

Tourists' characteristics, food tourism motivations, segmentation, and satisfaction: The case of Athens

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Abstract | Athens is known globally as a tourism destination due to its culture and history. However, the city's rich gastronomy and food products are only recently acknowledged as a vital resource for tourism development and scarcely researched. The present study aimed to identify tourists' characteristics, food tourism motivations, and satisfaction concerning gastronomy. The objectives were to identify possible segments between tourists based on their attitude towards food, determine their specific motivations and level of satisfaction, and analyse their socio-demographic characteristics, travel decisions, and food-oriented activities. Fieldwork was conducted, and 640 valid questionnaires were completed. The findings revealed three distinct segments, the primary motivational factors, and the degree of satisfaction among the participating travellers. The practical implication of the study is a better understanding of the tourists in Athens and their engagement with food and gastronomy, which may assist entrepreneurs and DMO managers in raising the destination's attractiveness

Keywords | Athens, food tourism, segmentation, motivations, satisfaction

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1. Introduction

Although the city has been a well-known cultural and historical destination, Athens's rich gastronomy was considered complementary until recently. In the frame of tourism development, this cultural and touristic asset needs to be more understood and researched in the context of the tourists' needs and characteristics. The study aims to address certain aspects of this issue by researching the segmentation, motivations, and satisfaction of international tourists from a gastronomical aspect in Athens which has not been previously assessed.

During the recent decades, with the unfolding of a global tourism wave, we have witnessed a shift from the pattern of massive tourism to the increase of forms of Special Interest Tourism (Paris & Efthimia, 2016). In the last years, the COVID-19 crisis raised concerns that the industry's financial viability needs to be readdressed, and it is possible that the sector needs to be reshaped by introducing new tourism products (Fotiadis et al., 2021).

In this framework, gastronomy tourism has become a significant niche in the tourism sector, affecting regional development (Dixit & Prayag, 2022). It has arisen as an essential element of the experiences of consumers, independently of the countries they live, affecting decision-making processes, food selections, and places to visit (Dixit, 2020). In the same time customers' food preferences have become more discerning, harsh, and fractured, especially in developed nations (Ferreira et al., 2021).

The study of Kivela and Crotts (2006) noted that gastronomy may be a source of pleasure and enjoyment, although it serves plenty of needs in a voyage. The local food of a destination transforms into a valuable resource for tourism (Björk & Kauppinen-Räsänen, 2016). Using local food in a marketing campaign can also benefit multiple parties in the destination's tourism industry (Chen et al., 2022). Food and wine have a significant role in the history and identity of a region, provi-

ding opportunities for other types of tourism that might lead to sustainable growth on the local level (Partalidou & Tilkeridou, 2023). Hall et al. (2003) considered that the gastronomy tourism niche market is a form of tourism where food in restaurants, festivals, local markets, and food tours are either the primary or secondary motivations for the trip and essential for promoting a tourism destination. They also suggested that local food consumption may provide the opportunity for a tourist to experience enjoyment, different cultures, education, and satisfaction. Restaurants and especially tavernas have played a crucial role in local development ever since they first opened (Cabral et al., 2024). It is crucial to cultivate enjoyable restaurant eating attitudes, therefore restaurant operators ought to dedicate a significant amount of time and resources to reduce anxiety for customers when dining (Seyitoglu, 2023).

A visitor's gastronomic motivation can range from a primarily biological aspect to a determining factor of his vacation experience and a determining reason for selecting a destination (Pérez Gálvez et al., 2017). Therefore, a destination's local food is crucial to the tourist's satisfaction with their trip. Björk and Kauppinen-Räsänen (2016) addressed the relation between motivations, experiences, and satisfaction. The study by Hjalager (2004) highlighted how tourists with a keen awareness of food typically enjoy high incomes and spend more while visiting. Thereby, it is essential to distinguish the types of travellers depending on their perspective or motivation regarding the local cuisine.

For Greece, tourism represents an important sector of the economy and a significant driver of economic progress. In 2017, tourism GDP represented 6.8% of the total Gross Value Added (Katemliadis & Papatheodorou, 2021) and in 2022, its economic contribution corresponds to 11.5% of the country's GDP, and if its indirect contribution is taken into account it corresponds to between 25.3% and 30.5% (INSETE, 2023). From 33,000 arrivals in 1950, it increased to over 34 million in

2019, a development that occurred mainly between 2006 and 2018, according to the World Bank (World Bank, 2020). In 2022 Greece welcomed almost 27.8 million tourists ("Non-Residents"), and received almost €17.5 billion (INSETE, 2023).

Studies concerning research about gastronomy tourism in Athens that can enhance its value for differentiation as a destination are limited (Foutas, 2019). Besides gastronomy, wine also manifests a region's distinct culture (Bonarou et al., 2019) and may contribute to the city's value as a gastronomic destination. The local Greek cuisine can enhance the differentiation of the destination from its tourism competitors. The Greek government in its Action Plan for 2023 has again included the development of gastronomy tourism, which is implemented by the Ministry of Tourism and the Greek National Tourism Organization (Greek Government, 2023; Greek National Tourism Organization, 2019; Ministry of Tourism, 2019, 2020; Pavlidis & Markantonatou, 2020).

Following the literature review, the methodological details of the questionnaire, sample, and fieldwork are explained, followed by the results and discussion.

2. Theoretical framework

2.1. Tourism motivation and gastronomy

Kim et al. (2009) indicated that the eating patterns of tourists have three aspects. The first is the motivational factor, including the quest for experience, authenticity, and social prestige; the second is the demographic factor, sex, age, and education; and the third is the psychological factor.

The motivations to visit a restaurant vary: to taste local food, enjoy local customs, escape from daily routine, or have time with relatives and friends (Horng et al., 2013). The gastronomic ex-

perience may also be influenced by four factors: length of stay, age, national culture, and repeat visitation (Tse & Crofts, 2005). According to other findings, there are connections between specific motivations and cognitive and affective images, and that ethnicity exerts a significant amount of effect on these factors (Prayag & Ryan, 2011).

The gastronomy of a place can influence tourist motivation in different ways - from influencing their initial decision to choose that destination to not caring about gastronomy at all. Fields (2002) identifies the following visitor motivations concerning the destination's food. First, it is related to the sensory aspect of gastronomy. The second is a better understanding of a location's history, culture, and traditions through its food. The third correlates gastronomy with interpersonal aspects, a way of forming social connections. The fourth reason is reputation and status, which the tourist's knowledge about gastronomy provides.

Various studies have examined the motivations for experiencing the destination's gastronomy. Quan and Wang (2004) suggest two types of motivations: the primary motives, which presume that gastronomy is a significant component in a tourist's decision to visit that place, and the secondary motives, which assume that traditional dishes are not a substantial part in a traveller's choice of visiting that location, though it may have some influence on the decision. Other studies examine gastronomic motivations by organizing them into motivational components. Andersson et al. (2017) stated, as factors of motivation concerning the destination's gastronomy, the sensory, cultural, and social aspects. For Kim et al. (2013) accordingly the excitement, health, socializing, culture, and the sensory dimensions are motivating components of gastronomy. Focusing on gastronomic festivals, Pérez Gálvez et al. (2017) categorized the traveller's motives concerning gastronomy as: new gastronomic experiences, socializing, and culture.

2.2. Gastronomy and tourist satisfaction

Consumption of local delicacies is a vital component of the tourism industry and can also facilitate the acquisition of various experiences for visitors (Dixit, 2021). According to Martín et al. (2020), local cuisine is an integral part of cultural heritage within tourism. Gastronomy can enhance the value of a tourist's experience, particularly for tourists searching for memorable experiences that will result in high satisfaction (Kivela & Crofts, 2009).

To this purpose, a strong emphasis is on promoting cultural and unique features that enable destinations to distinguish themselves from other locations and become competitive. Parallel to that, visitors' satisfaction with a region's cuisine is related to their positive experiences with the regional food. As a result, this will improve their loyalty to the destination and the probability of suggesting it to family and acquaintances (Widjaja et al., 2020).

Satisfaction with a destination's cuisine is a crucial variable for the formulation of destination loyalty, as it facilitates the achievement of memorable and enjoyable experiences during the stay (Haven-Tang & Jones, 2005).

Therefore, satisfaction with the local food of the destination is a crucial variable for the construction of destination loyalty, as it facilitates the achievement of memorable and enjoyable experiences during the stay (Haven-Tang & Jones, 2005). Both Björk and Kauppinen-Räsänen (2016) provide evidence to support the assumption that there is a correlation between motives, experiences, and levels of satisfaction.

2.3. Segmentation of tourists

An essential element in the research field of gastronomy tourism is identifying differences between tourists. Some might consider food an

integral part of their vacation experiences, and others find food just necessary (Hall et al., 2003). The categorization of the types of tourists permits the development of offerings tailored to them by the destination stakeholders (Castillo-Canalejo et al., 2020). Thus, it is usual for segmentation-based studies of visitors that incorporate attitudes, motives, behaviours, and socioeconomic and demographic profiles.

Considering the segmentation of the tourists in a destination is essential regarding their relationship to gastronomy. According to Hjalager and Richards (2003) and Hjalager (2004), tourists may be divided into four groups according to this relationship: existential, experimental, diversionary, and recreational.

Kivela and Crofts (2005) defined the classification based on three key components: the traveller's culinary expertise, interest, and food experience on their vacation. They distinguished two segments: first, those with less sensitivity to local gastronomy and second, tourists who desire to know about and experience the destination's food culture.

Björk and Kauppinen-Räsänen (2016) proposed that travellers may be categorized into: experiencers, enjoyers, and survivors. The group, defined by a low or no gastronomic interest, is named survivors. They look for information about food at their destination but focus more on food hygiene than local cuisine. The segment, defined as enjoyers, comprises travellers with a modest yet positive appreciation of gastronomy. Enjoyers do not consider gastronomic experiences as crucial in selecting a destination or enjoying a vacation. Even though they appreciate authentic, regional, and healthful cuisine, leisure is more critical, and causality is valued to enjoy gastronomical-related experiences when dining. The segment of visitors with the highest attraction for food is named experiencers, who are intrigued by food and think it is crucial when deciding where to go. They also search for information about food before the trip and are keener to experience new kinds of food. Although

they favour new things, they also like original, local, and authentic food, which affects their satisfaction when they travel. They also want to eat out at eateries and attach importance to aesthetics in gastronomy.

2.4. Socio-demographic characteristics

Concerning the socio-demographic characteristics, and specifically gender according to previous research, women participants are more enthusiastic and engaged in trying the local cuisine while on holiday than men (Kim et al., 2009), and they are keen to be involved in gastronomical experiences (Ignatov & Smith, 2006). The findings of the study of Tse and Crofts (2005) and Jiménez-Beltrán et al. (2016) revealed that the elderly is more concerned about health in the consumption of food and more intrigued by regional cuisine during their vacations.

As far as educational level, the previous research suggests that tourists with a higher academic background are more likely to be interested in health issues with food (Kim et al. 2009; Jiménez-Beltrán et al. (2016) and have a greater propensity to consume local cuisine (Zeppel & Hall, 1991).

Furthermore, concerning the income of tourists, the findings of Glanz et al. (1998) and Jiménez-Beltrán et al. (2016) propose that the involvement with gastronomy is stronger when they possess a high income.

Concluding, travelers are multifaceted, so their analysis may be beneficial to enterprises and policymakers to acquire information that will allow them to evaluate better and respond to other demands with suitable marketing strategies (Chang, 2011).

Considering the aforementioned and in order for Athens, as a tourism destination and furthermore as a gastronomical destination, to achieve development in this niche market research is required to examine similarities or differences with other

cases of cities and regions, (Hillel et al., 2013; Jiménez Beltrán et al., 2016; Medina-Viruel et al., 2019).

Specifically, the aspects of the characteristics, the segmentation, the motivations, and the satisfaction of foreign tourists which, derived from the previous literature review, are significant factors for development and should be addressed for the case of Athens (Correia et al. 2013; Getz et al. 2015; Björk and Kauppinen-Räsänen 2016; Jiménez Beltrán et al. 2016; Levitt et al. 2017).

Therefore, this study focused in testing the hypotheses:

- H1. The attitude of tourists toward gastronomy is a significant element for their differentiation.
- H2. The attitude towards gastronomy is related to the tourists' gender.
- H3. The gastronomical motivations of travellers are positively related to their attitude towards gastronomy.
- H4. The attitude towards gastronomy positively influences the tourist's satisfaction with the local food.
- H5. The tourist's gastronomical motivations condition positively the satisfaction with the local food.

3. Methods

3.1. Data collection

Using a quantitative approach, the study surveyed a sample of visitors who travelled to Athens during the summer of 2021 to find how they perceive the city's cuisine in restaurants. The participating visitors must have eaten at a local restaurant and not be a local resident.

The convenience sampling technique was used and the survey was completed by a team trained for this purpose, directed by the authors of the research. Proper information was provided to par-

ticipants about the aim of the research, and they agreed to their participation in the survey. In the end, 640 surveys proved to be proper. To reach the greatest number of individuals, surveying was conducted accordingly – a similar volume of questionnaires per day – on various periods of time in Athens' most popular tourist spots. Specifically, in the highly touristic area around the Acropolis monuments and the new Acropolis Museum. Most surveyors answered positively about whether they had visited a restaurant with Greek Mediterranean cuisine.

3.2. Survey and questionnaire design

Following the relative literature, the survey researched specific issues of gastronomy and tourism with a questionnaire. The questions in the survey used a 5-Likert-point scale with different response options depending on the researched subject (knowledge, importance, interest, influence, frequency, agreement). However, the majority was concerning agreement (1: Strongly disagree, 5: Strongly agree). Low numbers (less than 3) indicate disagreement, median values (near 3) indicate neutrality, and high values (more than 3) indicate agreement with the viewpoint stated. The questions and their corresponding answers are in Appendix 1 "Questions and answers' scaling".

The questionnaire contained the following sections, first, "Tourist's decisions," having questions about various aspects of their trip and vacation, "Attitude towards gastronomy," which concerns the knowledge, importance, motive to travel, destination selection, interest, and influence of gastronomy. The third, "Motivations for local food & gastronomy" follows the study of Kim et al. (2013), who proposed the aspects of culture, excitement, socializing, and health concerns for gastronomy. The fourth section, "Overall satisfaction," presents the impact of gastronomical experiences on their overall satisfaction with local

food. The concluding section assessed the socio-economic background of visitors.

3.3. Data analysis & statistical methods

To analyse the attitude of tourists toward gastronomy and the possible existence of segments, this study applied suitable items in the questionnaire in line with the study of Björk and Kauppinen-Räsänen (2016), Pérez Gálvez et al. (2017), Kalpidis et al. (2022) and Valverde-Roda et al., (2022) that reflected the degree of agreement accordingly.

Furthermore, to assess the motivations for travelers' consumption of the city's cuisine, eleven questions were chosen following the study of Kim et al. (2013) and were categorized as, Excitement, Sensory, Culture, Socializing, and Health.

The respondents had to reply to the following proposition to assess the degree of satisfaction with the gastronomy of Athens, "Overall, I rate the food highly in Athens restaurants," modifying the relative question in the previous study of Valverde-Roda et al. (2022).

The respondents' answers to the questions above were evaluated for internal consistency using Cronbach's alpha which has positive values between 0, which reflects the absence of internal consistency, and 1, which reflects the presence of internal consistency (Cronbach, 1951).

All quantitative variables were presented using the mean value and the standard deviation (mean \pm st.dev.), as well as frequency tables for the nominal variables were produced. Additionally, to eliminate a lack of original information and potential gaps in the argument or presumptions, the original data in this paper were used for applying the clustering above approaches (Dolnicar, 2008; Dolnicar et al., 2012; Prayag & Hosany, 2014). A higher share of the initial data is collected by utilizing the original variables, resulting in an accurate segmentation (Dolnicar, 2002; Prayag & Hosany, 2014).

Utilizing Ward's method of measuring squared Euclidean distance, a hierarchical clustering algorithm was first used to assess commonalities among tourists visiting Athens regarding their attitude toward food (Dolnicar, 2002).

The K-means cluster method was applied (MacQueen, 1967), and discriminant analysis was used to verify the cluster analysis-identified categories (Karlis, 2005).

Even though each cluster had a sufficiently large sample size, non-parametric statistical tests (Kruskal - Wallis H & Mann - Whitney U) were utilized to confirm the results of parametric statistical tests ANOVA and independent samples t-test (Cox, 2006; Derrick et al., 2017; Kruskal & Wallis, 1952; Mann & Whitney, 1947). Specifically, in the case of the ANOVA test, the robust tests of equality of means by Welch and Brown-Forsythe were additionally conducted for validation reasons, as well as for exploring which segments differ, multiple comparisons with Bonferroni or Tamhane adjustment were applied appropriately (Cox, 2006).

Finally, the Chi-Square Test of independence was applied for categorical variables, as well as Spearman's coefficient was applied to investigate the correlation between the variable "Overall, I rate the food highly in Athens restaurants," assessing the level of satisfaction from gastronomy, with the motivations mentioned above (Agresti, 1992; Lehman et al., 2005). The obtained data were processed to generate the related results utilizing the IBM SPSS v.23 software.

4. Results

4.1. Sociodemographic profile of tourists

The sample included 289 males (45.2%) and 349 females (54.5%), as well as 2 persons (0.3%) answered as "Other" concerning their gender. Regarding the age distribution, most of the par-

ticipating tourists were from 25 to 34 years old (48.3%), followed by tourists aged between 18 and 24 (25.9%), third in the age of 35-44 (15.2%), and the rest were over 45 years old. Most respondents (86.5%) had a higher education (University/ College degree, master's, or Ph.D.). The relatively high percentage of respondents with higher education is in line with previous reports that recorded 70% of tourists in Athens with the same characteristics (INSETE, 2021) and with the study by Kivela and Crofts (2006). In addition, 8.8% of the sample completed secondary education, and 4.1% vocational education. 43.8% of the sample consisted of visitors employed as private personnel, followed by 20.5% of students and 6.1% of entrepreneurs and freelancers. The majority of participants came from France (23%), the USA (13.3%), and Germany (11.7%). Concerning their financial status (22.3%) had a yearly income of up to 12,000 euros, preceding those with over 70.000 euros (16%) and with 20-30.000 euros (15%).

Almost three-quarters of the sample (74.2%) answered that they had never travelled to Athens before this visit, 15.9% answered "once or two times," and the rest answered, "more than three times."

4.1. Segmentation of the tourists concerning gastronomy

The Cronbach's alpha, including the six questions regarding attitude, showed a value of 0.891, indicating a high internal consistency among the items mentioned above. The hierarchical clustering algorithm's dendrogram estimated two or three-segment solutions as more suitable. Finally, after applying the K-means clustering algorithm, the solution representing 3 segments was selected. The mean rating of the questions regarding the respondents' gastronomic attitude for each segment is provided in Table 1. Following the study of Björk and Kauppinen-Räsänen (2016), tourists were dis-

tinguished to three parts, namely “survivors,” “enjoyers,” and “experiencers.” The survivors consist of 14.8% (95), the enjoyers 40.8% (261), and the

experiencers 44.4% (284) of the entire sample (Table 1).

Table 1 | Tourists' segmentation by their attitude toward gastronomy

Gastronomy Attitude Items	Food clusters			ANOVA
	Survivors (95)	Enjoyers (261)	Experiencers (284)	F (p-value)
Knowledge	1.92 (0.71)	3.20 (0.80)	3.70 (0.84)	177.21 (<0.01)
Interest	2.35 (0.88)	3.59 (0.72)	4.39 (1.00)	298.29 (<0.01)
Importance to travel	1.98 (0.71)	3.30 (0.62)	4.40 (0.58)	596.04 (<0.01)
Importance for destination selection	1.87 (0.67)	3.05 (0.70)	4.28 (0.61)	545.04 (<0.01)
Importance for overall satisfaction	2.47 (0.99)	3.50 (0.62)	4.42 (0.53)	350.69 (<0.01)
Influence for visiting Athens	1.66 (0.81)	2.70 (0.82)	4.04 (0.79)	374.36 (<0.01)

The group, defined by a low or no gastronomic interest, is named survivors. They look for information about food at their destination, but they focus more on food hygiene than the local cuisine (Björk & Kauppinen-Räsänen, 2016). The segment, defined as enjoyers, comprises travellers with a modest yet positive appreciation of gastronomy. Enjoyers do not view eating as crucial in selecting a destination or enjoying a vacation. The cluster of visitors, individuals with the highest attraction for food, are named experiencers. Experiencers are intrigued by food and think it is crucial when deciding where to go (Björk & Kauppinen-Räsänen, 2016). The high percentage of this cluster (44.4%) follows the results by Pérez Gálvez et al. (2017) and Valverde-Roda et al. (2022), which presented a high percentage (38.5% and 54.5%, respectively) of experiencers in their research.

By conducting the ANOVA test, it was revealed that the means across segments were not the same. All possible combinations of pairwise mean comparisons among them showed that all segments differed from the others (Bonferroni or Tamhane adjustment), which means that the clustering method highlighted three discrete groups according to attitude (Table 1). The aforementioned results were validated by applying the corresponding non-parametric tests. In addition, the segmentation result by cluster analysis was evaluated by applying discriminant analysis by comparing the groups provided by cluster analysis with those revealed by discriminant analysis using a contingency table (Table 2 - Figure 1). Overall, 97% of tourists were correctly classified into three distinct segments.

Table 2 | Summary of discriminant analysis compared to cluster analysis

Food segments		Predicted Group (Discriminant Analysis)		
Observed Group (Cluster Analysis)		Survivors	Enjoyers	Experiencers
Survivors	Absolute Values	93	2	0
	Percentage	97,9%	2,1%	0,0%
Enjoyers	Absolute Values	3	257	1
	Percentage	1,1%	98,5%	0,4%
Experiencers	Absolute Values	0	14	270
	Percentage	0,0%	4,9%	95,1%

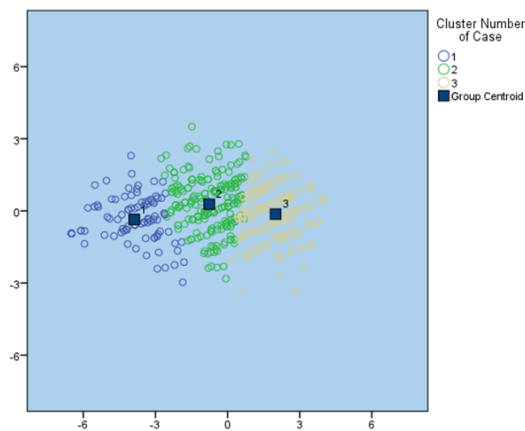


Figure 1 | Discriminant analysis's segmentation of tourists based on gastronomy attitude (N=640)

Finally, the result of means equality tests (ANOVA), as well as the result from discriminant analysis, reinforces the view that the attitude of the tourists towards gastronomy is a significant factor of differentiation, i.e., the first hypothesis (H1) is adopted.

4.2. Profile, travel decisions, and gastronomic activities

Following the above results, a deeper analysis was conducted concerning the profile, travel decisions, and gastronomic activities of the segments. Specifically, the analysis of the sociodemographic characteristics (gender, age, education, and income), for the travel decisions (reason to travel to Athens, the repetition of the visit, length of stay, accommodation choice, booking habits, daily expenses, and travel companion). Additionally, their information sources for the decision-making process and, the frequency of engaging in food-related experiences for their gastronomic activities.

A significant association between segments and their gender was observed ($\chi^2=7.58$, $p=0.023$). Specifically, a random experienter seems to have a greater likelihood of being a woman vs. being a man (Figure 2). Therefore, the second research hypothesis (H2) is confirmed.

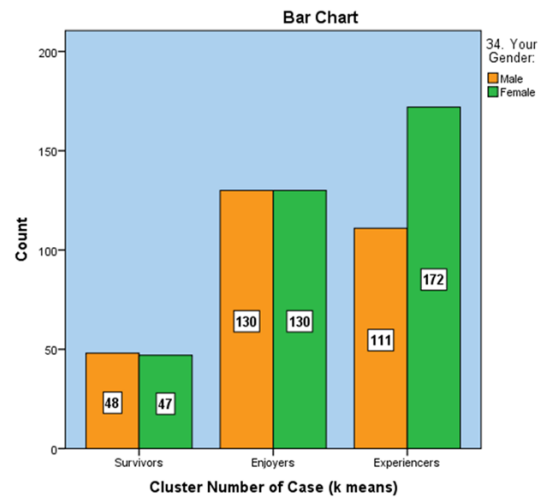


Figure 2 | Comparative cluster bar chart between "Gender" and "Visitors' Segments" (N=638)

On the contrary, age, educational level, and annual income do not seem to be associated with tourist segments concerning their gastronomical attitude.

In addition, the number of re-visits in Athens was associated with visitors' segments ($\chi^2=9.05$, $p=0.011$), experiencers seem to have a greater likelihood to have re-visited Athens than survivors and enjoyers (Figure 3).

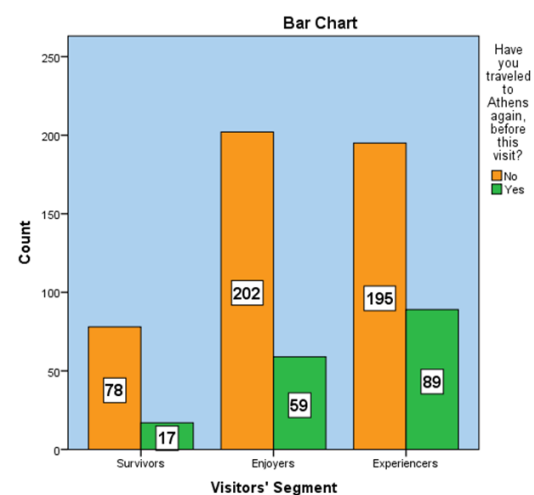


Figure 3 | Comparative cluster bar chart between "Number of re-visits in Greece" and "Visitors' Segments" (N=640)

The average importance of the reasons to travel to Athens is presented in Table 3. Gastronomy is ranked fourth after Cultural experience, Historic sites, and Sightseeing as the reason for visiting

Athens and is more important than Sea & Sun, Nightlife, and Shopping. Specifically, it holds the fourth position as a reason to travel to Athens both

for experiencers and enjoyers, while for the survivors, it is in the fifth place.

Table 3 | Average importance of visitors' reasons for traveling to Athens in rank

Reason for the visitors' trip to Athens	Mean importance	Rank
Cultural experience	4.50	1
Historic sites	4.47	2
Sightseeing	4.36	3
Gastronomy	3.88	4
Sea & sun	3.83	5
Nightlife	2.82	6
Family/ friends	2.52	7
Education and training	2.48	8
Shopping	2.40	9
Health and medical care	2.07	10
Business	1.42	11

Regarding the importance of “Gastronomy” as a reason for the trip to Athens, the group of experiencers has a statistically significantly higher average value (4.27 ± 0.77 – “Very important to Extremely important”) compared to the survivors (3.08 ± 1.05 – “Neutral important to Very important” - $p < 0.01$) and the enjoyers (3.73 ± 0.85 – “Neutral important to Very important” - $p < 0.01$). In addition, the enjoyers have a statistically significantly higher mean value than the survivors

($p < 0.01$) (Figure 4). Regarding the importance of the “Cultural experience” as a reason for the trip to Athens, the group of experiencers (4.61 ± 0.64) have a statistically significantly higher average value compared to the survivors (4.29 ± 0.81 , $p = 0.002$) and the enjoyers (4.46 ± 0.69 , $p = 0.034$) (Figure 5) supporting the study of Chaney and Ryan (2012) that gastronomy tourism is part of cultural tourism.

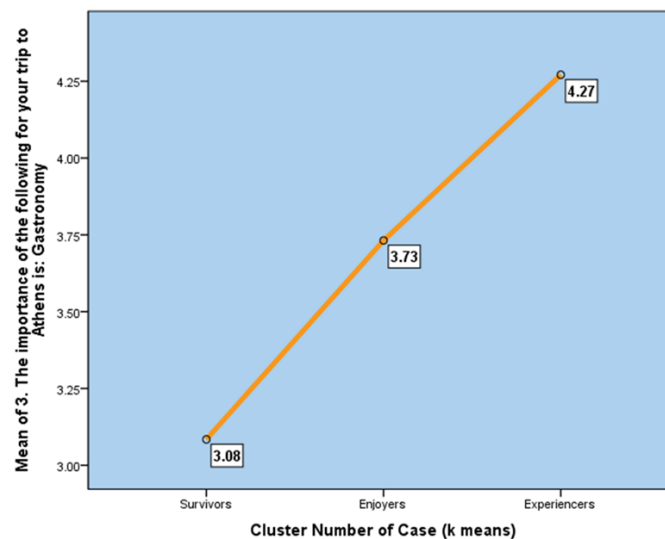


Figure 4 | Means plot of “Gastronomy” factor regarding the importance for the trip across Visitors' Segments. (N=640)

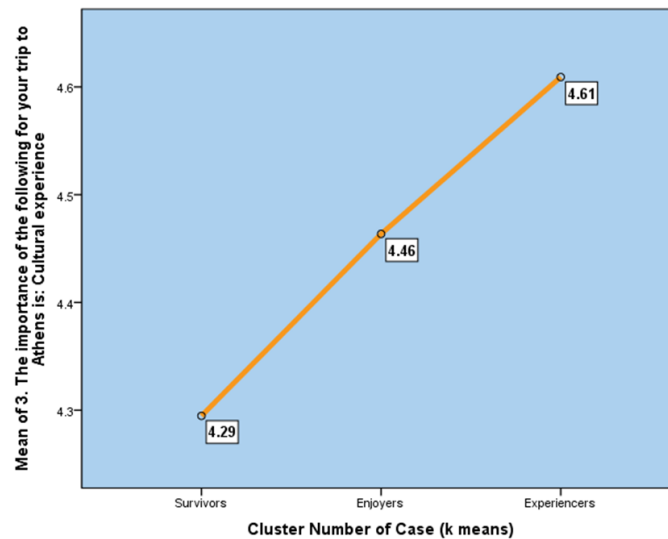


Figure 5 | Means plot regarding the importance of “Cultural experience” as a reason for the trip to Athens across Visitors’ Segments. (N=640)

The average importance of “Business,” “Sea & sun,” “Shopping,” “Sightseeing,” “Nightlife,” “Historical sites,” “Education and training,” “Health and medical care,” and “Family/friends” as a reason for the visitors’ trip to Athens did not differ between the three segments.

In addition, the length of staying (in nights), the accommodation type, the trip’s booking time

and channel, as well travel companions did not differ between the three segments. On the contrary, concerning the average daily spending on food and beverages, experiencers (2.63 ± 1.20) had a statistically significant higher mean value vs. enjoyers (2.33 ± 1.04 , $p=0.007$) and survivors (2.21 ± 1.12 , $p=0.007$) (Figure 6).

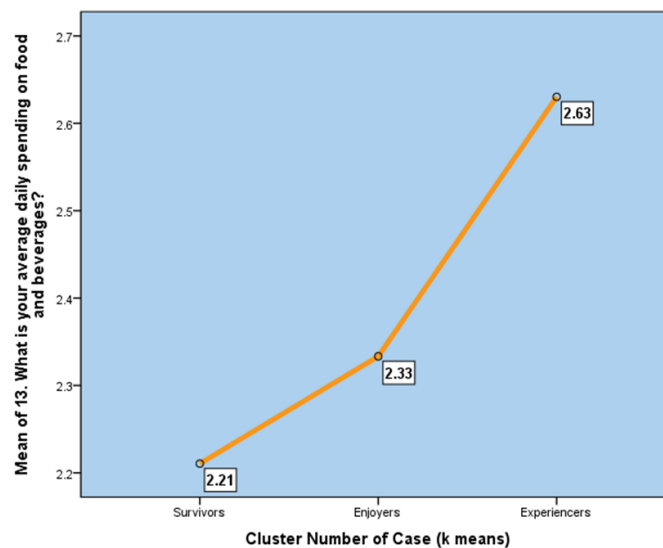


Figure 6 | Means plot regarding the average daily spending on food and beverages across Visitors’ Segments. (N=640)

For the entire sample, the average influence of information sources on travel decision-making is presented in Table 4. The findings reveal that the most important information sources are friends and relatives, Social media advertisement, and Travel platforms (e.g., Booking, TripAdvisor, Expedia, etc.). The results align with the findings of Thompson et al. (2017), signifying the importance of friends and relatives as information sources, followed by online sources such as Social media advertisement and Travel platforms. The traditional information sources (Magazine/ newspaper articles, Television programs, Travel Guide (hardcopy), Magazine/newspaper advertisement, Tourist brochures, Advertisement on television, Advice from a travel agent, and Radio programs seem to have lesser importance to the decision-making process, assuming a possible change in tourism behaviour as regards the information sources that influence them.

Table 4 | Average influence of visitors' information sources traveling to Athens in rank.

Information sources	Mean influence	Rank
Friends/relative's suggestions	3.19	1
social media advertisement	3.14	2
Travel platforms (e.g., Booking, TripAdvisor, Expedia, etc.)	2.64	3
A previous visit	2.19	4
Magazine/ newspaper articles	1.94	5
Television programs	1.85	6
Travel Guide (hardcopy)	1.83	7
Magazine/newspaper advertisement	1.75	8
Tourist brochures	1.70	9
Official National, Regional, DMO's Tourism Websites	1.68	10
Advertisement on television	1.54	11
Advice from a travel agent	1.43	12
Radio programs	1.30	13

The comparison between the segments, as regards the Information sources ranking, did not present differentiation following the same pattern as in the case of the whole sample.

As regards the differentiation in travel decisions between segments, the influence of "a previous visit" and the "influence of friends /relative's suggestions" on the decision to visit Athens,

experiencers had a statistically significant higher mean value vs. enjoyers and survivors (Appendix 2 "Information sources influencing decision to visit Athens"). As regards the influence of Information sources, Magazine/ newspaper articles, Magazine/newspaper advertisement, Travel Guide (hardcopy), Radio programs, and Official National, Regional DMO's Tourism Websites on the decision to visit Athens, survivors had a statistically significant lower mean value vs enjoyers and experiencers (Appendix 2 "Information sources influencing decision to visit Athens"). Regarding the influence of Social media advertisement and Travel platforms (e.g., Booking, TripAdvisor, Expedia, etc.) on the decision to visit Athens, survivors had a statistically significant lower mean value vs. experiencers (Appendix 2 "Information sources influencing decision to visit Athens").

For the entire sample, the average frequency of visitors' having gastronomic activities in Athens is presented in Table 5. The findings reveal that the most frequent gastronomic activity travellers choose in Athens is Taverns serving casual Greek food, followed by food establishments specializing on Grill, souvlaki, and yeros, suggesting an interest in the local cuisine. The organized gastronomic experiences such as "Wine tour with tasting & storytelling," "Food events & festivals," "Visiting farms agritourism units & artisan producers" and "Cooking lesson/ workshop" seem to be less attractive or unknown to the visitors.

The comparison between the segments, regarding the frequency of visitors' having gastronomic activities in Athens ranking, did not present differentiation. The ranking followed the same pattern as in the case of the entire sample, with "Greek cuisine restaurants & taverns-casual dining"and "Grill, souvlaki, yeros small eateries"being the most favourable. On the contrary, the selection "Prepared by myself in my room" was in third place for survivors, and in 11th place for experiences highlighting a significant difference in food consumption.

Table 5 | Average frequency of visitors' having gastronomic activities in Athens, in rank

In Athens, concerning gastronomic activities	Mean	Rank
Greek cuisine restaurants & taverns-casual dining	3.40	1
Grill, souvlaki, yeros small eateries	2.79	2
Gourmet restaurants (awarded, high ranking) - fine dining	2.03	3
Food markets (fruit, meat, fish, spices, etc.)	2.00	4
Food & beverages delicatessen shops	1.86	5
Greek fast-food eateries (e.g., Everest, Γρηγόρης etc.)	1.86	6
Ethnic cuisine restaurants (Italian, Chinese, Indian etc.)	1.81	7
Hotel's restaurant	1.79	8
Street food tour with tasting & storytelling	1.72	9
Prepared by myself in my room	1.70	10
Wine bars	1.63	11
Delivery / takeaway	1.57	12
Vegan, vegetarian, and organic restaurants	1.47	13
Home dining with local host	1.36	14
Wine tour with tasting & storytelling	1.32	15
Food events & festivals	1.30	16
Visiting farms agritourism units & artisan producers	1.26	17
Cooking lesson/ workshop	1.19	18

Concerning the differentiation between segments, the frequency of visiting "Gourmet restaurants (awarded, high ranking)-fine dining," "Greek cuisine restaurants & taverns-casual dining," "Grill, souvlaki, yeros small eateries," "Food markets (fruit, meat, fish, spices etc.)," "Food & beverages delicatessen shops," "Wine tour with tasting & storytelling," "Visiting farms agritourism units & artisan producers" and "Food events & festivals," experiencers had a statistically significant higher mean frequency vs. enjoyers and survivors (Appendix 3 Food related experiences among tourists' segments). Finally, as regards the "Ethnic cuisine restaurants (Italian, Chinese, Indian etc.)" and the "Home dining with local host," survivors had a statistically significant lower mean value vs. experiencers (Appendix 3 Food related experiences among tourists' segments).

Gastronomic motivations for traveling

Kim and Eves (2012) suggested five motivational dimensions to find why tourists engage with local food and drinks, culture, excitement, socializing, sensory, and health. Specifically, "culture" is linked to the fact that tourists want to learn

about other cultures since tasting new types of food products and the local cuisine is considered a learning process about new cultures. The "excitement" dimension concerns the need to be involved with exciting things while on vacation and, secondly, to get away from their everyday routine. The third dimension, "socializing" is a willingness to meet with new people, devote time to friends and family, and be distant from usual relationships. Gastronomy during travelling is also considered an experience for the senses; therefore, the "sensory" is the fourth dimension concerning how the food looks and tastes. "Health" concern also significantly affects local food consumption due to the willingness to improve well-being during vacations. Therefore, this study applied a modified version of their motivational scale, containing 11 items from the literature above.

In Table 6, motivations are presented and ranked, expressing discrete dimensions for gastronomy tourism, according to the respondents' answers, to identify the most relevant dimension. Calculating Cronbach's alpha coefficient for the scale expressing the motivational dimensions of gastronomic tourism reached a value of 0.847. This value indicates a high internal consistency among the scale elements ($\chi^2 = 1706.07$, $p < 0.01$). In Table 6, Cronbach's alpha coefficient was also calculated for each dimension distinctly.

In this regard, the importance of sensory appeal and cultural experience as strong motivators is underlined. On the other hand, personal relationships and health issues have a minor influence on travellers' willingness to engage with local gastronomy.

Table 6 | Motivational dimensions of gastronomy tourism

Food motivational dimensions		Cronbach's alpha	N	Mean (Std. Dev.)	Ranking
Excitement	Experiencing local food in its original place makes me excited	0.75	640	4.27 (0.77)	3
	Tasting local food on holiday helps me to relax.		640	4.00 (0.85)	8
	Tasting local food on holiday takes me away from my daily routine.		640	4.05 (0.93)	7
Sensory	It is important to me that the local food I eat on holiday tastes/ smells/ looks good	0.68	640	4.35 (0.71)	2
	The taste of local food in its original place is different from home.		640	4.21 (0.80)	5
Cultural	Experiencing local food increases my knowledge of different cultures	0.85	640	4.26 (0.73)	4
	Tasting local food in its original place is an authentic experience.		640	4.35 (0.73)	1
Interpersonal	Tasting local food enables me to meet new people with similar interest	0.58	640	3.46 (0.96)	9
	Tasting local food enables me to have an enjoyable time with friends and family.		640	4.21 (0.79)	6
Health	I consume local food because it is good for my health	0.89	640	3.29 (0.98)	11
	I eat local food because it is nutritious.		640	3.33 (0.98)	10

To investigate the relationship between the segments, gastronomic attitude versus the motivational gastronomic dimensions, the analysis of variations (ANOVA) was applied (the H-Kruskal Wallis statistic and the Mann–Whitney U-statistic were also applied for the validation of the results of ANOVA). Table 7. presents that experiencers had a statistically significantly higher ($p < 0.01$) mean in all motivational gastronomic dimensions (Excitement, Sensory, Cultural, Interpersonal, Health) compared to the other two groups, survivors and

enjoyers. On the contrary, the survivors are characterized by the lowest scores in all motivational gastronomic dimensions. In addition, in the gastronomic dimensions, Sensory, Interpersonal, and Health, the survivors and enjoyers did not show a significant difference, showing a non-significant gap between those two groups. The results mentioned above indicate that the gastronomical motivations of visitors are differentiated based on their attitude towards gastronomy, meaning the acceptance of the H3 hypothesis.

Table 7 | Average frequency of visitors' having gastronomic activities in Athens, in rank

Gastronomical motivational dimensions	Segments			ANOVA
	Survivors (95)	Enjoyers (261)	Experiencers (284)	F (p-value)
Excitement	3.52* (0.79)	4.01* (0.63)	4.39* (0.56)	73.70 (<0.01)
Sensory	3.98 (0.71)	4.15 (0.66)	4.50* (0.56)	33.82 (<0.01)
Cultural	3.92* (0.77)	4.19* (0.69)	4.54* (0.54)	41.08 (<0.01)
Interpersonal	3.49 (0.79)	3.66 (0.67)	4.11* (0.68)	41.87 (<0.01)
Health	3.06 (0.93)	3.19 (0.87)	3.50* (0.94)	33.41 (<0.01)

Satisfaction from the destination's gastronomy

The mean degree of respondents' satisfaction was calculated from the statement "Overall, I rate the food highly in Athens restaurants" equal to 3.98. Most tourists participating in our survey declared that they are from "satisfied" to "strongly satisfied" (77.5% indicated "Agree" or "Strongly Agree"). In addition, of those tourists who declared "Strongly Agree" in the statement "Overall, I rate the food highly in Athens restaurants," 68.1% of them could be identified as experiencers. On the contrary, the percentage of tourists not satisfied (declaring "not satisfied" to "strongly not sa-

tisfied") was relatively low (2.0%).

The tourists' gastronomic satisfaction with Athens restaurants varies considerably as regards the gastronomic segments (Table 8.) and highlights an overall positive rate ($F=24.91$, $p<0.01$). Specifically, experiencers have a statistically significantly higher mean value in the statement "Overall, I rate the food highly in Athens restaurants" than survivors and enjoyers (Bonferroni - $p<0.01$). These results show that the attitude towards gastronomy influences the tourist's satisfaction with the local food and therefore accepting (H4) hypothesis.

Table 8 | Gastronomic satisfaction based on the gastronomic attitude of the tourist.

Gastronomic satisfaction	Food segments			ANOVA
	Survivors (95)	Enjoyers (261)	Experiencers (284)	F (p-value)
Overall, I rate the food highly in Athens restaurants	3.75 (0.70)	3.82 (0.70)	4.19* (0.71)	24.91 (<0.01)

Note: (*) Values show significant differences concerning the other two segments ($p<0.01$). Bonferroni or Tamhane adjustment was applied.

The gastronomic motivational dimensions have a statistically significant correlation with the degree of satisfaction derived by the variable "Overall; I rate the food highly in Athens restaurants" (Table 9). In addition, each motivational dimension discriminates satisfactorily according to the

tourists' perceived gastronomic satisfaction (Table 9). These results show that the level of satisfaction with the local food is conditioned by the gastronomical motivations of the tourist, therefore confirming (H5).

Table 9 | Analysis of gastronomic satisfaction concerning gastronomic motivational dimensions

Food motivational dimensions	H-Kruskal Wallis		Spearman Rho
	Chi-Square	P value	
Excitement	58,751	<0.01	0.296*
Sensory	59,137	<0.01	0.267*
Cultural	85,743	<0.01	0.351*
Interpersonal	72,847	<0.01	0.332*
Health	33,805	<0.01	0.224*

5. Conclusion

The present research corroborates the existence of three distinct tourist segments in Athens, characterized by their gastronomic preferences i.e., experiencers, enjoyers, and survivors, which is a finding consistent with the study by Björk and Kauppinen-Räsänen (2016). Previous studies presented a different number of segments and terminology. The group of people that show low interest in gastronomy, the survivors, are named in other studies as recreational (Hjalager, 2004), non-culinary tourists (McKercher et al., 2008), non-interested group, and incidental gastro-tourists (Williams et al., 2018). The group of travellers highly interested in food and conceptually definite culinary tourists, the experiencers, are referred to as experimenters by Hjalager (2004), gastronomy visitors (Kivela & Crofts, 2005), experimental gastronomic tourists by McKercher et al. (2008) and deliberate gastro-tourists (Williams et al., 2018). The third segment, the enjoyers, are tourists with a relative interest in gastronomy, named existential by Hjalager (2004).

Results from the research are based on a convenience sample and may not be representative of the entire population of tourists, which is a limitation of the present study. In any case, this survey's results also confirm that tourists' motivations for local gastronomy are diverse and influenced by their attitudes toward gastronomy. The motivational reasons were categorized into five main gastronomy themes, in line with the conceptual framework developed by Kim and Eves (2012): sensory, culture, socializing, excitement, and health. The factor of culture distinguished in the current study, particularly among the segment most engaged in food, the experimenters. The sensory attractiveness of the food is the second gastronomical factor that tourists appreciate.

Concerning the profile and travel decisions of the tourists and between the segments, the most interesting findings are that gender, repeated vi-

sits, and daily expenses presented a higher value for the experiencers, which does not align with previous research findings (McKercher et al., 2008; Robinson & Getz, 2014; Sparks et al., 2005). Concerning the information sources, the results are similar to the findings of Garibaldi et al. (2021), proposing that friends and family and online sources have a significant role in decision-making for vacation planning. As regards the gastronomic activities, the responding international tourists of Athens presented a significant interest in the local cuisine, choosing to experience food in Greek cuisine restaurants & taverns and the small eateries offering Grill, souvlaki and yeros, in line with the findings of Garibaldi et al. (2021).

Regarding satisfaction, this study yields similar results to prior research (Pérez Gálvez et al., 2017; Stone et al., 2019). Consequently, supporting that the culinary offerings and local food of a destination may enhance tourist satisfaction and contribute to a memorable trip. Tourism stakeholders should take into consideration the significance of local food as a factor that adds value to achieving a distinctive experience for visitors. Anticipating the regional cuisine can be an essential aspect that, when converted to the traveller's culinary experience in the destination, will partly influence the traveller's satisfaction (Pérez Gálvez et al., 2017). Thus, either primary or secondary, food as a travel motivator is seen as an important factor for satisfaction (Björk & Kauppinen-Räsänen, 2016), integrating motivation, experience, and satisfaction (Hillel et al., 2013).

A logical consequence of the increased popularity, among visitors, in the food culture of destinations, gastronomy tourism, has evolved into an essential issue in the development of destinations. In this framework, for a considerable volume of travellers, discovering the local food of a region or visiting a particular restaurant becomes the primary purpose of their journey. The essential outcome of this study is the confirmation that gastronomy motivations impact the degree of satisfaction with

a destination's food offering.

Based on visitors' attitudes towards gastronomy, their culinary experiences were satisfying when they engaged with the regional food and pursued new experiences. From a motivational perspective, the tourists who were most satisfied with the regional food used the gastronomic experience as a means of getting a deeper understanding of the food traditions of the city (cultural factor), and meeting personal needs with friends and relatives (Socializing/ Interpersonal factor). This was found to be the case when travellers received more satisfaction from the city's gastronomy. Consequently, the city's tourism stakeholders should consider further improving the connection between the Athenian gastronomical offer and its culture.

The practical implications of this study are that it can be used as a basis for the tourism stakeholders in the city to develop the necessary policies. Especially on the supply side, the gastronomical offering, considering the findings and the reasons why people visit the city, thus, enhancing satisfaction by responding to tourists' wants and needs.

Each research project has its limits. The limitation of this research was that it gathered information only from the historical centre of Athens and from international tourists. To generalize the findings, it is advised to consider a variety of tourist hotspots and the local population visiting Athens. Secondly, the fieldwork timeframe is noteworthy. To prevent potential seasonal biases, the study should be expanded. The respondents' level of education was slightly higher than that of other surveys, possibly due to the survey being conducted in a rather culturally oriented city.

Future research can broaden our knowledge to understand the motives and satisfaction of tourists beyond Athens in other destinations of Greece. Also, comparing food segments with the socioeconomic and education data could provide additional information. Supplementary data provided for the visit may be beneficial in marketing the city's gastronomy to tourists.

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Appendix

Appendix 1 | Questions and answers' scaling

Question	Answers
How many times have you traveled to Athens before this visit?	1-> "0," -> 2-> "1 - 2," -> 3-> "3 - 4," 4-> "3 -- 4"
The importance of the following (Business, Sea & Sun, Gastronomy, Shopping, Sightseeing, Nightlife, Historic Sites, Cultural experience, Education & training, Health & medical care, Family & friends) for your trip to Athens is:	1-> "Not at all important," -> 2-> "Low importance," -> 3-> "Neutral important," 4-> "Very important," 5-> "Extremely important"
How much of an influence each of the following features (A previous visit, Friends/ relatives suggestions, Magazine/ newspaper articles, Magazine/newspaper advertisement, Travel Guide (hardcopy), Radio programs, Official National, Regional, DMO's Tourism Websites, Internet / social media advertisement, Travel platforms (e.g., Booking, TripAdvisor, Expedia, etc.)) was on your decision to visit Athens?	1-> "No influence at all," -> 2-> "Slightly influential," -> 3-> "Somewhat influential," 4-> "Very influential," 5-> "Extremely influential"
In Athens, concerning food related experiences, I went to/ or had food to: "Gourmet restaurants (awarded, high ranking)-fine dining," "Ethnic cuisine restaurants (Italian, Chinese, Indian etc.)," "Greek cuisine restaurants & taverns-casual dining," "Grill, souvlaki, yeros small eateries," "Home dinning with local host," "Food markets (fruit, meat, fish, spices etc.)," "Food & beverages delicatessen shops," "Wine tour with tasting & storytelling," "Visiting farms agritourism units & artisan producers," "Food events & festivals"	1-> "Never", -> 2-> "One time", -> 3-> "2 - 3 times", 4-> "4 - 5 times", 5-> "More than five times"
What is your average daily spending on food and beverages?	1-> "0-20€," -> 2-> "21-40€," -> 3-> "41-60€," 4-> "61-80€." 5-> "Over 80€"

Appendix 2 | Information sources influencing decision to visit Athens

How much of an influence each of the following was on your decision to visit Athens?		Descriptive Statistics		Test of Homogeneity of Variances	ANOVA	Robust Tests of Equality of Means		Kruskal Wallis Test
		Mean	Std. Deviation	Levene Statistic (p value)	F test (p value)	Welch (p value)	Brown Forsythe (p value)	Chi-Square (p value)
A previous visit	Survivors (95)	1.68	1.27	29.704 (<0.01)	11.793 (<0.01)	12.804 (<0.01)	13.137 (<0.01)	21.118 (<0.01)
	Enjoyers (252)	2.06	1.45					
	Experiencers (272)	2.49*	1.65					
friends/ relative's suggestions	Survivors (95)	2.73	1.43	1.993 (0.137)	12.725 (<0.01)	12.078 (<0.01)	12.212 (<0.01)	25.355 (<0.01)
	Enjoyers (261)	3.06	1.31					
	Experiencers (284)	3.46*	1.34					
Magazine/ newspaper articles	Survivors (95)	1.51*	0.91	14.958 (<0.01)	9.029 (<0.01)	12.273 (<0.01)	10.402 (<0.01)	17.353 (<0.01)
	Enjoyers (261)	1.93	1.14					
	Experiencers (284)	2.09	1.26					
Magazine/newspaper advertisement	Survivors (95)	1.37*	0.77	21.532 (<0.01)	8.400 (<0.01)	12.552 (<0.01)	10.084 (<0.01)	15.409 (<0.01)
	Enjoyers (261)	1.73	1.06					
	Experiencers (284)	1.89	1.20					
Travel Guide (hardcopy)	Survivors (95)	1.48*	1.03	9.339 (<0.01)	4.617 (0.01)	5.891 (0.003)	5.070 (0.007)	10.952 (0.004)
	Enjoyers (252)	1.88	1.20					
	Experiencers (272)	1.90	1.26					
Radio programs	Survivors (95)	1.11*	0.43	18.021 (<0.01)	4.188 (0.016)	9.089 (<0.01)	5.334 (0.005)	9.963 (0.007)
	Enjoyers (261)	1.33	0.75					
	Experiencers (284)	1.34	0.77					
Official National, Regional, DMO's Tourism Websites	Survivors (95)	1.33*	0.77	25.817 (<0.01)	8.648 (<0.01)	11.654 (<0.01)	10.432 (<0.01)	15.739 (<0.01)
	Enjoyers (252)	1.62	1.01					
	Experiencers (272)	1.84	1.22					
Internet / social media advertisement	Survivors (95)	2.71*	1.45	2.900 (0.056)	6.890 (0.001)	6.857 (0.002)	6.823 (0.001)	14.210 (0.001)
	Enjoyers (261)	3.10	1.37					
	Experiencers (284)	3.32*	1.46					
Travel platforms (e.g., Booking, TripAdvisor, Expedia, etc.)	Survivors (95)	2.27*	1.39	1.778 (0.170)	4.190 (0.016)	4.506 (0.0132)	4.382 (0.014)	8.329 (0.016)
	Enjoyers (261)	2.63	1.46					
	Experiencers (284)	2.78*	1.54					

Appendix 3 | Food related experiences among tourists' segments

12. In Athens, concerning food related experiences, I went to/ or had food:		Descriptive Statistics		Test of Homogeneity of Variances	ANOVA	Robust Tests of Equality of Means		Kruskal Wallis Test
		Mean	Std. Deviation	Levene Statistic (p value)	F test (p value)	Welch (p value)	Brown Forsythe (p value)	Chi-Square (p value)
Gourmet restaurants (awarded, high ranking)-fine dining	Survivors (95)	1.82	1.11	11.876 (<0.01)	11.703 (<0.01)	11.139 (<0.01)	12.512 (<0.01)	19.940 (<0.01)
	Enjoyers (261)	1.82	1.09					
	Experiencers (284)	<i>2.29*</i>	1.36					
Ethnic cuisine restaurants (Italian, Chinese, Indian etc.)	Survivors (95)	<i>1.85*</i>	1.12	10.586 (<0.01)	5.131 (0.006)	5.382 (<0.01)	5.369 (<0.01)	6.650 (0.036)
	Enjoyers (261)	1.64	1.00					
	Experiencers (284)	<i>1.96*</i>	1.34					
Greek cuisine restaurants & taverns-casual dining	Survivors (95)	2.98	1.26	1.049 (0.351)	14.862 (<0.01)	14.548 (<0.01)	14.609 (<0.01)	28.315 (<0.01)
	Enjoyers (261)	3.26	1.21					
	Experiencers (284)	<i>3.68*</i>	1.23					
Grill, souvlaki, yeros small eateries	Survivors (95)	2.37	1.31	2.385 (0.093)	10.732 (<0.01)	11.010 (<0.01)	11.396 (<0.01)	19.596 (<0.01)
	Enjoyers (261)	2.64	1.41					
	Experiencers (284)	<i>3.07*</i>	1.51					
Home dining with local host	Survivors (95)	<i>1.19*</i>	0.70	13.671 (<0.01)	3.857 (0.022)	4.333 (0.014)	4.559 (0.011)	9.433 (0.009)
	Enjoyers (261)	1.31	0.86					
	Experiencers (284)	<i>1.47*</i>	1.07					
Food markets (fruit, meat, fish, spices etc.)	Survivors (95)	1.85	1.14	10.543 (<0.01)	4.844 (0.008)	4.620 (0.011)	5.104 (0.006)	6.241 (0.044)
	Enjoyers (261)	1.88	1.10					
	Experiencers (284)	<i>2.17*</i>	1.35					
Food & beverages delicatessen shops	Survivors (95)	1.63	1.00	15.898 (<0.01)	8.642 (<0.01)	8.268 (<0.01)	9.596 (<0.01)	12.011 (0.002)
	Enjoyers (261)	1.72	1.04					
	Experiencers (284)	<i>2.08*</i>	1.33					
Wine tour with tasting & storytelling	Survivors (95)	1.18	0.68	29.983 (<0.01)	8.227 (<0.01)	7.332 (0.001)	9.638 (<0.01)	12.830 (0.002)
	Enjoyers (261)	1.21	0.62					
	Experiencers (284)	<i>1.48*</i>	1.09					
Visiting farms agritourism units & artisan producers	Survivors (95)	1.11	0.52	23.173 (<0.01)	6.392 (0.002)	6.909 (0.001)	8.056 (<0.01)	16.282 (<0.01)
	Enjoyers (261)	1.19	0.69					
	Experiencers (284)	<i>1.39*</i>	0.96					
Food events & festivals	Survivors (95)	1.13	0.59	22.136 (<0.01)	5.947 (0.003)	6.159 (0.002)	7.295 (0.001)	12.532 (0.002)
	Enjoyers (261)	1.22	0.69					
	Experiencers (284)	<i>1.42*</i>	1.02					

Note(s): (*) Data in italics indicate statistically substantial dissimilarities between the two sections ($p < 0.05$). The Bonferroni, Tamhane, and U-Mann-Whitney tests were used to verify these results. Values in red font color indicate differentiation with respect to the other two segments and values in blue font color indicate differentiation between those two segments.