumer's behavior of gastronomy tourism in Xi'an, Republic of China: The fourth part explored the behavior characteristics of food tourists, focusing on Consumer belief, Consumer feeling, Consumer attitude Consumer intention and gastronomy tourism experience in this part using a 5-point Likert scale to gauge the behavior of tourists.

(5) The recommendation from gastronomy tourism tourists: This section includes an open-ended question to collect opinions and recommendations from tourists.

2. This questionnaire is for research purposes only and will not affect the lives of the respondents, as all analysis results are publicly available, so we ask you to truthfully

answer all questions. In order to ensure the correct analysis results and the integrity of the data used for the research results, this will be helpful in the field of food tourism.

Thank you very much

Zhang Jiayi

Graduate School Srinakharinwirot University

2024



Part 1: Basic information of respondent.

Please mark in or in the blanks and answer the questionnaire truthfully.

1. What is your gender?

Male

Female

2. Which age group are you in?

18-25 years old

26-35 years old

36-45 years old

46-55 years old

Over 55 years old

3. What is your educational background?

High school or Lower than high school

College

Bachelor's degree

Master's degree or above

4. What is your monthly income?

¥2,000 or below

¥2,001-4,000

¥4,001-6,000

¥6,001-8,000

¥8,001-10,000

More than ¥10,000

5. What is your occupation?

Public official

Employee

Agriculture/ Farmer

Student

Business Owner

Retirement

Other (please specific).....

6. Which part of China are you from?

Northeast China

North China

East China

Central China

South China

Northwest China

Southwest China

Part 2: Specific behavior of tourists in Xi 'an.

Please mark in or in the blanks and answer the questionnaire truthfully.

1. Who do you always travel with?

With family

With friends

With a tour group Alone

Other (please specific).....

2. How do you travel to Xi'an?

By plane By train
 By boat Road trip
 Other (please specific).....

3. How do you travel in Xian?

Public transportation Subway
 Self-driving On foot
 Other(please specific).....

4. How much you spend for tourism in Xian per trip?

¥2,500 or below ¥2,501-3,500 ¥3,501-4,500
 ¥4,501-5,500 ¥5,501-6,500 More than ¥6,500

5. What is the average food cost of a trip to Xi'an per person?

¥500 or below ¥501-1,000
 ¥1,001-1,500 ¥1,501-2,000
 More than ¥2000

6. When do you like to come to Xi 'an?

Spring Summer
 Autumn Winter

7. How many days do you usually stay in Xi 'an?

1-2 days 3-4 days
 5-6 days More than 6 days

8. How many times have you been to Xi 'an?

Once Twice
 Three times More than 3 times

9. Which scenic spots in Xi'an have you ever visited? (You can choose more than one choice)

- Terracotta Warriors and Horses
- Shaanxi History Museum
- Big Wild Goose Pagoda
- Tang Furong Garden
- Daming Palace National Heritage Park
- Xi 'an City Wall
- Hui Min Street
- Other (please specific).....

10. Do you intend to engage in food tourism in Xi'an?

- Yes
- no
- not sure

11. What is the main purpose of your visit to Xi'an?

- Gastronomy tourism
- Leisure
- Meetings
- Academic activities
- Visit relatives and friend
- Other (please specific).....

12. Which areas have you ever visited for food tourism? (You can answer more than one choice)

- Hui Min Street
- Da Pi Yard
- Yong Xing Fang
- Dong Xin Street night market
- Shun cheng lane
- Da che jia lane
- Others (please specific)

Part 3: Tourists' perception of gastronomy tourism in Xi 'an, Republic of China.

please mark into the space and this questionnaire uses five-point Likert scale as follows:

- 4.21 - 5.00 Highest
- 3.41 - 4.20 High
- 2.61 - 3.40 Neutral
- 1.81 - 2.60 Low
- 1.00 - 1.80 Lowest

Item	Tourists' perception of Xi 'an gastronomy	level				
1. Service of Restaurant						

1.1	Service attitude of food suppliers and good service of food providers.					
1.2	Comfort of the dining environment.					
1.3	The convenience of dining places.					
2. Food Taste						
2.1	The taste of Xi 'an food is unique.					
2.2	Xi 'an food is rich in flavors.					
2.3	Xi 'an food is very delicious.					
3. Health and Hygiene						
3.1	Xi 'an food is clean and safe to eat.					
3.2	Xi 'an food is easy to digest.					
3.3	The ingredients used in Xi 'an food are very fresh.					
4. Variety and Table Manner						
4.1	Xi 'an food uses a variety of cooking methods.					
4.2	Xi 'an cuisine offers a wide variety of food.					
4.3	Xi 'an food has attractive eating habits and table manners.					
Unique Cultural Experience						
5.1	Xi 'an food is full of local characteristics.					
5.2	Xi 'an food is a cultural experience.					
5.3	Xi 'an food culture contains rich stories and legends.					

Part 4: Consumer's behavior of gastronomy tourism in Xi 'an, Republic of China.

please mark \checkmark into the space and this questionnaire uses five-point Likert scale as follows:

4.21 - 5.00 Strongly agree

3.41 - 4.20 Agree

2.61 - 3.40 Neutral

1.81 - 2.60 Disagree

1.00 - 1.80 Strongly disagree

Item	Consumer's behavior of Xi 'an gastronomy	level				
1.Consumer beliefs						
1.1	Xi'an food meets my expectations.					
1.2	The accuracy and reliability of information about Xi'an food.					
1.3	I believe that Xi'an food is of high quality and beneficial for health.					
2.Consumer feeling						
2.1	My emotions are generally positive when eating Xi'an food.					
2.2	I am satisfied with my interactions with food making experience.					
2.3	Special food often makes me feel good because of its unique features or aspects.					
3.Consumer attitudes						
3.1	My attitude toward Xi'an food.					

3.2	The factors influencing my attitude toward Xi'an food are important to me.					
3.3	I would likely recommend Xi'an food to others based on my current attitude.					
4.Consumer intentions						
4.1	I am willing to make a purchase decision regarding Xi'an food in the next time.					
4.2	The factors influencing my decision to choose Xi'an food over competitors are significant.					
4.3	I agree with the statement: "I intend to continue eating Xi'an food in the future."					
5.Gastronomy Tourism Experience						
5.1	Rate my overall attitude toward Xi'an gastronomy tourism.					
5.2	Xi 'an food appeals to me.					
5.3	Xi 'an food is very traditional nowadays.					
5.4	Xi 'an food is well known in China.					

Part 5: What else do you think Xi 'an should do in terms of food tourism to be more attractive? What else needs to be developed and improved? Please write down your suggestions.

Do you have any other suggestions for food tourism in Xi 'an?

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APPENDIX C



Figure 1 195 online questionnaire survey

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中国西安游客对美食旅游的行为与认知

*1.你的性别是什么?

<input type="radio"/> 男
<input type="radio"/> 女

*2.你是哪个年龄段的?

<input type="radio"/> 18-25岁
<input type="radio"/> 26-35岁
<input type="radio"/> 36-45岁
<input type="radio"/> 46-55岁
<input type="radio"/> 55岁以上

*3.你的教育背景是什么?

<input type="radio"/> 高中及以下

Figure 2 Online questionnaire survey



APPENDIX D



Figure 3 Questionnaire collection: Yong Xing Fang



Figure 4 Questionnaire collection: Hui Min street



Figure 5 Questionnaire collection: Da che jia lane

VITA

