

Changing ethnic culinary tourists' behaviour through motivation

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Abstract | Traditional cuisine is an important component of a destination's history, identity, and tradition. As culinary tourism enhances the tourist experience, it is necessary to investigate if tourists are motivated to become involved in a destination's gastronomic experience. Motivation drives guests' participation in tourism activities as well as mediates the effect of food involvement on travel. The aim of the study which has not been investigated empirically relates to the literature on Culinary Tourist Motivation (CTM), as the mediator in the relationship between the Culinary Tourist Value Scorecard (CTVSC) and Culinary Tourist Behavioral Involvement (CTBI). Through a questionnaire, 498 responses were collected. The PROCESS-SPSS (V3.0) macro plugin IBM SPSS (V24.0) procedure was used to generate direct and indirect effects in the mediated model. The results revealed that CTM had a full mediating effect between CTVSC and CTBI. Content and face validity of the constructs was ensured through a sound literature foundation, and the study makes a unique contribution by confirming the mediating effect of CTM in the relationship between the CTVSC and CTBI. Destination management organisations can benefit from this study's findings as a guideline when developing marketing strategies to motivate visits to culinary attractions.

Keywords | Culinary tourist behavioural involvement, culinary tourist motivation, culinary tourism value scorecard, mediation, gastronomy

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1. Introduction

Culinary tourism "...is the type of tourism whose activity is characterized by the visitors' experience linked with food and related products and activities while travelling and may involve other related activities" (Back, Okumus & Tasci, 2020, p.43). It is associated to the unique special interest tourism field, which has gained popularity in Malaysia, Thailand, Ontario, and France, to mention a few (Akinci & Kasalak, 2016; Brokaj, 2014; Kruja & Gjyzezi, 2011). Culinary tourism has been investigated as phenomenon to support destination identity and competitiveness under the sustainable tourism paradigm, to support the livelihood of local communities and to attract international tourists (De Assis Cobuci, Nascimento & De Medeiros, 2017). Sustainability, healthy lifestyle, experience, authenticity, culture, and tradition are the traditional values associated with the new culinary/gastronomy/food tourism movement (Gaztelumendi, 2012). The terms culinary, food and gastronomic are used interchangeably in the text. In Africa gastronomy (culinary) tourism is earmarked to support the Sustainable Development Goals (SDGs), amongst women and youth to alleviate poverty and stimulate the development of entrepreneurs, especially in Zimbabwe. It is thus necessary to investigate if tourists are motivated to become more involved in a destination once they have eaten the local or traditional food and drinks of the area. Although it is known that motivation mediates the impact of food neophobia on an intention to travel which mediates the effect of food involvement on travel. This study sought to explore the role of CTM as the mediator in the relationship between CTVSC and CTBI in ethnic Zimbabwean restaurants. Therefore, the aim is to determine whether scores on CTVSC (cognitive) are related to CTBI scores (conative) and how this relationship is mediated by CTM (affect) scores, using the embedded theory of the Behaviour Intention Model (Cognitive-Affect-Intention-Behaviour)

by Fishbein and Ajzen (1975).

According to Miles (2017) and Müller-Bloch and Kranz (2014), evident empirical and theoretical research gaps were relevant and considered in the design of the study. Three research constructs (CTVSC, CTM, and CTBI) were designed as these existing models from previous research did not support the purpose of the study. The application of the empirical gap to verify the validity and reliability of these models is consistent with previous studies mainly applied in leadership (Ferreira, 2014; Veldsman & Wort, 2013) and business tourism (Swart & Roodt, 2020), which were theory-based.

There appears to be a lack of awareness among domestic and international tourists about the product offerings at a culinary destination (Murphy, 2011). According to the United Nations World Tourism Organization (UNWTO, 2017), local cuisine has mostly been forgotten as international cuisine which has gained more popularity, that can allude to the limited research conducted on culinary, gourmet and gastronomy tourist motivation (Young & Kim, 2010). Furthermore, there is a lack of planning between indigenous ingredients offered by suppliers, restaurants, and guests (Rinald, 2017; Steinmetz, 2010). This led to challenges experienced in the planning of a nutritional and balanced diet that consists of ethnic traditional meals (Sloan, Legrand & Hindley, 2015). The study mentioned reported on investigated sustainable culinary tourism practices in a specific destination (Long, 2018), such as Zimbabwe's rural areas and resorts. The study on which this article is based would further promote Zimbabwe as a culinary destination in Southern Africa and the African continent (Tendani, 2022). Okech (2014) recommends a critical analysis of foreign tourists' preference for local dishes instead of western-style dishes on the menu. From the identified gaps discussed in the literature, this research study aimed to promote a practical analysis of Zimbabwe's culinary products by implementing the proposed CTVSC with CTM

and CTBI constructs. The article provides a theoretical framework derived from relevant literature, the research procedure applied in conducting the research is explained, as well as the results that emanated from the study and closing with the contribution thereof in the culinary tourism context.

2. Literature Review

The literature review will be presented in the form of a theoretical framework. Researchers have sought to develop models related to food preferences (Randall & Sanjur, 1981) and consumer behaviour (Peighambari, Sattari, Kordestani, & Oghazi, 2016; Steenkamp, 1997). Literature is fragmented and vague about tourist behaviour towards traditional African food (Mitchell & Hall, 2003; Nestle, 2009), and if that behaviour can predict tourists' food choices when they travel. Disciplines such as biology and anthropology discussed food choice behaviour (Nestle, 2009). However, these studies have not yet considered the relationships between the culinary tourist value scorecard (CTVSC), culinary tourist motivation (CTM) and culinary tourist behavioural involvement (CTBI) in the culinary tourism context, which supports the development of a theoretical framework for the Causal Model of CTBI which is introduced next.

Culinary tourist value scorecard

Literature on the application of the BSC in culinary tourism is limited. Food and beverage are among the other sectors within tourism and hospitality that remain unexplored in developing and utilising the BSC to fit their organisation's strategies (Fatima & Elbanna, 2020). Most companies have used performance measurement systems such as a balanced scorecard (BSC) (Kaplan & Norton, 1992), benchmarking (Anderson & McAdam,

2004), and business process re-engineering (Davenport, 1993) for the performance measurement of their companies to ensure survival. Although the relationship between customer value and CVA (Gale, 1994) has been established in the literature, there is an opportunity to refine and test these relationships in the culinary tourism environment. Moreover, research focused on using BSC and CVA together, is scarce (De Felice & Janesick, 2015; Dias Jordão & Casas Novas, 2013; Rafiq, Zhang, Yuan, Naz & Maqbool, 2020; Szóka, 2012). There is a need for research to explore the viability of integrating the two in a culinary tourism context. The perspectives of the original BSC will be used as the foundation for the development of a CTVSC, which will consist of a unique combination of dimensions, sub-dimensions and items. This study applied the original BSC, with the customer value analysis (CVA) (Feuss, Gale, & Kordupleski, 2003), to form the study's proposed CTVSC, against the embedded theory of BI model (Fishbein & Ajzen, 1975).

The present study explored the proposed CTVSC together with its perspectives such as:

- (i) *Culinary tourist financial perspective (CTFP)* with dimensions (i) menu (Kalenjuk, Tešanović, Banjac, Gagić & Radivojević, 2016; Ozdemir & Caliskan, 2014), (ii) menu pricing (Lee & Jang, 2012; Yang, 2012), (iii) menu operations (Osterwalder, Pigneur, Bernarda & Smith, 2014), and (iv) seat turnover (Lillicrap & Cousins, 2010; Spears, 1995);
- (ii) *Culinary tourist value perspective (CTVP)* includes (i) guest relationship management (Mohammed & Rasid, 2012), (ii) convenience (Jones & Miffl, 2001; Martín-Ruiz, Barroso-Castro & Rosa-Díaz, 2012), (iii) variety of culinary products (Ab Karim & Chi, 2010; Mak, Lumbers, Eves & Chang, 2012; Zott, Amit & Massa, 2011), (iv) guest acquisition (Basu, 2014; Reley, 2012);

(iii) *Internal business perspective in culinary tourism (IBPCT)* with dimensions of employee skills (Andersson, Mossberg & Therkelsen, 2017), operational excellence (Carvalho, Sampaio, Rebentish, Carvalho & Saraiva, 2019; Wall, Okumus, Wang & Kwun, 2011), culinary product quality (Baksi, 2014), and culinary cycle time (Mrnjavac, Kovacic & Topolsek, 2014); and

(iv) *Innovation and learning perspective in culinary tourism (I&LCT)* consists of dimensions (i) organisational culture (Kallarakal, Mathew, Paul & Thomas, 2011), (ii) strategic alignment (Tsiotou & Goldsmith, 2012), and (ii) human capital (Guzel & Apaydin, 2016; Kuhn, Haselmair, Pirker & Vogl, 2018; Rauch & Rijdsdijk, 2013).

As informed by the theoretical evidence, the following hypothesis is proposed:

H_1 : The CTVSC with the integration of the BSC perspectives and customer value analyses can be reliably and validly measured.

Culinary tourist motivation

Motivation has been argued to directly influence tourism demand and supply, therefore tourism operators need to prepare and develop tourism products and services that match the existing and future travel demand (Mahika, 2011). Culinary tourism is embedded in the tourism and hospitality sectors and comprises organisations that offer hospitality services (Ford, et al., 2012). The application of Maslow's theory, which embeds other motivational ideas, and includes allocentric-psychology needs to be applied in culinary tourism (Chen, Mak & Mckercher, 2011; Dixit, 2019). These findings categorised the motivational factors into the following dimensions, (i) culinary

symbolism (Levitt, Zhang, DiPietro & Meng, 2019; Mak, Eves & Chang, 2016), (ii) culinary obligatory (Holt, Rumble, Telg & Lamm, 2018), (iii) guest contrast (Dixit, 2019) and (iv) guest pleasure (Nicoletta, Medina-Viruel, Di-Clemente & Fruit-Cardozo, 2019). CTM is also a mediating variable which aims to measure the affective component of the BI model (Fishbein & Ajzen, 1975) in the prediction of CTBI. Against the investigation of the extant literature, the following hypothesis is proposed:

H_2 : The CTM can be reliably and validly measured.

Culinary tourist behavioural involvement

Involvement has been used in consumer behaviour research owing to the rise in business challenges such as new product and service development (Santos, Ramos, Sousa, Almeida & Valeri, 2021), and is argued to have originated from Sherif's and his colleagues' studies (Kyle & Chick, 2004; Sherif & Hovland, 1961). It has been discussed in psychology (Abdolvand & Nikfar, 2011), where motivational capacity is based on personal goals under the influence of cognitive and affective stimulus (Warnick, Bojanic & Sheel, 2009), and was also explored in consumer behaviour (Lin & Chen, 2006; Zhang, Xu, Zhao & Yu, 2018). The tourism and hospitality industry provides services and products that involve direct contact with tourists, hence tourist involvement in tourism is vital as business involves a high customer contact level. Guest involvement is the jewel of the hospitality industry as it contributes to increased revenue and profitability (Akatay et al., 2013). Findings from Kim, Duncan and Chung (2015) reveal that individuals with high levels of involvement travel locally and internationally (Josiam, Smeaton & Clements, 1999), but how this is supported by culinary tourism is yet to be determined. Against

this background (i) culinary attraction (Robinson & Getz, 2016; Wong & Tang, 2016), (ii) guest situation, (iii) centrality to lifestyle (Wong & Tang, 2016) and (iv) self-expression (Cheng & Tsaur, 2012) are explored as dimensions of CTBI. The following hypothesis is proposed:

H₃: The CTBI can be reliably and validly measured.

CTM as the mediator in the relationship between CTVSC and CTBI

Evidence related to the literature on CTM as the mediator in the relationship between the CTVSC and CTBI has not been supported to date. However, the research applied related literature to explain the mediation effect of culinary tourism motivation. Akyuz's (2019) findings revealed that motivation fully mediated the impact of food neophobia on an intention to travel and mediated the effect of food involvement on travel. Khuong and Ha (2014) aver that motivation is essential in driving guests to participate in tourism activities offered at a destination of their choice. Results from these authors revealed that push and pull factors had direct positive influences on tourists' return intention. Presbensen, Woo, Chen, and Uysal (2012) postulate that motivation is one of the constructs used in causal relationships. However, the construct has been applied in the relationship between motivation, involvement and the destination's experience value. Findings revealed that motivation and involvement are linked to a tourist's experience value, and motivation affects the level of involvement (Presbensen, Woo, Chen & Uysal, 2012). This study sought to determine if CTM can be used as the mediator between the CTVSC and CTBI. As there is no evidence of studies investigating the mediating effect of CTM in the relationship between CTVSC and CTBI in a culinary tourism environment, this study aims to

address this theoretical gap. From the discussion above the following hypothesis has been proposed, and will be empirically tested:

H₄: CTM is a mediator in the relationship between CTVSC and CTBI.

An extensive literature review on CTVSC, CTM, and CTBI is conceptualised, resulting in the proposed theoretical framework for the Causal Model of CTBI illustrated in Figure 1.

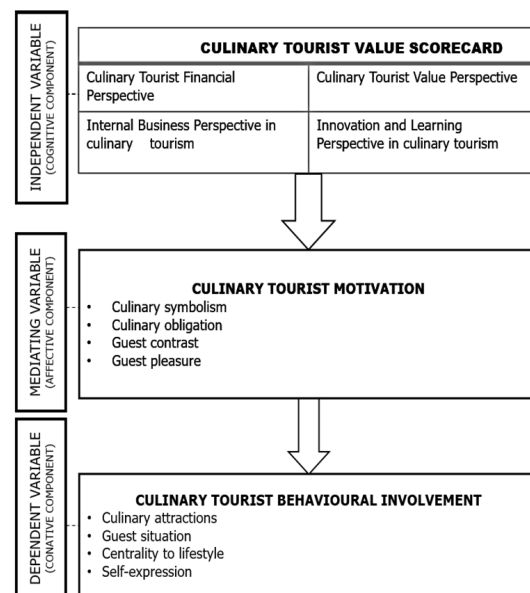


Figure 1 | Theoretical Causal model of CTBI
Source: Authors' own compilation

3. Methods

Population and sampling

Data were collected, using a non-probability sampling method (convenience), from culinary tourists who visited designated ethnic restaurants in Zimbabwe from June 2018 to August 2018. Trained fieldworkers collected primary data at designated culinary restaurants from Harare, Kariba, Mutare/Nyanga, and Victoria Falls, in Zimbabwe.

Measurement instruments

The use of questionnaires has been noted in culinary tourism studies (Zhong & Moon, 2020; Rodriguez-Gutierrez, Santa-Cruz, Gallo & Lopez-Guzman, 2020). Three constructs support the quantitative approach through the CTVSC (Gale, 1994), CTM (Chang & Yuan, 2011; Su, 2015; Van Vuuren et al., 2011) and CTBI (Kristensen, 2017; Reza, 2014; Yun et al., 2011) and their respective dimensions, using a 7-point intensity Likert-scale. It is from the questionnaire that validity (Cohen et al., 2011), reliability (Chawla & Sodhi, 2011), and mediation relationships (Pujiastuti, Nimran, Suharyono & Kusumawati, 2017; Ribeiro, Pinto, Silva & Woosnam, 2017) are measured. As these three newly designed constructs were informed by the literature, the validity and reliability of each model had to be empirically verified. Hair, Hult, Ringle, Sarstedt, Danks, and Ray, (2021) argued the importance of content validity in the development of a new scale and can be judged empirically and through expert opinions (qualitative).

A three-phase approach was adapted to outline the research process. The data extracted from the 498 questionnaires were used to conduct a factor analysis for CTVSC, CTM, and CTBI in support of H_1 , H_2 and H_3 (phase 1). The relationships between the constructs were confirmed using Pearson's correlation (phase 2). Regression analyses were conducted in support of Path a, Path b, Path c and Path ϵ before the test of the mediating effect of CTM in the relationship between CTVSC and CTBI (H_4) was confirmed, selecting model 4 of PROCESS-SPSS (V3.0) (phase 3).

Phase 1: Exploratory- and Confirmatory Factor Analyses

Descriptive statistics on the items of CTVSC, CTM and CTBI supported a normal data distribution through identical mean, median and modes.

An exploratory factor analysis (EFA) on the three constructs was done using the Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO-MSA) and Bartlett test of sphericity, which had to be significant ($p \leq .01$). Items were omitted from each scale after not being able to meet the commonalities ($>.03$) and KMO-MSA ($>.60$) criteria. Items from the different constructs were omitted using the principal axis factoring and varimax rotation with Kaiser Normalisation. A first and second-order EFA was used to inform the CTVSC, while only a first-order EFA was used to determine CTM and CTBI.

Following the EFA on each of the three scales (CTVSC, CTM, and CTBI), these instruments were proven to be valid and reliable, a confirmatory factor analysis (CFA) was also conducted on the remaining items under each model. Although Diamantopoulos and Siguaw (2000) and Kline (2011) propose four steps when conducting SEM analyses, the model specification, model identification, and model estimation steps were confirmed during the EFA phase. The purpose of the CFA was to confirm the three emerged models (CTVSC, CTM, and CTBI) as a result of the EFA, and to do modifications. This uni-dimensionality approach was applied as proposed by Lai (2015) to limit the number of variables by using a single-attribute variable (Blunch, 2013).

Structural Equation Modelling (SEM) was applied to confirm each measurement model, using AMOS IBM SPSS (V27). The validity of the three measurement models is shown by incremental and parsimony fit indexes and is indicative of the overall good fit of each measurement model. According to Tabachnick and Fidell (2013;725), models with good fits will "... produce consistent results on many different indices in many, if not most, cases". They further argue that if all indices result in similar conclusions, the reporting of the indices can be regarded as a personal preference. The Root Mean Square Error of Approximation (RMSEA) is an absolute fit that indicates

the goodness of the reproduction of the observed data in the specified model, with a level of acceptance of < 0.08 and is regarded as a powerful calculation. A Goodness-of-fit index (GFI), with an acceptable value of > 0.90 and the X^2 ($p > 0.05$) are additional absolute fit indexes to consider (Awang, 2012; Hair et al., 2021). According to Bollen (1989) and Moss (2016), these fit statistics are only a guideline, and models that generate a CFI of 0.70 represent progress and should also be considered acceptable. A parsimonious fit is represented by the X^2/df (CMIN/df) with an acceptable level of < 3.0 . In determining the convergent validity, the average variance extracted (AVE) is calculated, and should ideally be higher than .50 (Hair et al., 2021). Fornell and Larcker (1982) postulate that for intensity scales the value of .40 is acceptable if the composite reliability (CR) is more than 0.60, supporting the construct validity. Furthermore, only the CR can be used to determine the convergent validity of the model despite that 50% of the variance is due to errors (Malhotra & Dash, 2011).

The level of significance of new latent variables under each construct was conducted through a Kolmogorov-Smirnov test to determine the normal distribution (Hair et al., 2021). According to Tabachnick and Fidell (2013), it is uncommon for the zero value to be indicated for the normal distribution in social sciences. The distribution curve of the data was relatively flat, and the data were negatively skewed, which supports the cluster of data on the right side of the graph, resulting in scores that are too low to use (Tabachnick & Fidell, 2013). The p-value for all the new latent variables is $\leq .05$, supporting the H^A , indicating that the data from all the new latent variables were not normally distributed. However, the Kolmogorov-Smirnov test is sensitive to a larger sample size (> 200), and therefore the test of normality is not critical (Pallant, 2011; Tabachnick & Fidell, 2007).

Phase 2: Correlations

Pearson Product moment correlations (r) were used to test for correlation between newly formed factors.

Phase 3: Test for Mediation

Latent variables are required to measure the observed variables efficiently as the loadings of a single observed variable may not be significant with other latent variables to satisfy the measurement model (Hair et al., 2021; Kline, 2011). The model fit and the structural parameter estimates are established following a confirmatory procedure and an examination of the structural relationships before theories can be validated (Hair et al., 2021).

A multi-factor (two or more factors) ANOVA was executed to establish if the CTVSC (independent variable) and the CTM variable can jointly or separately predict CTBI (dependent variable), using GLM, which is also required to support the test for mediation. In this study the independent variable (X), ie. CTVSC causes the dependent variable (Y), ie. CTBI, through a mediating variable (M), ie. CTM. This three-variable system uses a path diagram to depict the causal chain between X and Y , as illustrated in figure 2.

The power of the test for mediation is the greatest when a comparable correlation coefficient is supported by the relationships between path b and path a. The strength of the relationship between path b (CTM and CTBI) must also be greater than the strength of the relationship between path a (CTVSC and CTM) (Frazier et al., 2004). According to Nunnally (1987), the reliability coefficient of the mediating variable (ie. CTM) must also be adequate. This model was indicative in establishing which variables could be developed as independent predictors and/or interactions with CTBI. The results for R^2 show the interpretation rate for the models. When the confidence interval

is above zero, mediation is evident as the indirect effect is positive to support H_4 . All regression coefficients had to be significant ($p \leq .05$). Once the correlation between the constructs was supported by the data for *Path c*. A systematic examination of the residuals was conducted to detect the interaction effects between the constructs and potential problems with multi-collinearity (Pallant, 2011). As the nature of most behavioural problems is multivariate, this statistical analytical approach is powerful in scientific behavioural research (Kerlinger & Lee, 2000). In this study, a hypothesis will

investigate the mediation effect among the variables. Mediation testing is among the most common tests in psychology research (Baron & Kenny, 1986; Frazier et al., 2004). This supported the study aims to test the proposed Causal Model of CTBI comprising of a CTVSC as the independent variable, CTM as a mediator variable, and culinary tourists' behavioural involvement as a dependent variable using Process-SPSS (V3.0) as advocated by (Hayes, 2018). This final parsimonious model was tested through general linear modelling if mediation is confirmed.

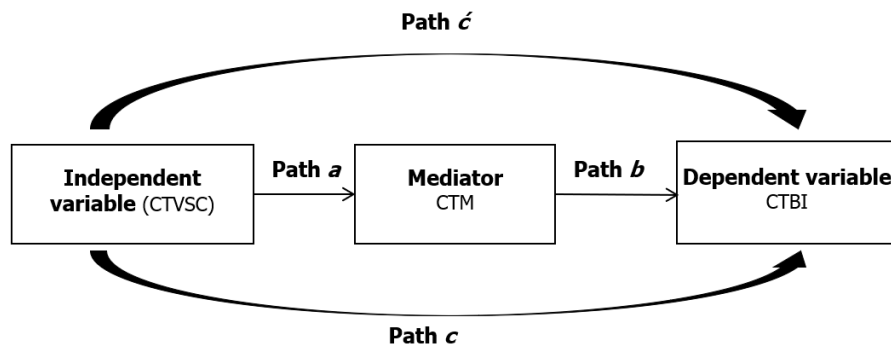


Figure 2 | Paths in the mediation model

PROCESS (V3.0) macro plugin IBM SPSS (V24.0) is the statistical software utilized for the testing of the mediating effect (Hayes, 2018). In mediation models, variables can be specified to operate in a sequence or parallel. This computational tool can measure the effect size for indirect effects in mediation models and bootstrap confidence intervals. PROCESS-SPSS estimate different models and each model has a minimum requirement as to which variables must be designated and provided in the PROCESS-SPSS command. Therefore, any variable that is part of the conceptual model in the template must be supplied as an input to PROCESS-SPSS, and any variable that is not part of the conceptual model must be left out unless such variables are to be treated as covariates. PROCESS-SPSS can only accommodate variable names up to eight characters. The-

refore, the different scales' abbreviations (CTVSC, CTM and CTBI) were used in the PROCESS-SPSS command. As mentioned, PROCESS-SPSS uses a range of templates for the mediation path analysis. In this study template, 4 is for the mediation analyses. As discussed in Preacher and Hayes (2004; 2008) and Hayes (2009), bootstrap confidence intervals are preferred over the Normal-theory-based Sobel test for inference about indirect effects because of the unrealistic assumption the Sobel test makes about the shape of the sampling distribution of the indirect effect. By default, PROCESS-SPSS generates 95% bias-corrected bootstrap confidence intervals for all indirect effects as was applied to model 4.

4. Results

The majority of the respondents were women (48.8%) followed by men (47.4%), while 3.8% of respondents preferred not to indicate their binary. Most respondents (29.9%) were between the ages of 35 to 44 years, with a post-school qualification (45.2%).

Phase 1: Exploratory Factor Analyses

The exploratory first-order factor analysis was used to extract four new latent variables from the CTVSC, namely:

- (i) CTFP [Bartlett's test of sphericity $X^2 = 1752.54$; ($df = 66$; $p \leq .001$) with a KMO MSA of .87 consisting of 15 items, and Cronbach alpha coefficient (α) of .77];
- (ii) CTVP [Bartlett's test of sphericity $X^2 = 2727.91$; ($df = 120$; $p \leq .001$) with a KMO MSA of .92 consisting of 16 items, and α of .76];
- (iii) IBPCT [Bartlett's test of sphericity $X^2 = 2825.98$; ($df = 91$; $p \leq .001$) with a KMO MSA of .93 consisting of 16 items and α of .84], and;
- (iv) I&LCT [Bartlett's test of sphericity $X^2 = 2205.82$; ($df = 66$; $p \leq .001$) with a KMO MSA of .90 consisting of 12 items, and α of .70] of the CTVSC.

The p-value for all four new latent variables is $\leq .05$, supporting H_A , but the test for normality is not critical (Pallant, 2011; Tabachnick & Fidell, 2013), and a 2nd order EFA was conducted. Results of Bartlett's test of sphericity $X^2 = 1646.17$; ($df = 6$; $p \leq .001$) and KMO-MSA (.86) indicated the overall significance of all correlations within each of the identified factors, where the chi-square value was statistically significant ($p \leq .001$). One

factor (CTVSC) was extracted, which explained 83.19% of the variance with a Cronbach alpha coefficient of .93. Results from the EFA for CTM yield Bartlett's test of sphericity $X^2 = 2588.57$ ($df = 105$; $p \leq .001$) and the KMO-MSA (.93), which explained 86.01% of the variance with an α of .84. An EFA on the CTBI reveals there is an overall significance of the identified dimensions. The Bartlett's test of sphericity $X^2 = 2660.95$; ($df = 78$; $p \leq .005$) and the KMO-MSA (0.93), with one factor explaining 46.45% of the total variance based on the initial eigenvalues for CTBI, and an α of .90. Again for CTM and CTBI the test for normality was not critical (Pallant, 2011; Tabachnick & Fidell, 2013).

Phase 1: Confirmatory Factor Analyses

Structural equation modelling was used to test and validate the significance of the model, as informed by the destination image's cognitive-affective-conative model (Agapito, Valle & Mendes, 2013). Therefore, after running a SEM on the remaining items under the CTVSC, convergent validity was confirmed as the AVE = 0.75 ($> .50$) and CR = 0.97 (> 0.70) (Fornell & Larcker, 1981; Hair et al., 2021). This model presents an excellent fit estimate CMIN/df = 2.77 (< 3.00) as the most parsimonious model, and RMSEA = 0.059 (< 0.06) to support an absolute fit. Although the GFI = 0.77, Bollen (1989) and Moss (2016) state that these fit statistics are only a guideline, and models that generate a CFI of 0.70 represent progress and should also be considered acceptable. Furthermore, results from figure 1 indicate the high correlations between the items which support the presentation of CTVSC as a single construct. This model supports the rationale postulated from a theoretical perspective EFA that this construct can be clustered in a 2nd order model. This confirmed H^1 stating that the CTVSC with the integration of the BSC perspectives and customer value analyses

can be reliably and validly measured.

The remaining items under the CTM were analysed using SEM. Convergent validity was confirmed as the AVE = .88 (>.50) and CR = .93 (>0.70) (Fornell & Larcker, 1981; Hair et al., 2021). This model presents an excellent fit estimate CMIN/df = 1.94 (<3.00) as the most parsimonious model, and RMSEA = 0.043 (<0.06) to support an absolute fit. GFI = 0.96 (>90) reflects a good fit supporting the absolute model (Awang, 2012; Schumacker & Lomax, 2010). More so, results indicate the high correlations between the items which support the presentation of CTM as a single construct. This model supports the rationale postulated from a theoretical perspective and EFA perspective that this construct can be clustered in a 2nd-order model and thus indicates that the researcher is not in contradiction of the original argument that a 2nd-order CFA is not wrong. This confirmed H2 stating that the CTM can be reliably and validly measured.

After, running a SEM on the remaining items under CTBI, convergent validity was confirmed as the AVE = 0.42 (<0.50) and CR = 0.90 (>0.70) (Fornell & Larcker, 1981; Hair et al., 2021). As AVE is a more conservative measure of convergent validity and the CR is within an acceptable range it can be concluded that the convergent validity for CTBI is adequate (Malhotra & Dash, 2011). This model presents an acceptable fit estimate CMIN/df = 3.726 (3.00 - 5.00) and can be regarded as the most parsimonious model, as the RMSEA = 0.074 (0.08) supports an absolute fit (Awang, 2012). GFI = 0.93 (>90) reflects a good fit supporting the absolute model (Awang, 2012; Schumacker & Lomax, 2010). Furthermore, results from figure 1 indicate the high correlations between the items which support the presentation of CTBI as a single construct. This model supports the rationale postulated from a theoretical perspective EFA that this construct can be clustered in a 2nd order model. Confirming H3 that states CTBI can be reliably and validly measured. These

construct measures inform CTBI when tourists visit traditional restaurants in Zimbabwe. CTBI is the outcome variable which aims to measure the conative component of the BI model (*cf.* Fishbein & Ajzen, 1975).

Following the EFA and CFA, it is evident that all three measurement models were valid and reliable. These models support the rationale postulated from a theoretical perspective and EFA perspective that this construct can be clustered in a 2nd order model. Therefore, both FA methods resulted in the same conclusion, and a methodological contribution is made that neither the CFA nor the EFA is superior to one another and that reporting the FA can be regarded as a personal preference.

Phase 2: Correlation results

High positive correlations were witnessed in all three constructs relationships; namely (i) CTVSC and CTM $r = .84$, $n = 498$, $p \leq .01$ (Path a); (ii) CTVSC and CTBI $r = .80$, $n = 498$ (Path c), $p \leq .01$; and (iii) CTM and CTBI $r = .85$, $n = 498$, $p \leq .01$ (Path b).

Phase 3: Mediation results

A systematic examination of the residuals was conducted to detect the interaction effects between the constructs (also referred to as variables). Only the variables meeting the criteria were included in the final mediation model. Results from the respective linear models indicate that (i) CTVSV explains 70.1% of the variance in CTM (Path a), (ii) CTVSV explains 63.2% of the variance in CTBI (Path c), (iii) CTM explains 72.9% of the variance in CTBI (Path b), and (iv) CTVSC and CTM explain 75.0% of the variance in CTBI (Path d) (Baron and Kenny, 1986; Frazier et al., 2004). Further investigations were done and there was no evidence of multi-collinearity assumption

violations and this led to the testing of the mediation role of CTM. Therefore, these results emanating from Path a, Path b, Patch c, and Path $\hat{c}$ meet the requirements of Hayes (2018) to continue with the test for mediation.

Confirming the mediating effect of CTM in the relationship between CTVSC and CTBI, data were analysed using the PROCESS-SPSS (V3.0) macro plugin IBM SPSS (V24.0). A multi-chain test,

using model 4, was performed to test for mediation (Hayes, 2018). The bootstrap sampling method uses the deviation correction non-parametric estimation percentile method, repeating sampling 5000 times, calculated at the 95% confidence interval. The initial model took CTVSC as the independent (X) variable, CTBI as the dependent (Y) variable, and CTM as the mediating (M) variable to produce the results.

Table 1 | Total and direct effects

Independent variables	Dependent variable	Unstandardised coefficients		Standardised coefficients	T	ρ	Bootl ace	Boot ULCI	R^2	Effects
		B	SEB	B						
Constant		.308	.171		1.802	.072	-.028	.643	.667	Total effects ($Y = f(X)$)
CTVSC	CTBI	.950	.030	.838	31.319	≤.001	.891	1.010		
Constant		-.070	.145		-.483	.629	-.356	.215	.767	Direct effects ($Y = f(X,M)$)
CTVSC	CTBI	.379	.047		8.076	≤.001	.287	.287		
CTM		.629	.044		14.461	≤.001	.544	.543		

β , The standard regression coefficient; SEB, Standard Error of B; p , Probability value; R^2 , Coefficient of determination; ΔR^2
Source: Authors' own compilation

The results for R^2 show that the interpretation rate for the models was between 66.7% and 76.7.0%, as shown in Table 1. Although $p = .72$ and $.629$ for the constant respectively the H_0 : Intercept = 0 cannot be rejected. Furthermore, the confidence interval is entirely above zero, supporting the conclusion that the indirect effect is positive (ie. mediation is evident). The overall mediation effect was .950 (CI = .4815, .6618) with a sample size of 498. The results revealed that CTM had a full mediating effect between CTVSC and CTBI ($\beta = .950$, $p < .001$), supporting H_4 .

Therefore, this section seeks to answer the following hypothesis:

H_4 : Culinary tourist motivation is a mediator of the relationship between the CTVSC and CTBI.

According to the results CTVSC, CTM and CTM were included in the prediction model of CTBI. CTBI (independent variable) was entered

together with CTVSC (dependent variable) and CTM (mediation variable) and confirmed as the most parsimonious model through H_4 . The Causal Model of CTBI is also supported by the embedded BI model of Fishbein and Ajzen (1975) to confirm the following causal model CTVSC $\rightarrow$ CTM $\rightarrow$ CTBI.

5. Discussion

In the design and development of the CTVSC, there was no specific research on the underlying dimensions of either of the four dimensions (CTFP, CTVP, IBPCT or I&LCT). Recommendation by Szóka (2012) and Rafiq et al., (2020) to integrate BSC and CVA was adopted for the development of the CTVSC. Findings on CTFP revealed that (i) guest appreciates diversity on the menu (Kalenjuk et al., 2016), menu promotes the uniqueness of a destination from competitors by increasing the

perceived value to the guest and directs customers' attention to tourism business items to sell more (Yang, 2012), (ii) menu pricing is determined by the type of restaurants and products on offer, restaurant location, preparation methods and service plus the level of demand and supply (Lillicrap & Cousins, 2010), (iii) menu operations are guided by portion control, standard recipes, quality control and standard specifications (Jones & Mill, 2001), (iv) Food outlets make profits when the seat turnover rate is high (Basu, 2014). Following the results of the CTVP, it was revealed that (i) product experience provides tourists at gastro attractions with distinctive, diversified and novel culinary options (Ab Karim & Chi, 2010; Mak et al., 2012). Findings from Kristensen (2017) indicate that food experiences typically play an essential role in guest decision-making before visiting a destination of their choice, which is also consistent with the findings of this study. (ii) The results of guest management resonate with the findings by Wall et al., (2011), who assert that guest management is associated with the quality of services offered by a hotel. Guests are motivated by advocates in promotion and communication advertisements, which are also confirmed by this study. A unique contribution is made by supporting the literature related to product experience, guest management and promotion as dimensions of the customer value perspective. The results from this study are consistent with those of previous studies for (i) staff skills (Kuhn et al., 2018), and (ii) staff service (Guzel & Apaydin, 2016) to support IBPCT. Organisational culture (Carvalho et al., 2019), and Awareness (Steinmetz, 2010) contribute to the measurement of the I&LCT as informed by previous studies. Therefore, the integration of the BSC's four perspectives and CVA support the reliable and valid development of the CTVSC to support H₁.

Findings from the literature reported that culinary tourists are motivated to select a destination based on the access to participate in food-related activities at a specific destination of their choice

(Levitt et al., 2019), which was also consistent with the findings from this study. Guest pleasure (Anderson et al., 2017; Mak et al., 2016), and authenticity (Nicolaidis, 2014) informs CTM to support H₂. Results from the literature posit that individuals with high levels of involvement are more likely to travel than those with low participation. Respondents with high levels of involvement are more likely to travel abroad (Josiam et al., 1999). Furthermore, Robinson and Getz (2016) identify food-related identity, food quality, social bonding, and food consciousness as food involvement as important CTBI factors. General business literature postulates that the more concerned consumers are about the product, the higher their impulse buying behaviour (Zhang et al., 2018), which was also evident in this study to support H₃.

As studies supporting the mediation role of CTM and between CTVSC and CTBI in the culinary tourism context are not yet established. This study makes a unique contribution by confirming the mediating effect of CTM in the relationship between the CTVSC and CTBI to confirm H₄ and the Model of CTBI as supported by the embedded BI model of Fishbein and Ajzen (1975).

6. Conclusion

This study's prime research objective was to empirically test the Causal Model of CTBI in the culinary tourism context based on Fishbein and Ajzen, (1975) model, as portrayed in Figure 1.

The current study established that the constructs CTVSC, CTM, and CTBI can serve in a Causal Model of CTBI. A statistical study was followed by implementing IBM SPSS (V24.0) for the bivariate and regression analyses, while the PROCESS-SPSS (V3.0) Procedure was used to conduct the multivariate analyses for the testing of mediation (Mair, 2010; McMillan & Schumacher, 2010; Rittichainuwat & Mair, 2012). The role of

CTVSC in predicting CTBI was to analyse the mediating effect of CTM (meditating) on the relationship between CTVSC (independent), and CTBI (dependent). The results yield a unique contribution to the culinary tourism context, as the model was confirmed through H_4 . No other studies in the culinary tourism context have reported this integrative role of the CTVSC in predicting culinary tourists' behavioural involvement.

Data for predicting the causal Model of CTBI were generated from the implementation of a cross-sectional survey. The sampling method only included guests who patronise the ethnic Zimbabwian restaurant from June to August 2018; hence, all culinary tourists did not have an equal chance to participate in this study. Although the data was collected in 2018, is still relevant in a post-pandemic context and aligned with the #TravelTomorrow tourism recovery strategy of the UNWTO to focus on culinary tourism (Tendani, Swart & Van Zyl, 2021). Therefore, the results cannot be generalised to all types of tourists. The study investigated CTVSC, CTM and CTBI quantitatively. The quantitative research approach restricted respondents from expressing their opinions qualitatively. As implicated by the results, the CTVSC may enable managers to focus on monitoring and improving the culinary products offered in a destination, the needs of first diners, and returning diners to revisit the goal. Additionally, managers may use the findings to improve the state of art ethnic cuisines, ethnic restaurants, refine the service offering, design ethnic equipment, and the upgrading of employee skills to catch up with ethnic standards for a nation to be a competitive culinary destination. The CTVSC results may help managers allocate scarce resources in areas that promote a competitive advantage in culinary tourism and to maximise the positive economic scales accrued at a culinary destination. Future studies could consider adopting a mixed-method research design to give respondents quantitative scores and express their views qualitatively.

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