Green Restaurants as a Tool to Develop Eco-gastronomy Tourism in the Egyptian Destination

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Abstract

Eco-gastronomy is concerned with preparing and presenting food stuffs produced by traditional techniques. It seriously takes into account human health and environmental protection. Eco-gastronomy depends on sustainability of agricultural applications using natural production methods and traditional feeding habits. Eco-gastronomy tourism attracts visitors to participate in the cultural reality of the destination through the local food and products and all services and activities related to them. Green restaurants have emerged due to the need to cater to customers who desire healthy and sustainable food. These customers are fully aware that adopting certain lifestyle habits reduces environmental impact. The study focuses on the role of green restaurants in developing eco-gastronomy tourism in Egyptian destination. Three hundred survey forms have been distributed to a random sample of participants, and the analysis of two hundred-sixty seven valid forms has been relied upon in order to accomplish the objective of the study. The results have confirmed that a remarkable experience, with green restaurants, has a positive effect on the development of eco-gastronomy of the destination, as well as on tourists' intentions to recommend and repeat their visit to destination. Therefore, effective strategies have been suggested to develop these types of restaurants.

Keywords: Gastronomy tourism, Eco-gastronomy tourism, Sustainability, Green Restaurants, The Egyptian Destination.

Introduction

Green indicates measures that involve reducing the impact on the environment (Suki and Suki, 2020). Today, tourism is one of the key sectors that promote environmental sustainability, green growth and fight against climate change (Gunes, 2019). Changing eating habits and appreciating the value of food in societies indicate some reasons for developing tourism activities. Tourists are looking forward to tasting the local dishes of the region since the local dishes represent the culture of the region. A tourist may visit a destination to gain a new cultural experience or try the local dishes and different tastes that belong to this destination. Therefore, reasons such as trying local dishes, observing production stages and tasting a local dish made of raw material available only in a particular destination have become among the main reasons that affect tourists' preferences for different destinations (Sormaz et al., 2016).

Gastronomy tourism is one of the tourism activities involved in global tourism trends. Gastronomy tourism gives tourists an opportunity to explore tourists' destination and enriches tourist's experience of enjoying food in that destination. Gastronomy is one of the main reasons why people travel for tourism. Eating is a basic need; however, it has become an important channel for understanding and learning the identity and culture of the destination. Therefore, gastronomy tourism can be described as a tourist activity where there is an opportunity to enjoy food and drink. This activity creates an experience that constitutes a motive for travel (Putra, 2021).

For example, Gulf tourists visit Egypt in the month of Ramadan to enjoy the unique food and atmosphere during this holy month. Food consumption of tourists contributes greatly to the local restaurants and thus the economy of the destination. In light of intense competition in tourism industry, each destination is looking for a unique product in order to distinguish itself from other destinations. Unique local food is one of the remarkable resources that can be used as a marketing tool to attract more visitors (Jordan, 2012).

From a touristic perspective, eco-gastronomy is a culturally and geographically rooted activity in which the symbolic meaning of food becomes important. Eco-gastronomy tourism is tourism that offers an unforgettable sensory, recreational and traditional tourism experience through a good understanding of the destination of what the tourist is looking for. Regarding local and authentic nature, gastronomy is a resource for tourism and tourist attractions too. If eco- gastronomic tourism industry is properly organized, food will increase the value of the destination and express its identity through land and food. Eco-gastronomy tourism provides

opportunities for new tourism which provides non-standardized services at competitive prices in order to meet tourists' needs and economic, social and environmental needs of the destination as well (Yurtseven, 2011).

There has been a strong interest in sustainable local food and eco-gastronomy tourism. This interest has been reflected in the image of the presence of many elements. These elements refer to green restaurants since these restaurants represent eco-gastronomy tourism. Green restaurants contribute to protecting the environment, preventing pollution, reducing the use of natural resources and reducing waste. Moreover, it increases business profit and increases tourist satisfaction and loyalty. Tourists have become aware of the importance of preserving the environment and choosing environmentally friendly products. These tourists prefer having meals in green restaurants to a traditional or regular restaurant (Suki and Suki, 2020). This study aims to present green restaurants as a tool that develops eco-gastronomy tourism in the Egyptian destination. It also aims to clarify the impact of green restaurants on tourists to re-visit the Egyptian destination.

Literature Review
Gastronomy Tourism

Gastronomy tourism has been dramatically developed and has become one of the most innovative tourism patterns in the world (Duong, 2020). Gastronomy tourism has become one of the rapidly growing components of the attractiveness of a tourist destination (Sormaz et al., 2016). Various terms have been used such as culinary tourism (Thompson and Kaplan, 2014), gastro-tourism (Williams et al., 2014), wine tourism (Byrd et al., 2016), food tourism (Rachao et al., 2019) and gourmet tourism (Bellini et al., 2018; Ellis et al., 2018). Gastronomy tourism is a term that is widely used (Sormaz et al., 2016).

Kokkranikal and Carabelli (2021) have defined gastronomy tourism as the activities that tourists do during their trips in destinations in order to experience cooking or carry out various activities related to gastronomy. Testa et al. (2019) have also defined it as the search for an interesting and unique experience in eating and drinking, which include many activities such as visiting local producers, restaurants, farmers' markets and food festivals. In gastronomy tourism, tourists seek to gain an experience related to local foods and drinks or to have a special dish from the hands of very famous chefs (Sormaz et al., 2016). A distinction must be made between gastronomy tourism and food consumption as part of travel. Food experience in gastronomy tourism is the main motive for travel, while food consumption is a less important and secondary motive in other cases (Avcikurt et al., 2016).

Gastronomy tourism tourists enjoy regional foods created by the climate, history, culture, customs and traditions of regions. Gastronomy tourism enjoys a special importance, as the local intangible cultural heritage has become the unique and distinctive factor for attracting tourists from different countries of the world. Gastronomy tourism enables the tourist destination to distinguish itself and develop a selling offer that leads to the search for authenticity and intangible heritage since the best thing is to achieve that authenticity. The transformation of destinations into gastronomy tourism attracts new tourists who are interested in merging into the cultures and places they visit. In addition, gastronomy tourism has the ability to direct the tourist movement to less visited sites such as small villages since gastronomy tourism is able to economically develop these regions (Lopez et al., 2019).

Gastronomy tourism creates a deeper and a more beneficial experience that is able to leave a lasting impression on tourists since this authentic and local experience generates the loyalty of tourists who become ambassadors of the tourist destination where they share their positive experience by engaging in gastronomic activities with other travelers (Ullah et al., 2022). Gastronomy tourism includes respect for authenticity, customs, traditions, culture and sustainability. It provides an opportunity to revitalize and diversify tourism and promote local economic development. In addition, it provides several professional sectors, including agriculture. Gastronomy tourism is a means of promoting destinations and enhancing the image of their brand since some destinations use their unique and local cuisine for branding purposes (Lopez et al., 2019).

Several studies have confirmed that more than a third of tourists' spending are devoted to food (Brunt et al., 2017; Gheorghe et al., 2014); therefore, local food has become one of the most important factors that contribute to the quality of tourists' travel experience. Recently, tourists have enough experience, time and budget to travel, so several tourists are looking for intangible cultural and heritage experiences beside visiting tourist places and buying souvenirs (Duong, 2020). Gastronomy tourism represents an experience that embodies local culture, heritage, history and agriculture and contributes to the rapid development of global gastronomy tourism. Moreover, tourism destinations and companies have become fully aware of the value of gastronomy in diversifying tourism and promoting local and national development (Atef and Harede, 2022).

Eco-gastronomy Tourism

Eco-gastronomy is concerned with preparing and presenting foodstuffs produced by traditional techniques. It seriously takes into account human health and environmental protection. Eco-gastronomy depends on the sustainability of agricultural applications using natural production methods and traditional feeding habits. The traditional agricultural activities have been transformed by using chemical fertilizers, which caused deterioration of chemical and biological balance in the agricultural soil. In addition, vegetation has become less resistant to diseases and pests. This resulted in the production of chemicals against diseases and pests. By using these chemicals, agricultural productivity has increased and the use of these chemicals has spread with the trend of mass production and low costs in the world of globalization. All this have led to the excessive exploitation of the soil, environmental pollution, and the deterioration of the quality of the product and the natural balance. Switching to organic farming is an important way to counteract the negative effects of conventional farming (Avcikurt et al., 2016).

Organic farming is an alternative agricultural method that is able to prevent environmental pollution and eliminate the negative effects of chemicals on human health (Muller et al., 2016). Eco-gastronomy mainly depends on organic farming. Eco-gastronomy activities never cope with using non-organic products and production methods. Organic farming and eco-gastronomy have shared the same main purpose of protecting people and the environment (Avcikurt et al., 2016).

Sustainable tourism is the type of tourism that takes into account its current and future social, economic and environmental impacts. Moreover, it meets the needs of visitors, industry, host communities and the environment (Carral et al., 2020). Sustainable tourism aims to optimize the use of environmental resources, preserve natural heritage and biological diversity, respect the cultural and social heritage of host communities, achieve understanding between different cultures, achieve viable economic operations, and provide economic benefits to all stakeholders (Fyall et al., 2019; Hughes et al., 2015). Development of eco-gastronomy aims to increase interest in the heritage of gastronomy, increase environmental awareness and realize the importance of preserving the environment and its resources (Hall and Gossling, 2013).

Local and authentic food contributes to the sustainability of tourism (Kapera, 2019) by increasing the local tourism resource base, strengthening the local economy and enhancing the authenticity of the destination (Sims, 2009; Saarinen et al., 2009). Gastronomy reveals the unique experiences of consuming locally produced food and drink and shares memories associated with enjoying delicious food and table companions. Tourist interest in local and authentic food promotes sustainable local agricultural practices. Eco-gastronomy tourism is the type of tourism that is managed and developed in order to support local agriculture and local communities. An eco-gastronomy destination provides opportunities for tourists to connect with local people, agricultural regions, local products and traditional cuisine (Yurtseven, 2011)

Eco-gastronomy tourism also contributes to the prolongation of the tourism season since gastronomy is a proper tourist pattern at any time of the day and in any weather condition (Avcikurt et al., 2016). Tourism should not create a new indiscriminate pressure on the gastronomy heritage. Tourism should rationally make use of gastronomy heritage regarding sustainability. Eco-gastronomy tourism attracts visitors to participate in the cultural reality of the destination through the local food and products, and all services and activities related to them (Jordan, 2012).

Green Restaurants

Gastronomy tourists are always looking for more authentic local dining experiences (Forson and Counihan, 2012). The main challenge of marketing and developing gastronomy tourism is to add value to the dining experience in order to make it a unique and unforgettable experience (Hjalager and Richards, 2002).

Gastronomy tourists seek high-quality services and their own authentic experiences. Therefore, the local food is highly recommended to this type of tourists. These tourists are more educated, more demanding and consciously buy sustainable products such as organic products. Several food and beverage companies have successfully produced organic and sustainable products despite the potentially higher price tag compared to unsustainable food products. Green restaurants have emerged due to the need to cater to customers who desire healthy and sustainable food. These customers are fully aware that adopting certain lifestyle habits reduces the environmental impact. Tremendous efforts to develop environmentally friendly goods in the restaurant industry have led to the establishment of environmentally friendly organizations (Gunes, 2019) such as Green Restaurant Association (GRA) (McClelland, 2010) and the Sustainable Restaurant Association (SRA) (Sloan et al., 2015).

H1. There is a relationship between gastronomy attitude and attitude towards green restaurants.

Parsa et al. (2015) and Teng et al. (2014) have defined the green restaurant as "new or renovated structures designed, constructed, operated and demolished in an environmentally friendly and energy efficient manner". The Green Restaurant offers a range of green food menu items that include locally certified or organic foods. The green restaurant, compared to the traditional restaurant, is a restaurant that applies green practices in order to implement the idea of environmental protection such as recycling program, efficient use of energy and water and reduction of solid waste (Sumarjan et al., 2014).

Restaurants compared to other commercial buildings consume the largest amount of energy and water and consume a large volume of disposable products. Therefore, the adoption of these green practices by restaurants will reduce several negative effects of the restaurant industry on the environment (Gunes, 2019). GRA is a national non-profit organization founded in the United States of America in 1990. This organization helps find an effective way for restaurants, distributors, manufacturers and consumers to become more responsible towards the environment. GRA certification includes criteria that measure the environmental achievements of each restaurant in order to increase environmental sustainability. These standards include eight environmental categories, namely, water efficiency, waste reduction and recycling, sustainable furnishings and building materials, sustainable food, energy, disposables, chemical and pollution reduction and transparency and education (Dogan et al., 2015).

To classify a restaurant as a green restaurant, it is necessary to verify whether or not its activities are compatible with the dimensions of sustainability. Green consumption patterns that include environmental awareness in purchasing behavior have become common.

H2. There is a relationship between the importance of green practice aspects and attitude towards green restaurants.

 The number of green restaurants is increasing. Consumers become more aware and willing to spend more money on green restaurants (Maynard et al., 2021). Consequently, restaurants have changed from a place for eating to a place that sells states of mind, feelings and desires. The restaurant is one of the most important elements in marketing gastronomy tourism. Recently, these restaurants have become popular tourist destinations (Avcikurt et al., 2016).

H3. There is a relationship between motivations to travel to destinations with green restaurants and tourists' intention.

Methodology

Survey Instrument

The study utilized a survey as a means of gathering data, which is a commonly employed method due to its effectiveness in measuring constructs (Cohen et al., 2000). The survey consisted of thirty three items presented on a five-point Likert-type scale, ranging from "1= strongly disagree" to "5= strongly agree". The survey has been divided into seven main parts. Firstly, socio-demographic characteristics contain three items. Secondly, knowledge and interest in gastronomy includes three items (Perez-Priego et al., 2019). Thirdly, Gastronomy attitude includes six items (Cordova-Buiza et al., 2021). Fourthly, the importance of green practice aspects includes five items (Schubert at al., 2010). Fifth, attitude towards green restaurants includes seven items (Hui et al., 2018). Sixthly, motivations to travel to destinations with green restaurants include nine items (Cordova-Buiza et al., 2021; (Perez-Priego et al., 2019). Finally, Tourists' intention includes three items (Hui et al., 2018). The research adopted a descriptive critical approach to provide a comprehensive and precise description of the study subject.

Population and Sampling Techniques

According to Leat and El-Kot (2007), convenience sampling is considered the most effective way to achieve the intended outcomes. It is a non-probability method that involves selecting individuals based on their proximity to the researcher or how easily accessible they are (Ross, 2005). To identify participants who completed the questionnaire for this study, a convenience sampling technique was employed. A total of three hundred questionnaires were distributed, with two hundred sixty seven individuals responding (n=267). Legitimate surveys were returned and completed, yielding an 89 percent response rate.

Data Analysis

The information was examined with the assistance of Software Package for Social Sciences (SPSS) version 25. A detailed analysis was conducted on 33 items. Furthermore, the collected data was carefully reviewed, and research hypotheses were evaluated using SEM and Analysis of Moment Structures (AMOS) version 25. AMOS was utilized to explore the statistical relationships between the various factors and the individual items within each component. The use of SEM (Structural Equation Modeling) technique reduces measurement errors when examining the effects of mediation. This is because SEM provides accurate estimates of measurement errors, which makes it a highly regarded and superior method according to Tarka (2018).

Results and Discussion
Survey Descriptive Analysis

Table 1 shows a descriptive analysis of the role of green restaurants in the development of eco-gastronomy tourism in the Egyptian destination using SPSS version 25. It was discovered that all items have mean scores more than 3.00; with the three items with high mean scores being (It is important for restaurants to reduce energy usage and waste). M=4.53, (A positive gastronomy experience is able to encourage me to travel back to that particular destination). M=4.49, Dining at green restaurants will help protect the environment. M=4.43.

It is noticed that the maximum standard deviation goes to practice "I have been on trips where the main aim is to experience the local cuisine of my holiday destination. (SD. = 1.202), nonetheless, the lowermost standard deviation fits to practice (A positive gastronomy experience is able to encourage me to travel back to that particular destination.) whilst also (SD. = 0.657).

Table 1: A Descriptive Analysis			
No.	**Statements**	**Mean**	**Std. Deviation**
Knowledge and interest in gastronomy			
1.	I have good knowledge of food and cuisine in general.	4.19	0.749
2.	I am interested in food and cuisine in general.	4.12	0.763
3.	I have been on trips where the main aim is to experience the local cuisine of my holiday destination.	3.35	1.202
Gastronomy attitude			
4.	It is important for me to involve gastronomy in my motivation to travel.	4.09	0.981
5.	It is important for me to search for gastronomy experiences when choosing a destination to visit.	4.03	0.882
6.	It is important for me that gastronomy experience leads to the satisfaction of my trip.	4.20	0.811
7.	A positive gastronomy experience is able to encourage me to travel back to that particular destination.	4.49	0.657
8.	A bad gastronomy experience puts me off from travelling back to this destination.	4.02	1.040
9.	Gastronomy experience is one of the most remarkable cultural aspects for me when choosing	3.85	0.933

	a destination.		
The importance of green practice aspects			
10.	It is important for restaurants to reduce energy usage and waste.	4.53	0.639
11.	It is important for restaurants to use biodegradable or recycled products.	4.12	1.039
12.	It is important for restaurants to serve locally grown food.	4.29	0.708
13.	It is important for restaurants to donate to environmental projects.	4.27	0.791
14.	It is important for restaurants to pay fees to reduce their ecological footprint.	4.13	0.878
Attitude towards green restaurants			
15.	Dining at green restaurants will help protect the environment.	4.43	0.686
16.	Dining at green restaurants will be healthier for me.	4.42	0.717
17.	I have a favorable attitude towards dining at green restaurants.	3.98	0.926
18.	I believe I have resources and time to dine at green restaurants.	3.70	1.012
19.	If it were entirely up to me, I would select green restaurants for a meal, compared to a non-green restaurant.	3.99	1.024
20.	I am willing to pay more for dining in a green restaurant.	3.54	1.124
21.	I feel joyful and peaceful if I am visiting green restaurants.	3.99	0.856
Motivations to travel to destinations with green restaurants			
22.	It offers a unique opportunity to get to know and to increase my knowledge of the local culture.	4.04	0.937
23.	It allows me to discover several flavors in local food.	4.11	0.855
24.	It allows me to discover something different from the type of food I usually eat at home.	4.20	0.811
25.	It allows me to advise other travellers to experience gastronomy.	4.18	0.817
26.	Traveling to destinations that have green restaurants is considered an authentic experience.	4.10	0.795
27.	It allows me to enjoy pleasant moments with	4.02	0.938

	family or friends.		
28.	Local food in green restaurants includes a lot of fresh ingredients produced in the local area.	4.28	0.795
29.	The taste of the dish is different from what we prepare in my region.	4.26	0.759
30.	Green restaurants should offer a variety of menu items.	4.07	0.820
Tourists' intention			
31.	I will seriously consider traveling to destinations with green restaurants since they are less polluting afterwards.	4.11	0.931
32.	I will consider traveling to destinations with green restaurants as I am concerned about the environment.	4.04	0.835
33.	I plan to select destinations with green restaurants in the future because of theirs positive environmental contribution.	4.10	0.914

Table 2 shows that among the participants, there were 34.8% women, and 65.2% men. There are no of respondents were 40 years of age or older, while 76.4% of participants were between the ages of 21 and 30. 96.6% of respondents held a bachelor's degree, compared to 3.4% who had only finished their postgraduate studies.

Table 2: Sample profile			
Characteristics	Descriptions	Freq.	%
Gender	Male	174	65.2
	Female	93	34.8
Age	Fewer than 21	48	18.0
	21 up to 30	204	76.4
	30 up to 40	15	5.6
	More than 40	-	-
Education	Sec. school or less	-	-
	Uni. Degree	258	96.6
	others (state, please)	9	3.4

Structural Equating Modeling

Confirmatory Factor Analysis

Composite reliability (CR) is a reliable option as it takes into account the correlation errors in measurements and the standardized regression weights for each item. Therefore, even though Cronbach's α and CR may have different numerical values, they can still indicate the same level of internal

consistency according to Byrne (2010). For each late decade, six indicators were employed, namely KI, GA, IG, AG, MT, and TI.

To assess the measurement of each construct, a confirmation factor analysis was conducted. The findings revealed that all items demonstrated strong positive loadings on their respective factors. Convergence validity was established by meeting multiple criteria. Firstly, the composite reliability (CR) of all constructs exceeded the threshold value of 0.7. Secondly, the average variance extracted (AVE) for each construct surpassed the cut-off value of 0.5. Lastly, the CR values were higher than the AVE values, indicating strong convergent validity for the study measures as suggested by Byrne (2010). All critical ratio values exceeded the minimum threshold of ±1.96, with all significant values reaching the 0.001 level. Additionally, factor loadings ranged from 0.5 to 0.984. As shown in Table 3, all combinations demonstrated composite reliability (CR) and Cronbach's alpha values that surpassed the accepted value of 0.70, indicating a high level of reliability according to George and Mallery (2003).

Furthermore, all constructs demonstrated average variance extracted (AVE) values that surpassed the acceptable threshold of 0.50, suggesting strong convergent validity as indicated by Hair et al. (2013). The mean variance of all constructs was also found to be greater than the squared correlation for each pair of constructs, indicating good discrimination validity. Hence, the research structures employed in the current study have been established as valid and reliable according to Hair et al. (2013).

Table 3: Factor loadings, Validity Analysis and Reliability Test of The Measurement Model				
Constructs	**Factor Loadings**	**CR**	**α**	**AVE**
Knowledge and interest in gastronomy (KI)		0.75	0.723	0.71
KI1	0.555			
KI2	0.856			
KI3	0.703			
Gastronomy attitude (GA)		0.77	0.703	0.52
GA1	0.592			
GA2	0.579			
GA3	0.501			
GA4	0.555			
GA5	0.533			
GA6	0.616			
The importance of green		0.81	0.712	0.68

Constructs	Factor Loadings	CR	α	AVE
practice aspects (IG)				
IG1	0.512			
IG2	0.589			
IG3	0.854			
IG4	0.671			
IG5	0.761			
Attitude towards green restaurants (AG)		0.91	0.833	0.72
AG1	0.780			
AG2	0.805			
AG3	0.870			
AG4	0.738			
AG5	0.591			
AG6	0.880			
AG7	0.678			
Motivations to travel to destinations with green restaurants (MT)		0.99	0.776	0.52
MT1	0.984			
MT2	0.960			
MT3	0.786			

(Continued)

Table 3: Factor Loadings, Validity Analysis and Reliability Test of The Measurement Model *(Continued)*				
Constructs	**Factor Loadings**	**CR**	**α**	**AVE**
MT4	0.891			
MT5	0.870			
MT6	0.841			
MT7	0.916			
MT8	0.784			
MT9	0.879			
Tourists' intention (TI)		0.89	0.929	0.86
TI1	0.913			
TI2	0.841			
TI3	0.841			

*Note: C.R = Composite reliability; A.V.E = average variance extracted;
α = Alpha reliability F.L= All factor loadings were significant at ≤ .001*

Construct Reliability and Average Variance Extracted

For standardized estimations, the scale has sufficient internal reliability if the composite reliability (CR) value is 0.6 or higher (Lawson-Body and Limayem, 2004). Given that the variables in the research are great and trustworthy, the findings shown in Table 3 indicate that all indicators showed a good composite reliability values, which confirms that the variables in the research are consistent in describing the variation created in them.

In order to build dependability, Taylor and Hunter (2003) argue that the average variance extracted (AVE) for each concept is crucial. (AVE) calculates the average of the total variations in indices that the underlying factor reflects. When an indicator's AVE hits 0.5, it should be considered dependable (Fornell & Larcker, 1981). Table 3 shows that none of the variations had an AVE value less than 50%. Following this, it is reasonable to conclude that the model variables are credible since this cutoff value ensures that at least 50% or more of the variations in the detected variables are explained by the set of indicators.

Discriminant Validity (DV)

Estimates of association between constructs were compared with a measure of DV needs to the square root of AVE for each construct. DV substantially surpassed the inter-correlations related to this construct, whether or not they were defined as the square root of the extracted values of variance (AVE) (Kline, 2011). The discrimination validity is accomplished since the AVE of each construct is larger than its squared correlation, as shown in Table 4, and all constructs reflect various ideas (Hair et al., 2013).

Table 4 contrasts the inter-correlations for all fits and the square root of the AVE values over the diameter. The square root of AVE for each construct was larger than the correlation between that construct and the other constructs, as can be seen in Table 4, which illustrates this.

Constructs	Variance for scale.					
	TI	GA	IG	AG	MT	KI
TI	**0.65**					
GA	0.534	**0.76**				
IG	0.386	0.408	**0.65**			
AG	0.112	0.405	0.445	**0.71**		
MT	0.172	0.329	0.470	0.655	**0.72**	
KI	-0.235	0.267	0.467	0.648	0.507	**0.75**

Table 4: Model of Discriminant Validity for the Measurement

Note: the squared correlations for each couple of constructs are the other values and values of AVE for the constructs are bolded values along the diagonal line.

Hypotheses Testing and Structural Models

A standardized path coefficient (ß) was proposed to verify the hypotheses in a baseline scheme, as shown in Table 5. The results showed one hypothesis supporting H1 (ß = 0.145, p < 0.001). The findings showed that the second hypothesis supports H2 (ß = -0.193, p < 0.001). The third hypothesis supports H2 (ß = 0.269, p < 0.001).

H.	Path.	(ß)	*t*- values	P	Results
H1	1	0.145	3.410	***	Supported
H2	2	- 0.193	3.566	***	Supported
H3	3	0.269	3.323	***	Supported

Table 5: Hypotheses Testing and Structural Models

*(H) = Hypothesis; *Outright t-value > 1.96, p< 0.05; **Outright t-value > 2.58, p< 0.01; ***Outright t-value > 3.29, p< 0.001.*

Discussion and Implication

The outcomes of this research showed a statistical relationship between gastronomy attitude and attitude towards green restaurants. There is also a significant relationship between the importance of green practice aspects and attitude towards green restaurants. There is a vibrant and substantial relationship between motivations to travel to destinations with green restaurants and tourists' intention. The study also showed that the success of applying green restaurants achieves many advantages whether for the Egyptian destination, including that it reduce energy usage and waste. Also these restaurants use biodegradable or recycled products. Besides green restaurants serve locally grown food, donate to environmental projects, and pay fees to reduce their ecological footprint.

The research also showed many tourists' intention, for example consider travel to destinations with green restaurants since they are less polluting afterwards. Travel to destinations with green restaurants as they concerned about the environment and select destinations with green restaurants in the future because of theirs positive environmental contribution. Hence, the current study suggests that green restaurants should be implemented by the destination; it is beneficial in the long run, especially in terms of tourism.

Conclusion

Destinations are distinguished through authenticity. Gastronomy is an intangible heritage that achieves that authenticity. The growing interest in gastronomy and environmental awareness has led to the development of eco-gastronomy. Tourists are looking for more authentic and local experience. Authentic and local experiences of green restaurants are considered eco-gastronomy tourism products.

This study has examined green restaurants as a tool that develops eco-gastronomy tourism in Egyptian destinations. Aspects like knowledge and interest in gastronomy, gastronomy attitude, the importance of green practice aspects, attitude towards green restaurants, motivations to travel to destinations with green restaurants and tourists' intention are the focus of this research. The results of analysis have inferred that there is a positive relationship between gastronomy attitude and attitude towards green restaurants. Additionally, there is a statistical relationship between motivations to travel to destinations with green restaurants and tourists' intention. This relationship indicates that these motivations play a significant role in affecting tourists' intention to revisit destinations with green restaurants. Also, the study has confirmed that participants support green restaurants` practices since there is a statistical relationship between the importance of green practice aspects and attitude towards green restaurants. Promoting green restaurants allows Egyptian destinations to be more competitive in the field of eco-gastronomy tourism.

Recommendations

It is important to promote practices that are followed by green restaurants for the development of eco-gastronomy tourism in Egypt. All green practices are crucial for restaurants managers, therefore; restaurants managers have to:

1- Realize available resources, practices and issues especially those in their destinations e.g. local produce suppliers, compost facility, energy buyback schemes, etc.

2- Inform their staff about their restaurant's philosophy and their main tasks in the restaurant to introduce restaurant's green culture.

3- Communicate with their customers through various means such as green advertisement messages which present their restaurants' ecological footprint and encourage them to join their green efforts.

Tourist destinations have to:

1- Adopt effective plans that include customers, investors and restaurants` managers in order to consider the environment in their decision-making process to promote eco-gastronomy tourism.

2- Organize campaigns to raise awareness and encourage restaurants` managers to take simple steps toward sustainability and green practices.

3- Promote green practices as an opportunity for restaurants to reduce their liabilities and regulatory pressures, improve internal efficiencies, enhance market access, and add business value.

4- Expand technical assistance offerings in order to encourage more restaurants to undertake green practices criteria.

5- Develop an approved template and encourage restaurants to use it in their voluntary environmental reporting.

6- Organize regular sharing sessions organized within the tourism sector to promote green restaurants as a tool to develop eco-gastronomy. Moreover, these sessions inspire and support all stakeholders to activate green practices.

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المطاعم الخضراء كأداة لتنمية سياحة فن الطهو البيئي فى المقصد السياحي المصري

المستخلص

فن الطهو البيئي يهتم بإعداد وتقديم المواد الغذائية التي تنتجها التقنيات التقليدية ويأخذ في الإعتبار صحة الإنسان وحماية البيئة. فن الطهو البيئي يعتمد على إستدامة التطبيقات الزراعية بإستخدام طرق الإنتاج الطبيعية وعادات التغذية التقليدية. سياحة فن الطهو البيئي تجذب الزوار للمشاركة في الواقع الثقافي للوجهة السياحية من خلال الأطعمة والمنتجات المحلية ، وجميع الخدمات والأنشطة المتعلقة بها. المطاعم الخضراء ظهرت بسبب الحاجة إلى تلبية إحتياجات العملاء الذين يرغبون في طعام صحي ومستدام. هؤلاء العملاء يدركون تماماً أن تبني عادات نمط حياة معينة يقلل من التأثير البيئي. الدراسة تركز على المطاعم الخضراء كأداة لتنمية سياحة فن الطهو البيئي في المقصد السياحى المصرى. تم توزيع ثلاثمائة استمارة إستبيان على عينة عشوائية من المشاركين ، وتم الإعتماد على تحليل مائتين وسبعة وستين إستمارة صالحة لتحقيق هدف الدراسة. وأكدت النتائج أن تجربة رائعة مع المطاعم الخضراء ، لها تأثير إيجابي على تنمية فن الطهو البيئي للوجهة ، وكذلك على نوايا السائحين للتوصية وتكرار زيارتهم إلى المقصد السياحى. لذلك ، تم إقتراح إستراتيجيات فعالة للمساعدة في تنمية هذه الأنواع من المطاعم.

الكلمات الدالة: سياحة فن الطهو، سياحة فن الطهو البيئى، الإستدامة، المطاعم الخضراء، المقصد السياحى المصري.