FOOD TOURISM IN THE EGYPTIAN HOTELS: DRIVERS, PERCEIVED BENEFITS, BARRIERS, AND ADOPTION INTENTION

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ABSTRACT

Food tourism is closely related to cultural and heritage tourism. Food tourists are experiencing the culture of a destination through tasting its national dishes and traditional cuisines. Most major countries around the world have their special food, which is considered a characteristic of a particular destination. Food is a very important part of the tourism product, and it is involved in the marketing plans in many countries. Therefore, food is considered one of the factors that tourist and tourists consider when choosing a tourist destination. Food tasted by tourists is playing a major role in impressing them and might make them come back again and again to the same destination; the purpose of the current research is to identify the drivers, perceived benefits barriers, and adoption intention for food tourism in the hotels at Luxor and Aswan. Utilized the descriptive analytic approach was used. Data collected were analyzed using the SPSS (23) as a statistical tool. The main results indicated that one of the most important factors of attraction affecting the customer's choice of a tourist destination is good taste of the Egyptian foods and trying new foods Furthermore, *the researcher suggests a set of recommendations.* The required modifications on the used items should be accomplished in order to produce dishes having high palatability and high hygienic quality-Original recipes need to be documented and developed to have standard dishes and ready to meet the international requirements the hospitality need, Design and co-creation of unique local food tourism experiences.

KEYWORDS: Food and Tourism, Food Festivals, Cultural Heritage, Food Consumption, Egyptian Food.

INTRODUCTION

Today, food tourism is considered one of the most important and popular sectors of tourism, the tourism industry. Shan & Shende, 2017, clarified that food is considered a basic need for any tourist and plays a vital role in attracting tourists to a specific tourist destination. In fact, food tourism is focusing on food as an attraction of a destination. Curtis, Slocum & Allen, 2015, said that food is one of the most essential components of the tourist experience during his visit to a tourist destination, Tourists may travel to some destinations just to experience food products of these destinations such as Napa Valley in California, Lyon in France, Tuscany in Italy, or Yarra Valley in Victoria at Australia.

These regions have established an excellent reputation for their food products. Therefore, in summary, there is a need for conceptually based research set in a positivistic paradigm within the framework of social sciences that empirically examines food tourism and the role of marketing there and understand the consumer and food choice behavior in relation to traditional food and other promotional approaches. Rousta & Jamshidi, 2020, showed that food festivals and events play an essential role in affirming the cultural values and identities of communities. Therefore, some communities started organizing food festivals and events to reinforce food tourism and to promote their countries as attractive tourist destinations. In fact, these festivals are attracting both domestic and international tourists as families and friends like to attend different activities in food festivals. So, this research aims in general to focus on food tourism in Egyptian hotels and highlight the opportunities, challenges, strengths and weaknesses of this type of tourism, to know the marketing role of food tourism in Egyptian hotels, to identify the effect of food tourism on the satisfaction of local food consumption.

FOOD AND TOURISM

There is no doubt that tourism is one of the pioneer sectors of the so-called experience economy. Tourism is an experience; it is a journey to acquire new experiences. However, it is not singular, but is composed of many dimensions that make each tour experience unique. Tourism honors bodily desires by pleasing aesthetic values and senses. But the usual sightseers are slowly dying out; modern tourists are hungry for experiences they want to hear, feel, smell, taste, and see. For Sanchez-Canizares & Lopez- Guzman, 2012; López et al., 2014, food and gastronomy are the optimum tourism product for a tourist to get full involvement of all five senses. Food is a means of expression, bears symbol, communicates values and provides a 'glimpse into the various

cultures'. Mak et al., 2012, asserted that food consumption is perceived to be a unique form of food that is essential, momentary, takes place in an unexplored environment and is a holder of symbolic value that is often associated with the motivation to travel. Ardabili et al., 2011; Yurtseven & Kaya, 2011, viewed that tourism industry has evolved into top quality industry where food sector has an irreplaceable position and tourists more often desire to collect real authentic experiences and top-quality services. The food tourism industry encompasses many subsets and has a lot to offer to every tourist. Moravková & Adamičková, 2015; Wolf, 2016, argued that although the variety is endless, and the demand is diverse, all the different kinds of food tourism and food-related tourism activities have one thing in common: they communicate the uniqueness of a place combined with culinary tradition and preservation of local culinary culture.

THE IMPORTANCE OF FOOD TOURISM

The research by (Kim et al., 2018) showed that gastronomy is one of the elements incorporated in a new concept of cultural heritage and cultural tourism, driven by growing trends of a well-being lifestyle, authenticity, environmental protection and the need to have a high-quality experience. Gastronomic tourism is helping to increase rural revenue sources and improve income levels and employment of local labor, Hell & Mitchell, 2005, also, asserted the same view. Everett and Aitchison (2008) mentioned that food has an undeniable importance for holidaymakers and food tourism has gained an enormous potential in recent years. However, according to Alalwan et al, 2017, the role of food in the marketing of destinations has until recently received very little attention globally and locally, All indications, though, report that local food has much potential to enhance sustainability in tourism, contribute to the authenticity of the destination, strengthen the local economy, and provide for the environmentally friendly infrastructure.

Bertozzi, 2011, pointed out that destination marketing campaigns around the world show that there is a strong connection between tourism and gastronomy. However, gastronomy plays a major role in the way tourists experience the destination, and indicates that some travelers would return to the same destination to savor its unique gastronomy. In this direction, more and more destination marketing campaigns are now focusing on the food element as a central part of its destination tourism product.

FOOD AND CULTURE

Gaztelumendi, 2012, viewed that gastronomy allows tourists to access the cultural and historical heritage of destinations through tasting, experiencing, and purchasing food which is considered one of the most

effective ways to approach cultures. Indeed, Updhyay & Sharma, 2014, claimed that food tourism is a subclass of culture tourism.

Horng & Tsai, 2011pointed out that food tourism involves travelers participating in food related activities, and is found to facilitate access to a destination culture and knowledge of local people's lives. During a trip, some tourists are likely to consume ethnic food to better appreciate local culture (Ting et al., 2019). In the same way, Tsai & Wang, 2016, asserted that local food culture may further enhance tourists' image of a destination, which in turn increases their intention to revisit. Croce & Perri, 2010, explained the reason why many people are curious to meet new people and explore exotic destinations, cultures, and traditions. Along with intangible heritage, such as music, art and dance, food has become one of the main ways for people to explore and experience new cultures and destinations. Hall, Charples, & Smith, 2003, added that for many people, food tourism is an opportunity to find something new, real, traditional, and meaningful, something represents heritage, culture, and identity).

EGYPTIAN FOOD AND TOURISM

Goldschmidt, 2008; Okumus & Cetin, 2018, classified the Egyptian civilization as one of the oldest civilizations in the world, and the Egyptian food culture is one of the main facets of this great civilization. Mohamed et al., 2019, attributed that to its long historical diversities and its location as a hub for diverse cuisine between Africa, Asia and Europe, food culture in Egypt illustrates the diversity of origins and features of the Egyptian cuisines. Mehdawy &Hussein, 2010; Okumus & Cetin, 2018, showed that while certain cooking methods and ingredients have remained the same since the days of the pharaohs, certain consecutive influences found their ways to the Egyptian cuisine during many eras of Greek and Roman periods, foreign immigration, the Islamic and the Ottoman period. Mohamed et al., 2019, added that more attention is paid to local Egyptian local food and cuisine as part of Egyptian culture and a potential tourism resource. Egyptian food appealed to a BBC reporter, (Mullen, 2019), who wrote an article arguing that Egyptian falafel is the best falafel in the world. Another recent article by Spechler, 2017, asserted that the oldest recipe to make hummus was found in Egypt. The authenticity and variety of Egyptian food has great potential for destination marketing. Food provides an excellent opportunity for visitors to immerse themselves in Egyptian culture and to experience Egypt on both sensory and intellectual levels. Recently, Egyptian destination marketers have started to promote food tourism by adding food and food-related activities in their promotional materials.

FACTORS AFFECTING THE FOOD TOURISM SERVING

Weichselbaum et al., 2009, explained that due to increasing globalization and internationalization of the food market, many traditional foods are at risk of disappearing, and the documentation of traditional foods and dishes is essential to maintain traditional foods, which are an important part of cultural heritage. In fact, food and wine tourism have seen a growing demand in recent years. Today, we witness an increasing number of travellers traveling to culinary destinations, a trend that seems to consolidate year after year. UNWTO, 2012, showed that the values of society have changed, and today products like wine and food are associated with leisure and relaxation, and not just necessities. Food is now a cultural element, an experience similar to visiting a museum or going to a music concert. Giesen et al. 2010, also, showed that food consumption studies are mostly concerned with understanding the determinants of various food-related behaviors, including liking, preference, choice, and intake. Food liking refers to 'the palatability or pleasure obtained from tasting a given food". Praksh, 2016, found that quality and taste are the main factors affecting the choice of restaurants. In defining factors affecting local food consumption, Mak et al., 2012, reported five dimensions; cultural and religious factors, socio-demographic factors, motivational factors, personality, and experience. It is also acknowledged in various studies that food choices are affected by cultural and religious backgrounds (e.g., kosher food). Therefore, there is a wide variety of local food attributes that might be considered when analyzing tourists' food consumption behaviors.

RESEARCH METHODOLOGY

The main purpose of research is to identify the drivers, perceived benefits and barriers, and adoption intention, for food tourism in the hotels Luxor and Aswan. The research adopted the descriptive-analytic approach to collect data. Data collected were analysed using the SPSS (23) statistical tool. A questionnaire used as the instrument for collecting data from customers. The research was conducted in the cities Luxor and Aswan. In terms of research sample, McMillan (2012) revealed that probability sample is a method of sampling in which the subjects are selected randomly in such a way that the researcher knows the probability of selecting each member of the population. In this study, the Custer random sampling technique was used to select customers in hotel five and four-star hotels at Luxor and Aswan city who participated in questionnaire forms. customers were asked to rate 40 items on a five-point Likert type scale: 'strongly disagree'; 'disagree'; 'Neutral'; 'agree'; and 'strongly agree'. The 40 items were divided into four variables: Food Tourism

drivers (18 items), Food Tourism Perceived Benefits (9 items), Food Tourism Barriers (6 items), Food Tourism Adoption Intention (7 items) Rady et al., (2021), To determine the appropriate sample size of the customers in the research population, the researcher used the Steven K. Thompson formula (Thompson, 2012) as follows:

$$n = \frac{z^2 \times \hat{p}(1-\hat{p})}{\varepsilon^2}$$

$$n = \frac{1.96^2 \times 0.5(1-0.5)}{0.05^2} = 384.16$$

Where:

n: appropriate sample size (385) Z: standard degree (1.96 at   significant level of 0.05) p : sample proportion and neutral = 0.50   e: maximum allowed error (0.05 at significant level of 0.05)

Applying these values to the Steven K. Thompson formula (Thompson, 2012) reveals that the appropriate sample size for this research is 385 participants. The researcher distributed 420. After analysis, there were 20 questionnaires not valid for analysis; the valid questionnaires were (400) with the respondent rate of 95.23%.

HYPOTHESES

H1: There is a statistically significant influence of food tourism drivers on food tourism adoption intention at a significant level of 0.05.

H2: There is a statistically significant influence of perceived benefits of food tourism on food tourism adoption intention at significant level of 0.05.

H3: There is a statistically significant influence of food tourism barriers on the intention of food tourism adoption intention at significant level of 0.05.
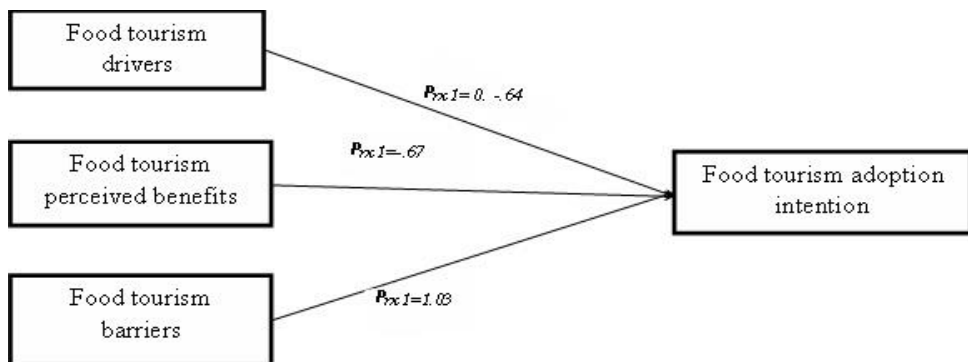

Figure 1: Research hypothetical model

RELIABILITY

Table 1: Reliability Analysis of the customer questionnaire

The Axes	No. of statements	Alpha Coefficient
Food Tourism drivers	18	0.993
Food Tourism Perceived Benefits	9	0.987
Food Tourism Barriers	6	0.987
Intention of Food Tourism Adoption	7	0.984
The Overall Cronbach's Alpha	40	0.997

Gliem and Gliem (2003) noted that Cronbach 's α reliability coefficient Cronbach's alpha (α) was considered acceptable if it was greater than 0.6, Reliability of the variables of the current research was tested by Cronbach's alpha coefficient; the four axes were acceptable. Each of the 40 variables had an overall Cronbach's Alpha-Alpha of more than 0.6, indicating that they were all reliable and acceptable, see Table (1).

RESULTS
PERSONAL DATA

Table 2: The Sample Characteristics Statistics

Variable	Response	Frequency	Percent	Rank
Gender	Male	230	57.5	1
	Female	170	42.5	2
	Total	400	100.0	-
Age	Less than 30 years old	75	18.8	3
	From 30 to 50	225	56.2	1
	Over 50 years old	100	25.0	2
	Total	400	100.0	-
Region	Luxor	200	50.0	1
	Aswan	200	50.0	1
	Total	400	100.0	-
Hotel level	5 Star	300	75.0	1
	4 Star	100	25.0	2
	Total	400	100.0	-
Level of education	Below bachelor's degree	70	17.5	3
	Bachelor's degree	250	62.5	1
	Postgraduate	80	20	2

	Total	400	100.0	-
Marital Status	Single	125	31.3	2
	Married	210	52.5	1
	Divorced	40	10.0	3
	Widower	25	6.3	4
	Total	400	100.0	-

The results in Table (2) showed that the percent of male (57.5%) was more than female (42.5%). According to respondent's Age, the majority of the respondents belongs to "From 30 to 50 years" (56.2%), followed by "Over 50 years old" (25%) and " Less than 30 years old " (18.8%).According to the region, 50% of the sample respondents were at Luxor city and 50% of them were at Aswan. According to the level of hotel, most of the respondents belong to 5-star hotels (75%). According to respondents' level of education, the majority of the respondents had "bachelor's degree" (62.5%), followed by "Post graduate" (20%), and followed by "Below bachelor's degree" (17.5). According to the level of hotels, most of the respondents belong to 5-star hotels (75%). According to respondents' Marital Status, most of the respondents were "Married" (52.5%), followed by "Single" (31.3%), followed by "Divorced" (10%), and "widowers"(6.3%).

THE EVALUATION OF EGYPTIAN TRADITIONAL DISHES

Table 3: The Statistics for the evaluation of Egyptian traditional dishes

The Egyptian traditional dishes	appearance		touch		smell		taste		Relative weight (%)	Rank
	Freq.	%	Freq.	%	Freq.	%	Freq.	%		
Dry Molokhia	375	93.75	300	75	315	78.75	355	88.75	84.06	1
Shalaolo	340	85	278	69.5	285	71.25	322	80.5	76.56	7
El Sakhena	353	88.25	289	72.25	300	75	339	84.75	80.06	4
El Makhrota	360	90	293	73.25	305	76.25	345	86.25	81.44	3
Al Madeda	235	58.75	277	69.25	203	50.75	291	72.75	62.88	13
Al Aseda	325	81.25	262	65.5	270	67.5	311	77.75	73.00	9
Al Weeka	364	91	297	74.25	313	78.25	351	87.75	82.81	2
Al Betaoa	319	79.75	255	63.75	259	64.75	303	75.75	71.00	10
Sun Bread	344	86	281	70.25	290	72.5	326	81.5	77.56	6
El Kabed (EL doka Bread)	350	87.5	285	71.25	294	73.5	330	82.5	78.69	5
Al Salabea	283	70.75	205	51.25	244	61	288	72	63.75	12

AL Ibrea	329	82.25	270	67.5	279	69.75	316	79	74.63	8
Al Asar	255	63.75	220	55	200	50	223	55.75	56.13	17
Al Aslad	260	65	200	50	215	53.75	265	66.25	58.75	16
El Jakood	245	61.25	210	52.5	200	50	216	54	54.44	18
El Kermeded	275	68.75	219	54.75	228	57	280	70	62.63	14
Al Sosreed	240	60	307	76.75	216	54	231	57.75	62.13	15
El Soreed	299	74.75	225	56.25	240	60	295	73.75	66.19	11

Table (3) viewed that the traditional dish of the first rank was "Dry Molokhia ", where the relative weight value was (84.06%) followed by the dish of " Al Weeka" dish with the relative weight value of (82.81%) followed followed by " El Makhrota"with the relative weight value of (81.44%), On the other hand, the least traditional dishes were " El Jakood ", " Al Asar" and "Al Aslad" with the relative weight values of (54.44), (56.13) and (58.78) respectively.

VARIABLES ANALYSIS

FOOD TOURISM DRIVERS

Table 4: Factor Analysis of the Food Tourism Driver's Dimensions

Food Tourism drivers	
The attractive elements of the customer's choice for the touristic destination	
The elements	**Loading**
Food flavor (taste/ smell)	.946
The shape of national foods	.947
Awareness of customs and food cultures	.940
Trying new foods.	.946
Good taste of the Egyptian foods	.867
Others.	.912
Sums of Squared Loadings	0.975
Elements for trying and consuming national foods	
Eating food in restaurants that service national dishes?	.915
Buying food productions as a souvenir from national culture	.956
Eating foods in national food festivals	.939
Visiting national farmers market	.909
Having some books about national cookery during the trip	.952
Others.	.893
Sums of Squared Loadings	0.99

Reasons for choosing the place where eating national food	
Originality (originality of the place)	.916
National culture	.884
Cleanliness and decoration	.910
Foods variety	.936
Employees' behaviour	.946
Others	.924
Sums of Squared Loadings	.999

The factor analysis shown in the previous table stated that all statements (18 statements) were responsible for the elements of the customer's choice for the touristic destination with a percentage of (97.5%), the elements to try and consuming national foods with a percentage of (99%), and the reasons for choosing the place where to eat national food.

Table 5: Statistics for the attractive elements of customer's choice for the touristic destination

The elements	Response	Freq.	%	Mean	SD	Sig.	Rank
Food flavor (taste/ smell)	Strongly Disagree	10	2.5	4.20	.928	.000	4
	Disagree	10	2.5				
	Neutral	50	12.5				
	Agree	150	37.5				
	Strongly Agree	180	45.0				
	Total	400	100.0				
The shape of national foods	Strongly Disagree	2	.5	4.28	.796	.000	3
	Disagree	3	.8				
	Neutral	65	16.3				
	Agree	140	35.0				
	Strongly Agree	190	47.5				
	Total	400	100.0				
Awareness of customs and food cultures	Strongly Disagree	1	.3	4.32	.762	.000	2
	Disagree	2	.5				
	Neutral	60	15.0				
	Agree	140	35.0				
	Strongly Agree	197	49.3				
	Total	400	100.0				
Trying new foods.	Strongly Disagree	6	1.5	4.32	.886	.000	2
	Disagree	9	2.3				

The elements	Response	Freq.	%	Mean*	SD	Sig.	Rank
	Neutral	50	12.5				
	Agree	120	30.0				
	Strongly Agree	215	53.8				
	Total	400	100.0				
Good taste of the Egyptian foods	Strongly Disagree	0	0	4.45	.706	.000	1
	Disagree	0	0				
	Neutral	50	12.5				
	Agree	120	30.0				
	Strongly Agree	230	57.5				
	Total	400	100.0				
Others.	Strongly Disagree	12	3.0	4.12	.968	.014	5
	Disagree	18	4.5				
	Neutral	40	10.0				
	Agree	170	42.5				
	Strongly Agree	160	40.0				
	Total	400	100.0				
Overall				4.2833	.810	.000	-

Table (5) viewed that the first rank variable was 'Good taste of the Egyptian foods ", where the mean value was (4.20) and the standard deviation was (0. 928). followed by awareness of customs and food cultures, trying new foods where the mean value was (4.32) and the standard deviation was (.762), On the other hand, the least variable was 'Others', where the mean value was (4.12) and the standard deviation was (.968). The overall mean of the variables was (4.28), the standard deviation of means values was (.81) and these agree with with (Mullen 2019), (Spechler 2017), (UNTWO, 2012).

Table 6: Elements are stimulant for your trying and consuming national foods

The elements	Response	Freq.	%	Mean*	SD	Sig.	Rank
Eating food in restaurants that service national dishes	Strongly Disagree	11	2.8	4.37	.894	.000	1
	Disagree	9	2.3				
	Neutral	20	5.0				
	Agree	140	35.0				
	Strongly Agree	220	55.0				
	Total	400	100.0				

Buying food productions as a souvenir from national culture	Strongly Disagree	17	4.3	4.16	1.03	.001	4
	Disagree	17	4.3				
	Neutral	34	8.5				
	Agree	146	36.5				
	Strongly Agree	186	46.5				
	Total	400	100.0				
Eating food in national food festivals	Strongly Disagree	6	1.5	4.33	.838	.000	2
	Disagree	11	2.8				
	Neutral	27	6.8				
	Agree	156	39.0				
	Strongly Agree	200	50.0				
	Total	400	100.0				
Visiting national farmers market	Strongly Disagree	23	5.8	3.88	1.14	.042	5
	Disagree	29	7.3				
	Neutral	65	16.3				
	Agree	138	34.5				
	Strongly Agree	145	36.3				
	Total	400	100.0				
Having some books aboutnationalc ookery during the trip	Strongly Disagree	11	2.8	4.23	.916	.000	3
	Disagree	12	3.0				
	Neutral	30	7.5				
	Agree	168	42.0				
	Strongly Agree	179	44.8				
	Total	400	100.0				
Others.	Strongly Disagree	4	1.0	4.23	.939	.003	3
	Disagree	11	2.8				
	Neutral	95	23.8				
	Agree	105	26.3				
	Strongly Agree	185	46.3				
	Total	400	100.0				
Overall				4.1875	.92686	.000	

Table (6) viewed that the first variable was Eating food in restaurants that service national dishes. Where the mean value was (4.37) and the standard deviation was (0.894). On the other hand, the least variable was "Visiting national farmers market)", where the mean value was (3.88) and

the standard deviation was (1.14). The overall mean of the variables was (4.18), the standard deviation of means values was (.926) and this agree withwith (Mak et al., 2012),(Kivela and Crotts, 2006), and (Richards, 2012).

Table 7: The reasons for choosing the place where eating national food

Reasons	Response	Freq.	%	Mean	SD	Sig.	Rank
Originality(orig inality of the place)	Strongly Disagree	4	1.0	4.34	.844	.000	1
	Disagree	8	2.0				
	Neutral	49	12.3				
	Agree	124	31.0				
	Strongly Agree	215	53.8				
	Total	400	100.0				
National culture	Strongly Disagree	3	.8	4.26	.749	.000	3
	Disagree	7	1.8				
	Neutral	34	8.5				
	Agree	192	48.0				
	Strongly Agree	164	41.0				
	Total	400	100.0				
Cleanliness and decoration	Strongly Disagree	32	8.0	3.71	1.22	.000	6
	Disagree	40	10.0				
	Neutral	60	15.0				
	Agree	145	36.3				
	Strongly Agree	123	30.8				
	Total	400	100.0				
Foods variety	strongly Disagree	4	1.0	4.28	.848	.000	2
	Disagree	7	1.8				
	Neutral	58	14.5				
	Agree	134	33.5				
	Strongly Agree	197	49.3				
	Total	400	100.0				

Employees' behaviour	strongly Disagree	8	2.0	4.17	.928	.000	4
	Disagree	13	3.3				
	Neutral	56	14.0				
	Agree	147	36.8				
	Strongly Agree	176	44.0				
	Total	400	100.0				
Others	strongly Disagree	32	8.0	3.90	1.18	.093	5
	Disagree	23	5.8				
	Neutral	43	10.8				
	Agree	157	39.3				
	Strongly Agree	145	36.3				
	Total	400	100.0				
Overall				4.1146	.925	.014	

Table (7) showed that the first variable was originality (originality of the place)", where the mean value was (4.34) and the standard deviation was (0. .844). On the other hand, the least variable was "Others ", where the mean value was (3.90) and the standard deviation was (1.18). The overall mean of the variables was (4.11), the standard deviation of the mean values was (.925) and this withagrees with (Jalis et al.,al., 2014), (Kim et al, 2014), (Xavier 2020), (Kim et al., 2018), and (Goolaup& Mossberg 2017).

PERCEIVED BENEFITS OF FOOD TOURISM

Table 8: Factor Analysis of the food tourism perceived benefits

Tangible food tourism perceived benefits	Loading
The Egyptian food I ate had a good taste.	.625
The Egyptian food I ate had a good smell.	.827
The Egyptian food I ate sounds good.	.622
Sums of Squared Loadings	.922
Intellectual food tourism perceived benefits	**Loading**
The Egyptian food experience allowed me to try components that I had never seen before.	.923
The experience of Egyptian food gave me the chance to recognize different cultures.	.934
Eating Egyptian food in its origin place gives an origin experience	.886

The Egyptian food experience gave me the chance to discover new things	.925
The Egyptian food experience, served by national residents in its origin place, is a unique opportunity to understand the Egyptian cultures	.936
The Egyptian food taste in Egypt is different from its taste in any other place	.920
Sums of Squared Loadings	.996

The factor analysis shown in the previous table stated that all statements (9 statements) were responsible for tangible food tourism perceived benefits with a percentage of (92.2%), and the intellectual food tourism perceived with a percentage of (99.6).

Table 9: The tangible food tourism perceived benefits

tangible food tourism perceived benefits	Response	Freq.	%	Mean	SD	Sig.	Rank
The Egyptian food I ate had a good taste.	Strongly Disagree	7	1.8	4.25	.913	.000	1
	Disagree	9	2.3				
	Neutral	60	15.0				
	Agree	125	31.3				
	Strongly Agree	199	49.8				
	Total	400	100.0				
The Egyptian food I ate had a good smell.	Strongly Disagree	2	.5	4.23	.825	.000	2
	Disagree	5	1.3				
	Neutral	73	18.3				
	Agree	137	34.3				
	Strongly Agree	183	45.8				
	Total	400	100.0				
The Egyptian food I ate sounds good.	Strongly Disagree	5	1.3	4.20	.862	.000	3
	Disagree	10	2.5				
	Neutral	56	14.0				
	Agree	157	39.3				
	Strongly Agree	172	43.0				
	Total	400	100.0				
Overall				4.22	.851	.000	

Table (9) showed that concerning "the tangible food tourism", the first variable was "The Egyptian food I ate had good taste", where the mean value was (4.25) and the standard deviation was (.913). On the other hand, the least variable was "The Egyptian food I ate sounds good", where the mean value was (4.2) and the standard deviation was (.862). The overall mean of the variables was (4.22), the standard deviation of means values was (.851) and this agree with (Berg and Sevon, 2014), (Sengel et al., 2015), (Rousta and Jamshidi, 2020).

Table 10: Statistics for the Intellectual Food Tourism Perceived Benefits

Intellectual Food Tourism Perceived Benefits	Response	Freq.	%	Mean	Sd	Sig.	Rank
The Egyptian food experience allowed me to try components that I had never seen before.	Strongly Disagree	3	.8	4.19	.796	.000	3
	Disagree	6	1.5				
	Neutral	59	14.8				
	Agree	173	43.3				
	Strongly Agree	159	39.8				
	Total	400	100.0				
The experience of Egyptian food gave me the chance to recognize different cultures.	Strongly Disagree	7	1.8	4.24	.892	.000	2
	Disagree	9	2.3				
	Neutral	53	13.3				
	Agree	142	35.5				
	Strongly Agree	189	47.3				
	Total	400	100.0				
Eating Egyptian food in its origin place gives an origin experience	Strongly Disagree	6	1.5	4.34	.807	.000	1
	Disagree	7	1.8				
	Neutral	28	7.0				
	Agree	162	40.5				
	Strongly Agree	197	49.3				
	Total	400	100.0				
The Egyptian food experience gave me the chance to discover new things	Strongly Disagree	18	4.5	3.81	1.09	.001	6
	Disagree	29	7.3				
	Neutral	90	22.5				
	Agree	137	34.3				
	Strongly Agree	126	31.5				
	Total	400	100.0				
The Egyptian food experience, served by	Strongly Disagree	34	8.5	3.84	1.24	.012	5

national residents in its origin place, is a unique opportunity to understand the Egyptian cultures	Disagree	28	7.0				
	Neutral	60	15.0				
	Agree	123	30.8				
	Strongly Agree	155	38.8				
	Total	400	100.0				
The Egyptian food taste in Egypt is different from its taste in any other place	Strongly Disagree	9	2.3	4.00	.941	1.00	4
	Disagree	11	2.8				
	Neutral	90	22.5				
	Agree	151	37.8				
	Strongly Agree	139	34.8				
	Total	400	100.0				
Overall				4.07	.925	.118	

Table (10) viewed that concerning "the intellectual food tourism perceived benefits ", the first variable was "Eating the Egyptian food in its origin place gives an origin experience", where the mean value was (4.34) and the standard deviation was (.807). On the other hand, the least variable was "The Egyptian food experience gave me the chance to discover new things ", where the mean value was (3.81) and the standard deviation was (1.09). The overall mean of the variables was (4.07), the standard deviation of mean values was (.925) and this withagrees with (Kivela and Crotts, 2006), (Chang et al. 2011), (Sims, 2009), (Choe and Kim, 2019), (Lai et al., 2019).

BARRIERS TO FOOD TOURISM

Table 11: Factor Analysis of the food tourism barriers

The elements	Loading
Cost and availability	.948
Only seasonally available.	.940
I don't trust new foods.	.952
I am not aware of new foods	.945
Thinking that health requirements aren't provided in such foods	.916
Others.	.943
Sums of Squared Loadings	.983

According to Rady *et al.,* (2021), the factor analysis shown in table (11) stated that all the statements (6 statements) were responsible for the food tourism barriers with a percentage of (98.3%).

Table 12: Statistics for the food tourism barriers

The food tourism barriers	Response	Freq.	%	Mean*	SD	Sig.	Rank
Cost and availability	Strongly Disagree	17	4.3	3.80	1.13	.001	4
	Disagree	33	8.3				
	Neutral	100	25.0				
	Agree	110	27.5				
	Strongly Agree	140	35.0				
	Total	400	100.0				
Only seasonally available.	Strongly Disagree	16	4.0	3.90	1.09	.085	3
	Disagree	23	5.8				
	Neutral	97	24.3				
	Agree	111	27.8				
	Strongly Agree	153	38.3				
	Total	400	100.0				
I don't trust new foods.	Strongly Disagree	20	5.0	4.04	1.14	.458	1
	Disagree	29	7.3				
	Neutral	46	11.5				
	Agree	124	31.0				
	Strongly Agree	181	45.3				
	Total	400	100.0				
I am not aware of new foods	Strongly Disagree	28	7.0	4.01	1.20	.869	2
	Disagree	26	6.5				
	Neutral	44	11.0				
	Agree	118	29.5				
	Strongly Agree	184	46.0				
	Total	400	100.0				
Thinking that health requirements aren't provided in such foods	Strongly Disagree	18	4.5	3.90	1.01	.050	3
	Disagree	24	6.0				
	Neutral	49	12.3				

	Agree	198	49.5				
	Strongly Agree	111	27.8				
	Total	400	100.0				
Others.	Strongly Disagree	27	6.8	3.66	1.19	.000	5
	Disagree	44	11.0				
	Neutral	83	20.8				
	Agree	129	32.3				
	Strongly Agree	117	29.3				
	Total	400	100.0				
Overall				3.8879	1.09	.042	

Table (12) viewed that the first food tourism barrier was "I don't trust new foods" where the mean value was (4.04) and the standard deviation was (1.14). followed by 'I am not aware of new foods" where the mean value was (4.01) and the standard deviation was (1.20) followed by " Thinking that health requirements are not provided in such foods " where the mean value was (3.90) and the standard deviation was (1.01). On the other hand, the least variable was 'Others..', where the mean value was (3.66) and the standard deviation was (1.19). The overall mean of the variables was (3.88), the standard deviation of means values was (1.09) and this result withagrees with (UNWTO, 2012) and(Weichselbaum et al., 2009).

FOOD TOURISM ADOPTION INTENTION

Table (13): Factor Analysis of the Food Tourism Adoption Intention

The food tourism adoption intention	Loading
Tasting unique and prominent dishes in that region to have a sense of place	.918
To recognize the originality, customs, and traditions of national cookery	.919
Visiting national kitchens and recognising methods of cooking new national dishes	.942
Enjoying variety and trying cooking.	.930
Participating in food festivals and cooking systems.	.967
Enjoying and tasting national foods and supervising the preparing and producing process	.958
Others	.913
Sums of Squared Loadings	.979

According to Rady *et al.,* (2021), The factor analysis shown in table (13) stated that all the statements (7 statements) were responsible for the food tourism adoption intention with a percentage of (97.9%).

Table 14: Statistics for the intention of adopting food tourism

The food tourism adoption intention	Response	Freq.	%	Mean*	SD	Sig.	Rank
Tasting unique and prominent dishes in that region to have a sense of place	Strongly Disagree	0	0	4.18	.790	.000	2
	Disagree	2	.5				
	Neutral	89	22.3				
	Agree	144	36.0				
	Strongly Agree	165	41.3				
	Total	400	100.0				
To recognize the originality, customs,and traditions of national cookery	Strongly Disagree	3	.8	4.20	.858	.000	1
	Disagree	3	.8				
	Neutral	87	21.8				
	Agree	122	30.5				
	Strongly Agree	185	46.3				
	Total	400	100.0				
Visiting national kitchens and recognizing methods of cooking new national dishes	Strongly Disagree	34	8.5	3.66	1.26	.000	7
	Disagree	52	13.0				
	Neutral	50	12.5				
	Agree	142	35.5				
	Strongly Agree	122	30.5				
	Total	400	100.0				
Enjoying variety and trying cooking.	Strongly Disagree	8	2.0	4.11	1.01	.021	3
	Disagree	16	4.0				
	Neutral	87	21.8				
	Agree	99	24.8				
	Strongly Agree	190	47.5				
	Total	400	100.0				
Participating in food	Strongly	22	5.5	3.84	1.23	.011	5

festivals and cooking systems.	Disagree						
	Disagree	56	14.0				
	Neutral	40	10.0				
	Agree	127	31.8				
	Strongly Agree	155	38.8				
	Total	400	100.0				
Enjoying and tasting national foods and supervising the preparing and producing process	Strongly Disagree	21	5.3	3.91	1.18	.130	4
	Disagree	45	11.3				
	Neutral	40	10.0				
	Agree	137	34.3				
	Strongly Agree	157	39.3				
	Total	400	100.0				
Others	Strongly Disagree	25	6.3	3.70	1.16	.000	6
	Disagree	34	8.5				
	Neutral	95	23.8				
	Agree	127	31.8				
	Strongly Agree	119	29.8				
	Total	400	100.0				
Overall				3.94	1.03	.303	

Table (14) showed that the first variable was "To recognize the originality, customs and traditions of national cookery ", where the mean value was (4.20) and the standard deviation was (.858), followed by "Tasting unique and prominent dishes in that region in order to have a sense of place" where the mean value was (4.18) and the standard deviation was (.790). On the other hand, the least variable was "Visiting national kitchens and recognizing" where the mean value was (3.66) and the standard deviation was (1.26) and this agree with (Kim and Eves 2012), (Adongo et al., 2015), (Hwang et al., 2018), (Kim et al., 2012), (Mak et al., 2012), (Tsai, 2016), and (Kim et al, 2018).

TEST OF THE RESEARCH HYPOTHESES

To test the research hypotheses, linear regression coefficients were utilized to assess the effect of the independent variables on the dependent variables and to test the structural fit of the hypothesized model as follows:

TEST OF THE FIRST RESEARCH HYPOTHESIS

H₁: There is a statistically significant influence of food tourism drivers on food tourism adoption intention at a significant level of 0.05.

Table 15: The influence of food tourism drivers on the intention of adopting food tourism

Independent variable	R	R square	Std. Error of the Estimate	ANOVA Sig	Constant	B
food tourism drivers	.974	.949	0.234	.000	- 0.864	1.147

Table (15) stated that there is a strong correlation between food tourism drivers and food tourism adoption intention (R= 0.974), and the coefficient of determination (R2) is (0.949), suggesting that 94.9% in the variation of food tourism adoption intention was explained by food tourism drivers at hotels. Moreover, regression coefficient statistically significant (P = 0.000), so the variable of food tourism drivers has a statistically significant influence on food tourism adoption intention at a significant level of 0.05. This is consistent with(Mullen 2019), (Spechler 2017), (UNTWO, 2012). Furthermore, this result is consistent with (Mak et al., 2012),(Kivela and Crotts, 2006),(Richards, 2012).This result coincided that the (H1) of the research was accepted. The following equation was suggested:

Food tourism adoption intention = (1.147 * food tourism drivers) - 0.864

TEST OF THE SECOND RESEARCH HYPOTHESIS

H₂: There is a statistically significant influence of perceived benefits of food tourism on food tourism adoption intention at significant level of 0.05.

Table 16: The influence of perceived benefits of food tourism on food tourism adoption intention

Independent variable	R	R square	Std. Error of the Estimate	ANOVA Sig	Constant	B
food tourism perceived benefits	.982	.965	.195	.000	-.754	1.14

Table (16) stated that there is a strong degree of correlation between

perceived benefits of food tourism and food tourism adoption intention (R= 0.982), as well as the determination coefficient of determination (R2) is (0.965), suggesting that 96.5% of the variation in intention to adopt food tourism was explained by perceived benefits of food tourism in hotels. Moreover, regression coefficient statistically significant (P = 0.000), so the variable of food tourism perceived benefits has a statistically significant influence on food tourism adoption intention at a significant level of 0.05. This is consistent with(Berg and Sevon, 2014), (Sengel et al., 2015), and (Rousta and Jamshidi, 2020). Furthermore, this result is consistent with (Kivela and Crotts, 2006), (Chang et al. 2011), (Sims, 2009), (Choe and Kim, 2019), (Lai et al., 2019). This result coincided with the (H2) of the research was accepted. The following equation was suggested:

Food tourism adoption intention = (1.14 * perceived benefits of food tourism) - 0.754

TEST OF THE THIRD RESEARCH HYPOTHESIS

H$_3$: *There is a statistically significant influence of food tourism barriers on the intention of food tourism adoption intention at significant level of 0.05.*

Table 17: The influence of barriers to food tourism on food tourism adoption intention

Independent variable	R	R square	Std. Error of the Estimate	ANOVA Sig	Constant	B
food tourism barriers	-.984	.968	.186	.000	5.88	-.94

Table (17) stated that there is a strong negative correlation between food tourism barriers and food tourism adoption intention (R= -.984), and the coefficient of determination (R2) is (0.968), suggesting that 96.8% in the variation of food tourism adoption intention was explained by food tourism barriers at hotels. Moreover, regression coefficient statistically significant (P = 0.000), so the variable of food tourism barriers has a statistically significant influence on food tourism adoption intention at a significant level of 0.05. This is consistent with(UNWTO, 2012), (Weichselbaum et al, 2009). This result coincided that the (H3) of the research was accepted. The following equation was suggested:

Intention to adopt food tourism = 5.88 - (.94 * food tourism perceived benefits)

CONCLUSION

Today, food is an integral part of the overall tourist experience, in addition to its being a prime motivation for travelling. Food can play an important role as an innovative tourism marketing strategy, and as a tool through which to create economic linkages and development, In the light of all these facts, this research aimed at underlining food tourism as an option for developing tourism oriented around food and traditional production that exists locally to enrich the tourist and bring social and economic advantages for both the region and host community. Moreover the main results indicated that one of the most important factors of attraction affecting the customer's choice of a tourist destination is the first rank variable was "Good taste of the Egyptian foods ", where the mean value was (4.20) and the standard deviation was (0. 928).followed by Awareness of customs and food cultures , Trying new foods where the mean value was (4.32) and the standard deviation was (..762).

LIMITATION AND FUTURE RESEARCH

Although this research clearly explained identify the drivers, perceived benefits and barriers, and adoption intention, for food tourism it has some limitations, this research was restricted to the governorates of Luxor, Aswan. Finally, this research used just a questionnaire for collecting data tool and in future studies apply interview with customers. Future studies should focus on the impact of food tourism on hotel revenue and guest satisfaction. Further research is needed on tourists' perception of and preferences for local food. This will provide a deeper understanding of the viability of linking local food and tourism and the usefulness of local food as a marketing tool for the tourism industry, as well as the identification of barriers to its use in other governorates.

IMPLICATIONS AND RECOMMENDATIONS

Depending on both the examined literature and the results of the research, It is suggested that local community to revive the outdated foods and beverages because they are an important attraction for the tourists to be familiar with the local culture and customs Furthermore Serving Egyptian foods and beverages would be adopted through the Features, culture, and atmosphere characteristic to the original condition, Should consider the following dishes can be selected to incorporate in hotel catering as they get better preference: DryMolokhia - Al Weeka - Sun Bread - El Makhrota - AL Ibrea - Feter Mishaltet - Hommous el Sham - Al Betaoa

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