

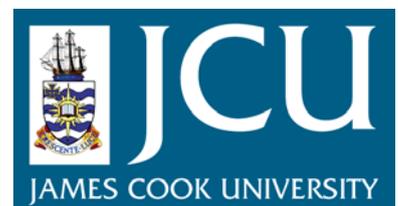
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A Cross Cultural Comparison of Food Preferences Employing Risk Perception and Novelty Seeking Influences

This thesis examines how behavioral characteristics and culture influences the decision making process of tourists' travel arrangements and food consumption.

Thesis submitted by

Shu-yun Chang

April 2007

In fulfilment of the requirements for the
Degree of Doctor of Philosophy
from the School of Business,
James Cook University, Townsville.

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Shu-yun Chang

27th April 2007

Declaration on Ethics

The research presented and reported in this thesis was conducted within the guidelines for research ethics outlined in the National Statement on Ethics Conduct in Research Involving Humans (1999), the Joint NHMRC/AVCC Statement and Guidelines on Research Practice (1997), the James Cook University Policy on Experimentation Ethics. Standard Practices and Guidelines (2001), and the James Cook University Statement and Guidelines on Research Practice (2001). The proposed research methodology received clearance from the James Cook University Experimentation Ethics Review Committee with approval numbers H1943 and H2181.

Shu-yun Chang

27th April 2007

Acknowledgements

I wish to express my sincere gratitude to the James Cook University staff. A special thank you is extended to the School of Business and the Tourism Department.

On a personal note I would like express my sincere appreciation to Dr Laurie Murphy. I would like to thank you for your guidance and inspiration throughout this project. You inspired the thirst for learning and directed that to fruition. Thank you very much for all the long hours you put in making sure the finished thesis would resemble something like an academic piece of work.

It must also be acknowledged that the tremendous wealth of knowledge Professor Philip Pearce contributes to the Tourism Faculty. An education in Tourism is not complete without his input. I would like to thank Professor Pearce for the initial guidance extended to me in the conceptual stages of this thesis.

A special thank you is extended to Tourism colleagues at University of Queensland and Murdoch University in Western Australia for assisting with questionnaire distribution and collections. A big thank you to Dr Noreen Breakey, Peter Wulf, and Dr Diane Lee.

The same appreciation is extended to colleagues at the University of International Business and Economics and Guangzhou University in China. Associate Professor Chen Lin and Mr Niu Xiao-quan.

My thanks is also extended to Dr Yvette Everingham who carved through rock an impressionable course on the virtues of statistics and mathematics and its relationship in tourism. It is with the warmest appreciation, a big thank you for your valuable help in guiding the technical portion of this thesis.

A special thank you must be given to Kamal Ranatanga for his valuable assistance in proof reading and improvement suggestions on the finer details of this thesis.

Not forgetting my fellow students who made up the postgraduate research team: Susan, Mathew, William, Arnold, Tingzhen and Qian, thank you all for putting up with me. Thank you for your positive and constructive feedback throughout this programme. Most of all, thank you for sharing and being there for one another.

And last but no means the least, my family for all the support and encouragement you gave me. You guys are the best!

This thesis draws on the wisdom and education that all of you have synergistically instilled upon me. I thank every one of you from the inner depths of my heart.

I have study'd the advancement and encrease of knowledge for those that read, and shall be as glad to make them wise, as to make them merry; yet I hope they will not find the story so ill told, or so dull as to tyre them too soon, or so barren as to put them to sleep over it.

Daniel Defoe (1727)¹

Ditto!

Shu-yun Chang (2007)

¹ Defoe, D. (1727) *A tour thro' the Whole Island of Great Britain*, (G.D. Cole ed. 1968) Kelly Publishers, New York.

Abstract

The food experience plays an indispensable role in all the phases of a tourists' journey, but very few researchers have emphasized the importance of tourists' food experiences and preferences while holidaying. The thesis incorporated the concepts of novelty seeking and risk perceptions to examine how they influence people's dining intentions when they travel to another country. Additionally, the study attempted to differentiate between dining markets based on the International Tourism Role (ITR) scale and the Food Activity Preference (FAP) scale.

Valid market segmentation helps tourism management to better match service provisions with that of market demand. One of the aims of this research was to develop a better understanding of food preferences and predictions for the different food service groups. A cultural comparison was employed to examine whether any differences existed in dining preferences and decisions between Australians and Chinese tourists.

The thesis supports the concept that there are distinct customer groups within the tourism market. This was done by analysing the differences in terms of the degree of novelty seeking and risk perception behavioural characteristics related to the selection processes involved in making food decisions. Distinct dining groups were identified from both Australian and Chinese respondents. The tourism industry can improve the

dining experience by being aware of the differences between cultures and that tourism management should appreciate the cultural influence and cater to those market needs.

The thesis involved three different surveys both in Australia and China with in-and-out-bound tourists. The survey questions combined concepts of risk taking and novelty seeking behaviour to understand what factors influence consumer's food choices and preferences while they are travelling. A cross cultural comparison was formulated from the data.

The first study used the post-experience survey method (a semi-structured questionnaire) to identify the major attributes which affect tourists' dining satisfaction. Based on these findings, two more structured questionnaires were developed to further investigate respondents' pre-experience food expectations and preferences. The surveys were conducted on the potential Australian outbound tourist market to China and with the Chinese inbound market to Australia.

Study one focused on the inbound market to Australia to examine tourists' best, worst and ideal food experiences. The survey was carried out in Cairns, Australia by using a predominately open-ended questionnaire. This approach identified the major attributes that were likely to influence people's level of food satisfaction while travelling in another country. Respondents were categorised into three groups based on their attitudes towards food. Low-involvement diners (LID) regard food as not so important and generally only ate food that was familiar to them. Middle-involvement diners

(MID) enjoyed trying different food, and High-involvement diners (HID) tried new foods and regarded dining as an important part of the travel experience.

The second and third studies mainly examined how risk perceptions and novelty seeking behaviour influenced people's food choices when they travelled in another country. The second study investigated potential Chinese tourists to Australia (the Australia inbound market), hence the survey was conducted in China. The third study also employed the same survey format for Australian respondents (the Australia outbound market) when considering travel to China.

The questionnaires incorporated visual techniques to simulate different cultural food settings and situations. The survey questionnaire presented different dining situations ranging in price and varying risk levels from basic take-a-way through to high-quality international hotels. In each scenario, there were 6 images of the restaurant and a brief description of the restaurant and menu. The survey sought to identify the degree of novelty seeking behaviour and the perceived risk associated with each scenario. Respondents rated the appeal of each restaurant on eight attributes and were asked to rate the likelihood of dining in each type of restaurant.

Data was collected from students by means of snow-ball sampling. The aim was to target a group of respondents who were likely to vary on the International Tourism Role (ITR) scale because of diverse age, education and travel backgrounds. The second and third study classified respondents (based on their travel style and food preferences) into distinct tourist groups. Significant differences existed on

demographic variables across clusters with respect to travel party composition, trip planning and arrangements, risk perception and restaurant preferences.

The final study contributed to a body of knowledge by making a cross-cultural comparison between Chinese and Australian respondents. This was done in order to examine whether or not there was any distinct differences in food preference between cultures. The results indicated that significant differences existed between the two nationalities in demography, past and future travel patterns, food preferences in different restaurant scenarios, and risk perceptions.

The thesis found that food consumption is an essential element for a satisfactory travel experience, but it has been underestimated in tourism by both academia and industry.

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Abbreviations

ANOVA	One-way analysis of variance test
AUD	Australian dollar
DOD	Destination-Oriented Dimension
E	Explorers
EU	European Union
EUR	Euro (the currency)
FAP scale	Food Activity Preference scale
FSG	Familiarity Seeking Generalists
GB	Great Britain
GDP	Gross Domestic Product
ITR scale	International Tourism Role scale
OCS	Organized Comfort Seeker
RMB	Reminbi ~ Chinese currency
SCD	Social Contact Dimension
SPSS	Statistical Package for the Social Sciences
SRD	Social Risk Dimension
TSD	Travel Services Dimension
UK	United Kingdom
US	United States of America
USD	US dollar
WTO	World Tourism Organization

Chapter 1

Introduction and Thesis Overview

1.1 Introduction: Overview and Significance of Research

1.2 Proposed Research Framework

1.3 Outline of Chapters

1.4 Review of Literature

1.1 Introduction

This thesis examines how behavioural characteristics influence the decision making process of tourists' travel arrangements and food consumption. With continued economic development and the advances in transportation technology, travelling abroad has become increasingly part of our daily life. Prominent sociologists Hall, Sharples, Cambourne and Macionis (2000) concluded that the experiential aspects of lifestyle ~ such as socializing, travel, entertaining and dining out ~ are more important than the materialistic aspects. Subsequently, people have different motivations for travel. Notwithstanding food provides extra opportunities for tourists to have more memorable and enjoyable holiday experiences than they would normally expect, Quan and Wang (2004) emphasized that food could be the main purpose for some tourists to travel.

According to the Economic Planning Group of Canada (2001) in their study of the motivation for travel, the opportunity for culinary experiences significantly impacts upon trip-related decisions either before or during the trip. They concluded that, food consumption can be regarded as an important factor in destination marketing. Specifically, people are becoming much more interested in experiencing new or different cuisines when they travel.

The relationship between food and tourism is reflected in the participation rates of tourists and their expenditure. For instance in the US between 2004 and 2006, 27 million people representing 17% of American leisure travellers, engaged in culinary or wine-related activities (Travel Industry Association, 2007). According to Heaney and Robertson (2004), in Australia during 2002, 38 million or 50% of domestic overnight visitors and 58 million domestic day visitors (40%) reported eating out or going to restaurants as a leisure activity as opposed to just grabbing a bite to eat. The number of domestic culinary day visitors increased over the period from 2000 to 2002 by 5% per annum. Similarly, the proportion of domestic day visitors who engaged in eating out or going to restaurants also increased over the three-year period. Additionally, food expenses account for a large and influential proportion of the total trip costs. Tourists' expenditure on accommodation and dining accounted for an average 25% of total spending (Heaney & Robertson, 2004). With such statistical information to support the proposition, culinary tourism is becoming a significant factor in the decision making process and should therefore be embraced by hospitality management if they wish to capitalise on the opportunities it presents.

Tourists usually have high expectations for their dining experience whilst on holidays. Nield, Kozak, and Le Grys (2000) conducted an empirical investigation on the role of food services in tourists' satisfaction. They pointed out how dissatisfaction with the service could lead to dissatisfaction with the overall tourism experience and would be a substantial reason for tourists not returning to such destinations. Similarly, Sparks, Bowen, and Klag (2003) indicated that positive restaurant experiences had a significant influence on respondents' decisions to return to the same holiday destination. Therefore regardless of whether food consumption plays a core or supportive role in the travel experience, it can be postulated with

reasonable certainty that positive experiences in relation to food consumption will significantly influence the tourist's overall level of trip satisfaction.

In tourism marketing, the concept of segmentation is widely adopted to understand specific target markets like culinary tourists. Consumer segmentation usually involves an analysis of a wide range of variables in order to comprehensively understand the target market, however an effective analysis of consumer segmentation relies heavily on selecting the proper variables.

Social influence and personal preference traits were identified as two basic variables that would influence travel and tourism behaviour (Moutinho, 1987). Culture is a social influence outside of the individual and is regarded as one of the major external factors of tourist behaviour (Moutinho, 1987). Becken and Gnoth (2004) pointed out how nationality appeared as a distinguishing variable in tourist type profiles. Previous research has indicated that tourists have different requirements and expectations depending upon from which country they originate. Research by Nield et al. (2000) supports the notion that there are considerable differences between national groups with regard to perceptions about some attributes of food service. They concluded that there are significant differences between satisfaction ratings of the major tourist groups indicating that different cultures have different perceptions of satisfaction. Hence, careful consideration must be given to the food service product offered to tourists from different countries in order to satisfy their varying preferences.

Nevertheless, Dann (1993) cautioned that national cultures should not be used as a sole discriminating variable and proposed alternative factors such as personality traits, lifestyles, status and wealth could also be used. Chandler and Costello (2002) assert that psychographics

has become an accepted and favoured approach in hospitality and tourism research. Other researchers have noticed that risk perceptions usually influence consumer behaviour. For example, Verhage, Yavas, and Green (1991) demonstrated that perceived risk could be used to analyse consumer behaviour patterns in different cultures. Weber and Hsee (1998) claimed that the apparent differences in risk preferences were associated primarily with cultural differences. Reisinger and Mavondo (2005) suggested that there is a strong relationship between travel risk perceptions, and that studies of travel decision-making should include an analysis of cultural and psychographic factors.

Dining behaviour is very complex and idiosyncratic, made more so particularly when diners from different countries are compared. Taking the studies of Weber and Hsee (1998), Becken and Gnoth (2004), and Reisinger and Mavondo (2005) into consideration, the application of risk perception facilitates a better understanding of how consumers' food preferences vary across nations. This thesis endeavours to explore those considerations.

1.2 Proposed Research Framework

Coupled with the concepts outlined above, Pizam, Jeong, Reichel, Boemmel, Lusson, Steynberg, Volo, Kroesbacher, Kucerova, and Montmany (2004) clarified how sensation seeking and risk perceptions are not the same. For instance, high risk takers are not necessary high sensation seekers. Pizam et al. emphasized that it is necessary to consider consumers' risk perceptions as well as their sensation seeking propensities in order to fully understand the motivation and behaviour of tourists. This study utilized a combination of risk taking and novelty seeking variables to understand how those traits influence tourism activities and food preferences between different cultural groups when travelling. The proposed framework of this research project is diagrammatically represented in Figure 1.1.

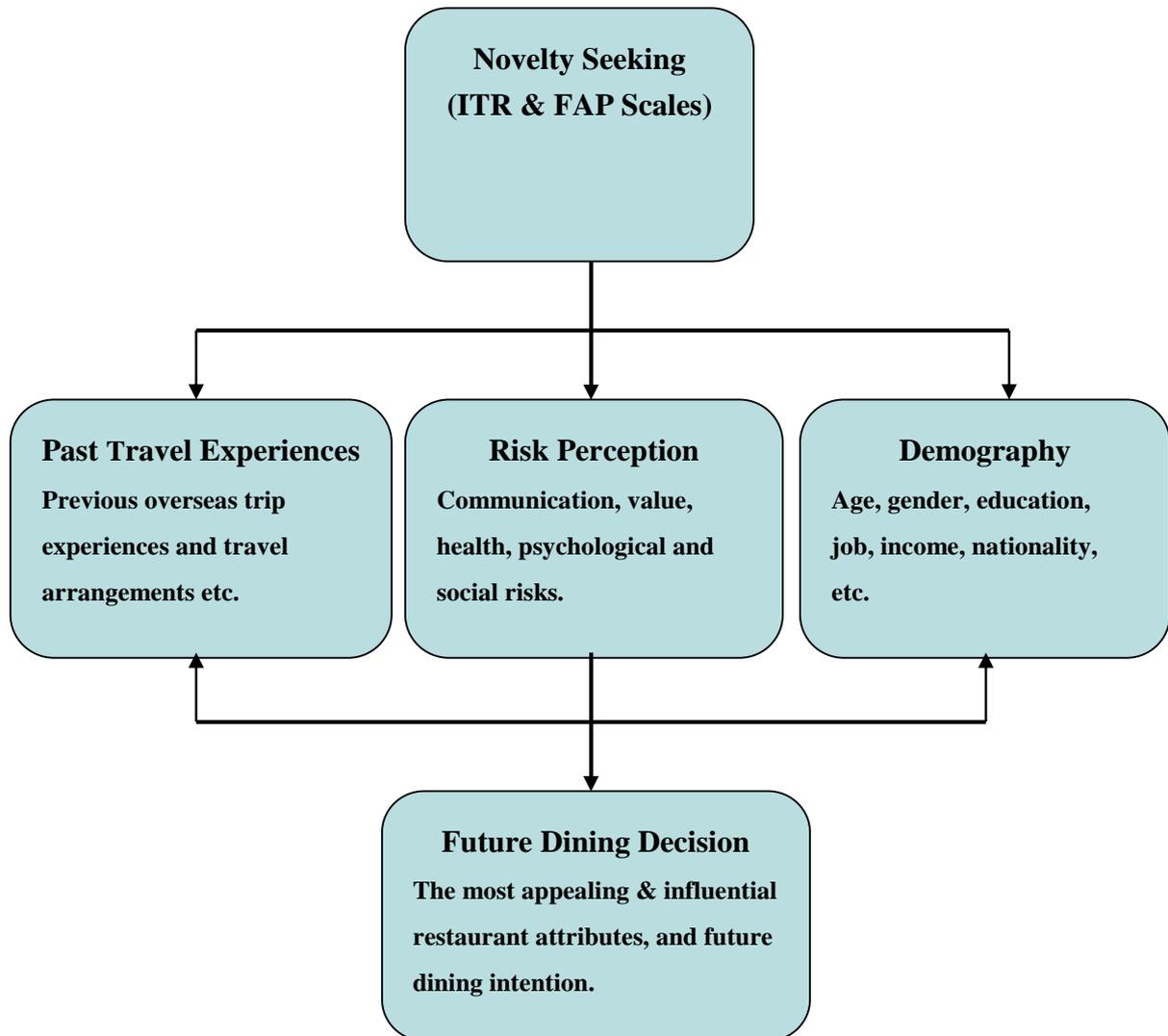


Figure 1.1 Proposed Research Framework

1.3 Outline of Chapters: Four Studies in One Thesis

The present research consisted of three separate surveys but used the gathered information to present four distinct yet related studies. The first study used the post-experience survey method (an open ended questionnaire) to identify the major attributes which were more likely to affect tourists' dining satisfaction. According to these findings, two close ended questionnaires were developed to further investigate respondents' pre-experience food expectations and preferences. The surveys which made use of pictorial scenarios of different dining situations were administered to the potential Australian inbound and outbound tourist market with China. Based on the results of the second and third studies, the fourth and final study contributed to a body of knowledge by carrying out a cross-cultural comparison between Chinese and Australian respondents. This was done in order to examine whether or not there were any distinct differences in food preference and behavioural patterns between cultures when it came to the dining experience while travelling in a foreign land. Figure 1.2 provides a schematic outline of the research project.

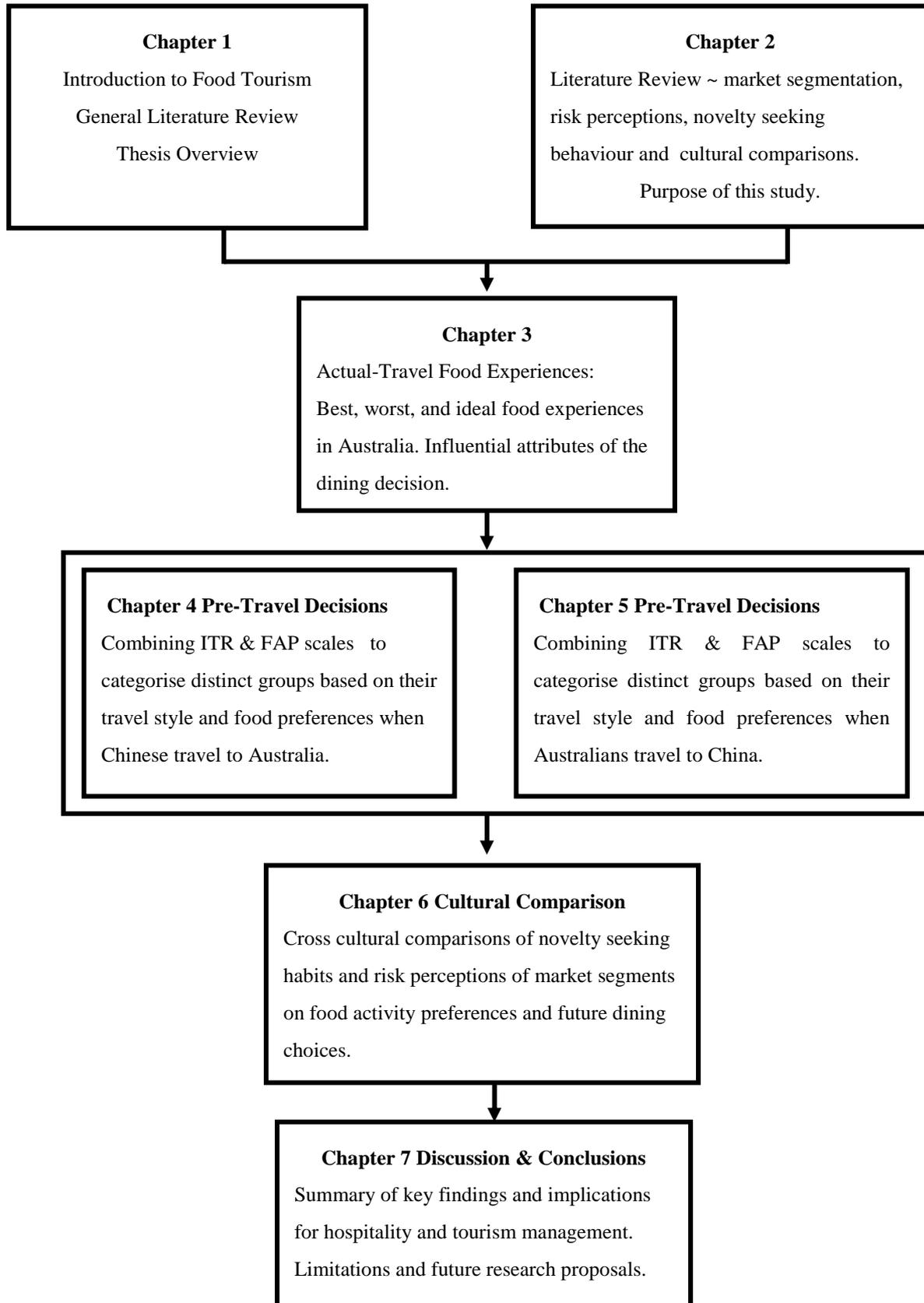


Figure 1.2 Thesis Outline

1.4 Review of Literature

1.4.1 The Emergence of Culinary Tourism

The concept of culinary tourism is not new. Thousands of years ago, merchants travelled abroad, looking for exotic and different foods and drinks to trade or to bring home, and spices, wine, fruits and other food products were often the currencies of the past (Wolf, 2004). However, the term ‘culinary tourism’ seems to have appeared recently. According to Long (2003) ‘New terms have emerged to describe the demand for, and supply of, travel experiences in which a significant component is the enjoyment of food’. These include; culinary tourism and gastronomy tourism (Hjalager & Richards, 2002), tasting tourism (Boniface, 2003), and food tourism (Hall, 2003). Some authors regard culinary tourism as one of many new forms of tourism product. Nield et al.(2000) pointed out that the expansion of tourism demand, as well as demographic changes (e.g. aging populations etc), have accelerated the segmentation of tourist groups and the creation of new types of tourism products.

1.4.2 The Definition of Culinary Tourism

Even though this term has become popular, there seems to be some ambiguity associated with a standard definition of culinary tourism. According to Getz (2000) culinary tourism can simultaneously be; a form of consumer behaviour; a strategy by which destinations develop market attractions and imagery associated with cuisine; and a marketing opportunity for local agricultural producers to sell their products directly to consumers and also to educate them. Gillespie (2001) says gastronomy has been defined as ‘the art, or science, of good eating’. He argues that ‘by truly recognizing and appreciating good food and beverage...’ individuals can also consider themselves as having ‘a gastronomic approach to living’. Telfer (2001) contemplates how the definition of culinary tourism often incorporates an appreciation of

alcoholic and other beverages and that many wine-producing areas have evolved into centres of culinary interest and excellence. Long (2004) argues that culinary tourism allows people to experience other cultures through food and wine. Tourism Research Australia (2004) reported how many visitors nominated eating out or going to a restaurant as a leisure activity undertaken while travelling. According to Tourism Victoria, international culinary tourists are defined as those international visitors who's travel to Australia was influenced by a desire to experience Australia's food, wine and wineries (Tourism Victoria, 2004). Tourism Queensland (2006) explained how food tourism includes all unique and memorable food experiences, not just at star rated or critically acclaimed restaurants but experiences at all dining establishments. As illustrated by the short literature review, culinary tourism has been described in various and diverse ways. Ignatov (2003) has emphasized that, even though there is a distinction between gastronomy, cuisine and culinary practices, the terms have been used interchangeably for describing tourism associated with the senses of smell and taste.

For the purposes of this research, the definitions of culinary tourism are incorporated into three perspectives; the supply perspective, the demand perspective, and the interaction between these two. From a demand standpoint, culinary tourism stresses people's interest in food activities by means of tasting, observing, learning and appreciation. From a supply viewpoint, the focus is on how food industries promote regional food and drink products to their target market. And in relation to the interaction between the above two paradigms, culinary tourism can help promote local food producers by stimulating visitors' food interests in order to provide more memorable and unique gastronomic experiences.

An object of this thesis is to investigate an area of culinary tourism focusing on the dining market from the demand perspective. The thesis concentrates on aspects concerned with tourists' actual meal experiences and future dining preferences.

1.4.3 Culinary Tourism Market in Australia

Australia's multicultural background has led to an increased variety in food tastes and has drawn consumer curiosity towards different cuisines and ingredients. As Sparks, Wildman and Bowen (2002) stressed, the restaurant sector not only mirrors Australia's multi-cultural history but evidences an exciting development of interest by consumers in visiting destinations specifically for culinary experiences.

There were 189,000 international visitors per year on average between 1999 and 2002, who indicated their decision to travel to Australia was influenced by a desire to experience Australia's food, wine and wineries. International culinary visitors accounted for 4% of all international visitors to Australia over this period (Tourism Victoria, 2004). Over the four year period from 1999 to 2002 approximately 39% of international culinary visitors travelled to Sydney (NSW) and 34% travelled to Melbourne (VIC) making these cities the most popular destinations for culinary visitors in Australia (Bureau of Tourism Research, 2002). International tourists to Australia spent AU\$ 2.4 billion on food and drink accounting for 22% of their total expenditure (Bureau of Tourism Research, 2002).

During the period 2000 to 2002, international culinary visitors accounted for 47% of domestic stop-overs with the number increasing by approximately 9% per annum (Heaney & Robertson, 2004). In contrast, the total number of overnight visitors only increased by 1% per annum for the same period. The Bureau of Tourism Research (BTR 2004) also revealed that

domestic overnight culinary visitors spent more on average per night than other overnight visitors ~ equating to AU\$154 and AU\$130 respectively. Domestic overnight culinary visitors also took marginally longer trips than non-culinary visitors, averaging 4.5 nights per trip compared with 3.9 nights.

By 2003, the number of international food and wine visitors travelling to Australia had increased even further (Tourism Research Australia, 2004). Approximately 580,000 travellers spent a total of AU\$33.5 billion in the domestic market (Heaney & Robertson, 2004). Without doubt, food consumption is not only an important part of the tourist experience but it is also a significant means of generating income for service providers.

1.4.4 Culinary Resources in Australia

Food can be considered a valuable resource for attracting visitors. Faulkner, Oppermann and Fredline (1999) suggested that consumers are becoming increasingly interested in cuisine and visiting destinations for culinary experiences. Melbourne and Adelaide have long-standing reputations, both domestically and internationally, for providing high quality dining and wine experiences (Faulkner et al., 1999). Sydney has also been making a name for itself in the world market as a culinary destination (Sparks et al. (2003). Henderson (2004) also mentioned that Australian government authorities have given priority to food in tourism and developed marketing strategies in order to take advantage of the increasing popularity of culinary tourism.

Ignatov (2003) categorised food resources into two perspectives as outlined below;

1. Attraction Perspective

- a. Buildings, for examples: a cheese factory, a brewery or winery and local cafes or restaurants
- b. Parks and gardens, including vineyards
- c. Museums, for example: a food or beverage-related museums
- d. Routes: wine or gourmet routes

2. Event perspective

- e. Food and wine festivals
- f. Consumer shows
- g. Culinary exhibitions

Hjalager (2002a) compartmentalised the marketing components of gastronomic tourism into four spheres. The first sphere is regional culinary promotions including campaigns for particular products, food trademarks and marketing food fairs and food events. The second comprises of quality standards, certification and branding, reinventing and co-modification of historical food traditions. The third encompasses opening production plants and sites, routes and trails, visitor centres and museums, and new events based on tourism and cookery class holidays. The fourth is the research and development stage, which includes the establishment of media centres and demonstration projects. Hjalager's spheres comprehensively encompass all sorts of food-related activities. However, the development of food tourism is not necessary bound by any constraints, but briefly it can be sorted into several dimensions. These unlimited dimensions include; Food related infrastructure; Food related attractions; Food related events and activities and; Food related experiences and studies.

To help promote the idea of culinary tourism, various Australian state governments have developed specialty food festivals to draw tourists' attention. Some of the many food activities and events which occur around Australia are listed below. They can be allocated into different groups based on time, region, theme, attendance and function.

1. Time:

- i. Regularly held events (e.g. Fine Food Australia)
- ii. Irregular events (e.g. Food for life: weight issues)

2. Region:

- i. Regional (e.g. Adelaide Food Summit)
- ii. National (e.g. Australian Food and Beverage Summit)
- iii. International (e.g. World Food Media Awards)

3. Theme:

- i. Wine, cheese, olive, seafood, lamb, beef, etc. (e.g. The Hairy Lemon Festival)
- ii. Ethnic and cultural (e.g. Asian Food Festival)

4. Attendance:

- i. Generalist (e.g. For all the public)
- ii. Specialist (e.g. Wine Writers' Festival)

5. Function:

- i. Tradeshow (e.g. The 32nd International Catering Trade Fair)
- ii. Education (e.g. Traditional-interactive cooking workshops)
- iii. Competition (e.g. The Life Channel Australian Regional Culinary Competition)

Specialty tours usually provide a variety of activities involving tourist participation designed to incite or attract their interest, motivation and desires. Getz and Frisby (1988) found a food festival is the second-most commonly held event, only after contests. Getz (2000) also stated that food and wine festivals present visitors with authentic lifestyle experiences set in pleasant environments. With international tourism competition increasing, destinations must endeavour to strengthen their specific image or identity to draw the tourists' attention. The availability of specialty foods has given rise to festivals and other events, which appeal to tourists and local residents alike (Hjalager & Corigliano, 2000). Australia has a variety of food resources available based on its multicultural background which combines Asian, African, European, Latin American and Anglo Saxon dimensions to food and beverage. In addition, the indigenous product and world class vineyards are also renowned. The authenticity and uniqueness of Australian foods can appeal to many tourists' interests, so tourism management should be aware of the strategic importance of food resources to fully capture any possible advantages they may present within the competitive market.

1.4.5 The Function of Food Consumption in Modern Life

The role of food is something we all take for granted. Irrespective of whom you are or what you do, food is a necessary part of daily life. Eating out has become one of the most distinctive aesthetic features of urban life (Miele & Murdoch, 2002). This change has resulted in a proliferation of restaurants and in a broadening of cooking styles. Miele and Murdoch also claim that with the explosion in the numbers of restaurants comes a new appreciation for eating out. Rozin, Fischler, Imada, Sarubin, and Wrzesniewski (1999), indicate that 'for human beings, food is a critical contributor to physical well being, a major source of pleasure, worry and stress, a major occupation of waking time, and across the world, the single greatest category of expenditures'.

Eating out has been given more roles and meanings to modern people. Wood (1995) emphasizes that dining out is no longer the single activity it once was; but is also associated with other leisure activities, which contribute to people's pleasure. Wood's point identified particularly the leisure function of food consumption.

There is no doubt the role of food has moved far beyond the satisfaction of bodily needs. Taking the current literature into account, the present study attempts to classify the role of food in a comprehensive manner with special emphasis on food's leisure function. For the purposes of this thesis, the role of food can be classified into the following areas;

1. **Biological needs:** 'The act of eating is physical by nature' (Cheron, Padget, & Woods, 1988).
2. **The symbol of lifestyle:** 'Food is now seen not just as a source of nutrition, but also as a part of a slower-paced, quality lifestyle' (Ignatov, 2003). 'Specialty trips are markers; distinctive signs, allowing the various social actors to identify one another and mark their lifestyles' (Bessiere, 1998).
3. **The identity function:** 'Impressing others through dining and travelling is a common method of declaring status, and acts as a powerful motive for people' (Kivela, 1997a). 'Food can represent a social class indicator' (Frochot, 2003).
4. **The sociability function:** 'People often value the sociability function of food and meals more than the quality of the food' (Finkelstein, 1989). 'Opportunities to eat together may be greater on holiday, where eating may take on an even stronger social function' (Richards, 2002).

5. **The cultural function:** According to Au and Law (2002) local food and eating habits can be viewed as a matter of culture and are regarded as some of the 'pull' factors of a destination. 'The meal can be a cultural artefact, because it permits a person to partake each day of the national past as well as present' (Scarpato, 2002).
6. **The entertainment function:** 'Food is one of the most enjoyable activities that tourists undertake during their holiday' (Ray & Ryder, 2003). 'Food related tourism can allow tourists to achieve desired goals of relaxation, excitement, escapism, status, education and lifestyle' (Frochot, 2003).
7. **The attraction function:** 'Food represents a powerful eye-catcher and a strong symbol of quality of life and authenticity, as a result it represents an important theme used in advertisements' (Frochot, 2003). 'For ethnic cuisines to become popular there must be people who are looking for new experiences and are willing to pay for them. Regional cuisine may be considered an attraction' (Ignatov, 2003).
8. **The fashion function:** The Starbuck's experience ~ 'Places like Starbucks are not renowned for their food; rather, people go there for the ambience, to buy clothing, and to see music and media memorabilia' (Kellner & Best, 2002).
9. **The learning function:** 'Culinary tourism is emerging as a form of special interest tourism, offering "real" learning experiences. It introduces visitors to new and exciting smells, tastes and flavours, to new cultures, and it also provides learning opportunities' (Ignatov, 2003).
10. **The novelty function:** 'Our sensory perceptions play a major psychological and physiological role in our appraisal and appreciation of food, just as they do for other experiences and destinations' (Kivela, 1997a).

Observing the diversity of the above listed functions, hospitality management must fully appreciate how food consumption plays multi-functional roles in modern life. Eating out can satisfy diners' diverse motivations for a meal. Therefore, it is up to hospitality management to capitalise on this diversity.

1.4.6 Food Consumption in Tourism

Sparks, Wildman, and Bowen (2000) summarized six categories of consumers' motivations and the reasons for eating out while on holidays; Indulgence; Relaxation and comfort; Experience; Social reasons; Discovery and; Health. Michalsky (1991) indicated that patrons dine differently while on vacation. Consequently, the present study will mainly focus on people's food preferences while on holidays. By this design, the present study can avoid the 'occasion' factor which may interfere with other variables that affect the dining decision.

Tourism can no longer be defined as, or confined to, a visit to an amusement park or a memorial site, nor can it be limited to a skiing holiday or a guided tour. Tourism must now also involve cuisine, gastronomy and culinary practices. Reynolds (1994) shows how food, like other groups of factors such as accommodation, transport, attractions and activities, is a basic and crucial element of the tourism product. According to Pizam et al. (2004) the top five most frequented tourist activities while on leisure trips were; shopping; visiting friends and relatives; going to bars; eating local foods and; sunbathing at the beach.

It can be recognized that food consumption is an important part of leisure activities, hence relationships between travel, food and gastronomy have emerged as significant fields in tourism. Among all possible areas of expenditures, tourists were least likely to make cuts in their food budget (Pyo, Uysal, & McLellan, 1991). Increasingly tourists are more interested

in specific experiences for their vacation with food becoming a recognized motivating factor in their decision making processes.

Hjalager and Corigliano (2000) grouped the various roles of food in relation to the image of a tourist destination into four categories; complementary; inventory; superficial and disconnected. They explain how food's complementary role adds to the theme of tourist activities in regions and enterprises where the core products are something else other than food. They say food's inventory role is becoming the focal point to attract tourists and local residents. Hence, the inventory regions may help create a special atmosphere that appeals to guests whose main interest is the culture of food and eating. And food's superficial role, regards 'food as culture'. Eating a common dish and drinking local wine is a typical way of coming into contact with the local population, so it emphasizes the social function of food. And food's disconnected role concerns more the relaxation function of food.

The way food plays an important role in the image and ambience of a tourist destination shows how tourism management should perhaps place more emphasis on the catering aspects in tourism to attract business. Elmont (1995) observed how, compared to other tourism attractions, food provides tourists with; opportunities to experience cultural styles of exotic cuisine set in traditional environments and; opportunities to learn about food habits from differing ethnic groups.

1.4.7 The Advantages of Developing Food Tourism

This section presents a brief summary of reasons highlighting the advantages of developing food tourism.

- 1. Stimulating consumption and providing employment opportunities:** As tourists come into an area, they buy local products or eat in restaurants or from local outlets, thus representing ‘a sizable source of income for local communities’ (Bessiere, 1998). Elmont (1995) asserts that food stimulates the host economy by creating jobs, adding to incomes, contributes to local economic development, and may even increase foreign exchange reserves.
- 2. Promoting heritage:** ‘Every mouthful, every meal, can tell us something about ourselves and about our place in the world. Food is at once universal and mundane, yet vividly revealing of specific cultural habits’ (Bell & Valentine 1997). For instance, in France, there are over one hundred establishments certified as ‘outstanding’ for their food. ‘This industry based initiative was due to the awareness of, and importance attached to the food industry in tourism. It was a determined effort and successful strategy to preserve the culinary heritage of provincial France’ (Bessiere, 1998).
- 3. Differentiating markets and complementing other resources:** ‘Regions that possess unique dishes and food products can be transformed into tourism destinations with minimal marketing and or product development’ (Tourism Queensland, 2006a). ‘Development of gastronomic and tourism experiences may also help regions or nations to differentiate themselves in the globalized tourism market as well as supporting local gastronomic culture’ (Richards, 2002).
- 4. Enhancing tourists’ experience:** ‘The impact of restaurants was highlighted with 45% of consumers surveyed indicating that cuisine and dining out was a meaningful and memorable part of their most recent holiday experience’ (Sparks et al., 2000). Sparks,

Bowen and Klag (2003) explain how dining-out opportunities and experiences contribute to tourists' enjoyment or satisfaction with a destination and how that impacts upon their intention to return.

- 5. Extending tourists' visits and expenditure:** 'Cuisine is identified as a four-season product which can be a motivating factor in extending the length of stay and the level of spending by visitors' (Ignatov, 2003). Unlike other travel activities and attractions, 'gastronomy is available year-round, any time of day, and in any weather' (Kivela & Crofts, 2006).

1.4.8 The Concept and Components of the Tourist's Experience

According to Quan and Wang's (2004) conceptual model, the tourist experience consists of two dimensions, one is the peak touristic experience which refers to the experience of the attractions that constitute the major motivations to travel, the other dimension is the supporting consumer experience which refers to the gratification of basic consumer needs on the journey, such as eating, sleeping and transport. They concluded that the tourists' overall experience is composed of a variety of encounters, however the total quality of the experience relies on mutual reinforcement of the two dimensions, peak and support.

1.4.9 Food Consumption ~ a Peak or Support Experience

This section seeks to address whether food consumption is a peak or support function in the tourists' total experience. From the above literature, we can understand the importance of food consumption in tourism. Generally, there are two types of tourists, some who regard food as merely playing a marginal role and for others, it plays a significant role. For the group of tourists who regard food as having a marginal role, food may be merely the extension of the food habits and preferences they derive from their daily life. In contrast to the other group of tourists, food can sometimes be their main interest and major motivation

for travel. In this situation, food and beverage become a persuasive aspect in destination choice. As the literature suggests, there are many activities associated with ‘Gastronomic’, ‘Culinary’ and ‘Food tourism’ which have drawn the tourists’ attention. Examples such as annual food and wine festivals, shows and specialty events confirm the growing dimension of distinctive food and beverage destinations.

In summary, it seems apparent that food consumption is just as an important factor as other attractions like landscapes, fun parks and museums are. Food consumption provides not only a support function for tourism but is a significant and necessary part of the tourism industry. Frochot (2003) viewed food as a potential theme to sharpen destination image and ascertain its uniqueness. In addition, food has been proven to be an important means of selling the identity and culture of a destination (Jones & Jenkins, 2002). Gastronomy is seen as an important source of marketable images and experiences for the tourist. Food consumption in tourism can be either the peak touristic experience or the supporting consumer experience, dependent upon specific circumstances and preferences (Quan & Wang, 2004). Regardless of whether food is a peak or support function to tourist, it is very important for service providers to understand the impact that the food experience has on business.

1.4.10 Tourist’s Food Experiences

Cuisine is usually linked with the ingredients used by different peoples in different regions and with the way food is prepared and cooked. Restaurant meals can contribute to the tourist’s experience by bridging the connection to the host culture (Symons, 1999). Food consumption thus becomes a part of the holiday experience through sensory stimuli such as sight, taste and smell. Experiencing similar smells or recalling an aroma can serve as a reminder to the tourists’ travel experience. Gastronomy is about the quality of eating and

achieving a totally pleasurable meal experience (Ignatov, 2003).

The conclusion drawn from the literature is that it is impossible to ignore the importance of food consumption in tourism. Regardless of whether food plays a support function or acts as a major theme to tourism, most people indicated that once their holiday was over memories often remained of the food experiences they encountered. Enthusiastic gastronomers will often imitate these flavours in their daily cooking when they get back home, therefore keeping these memories alive (Kivela, 1997a). Not only is consumption of food and drink important at the destination, but such food and drink can also be taken home as a souvenir to remind tourists of their experiences (Hjalager, 2002b)

Kastenholz (2000) found that gastronomy was ranked as the fifth most important motivational factor for tourists visiting a region, but in terms of satisfaction it was rated only eighth. This means there is a realisable gap between what gastronomic travellers expect and what they actually experience. The relatively poor food satisfaction level is worthy of concern, because it likely remains in the tourists' memory long after the trip has ended. The other danger is that unpleasant, poor or bad experiences can spread through word of mouth as travellers recall their experiences to friends and relatives. The negative information may deter potential tourists from visiting a particular destination.

Fridgen (1984) adopted the 'phases of the travel experience' to reflect the experience of food consumption while on holiday. The phases of the food tourism experiences include; Eating at home (pre-travel); Eating out (pre-travel) advocated as a form of exploration that is different to eating at home; Food at the destination and; Vacation experiences at the destination. The food experience was expanded upon by Mitchell, Hall and McIntosh, (2000) who added;

Food at home (post-travel).

Fridgen regarded that the food experience while on holidays was an extension of daily life. Johns and Pine (2002) proposed two types food experiences; a pre-experience attitude (expectation), or a post-experience attitude based on the overall evaluation of attitudes towards restaurants. Hjalager (2002a) and Finkelstein (1989) segmented diners into different groups based on their attitudes toward food.

Hjalager (2002a) proposed four categories of culinary consumer. These were; recreational; diversionary; experimental and existential gastronomic tourists. The classifications were based on tourists' attitudes and preferences towards food and beverage.

1. Recreational gastronomy tourists are more conservative, so they seek the familiarity of their home foods and beverages while on holidays and they engage in self-catering. To these tourists, food and beverage are not very important while on holiday and food-related entertainment is often limited to activities that afford watching without participation.
2. The diversionary gastronomy tourist wants to escape the routine of daily life by not cooking for the family every day. They prefer easy food and beverage without too much trouble. They seek familiar menu items and dislike exotic foods. Eating and drinking is an excellent way of getting together with friends and new acquaintance and enjoying life.
3. Experimental gastronomy tourists keep up to date about trendy and fashionable foods, latest growth, ingredients and recipes. They will seek the destination's smartest designer cafes and restaurants that serve innovative menus and offer equally chic service. Holiday souvenirs include coffee-table cookbooks and culinary and wine literature.

4. Existential gastronomy tourists seek food and beverage combinations and eating experiences that foster gastronomic learning. Food consumption does not only satisfy hunger but also gives the tourist in-depth knowledge about the local or regional cuisine, wine and beverages and of the destination's culture. These tourists prefer seeking out the simple food and beverages that are prepared by traditional methods and eaten where the locals eat.

Finkelstein (2004) classified the dining experiences into three categories:

1. Experiential: Where the diner will try some unknown foods and then decide whether or not to avoid consuming it again (the least active mode);
2. Experimental: Where the diner tastes unknown foods on a trial-and error basis in order to find the ones complementing his aspirations; and
3. Existential: Where the diner is devoted to trying different restaurants, foods, and dining fashions (the most active mode).

However the above two authors explored food perceptions mainly from the diners' view point not the tourists' actual experiences, and Finkelstein's definition of Experiential and Experimental seems not to significantly distinguish the differences between each group.

With regard to the increasing dimension of the culinary market, Tourism Queensland (2006) categorised food tourism into two fields: a rural and an urban/city experience. The urban/city experience usually provides travellers with a wide variety of food tourism products and provides convenience in the form of restaurant precincts and culturally distinct cuisines. Rural food tourism on the other hand is not usually considered as a developed tourism product. Tourism Queensland suggested activities such as visits to farms and farmers'

markets, self-service fruit picking and agricultural farm accommodation may provide important supplementary income to struggling rural areas.

1.4.11 Food and Satisfaction

Research suggests that in many instances, consumers attribute their lack of satisfaction with food on their holiday to the reason their trip did not become an overall memorable experience. Service providers could develop higher consumer satisfaction levels (and hence higher return and recommendation rates) if they provided tourists with food products that enhanced memorable experiences ~ whether it is service, quality, value for money, or uniqueness (Tourism Queensland, 2006).

Studies of food experiences can fully reflect consumer satisfaction and provide valuable information to tourism industries and management. As outlined above, the food experience is one of the influential factors which may attract or impede a tourist's desire for travel. Fields (2002) held relatively few restaurants and or destinations ask for feedback or opinions from their visitors. Of those that did, only a minority used the information actively for quality improvements. He proposes tourism management should make use of food experience surveys to provide an indication of the actual behaviour and the future preferences of the target market. It can thus be concluded that the food experience plays an indispensable and influential role in all the phases of a tourists' journey.

1.4.12 Research on Foodservice

Henderson (2004) highlighted that food is a matter of concern for both tourists and the hospitality industry. At every destination, food is an important component in the overall tourist product and experience. Nummedal and Hall (2006) citing several other authors reported how inter-sectoral relations in food and tourism have been relatively little studied and concluded that there is a need to educate members of local food networks about the positive benefits of food and tourism. Hence, dining experience studies become essential to understand how tourists make their dining decisions while on holidays. The results of such studies may provide hospitality management with new insights into supplying better services and improve economic opportunities within the market.

Richards (2002) pointed out that tourists regularly choose what to experience at the destination by carefully selecting a particular restaurant and /or the food that might fulfil a specific gastronomic desire or personal need. Consequently there are a large number of factors that influence tourists' food preferences. These include tangible and intangible dimensions. Many studies have explained the influential attributes that affect consumers' restaurant choices and satisfaction but not too many have touched on the gastronomic tourist. Table 1.1 summarises pertinent research from 1991 to the present which may help explain some of the concepts and reasoning for undertaking this present research.

Table 1.1 Summary of Literature Highlighting the Attributes that Affect Consumer Choice

Year Author	Attributes identified as influencing consumer choice	Survey Target	Findings
Auty (1992)	Food type, food quality, value for money, image and atmosphere, location, speed of service, recommended, new experience, opening hours, facilities for children.	In a northern English city, 40 pilot study 155 subsequent house-to-house interviews.	Restaurant type influenced the order of choice criteria. Food type and food quality are the most important variables of restaurant choice, image and atmosphere or style are critical in the final choice between restaurants serving a similar type and quality of food. The occasion for dining out affects the ranking of variables.
Gregoire, Shanklin, Greathouse, & Tripp, (1995)	Information provision, restaurant basics (cleanliness, quality of food, friendliness of staff, promptness of service, value & price). Amenities (availability of playground, selection of alcoholic beverages, variety of deserts...). Health (low-fat items, salad bar, non-smoking section... etc).	Travellers (2,712) at visitor information centres.	Travellers rated attributes such as cleanliness, food quality, and friendliness of staff as most important. Choices differ based on age, gender, frequency of travel, and state of residence.
Chadee & Mattsson (1996)	The cleanliness of the restaurant.	125 students in New Zealand.	Compared to Europeans, Asians appear to derive lower levels of satisfaction from their dining out experience.
Kivela (1997b)	Location, type of food, ambience, competence of waiting staff, quality of food, cost of food, comfort level, menu item variety, cleanliness, speed of service, prestige, friendliness of waiting staff, new experience, & prompt handling of complaints.	52 restaurants (four distinct restaurant groups: fine dining/gourmet, theme/atmosphere, family/popular, convenience/fast-food) restaurants. Customers at restaurants in Hong Kong (60). House-to house interviews (120).	The customers' preferences of choices varied considerably by restaurant type, dining-out occasion, age and occupation.
Table 1.1	Continued		

Year Author	Attributes identified as influencing consumer choice	Survey Target	Findings
Clark & Wood (1998)	Price of food, price of drink, speed of service, quality of food, atmosphere, friendliness of staff, parking facilities, lavatory/washroom facilities, range of food choice, opening hours.	Survey of academic staff	The quality of food was the top ranking factor in their choice of restaurant. Three demographic groups had different measurements in selecting a restaurant. Each group placed importance on different aspects of the dining experience ~ such as; the attributes towards cost effective family meals or business entertainment and complementing tourist activities.
Koo, Tao, & Yeung (1999)	Location, type of food, variety of food, uniqueness, car park, price, quality or taste of food, presentation / decoration and service.	Respondents included executives in hotel, workers in a floating restaurant, and workers from service sector. The study was a conjoint analysis of the three groups.	The use of conjoint analysis is appropriate in measuring the importance level that customer segments attach to a particular restaurant attribute.
Yüksel & Yüksel (2002a)	Service quality and staff attitude, product quality and hygiene, adventurous menu, price and value, atmosphere and activity, healthy food, location and appearance, smoke free environments & visibility.	Tourists departing from an international airport in Turkey.	Tourists seem to look for an adventurous menu to sample local food and discover local culture, but some tourists may only have a desire for familiar food.
Titz, Lanza- Abbott, & Cordúa y Cruz (2004)	Quality of food and beverage, quantity of food, quality of service, ambience and atmosphere, menu variety, price and value, other customers professionalism.	Restaurant critiques from the five top US restaurant cities as identified by Money Magazine were evaluated.	Developing new scales for measuring the dining experience.
Lockyer (2005)	Cleanliness, the quality of the food, service quality, price, appearance & ambience.	Residents in Auckland (2000) and Hamilton (1000).	<ol style="list-style-type: none"> 1. Cleanliness was rated as the most important item, followed by taste of the food, and appearance was rated the lowest. 2. The type and style of restaurant did not have a statistically significant impact on the results. 3. If individual parts of the experience did not meet expectations, the other parts of experience could still provide overall satisfaction.

The summary table above highlights the diversity about the major factors which affect consumers' dining decisions. Many reasons and multiple variables are the likely cause for the wide range of differing preferences. Age, status, income, and occasion etc. can influence the choice of restaurant. While there has been considerable research carried out in respect to dining satisfaction without considering 'occasion' and 'survey target' properly, little has been done with respect to particular food and beverage items while tourists are on vacation to destinations abroad (Nield et al., 2000). There is presently an inadequate understanding of whether tourists' eating-out patterns and benefits that they seek from restaurants while on vacation are relatively different from when they are not on vacation (Yüksel & Yüksel, 2002b).

With the development of culinary tourism, many studies have concentrated on foodservice, but very few have emphasized the importance of tourists' food experiences and preferences while holidaying. The process of the consumer dining decision is not static, especially when travelling to an unfamiliar country. Market segmentation has become a major approach to understanding the nature of tourists and their travel behaviour (Moscardo, Pearce, & Morrison, 2001). The segmented market provides an intuitive and useful framework for characterizing differences in travel behaviour and preferences (Basala & Klenosky 2001). This thesis also applies market segmentation to understand the food tourism market. The next chapter will review the related literature that applies to the conceptual foundations of this thesis.

Chapter 2

Conceptual foundations for this Thesis

2.1 Market Segmentation

2.2 Risk Perception Literature Review

2.3 Novelty Seeking Literature Review

2.4 Cultural Comparison Literature Review

2.5 Purpose of Study

2.1 Market Segmentation and Tourist Classifications

Segmentation is a scientific marketing approach for grouping together consumers who react in a homogenous way or who have similar preferences. With respect to tourism Richardson and Fluker (2004) proposed that a market segment is a group of potential travellers with similar characteristics who share similar needs and wants. Lewis and Nightingale (1991) emphasized that segmenting the customers into various groups is the key to a successful service strategy. In tourism, many researchers have employed the market segmentation method to examine the characteristics of tourists' travel styles. There is overwhelming evidence that tourists differ considerably in their motivations, travel styles, attitudes and behaviour (Lanfant, 1993).

The concept of the segmented market provides an intuitive and useful framework for characterizing differences in travel behaviour and preferences (Basala & Klenosky, 2001). Kara, Kaynak and Kucukemiroglu (1997) highlighted that the diversity in customer needs requires hospitality and tourism managers to identify groups of customers with homogeneous characteristics and behaviours. Once the identity was known, managers could then try to adjust their product to suit the unique needs and desires of the target market. The

segmentation approach can provide management with more detailed information about their target markets and help them to develop suitable products and feasible marketing strategies to reach those groups.

As it was demonstrated in Chapter 1, food consumption is an essential and indispensable component in the tourism product. However, Fields (2002) pointed out that there are large gaps in understanding consumer behaviour especially with regards to food in the context of leisure and tourism. Hence, this thesis endeavours to fill that gap and demonstrate how segmentation may assist foodservice providers to better understand the target market. Taking the above authors' points into consideration, this thesis applied segmentation theory to identify various tourist types based on their preferences towards food. The study provides valuable information to management in the context of leisure and tourism.

2.1.1 Criteria for Segmentation

Major variables which categorise the segmentation base include; demographics ~ such as age and gender; geographic ~ such as location of residence, nationality etc; psychographic variables ~ such as personality, value structures and consumer behaviour. Moscardo et al. (2001) conclude that market segmentation has become a major approach to understanding the nature of tourists and their travel behaviour, however there exists considerable debate over which bases and statistical approaches provide the best segmentation solutions.

Despite the continuing debate over which approach is best, market segmentation provides a very useful tool to management, but nevertheless such a statement is of course dependent upon identifying the suitable variables, which are necessary for effective market segmentation.

Consequently, some research has proposed guidelines for avoiding improper segmentation. For example: Moscardo et al. (2001) identified two basic requirements; Inferring that people within a segment should be similar to each other and that segments should be as different from each other as possible. And; Segments should also be identified with a reasonable degree of accuracy and there must be some stability in the segments. They explained their reasoning suggesting that only these two requirements can be measured or assessed statistically.

Some studies have stated demographic/social variables are more practical and measurable than psychological variables. For instance, Wilkie (1994) claimed demographic and social variables are simple to present and use, especially for practitioners. However, some researchers have contrasting viewpoints, for example, Keng and Cheng (1999) argued that people with similar demographics, such as age, income, and occupation, do not necessarily possess the same travel interests. Yüksel and Yüksel (2002b) indicated that demographic variables may not be powerful discriminators, and thus developing a marketing strategy based on descriptive variables alone may be inappropriate. Hall et al. (2000) suggested demographics provided the basis for a simple wine tourist market segmentation however, they indicated psychographic data ~ such as lifestyles, interests, attitudes and values ~ generally provide more powerful and actionable research information ~ particularly as wine clearly plays an important part in some consumers' lifestyles. Taking those considerations into account, this thesis employed both demographic and psychological variables to segment the tourist food market.

2.1.2 Forces that Influence Travellers' Dining Decisions

The dining market is not homogeneous either, particularly when patrons come from another country. The selection of the correct variables would give more precise results and enhance marketing efforts (Yüksel & Yüksel, 2002b). Moutinho (1987) indicated that social influence and personal traits are two basic variables that would influence travel and tourism behaviour. This concept was also supported by Fridgen (1991) where he showed how external and internal forces influence travellers' decisions. Culture is kind of social influence outside of the individual and is regarded as one of the major external factors affecting travel behaviour (Moutinho, 1987). Different nationalities may have their own unique values that constitute the differences between individuals from different cultures (Wong & Lau, 2001). Idiosyncrasies may vary between cultures, as would preferences and perceived risk. For instance, the perception of encountering danger while on vacation might be influenced by personality type (Carr, 2002) and nationality (Seddighi, Nuttall, & Theocharous, 2001).

2.1.3 A Decision Model Making Use of Three Variables

Based on the above information, particularly Moutinho's ideas on the major factors affecting peoples' travel decisions, the present research proposed a dining decision model by making use of three variables. This study combines; nationality (culture); risk perceptions and; sensation seeking psychological characteristics. In order to acquire a more precise understanding of consumer behaviour relating to food preferences and dining choice while on holidays, this study analysed different variables to deduce their effect on consumer behaviour. The dining decision model is schematically represented in Figure 2.1.

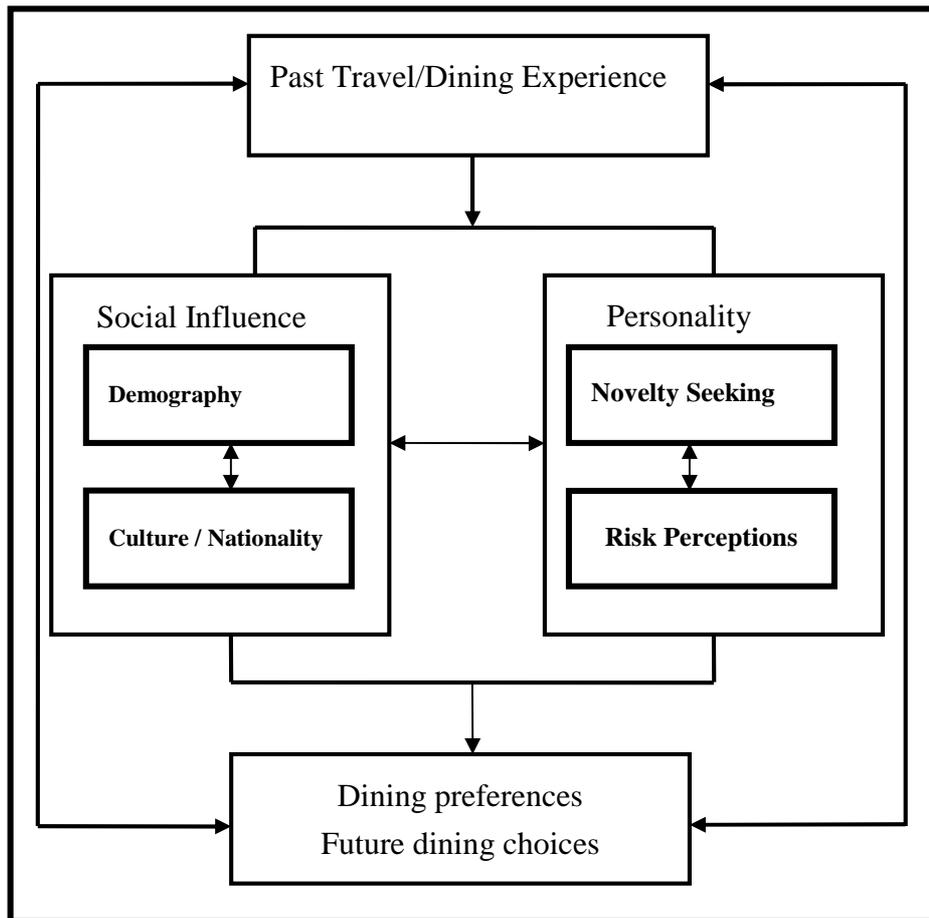


Figure 2.1 The Dining Decision Model

2.1.4 Classification of Tourist Types and Segmentation Variables

Market segmentation methodology has been well recognized in hospitality marketing and is an accepted and credible approach to understanding tourist behaviour. The following table gives a brief description of past research associated with the classification of tourist types and segmentation variables.

Table 2.1 Classification of Tourists

Author /Year	Type of tourist	Segment base
Cohen (1972)	Organized mass tourist Individual mass tourist Explorer Drifter	The degree of familiarity/novelty which tourists seek in their travel
Plog (1974)	Psychocentrics Midcentrics Allocentrics	The level of familiarity; novelty/excitement and security
Yiannakis & Gibson (1992)	Familiarity-strangeness Stimulation-tranquillity Structure-independence	Tourists' actual behaviour on vacation (behaviour scale)
Mo, Havitz, & Howard (1993)	Destination oriented dimension Social contact dimension Travel service dimension	A personal preference for familiarity or novelty tourist destinations
McIntosh, Goeldner, & Ritchie (1995)	Cultural motivators, status and prestige motivators, physical motivators, interpersonal motivators.	Travel motivations
Oh & Jeong (1996)	Neat service seekers, convenience seekers, classic diners, indifferent diners.	Values and standards of differing travellers
Granzin and Olsen (1997)	Non-users, light users, heavy users.	The usage of fast-food restaurants
Johnson (1998)	Specialist generalist	The level of involvement
Hall, Sharples, Cambourne, & Macionis (2000)	Wine lovers, wine interested, curious tourists.	The interest and level of knowledge in wine
Enteleca Research & Consultancy Ltd (2000)	Food tourists, interested purchasers, the un-reached, the un-engaged, and laggards.	The contribution of regional and local foods to the holiday trip
Moscardo, Pearce, & Morrison (2001)	Low activity, high activity, sightseeing/beach, outdoor reef, nightlife.	Geographical activity
Charters & Ali-Knight (2002)	The wine lover, connoisseur, wine interested, wine novice.	The level of interest
Yüksel and Yüksel (2002b)	Value seekers, service seekers, adventurous-food seekers, atmosphere seekers, healthy-food seekers.	The attributes of restaurant selection
McKercher & du Cross (2003)	Serendipitous, incidental, casual, sightseeing, purposeful cultural tourists.	The level of cultural activity engagement
Boyne, Hall, & Williams (2003)	The gastronomy lover The conditional gastronomy dinner The impartial dinner The indifferent dinner	The importance of food and gastronomy while on holidays
Ignatov (2003)	Rural, sophisticated, indifferent, true cuisine	Types of foods
Finkelstein (2004)	Experiential, experimental and existential	Food attitudes
Shenoy (2005)	Culinary, experiential, general tourists	Tourists' participation in food related activities at destinations

The above review clearly demonstrates that there are diverse segmentation variables used for categorising distinct customer groups within the tourism market. However, the concept of market segmentation in foodservice operations, particularly within tourist resorts, is a relatively neglected issue (Reisinger & Turner, 2002a). Therefore to address this shortfall, this research aims to develop a better understanding of food preferences and predictions for the different food service groups. This will be done by analysing the differences in terms of the degree of novelty seeking and risk perception people have to food and the cultural influences on the dining decision when travelling to another country.

2.2 Risk Perceptions in Tourism

Haddock (1993) identified three types of risk including absolute, real and perceived risk. ‘Absolute risk’ is assessed by service providers who implement safety procedures to ensure that the real risk is minimized (Reisinger & Mavondo, 2005). ‘Perceived risk’ is a measure of the level of risk in a particular context as judged by the individual (McIntyre & Roggenbuck, 1998). Most studies focus on perceived risk because it usually directly influences consumers’ purchasing behaviour. Tsaur, Tzeng, and Wang (1997) defined risk in relation to tourism as that anxiety perceived and experienced by the tourists during the process of purchasing and consuming travel services. The current study also concentrates on the risk perceived by consumers and the likely influences it has on their dining decisions while on holidays.

To some extent, every person encounters risk from time to time, so it is a common phenomenon. Some people attempt to avoid risk as much as possible, these people can be called risk avoiders. On the other hand, some people tend to search for risk activities. This second group can be called risk seekers. The concept of perceived risk is most often used by consumer researchers in defining consumers’ perceptions of the uncertainty and adverse

consequences of buying a product or service (Dowling & Staelin, 1994). Perceived risk is viewed as a subjective expectation of loss (Mitchell & Greated, 1993). Some products may be perceived as comparably safe while others may be perceived as more risky. The risk perception affects people differently based on an individual's risk capacity, experiences and personality. The issue of risk therefore, is very important in tourism as it greatly affects tourists' behaviour and purchasing decisions.

Yavas, Verhage, and Green (1992) identified risk as a major concern for international travellers. In the tourism context, tourists do not usually have sufficient information to judge a foreign country prior to their trip and are therefore exposed to an element of uncertainty. Also, the tourism product is characterized not only by intangibility, inseparability, variability and perishability, but many unpredictable factors can also be attributed to natural factors (weather or tsunamis) and or man-made factors (crime, political unrest and terrorists' attacks). All types of factors can have a bearing on the tourist's level of perceived risk.

Laroche, McDougall, Gordon, Bergeron and Yang (2004) explored how intangible aspects of service affect perceived risk. Dowling and Staelin (1994) stressed how risk assessment is greatly influential in decision-making processes regarding matters of economics and finance. In particular, choosing an expensive overseas holiday or an untried package tour may evince even higher levels of uncertainty because of the inability to visualise or touch the intangible aspects of service type products. By comparison, tangible products ~ those that have physical dimensions and can be picked up and felt ~ may more easily offer the purchaser a level of comfort and reduce anxiety.

2.2.1 Differences of Risk Perception between Daily Routine and Holidays

There are two major research streams on risk perception studies. One is the conventional avenue of how people perceive risk and how it influences purchasing decisions in daily routine. The other is when people are on vacation or planning holiday activities.

On the second avenue, Mitchell and Vassos (1997) investigated how people perceived risk and how they made risk-relieving strategies in holiday purchases, this they reported was different to the daily routine. Sonmez and Graefe (1998) pointed out that risk perception levels directly influenced international vacation destination choice and the higher the perceived risk of the foreign destination, the higher the likelihood of the decision to avoid visiting that destination.

The presence of risk has the potential to change the nature of travel decisions. When risk perceptions or safety concerns are factored into travel decisions, they have the likely potential to influence the final choice of destination or may even change the entire travel plan. Generally, tourists make their travel decision in order to reduce uncertain risk as much as they can. In this regard, Sonmez and Graefe proposed that the feeling of uncertainty or anxiety is more likely to be at a higher degree than under normal circumstances if people are immersed in unfamiliar surroundings. As a result, people were more likely to avoid travelling to an area with a higher level of perceived risk.

Interestingly, it seems not to be always true that people will avoid risk as much as they can. Recent research has paid attention to why some people take risks while on vacations. For example, Ozorio and Fong (2002) investigated how Chinese behaved in gambling and found that gamblers appeared to be taking higher risks while on vacation. Uriely and Belhassen

(2006) analysed how drug users perceived drug use as less perilous in the context of a vacation than in the routine of everyday life. Their observations found that some people regard a vacation as a perceived framework of time and space that provides them with the opportunity to feel less restrained and more prone to undertake adventure. Hence, they proposed the notion of tourism as a 'license for thrill' being embedded in tourists' subjective perception of risk and to some extent, insalubrious to the preservation of health and wellbeing (Uriely & Belhassen, 2006).

We can therefore conclude that the perception of risk does not only vary with people but it also varies with time and space and differs from daily routine and vacations. The present study focuses on investigating travellers' food preferences while on vacation when travelling to another country where an element of risk may influence their dining decisions.

2.2.2 Risk perception and Consumers' Dining Preferences and Choices on Holidays

If you were on holidays in an unfamiliar cultural surrounding, how would you make your decision on where to dine? Kivela and Johns (2002) conducted such a study and explained how tourists would likely behave when they were dining in unfamiliar establishments. They described the scenario of the strange looking eatery and the tourists' reluctance to enter. Kivela and Johns called this the 'first order signifier' of risk. The 'second order signifier' is not the actual act of reluctance, but a 'feeling of that sort', being afraid or terrified of entering into the strange looking restaurant and/or, worse still, eating strange or 'contaminated foods'. However their scenario was perhaps over emphasised to make their point ~ all tourists would not really have the same reaction based on the level of perceived risk towards food.

Tourists have different tolerance levels to food risk. Some tourists may look for an adventurous menu to sample local foods and discover local culture, but some tourists may only desire familiar food (Yüksel & Yüksel, 2002a). Kivela (1997b) also stated that less experienced or less adventurous travellers may seek comfort in familiar foods in mass tourism resorts and in multi-national quick service restaurants. Here performing a certain regular activity, or choosing a familiar restaurant could reduce the perception of risk.

On the other hand, tourists may choose a vacation only in one's own cultural surroundings or closely-related cultures to reduce their risk of being exposed to too much foreign culture when travelling (Weiermair, 2000).

We can be comfortable with asserting that risk perception influences our daily life and extends also to travel behaviour and dining choices. Banotai (2003) indicated that guests in restaurants associated the appearance of the establishment with potential concerns about food safety. Fuchs and Reichel (2004) reinforced the proposition that one of the main factors influencing purchasing decisions of tourist products is risk perception. Therefore, marketing management should not ignore the influence of risk perceptions in selling the tourism product.

From the previous studies outlined above, we can conclude that people have different levels of risk capacity. Low-risk takers have a lower limitation of tolerance and high-risk takers have a greater risk acceptance. It thus becomes logical to hypothesize that both high-risk takers and low-risk takers have particular behavioural traits that will affect their preferred tourist activities and dining choices while on vacation.

2.2.3 Dimensions of Risk and Measurement

The ‘risk concept’ has been connected with the understanding of consumer behaviour for several decades. However, perceived risk is a somewhat ‘fuzzy concept’ (Dowling, 1986) and difficult to be operationalised (Roehl & Fesenmaier, 1992). The following table shows how the elements of risk perception have been used in past research.

Table 2.2 Summary of Dimensions of Risk Perceptions

Author /Year	Risk Dimensions
Schiffman & Kanuk (1991)	Financial, functional, physical, social, psychological, satisfaction, time risks
Yavas, Verhage, & Green (1992)	Ego, money, time, health and social risks
Roehl & Fesenmaier (1992)	Physical-equipment, social, vacation, destination risks Financial, psychological, satisfaction, and time risks
Stone and Gronhaug (1993)	Social, time, financial, physical, performance, psychological risks
Trimpop (1994)	Physical, economic or psycho-social well being of oneself risks
Stone & Mason (1995)	Social, time, financial, physical, performance, psychological risks
Tsaur, Tzeng, & Wang (1997)	Physical, equipment risks
Sonmez & Graefe (1998)	Equipment, financial, healthy, Physical, political, psychological, satisfaction, social, terrorism and time risks
Mowen and Minor (1998)	Physical, financial, performance, social, psychological, time, and opportunity risks
Weber, Blais, & Betz (2002)	Financial, healthy, recreational, ethics, social risks
Lepp and Gibson (2003)	Healthy, political instability, terrorism, strange food, cultural barriers, a nation’s political and religious dogma, crime risks
Fuchs and Reichel (2004)	Human-induced (crime, terror, and political unrest), financial, service quality, socio-psychological, natural disasters, car accident, and food safety problems risks
Han (2005)	Healthy, value, psychological, social, terrorism, equipment, and communication risks

Risk perception is a multi-faceted dimension based mainly on the characteristics of the product and consumers' purchasing motivation. Generally, when an attribute fails to satisfy consumers' needs, the risk perception will be raised due to perceiving a kind of loss or uncertainty. The importance of each attribute varies by product and category. The dimensions of risk employed in tourism research are broad but not consistent. While, financial, performance, physical, social and psychological risks are the most common adopted by many researchers, more recently, owing to terrorist attacks being carried out around the world, some studies have focused their attention to 'terrorism risk'.

Taking into consideration risk perceptions and the characteristics of dining behaviour, the present study adapted Han's (2005) Perceived Risk in International Leisure Travel but only used five of her seven factors. This thesis employed 'value', 'communication', 'social', 'psychological' and 'health' dimensions to measure respondents' risk perception relating to food and their dining experiences.

Han's perceived risks can be described separately; 'Value' can be defined as the gap between perceived expectation and actual satisfaction. The 'Communication risk' dimension as the proficiency of native language. 'Social risk' as the potential loss of esteem, respect, and or friendship offered to the consumer. 'Psychological risk' as the potential loss of self-image or self-concept as a result of item purchase and, 'Health risk' as a measure of biological harm caused by food and the dining experience. Taking these factors into account, one of the primary objectives in this study was to examine how the effects of the multiple dimensions of the various types of risk impacted upon consumers' food choices while they were on holidays or travelling abroad.

2.2.4 The Relationship between Culture and Risk Perception

Past research has proven that the levels of risk perception vary among people from different cultural backgrounds. Yavas et al. (1992) clearly showed that consumers in six countries (American, Mexican, Dutch, Turkish, Thai, and Saudi consumers) differed in their risk perceptions and brand loyalties. Weber and Hsee (1998) found that respondents from the US, Germany and Poland differed in risk preference, as measured by their buying habits for risky financial options. The apparent differences in risk preferences were associated primarily with cultural differences rather than in attitudes toward perceived risk.

Hofstede (2001) found the Japanese to be averse to ambiguous, uncertain and risky situations, as opposed to Australians, Americans and Canadians who scored relatively low on the uncertainty avoidance scale. Hofstede (2001) concluded people from the high-uncertainty cultures usually try to avoid risk that are considered dangerous and seek greater stability in their lives. By contrast, people from the low-uncertainty cultures accept more risk and danger in their lives. Money and Crotts (2003) found that in order to minimise their risk, tourists from the high-uncertainty avoidance group visited fewer destinations, stayed for shorter periods, travelled alone significantly less often, and travelled more with business associates and friends in organized groups than those from the medium-uncertainty group.

Fuchs and Reichel (2004) outlined the role of cross-cultural differences in determining risk perception associated to destination choice and the tendency of risk taking. Reisinger and Mavondo (2005) suggested that there is a strong relationship between travel risk perceptions, and that studies of travel decision-making should include an analysis of cultural and psychographic factors. It is therefore reasonable to assume that the cultural variable will also impact upon the tourists' food choices as this too may carry a perception of risk.

2.3 Concepts of Novelty and Sensation Seeking Behaviour

Novelty seeking behaviour has been emphasized in consumer marketing for several decades. It is a psychological trait that often influences consumer spending. Several definitions of novelty seeking behaviour have been defined. Berlyne (1966) explored the relationship between novelty and exploratory behaviour. He found there is an inverted U-shaped function. In brief, novel stimuli increased the extent of exploratory behaviour. In particular, Berlyne noted people were not interested in something that was either too unfamiliar or too familiar from their normal experiences. Hutt (1970) proposed that the degree of perceived novelty associated with people, objects and environment, could be mapped out along a continuum where antithetical poles could be expressed in terms of time or experience. Hence, he pointed out perceived novelty varied not only with time, but also objects, environment and people. Judd (1988) defined novelty seeking behaviour as the degree of contrast between present perception and past experience. Based on Judd's point, the more difference between the present and past experience, a higher level of novelty will be aroused.

Zuckerman (1994) explained that sensation seeking is a trait which presents the tendency for seeking novelty, variety and complex situations. Sensation seekers tend to take risks to attain this kind of experience implying that sensation seeking behaviour normally contains a certain element of risk. Arnett (1994) comments how sensation seeking is a personality trait in which individuals vary in their ability to tolerate sensations of all types.

In summary, it is possible to identify the important concepts of novelty seeking behaviour from the above authors' points:

1. People perceive levels of novelty seeking differently ~ some people enjoy a certain level of external stimulus, while others may prefer avoiding such situations

as much as possible; and

2. The levels of novelty seeking activity may vary over time depending on age maturity, previous experiences and or environmental conditions.

2.3.1 Novelty Seeking Behaviour in Tourism

The motivations behind travel are varied. The desire to derive pleasure from new or different experiences is one of the motivating factors of why people travel. Pearce (1987) demonstrated, amongst other things, how the motivation of potential tourists to travel was an expectation to experience something new which could not be satisfied at home. Fontaine (1994) suggested experience-seeking factors and sensation seeking adventures might be a basis for the motivation to travel. Subsequently, novelty seeking behaviour has been found to be particularly important in the tourism context (Gandhi-Arora & Shaw, 2000).

In many respects, tourism is the ideal product for variety seeking individuals because it is voluntary, outside of ordinary life experiences, limited in time and space and surrounded by an air of mystery (Godbey & Graefe, 1991). Tourism can provide an opportunity to satisfy people's desire for change from the mundane routine of daily life. This novelty drive is an underlying motivation for pleasure travel and it has been accepted as an enduring concept of travel research (Ross, 1994).

2.3.2 Novelty seeking Behaviour in respect to Dining Experiences

The tourism experience involves all categories of exploratory behaviour. The dining experience is like any other experience encountered on holidays. Experiences such as sightseeing, experiencing the culture, visiting historical heritage sites and museums can all contribute to the valuable pleasures of travel. The physiological and psychological motivators

which cannot be fulfilled in their normal daily life are likely to be satisfied by a sense of adventure, uniqueness of the setting, experience of different cultures and the opportunity to sample new foods (Kivela, 1997a). So it is with the dining experience, the quest to sample various food styles is one of many appealing experiences some tourists aspire to achieve.

The extent of peoples' desire for novelty and stimulation are different. A tourist can be viewed as a consumer who looks for new sources of stimulation (Lee & Crompton, 1992). Eating exotic foods may satisfy some tourists who are in search of novelty or adventure, but it may disappoint those tourists who prefer to maintain their familiar comfort zones. The adventure and hedonistic dishes found in a restaurant are sources of pleasure because they help satisfy individuals' sensational desires particularly so when on holidays (Kivela & Chu, 2001).

Lee and Crompton (1992) proposed that desires for novel experiences among tourists would range along a continuum from novelty seekers to novelty avoiders. Applying their concept to food consumption while on holidays, novelty avoiders may prefer similar food to their own country in order to reduce anxiety or discomfort. By contrast, sensation seekers would be more inclined to look for new types of food to satisfy their need for variety and novel experiences. Pizam et al. (2004) concluded that it may be possible to predict the meal and types of food that tourists would prefer based on determining the relative level of novel experience desired by a given tourist. Hence, there is ample evidence to suggest that the concept of sensation seeking behaviour is applicable to the dining experience and may greatly impact upon tourists' dining decisions.

2.3.3 Novelty Seeking Measurements

Novelty seeking plays an important role in the selection decisions of all types of activities. Evaluation of how well a destination's attributes meet tourists' needs is influenced by the strength of other tourism motives (Lee & Crompton, 1992). How well the destination satisfies those needs will influence the tourists' desire to travel there. However, Niininen, Szivas, and Riley (2004) indicated that it was difficult to predict what type of destination the traveller would prefer. The complication was that the degree of perceived novelty is a unique phenomenon for each individual. Some tourists may define a certain type of activity as novelty seeking but for others it could represent a novelty to be avoided.

Zuckerman (1971) developed a 'Sensation Seeking Scale' comprised of; 'thrill and adventure seeking', 'experience seeking', 'dis-inhibition' and 'boredom susceptibility'. Mehrabian and Russell (1973) developed an 'Arousal Seeking Scale' which consisted of five dimensions; 'arousal from change', 'unusual stimuli', 'risk', 'sensuality' and 'new environments'.

Cohen (1972) proposed a typology of tourists based on the degree to which tourists sought novelty or familiarity in their travel decisions. He suggested that there are three distinct dimensions for differentiation in the context of international travel. Here the organized mass tourist was recognised as the least adventurous, the individual tourist as the explorer, and the drifter whose degree for new experiences was highest.

Plog (1974) developed a psychographic model that related travel choices to personality types. Plog's model places tourists along a continuum of traveller types ranging from 'psychocentrics' who seek less variation and novelty, 'midcentrics', to 'allocentrics' who

focus on varied activities and prefer unfamiliar, novel trips. Snepenger (1987) also used novelty seeking to segment the Alaskan vacation market based on Cohen's typology.

Lee and Crompton (1992) defined the construct of novelty in the context of tourism to conceptualize its role in the destination choice process. It was also used to develop an instrument to measure novelty. The scale was comprised of four inter-related but distinctive dimension: 'thrill', 'change from routine', 'boredom alleviation', and 'surprise'. They also noted that curiosity was aroused and manifested as exploratory behaviour more often by partial familiarity with a stimulus than by total familiarity or by total novelty.

Yiannakis and Gibson (1992) developed a theory with 13 pairs of parameters to measure tourist roles. The Tourist Role Preference Questionnaire (TRPQ) examined three dimensions comprising of 'stimulation-tranquillity', 'strangeness-familiarity', and 'structure-independence'. The characteristics of this scale are better suited for investigating past travel experience because the TRPQ asks respondents to describe their actual behaviour while on vacation.

Mo, Howard, and Havitz (1993) developed the International Tourist Role (ITR) scale which comprised of a 20-item matrix designed to capture the novelty-related nuances of international pleasure travel as proposed by Cohen (1972). The ITR scale has three distinct dimensions:

1. The Destination-Oriented Dimension (DOD) that represents an individual's preferences for novelty and familiarity, especially when choosing among international travel destinations.

2. The Travel Services Dimension (TSD) measures the extent to which an individual prefers to travel with or without institutionalized travel services when travelling abroad and;
3. The Social Contact Dimension (SCD) that measures the individual's preferences regarding the extent and variety of social contacts with local people when travelling in a foreign country.

Mo et al. (1994) stated that the ITR scale is more suitable for examining either experienced travellers or non-travellers, because it measures tourists' preferences, not their behaviours. Even though they revised the original 21-item scale into a 16-item scale, Jiang, Havitz, and O'Brien (2000) validated the ITR scale through confirmatory factor analysis. Basala and Klenosky (2001) adopted the ITR scale to examine the differences between travel groups in terms of accommodations, companions, and language. They deduced that familiarity seekers preferred international hotel chains but novelty seekers preferred locally owned facilities. Basala and Klenosky suggested the ITR scale is suitable for examining either past behaviour or future travel preferences and intentions.

Shenoy (2005) developed the Food Activity Preferences (FAP) scale by asking respondents questions regarding their frequency of participation in leisure travel food related activities, as well as questions pertaining to their variety seeking tendency towards food. Empirical studies in the area of food tourism are limited, so this scale provides a conceptual framework for the food tourism study. Shenoy's scale comprises 23 items under five different dimensions. The existing study utilised part of the FAP scale with the ITR scale in order to acquire more detailed consumer information on food preferences while on holidays.

Past research findings, reveal that novelty seeking is an identifiable and effective variable that better helps us to understand the dining market. By using both scales it seems possible to predict tourist's food preferences by determining the relative level of novel experience desired by a given tourist segment. This thesis will endeavour to substantiate such a claim.

2.3.4 The Relationship between Novelty Seeking and Risk Perceptions

Trijp, Hoyer, and Inman (1996) proposed that variety-seeking behaviour usually implies some degree of risk taking on the part of the consumer. The term sensation seeking was coined to describe the trait that includes a variety of risk taking and sensation seeking behaviour and to express the intolerance for boredom (Arnett, 1994). More recently, Pizam et al. (2004) conducted a study among undergraduate students and found that those respondents who preferred to participate in extreme sports while on a leisure trip scored higher on Zuckerman's Sensation Seeking Scale (SSS) than those who preferred to visit cultural / heritage, man-made and natural attractions. Their findings also discovered that individuals who made their own travel arrangements (Free and Independent Travel ~ FIT) scored higher on the SSS than those who preferred to travel with guided tour groups, packaged tours, or with family and friends.

Moreover, Lepp and Gibson (2003) examined the relationship between novelty seeking and perceived risk and identified how novelty seeking influences travel style. Their findings indicated that organized mass tourists perceived a higher level of risk related to health than explorers and drifters. Organized mass tourists were more concerned with risk related to terrorism and strange food than the other two groups. Lepp and Gibson suggested that the perception of risk associated with international tourism varies depending on tourists' preferences for familiarity or novelty.

Cautiously, Pizam et al. (2004) emphasized that the constructs of risk perception and sensation seeking are correlated, but they are not necessarily the same. Indeed, one can be low on the risk taking and sensation seeking side, high on both, or low on one and high on the other. This fact is of significant importance in explaining leisure and tourist behaviour. Using Pizam et.al's logic, a tourist who travels thousands of miles to see the Great Wall in China might be motivated to undertake this trip because of the high sensations caused by seeing such a monumental historical site, but by all counts, this sightseeing activity is not considered to be a risky one.

Fuchs and Reichel (2004) believed that exploring the possible connection between risk perceptions and sensation seeking behaviour could contribute to our understanding of why tourist behave the way they do and what factors might determine their choice of destination. Pizam et al. (2004) explored the possible relationship between choosing a destination associated with high risk and sensation seeking tendencies. Pizam suggested a future survey to consider both sensation seeking and risk perceptions as a combination of internal variables. A possible connection between risk perceptions of a tourist destination and sensation seeking behaviour could contribute to our understanding of tourist behaviour and choice of destination. It could also form the catalyst for adjusting the appropriate marketing strategies to suit well-defined market segments.

2.4 Why Consider Cultural Differences in Tourism

Master and Prideaux (2000) proposed that culture has two perspectives. First, culture represents an ideological perspective including beliefs, norms, values, and customs. Second, along with ideological elements, culture also represents material elements including aspects such as where to travel, what to eat, what to buy and how to behave while travelling. Culture is also reflected in the choice of leisure activities. Cultural differences therefore, should not be ignored in tourism as the foreign market provides a substantial proportion of revenue.

Culture can be used to explain variations in the social behaviour of different nationalities particularly in settings outside of national boundaries. Typically this would include international holiday experiences (March, 1997). Reisinger and Turner (1997) stressed that the greater the differences in cultural background, the more likely it could be that the behaviour of each participant would be misunderstood and lead to friction. Richter's (1983) survey emphasized that large cultural differences could be found between Asian and Western travellers. Chadee and Mattsson (1996) conducted a survey in New Zealand which compared European and Asian travellers and found that the Asians appear to derive lower levels of satisfaction from the dining experience.

2.4.1 Changing Dimension of Australian Tourism

In the Australian tourism context, since increasing numbers of patrons come from overseas, cultural differences necessitate more attention by hospitality management. More recently the nationality mix of visitors choosing Australia as a travel destination has changed. Visitors from Asian countries now account for just over two-fifths (43%) of all international visitors to Australia (Australian Bureau of Statistics, 2004). Similarly, the outbound travel market to Asia is growing quickly as well. Fuelled by rapid economic growth, modernisation and an

expanding middle class, Asian destinations now provide security, comfort and value for money (March, 2004). The strongest growth sector in international visitor arrivals to Australia occurred in the Chinese market, with an average annual growth rate of 24.5% (Tourism Queensland, 2005). In 2005 there were 284,943 Chinese visitors to Australia, an increase of 13 % from the previous year, making China Australia's fifth largest inbound tourism market (Tourism Australia, 2005).

In analysing the Australian inbound tourist market from five Asian countries, March (1997) found that the eating patterns of visitors was largely based on cultural and religious factors. The conclusion to this point, is that the association between tourists' food preferences and culture should not be ignored in the competitive tourism market.

2.4.2 Past Research Related to Cross-Cultural Issues

Many researchers have justified that cultural differences are evident in the travel preferences and behaviour of different nationalities. Table 2.3 lists a brief summary of past research related to cross-cultural issues in tourism.

Table 2.3 Summary of Major Cross-Cultural Studies in Tourism

Author, Year	Target Group	Nationalities Compared	Survey Method	Items Compared
Sheldon & Fox (1988)	Visitors in Hawaii	Japan, Canada, U.S.	Questionnaire Kruskall-Wallis	The role of food service in vacation
Kau (1993)	Tourists in Singapore	Asians and Caucasians	Questionnaire t-test	Evaluating the attractiveness of a theme park
Pizam & Sussmann (1995)	Tour-guide London	Japanese, French, Italian, American on guided tour	Questionnaire (Factor analysis and one-way analysis of variance)	Tourist behaviour
Huang, Huang, & Wu (1996)	Guests in high-priced hotel in Taiwan	Japanese American	Descriptive	Responses to unsatisfactory hotel service
Armstrong, Mok, Go, & Chan (1997)	Guests in hotel in Hong Kong	European, Asian and English cultural groups	Analysis of variance Post-hoc multiple comparison test	The measurement of service quality perceptions in hotel
Iverson (1997)	Departing flights to Japan/ Korea	Korean Japanese	Secondary data Questionnaire	Vacation planning characteristics
Sussmann & Rashcovsky (1997)	Residents	English and French Canadians	Questionnaire t-test Chi-square test	Vacation travel pattern
Reisinger & Turner (1997)	618 Asian tourists, 250 Australian tourism service providers	Indonesians and Australians	Questionnaire, Non-parametric Mann-Whitney U test, Factor analysis	Cultural values, rules of behaviour, perceptions of service, forms of preferred, social interaction and satisfaction
Mitchell & Vassos (1997)	Undergraduate students	Cypriot and UK	Focus groups and interview Questionnaire t-test	Perceived risk and risk reduction in holiday purchases
March (1997)	Students (A five-country study tour)	South Korea Taiwan, Indonesia, Thailand, Japan	Interview Secondary data Descriptive	General outbound statistics, structure of the outbound industry, travel behaviour
Hsee & Weber (1998)	Students at major urban universities	P.R.C. US, Germany and Poland	Questionnaire	Risk perception
Crotts & Erdmann (2000)	Visitors to the US	Brazil, Taiwan, Japan	Questionnaire (in-flight survey)	Consumers' evaluation of travel service
Liu & McClure (2001)	Residents	South Korea and the western and north-eastern regions of America	Questionnaire	Consumer complain behaviour and intentions

Table 2.3 Continued				
Author, Year	Target Group	Nationalities Compared	Survey Method	Items Compared
Reisinger & Turner (2002b)	Asian tourists and Australian hosts	Indonesian, Japanese, Korean Chinese, and Thailand tourists Australian service providers	Mann-Whitney U-test Principal component analysis	Values, rules of behaviour and perceptions which influence inter - personal contact between international tourists and hosts and their satisfaction levels
Kim, Prideaux, & Kim (2002)	Employees in Casino in Korea	Japanese, Korean, Chinese, Western (US and Europeans) and others	Questionnaire General Linear Model	Casino guests perceived by casino employees
Money & Crofts (2003)	Visitors to US (In-flight survey of overseas visitors)	Germany and Japanese (1042)	Discriminant analysis, ANOVA analysis	Information search, trip planning time horizons, travel party characteristics, trip characteristics
Fuchs & Reichel (2004)	Tourists in Israel	American, Canadian, French, German, Westerns Europeans, South American, African, Asian, Eastern European	Face to face interview	Overall risk
Becken & Gnoth (2004)	Tourists in New Zealand	US, German, Australian	Cluster analysis Discriminant analysis	Transport modes, accommodation used, attractions/activities visited, trip related characteristics
Pizam et al. (2004)	University students (1,429) in 11 countries	Gabon, Germany, Ireland, Israel, Italy, Korea, Romania, Slovakia, Spain, South Africa, and US	Frequency distribution, Chi-Square, Multiple analysis of variance	Preferred tourist activities, preferred trip arrangements, type of vacation

The above studies were relevant to the context of increasing participation in tourism by members of many different cultural groups. Researchers in tourism behaviour have developed a diverse range of techniques. In general, we can categorise the various methods of analysing target groups into three types:

1. Direct methods: Comparing tourists from various national groups based on their behaviour.
2. Indirect methods: Through the observations of service providers such as tour guides or hotel employees etc., comparing tourists of different nationalities. For example; Kim et al. (2002) investigated casino guests from five countries as perceived by casino employees; Pizam and Sussmann's (1995) analysis of the perceptions of tour-guides on the differences and similarities between tourists from Japan, France, Italy and the US. And
3. The inter-perceptions: How tourists perceive local hosts and how hosts perceive tourists. For example, Reisinger and Turner (2002b) examined cultural differences between Asian tourists and Australian hosts.

2.4.3 Cultural Differences in the Dining Market

Referring to the food service industry, there are several authors who have provided a view on cultural distinctions. For example, Wei, Crompton, and Reid (1989) examined American travel satisfaction in China and found that food was probably the most disappointing aspect of the trip. Lee and Francis (1997) surveyed Korean traveller's expectations about various aspects of the dining experience and found that they were generally higher than those of the US sample. March (1997) compared traveller attitudes from five Asian countries (Indonesia, Thailand, Taiwan, South Korea and Japan) on outbound travel industries and found that a number of similarities and differences about travelling behaviours existed between the nationalities. The differences included eating patterns based on cultural or religious factors. One example cited was that Koreans had stronger preferences to eat their own cuisine while

travelling abroad.

Customers from different nations may use different means to express their dissatisfaction (Schutte & Ciarlante, 1998). Rozin et al. (1999) reported substantial country differences in attitudes towards food and health. They examined food's function in the minds and lives of people from four countries (Flemish Belgium, France, US and Japan). Respondents were asked questions dealing with their beliefs about, the diet-health link, concerns about food, the degree of consumption, modified foods, the importance of food as a positive force in life, foods' nutritional versus culinary context, and satisfaction levels with the healthiness of one's own diet. Again the researchers found there were substantial differences recorded between nationalities. For instance, the Americans associated food most with health and least with pleasure whereas the French associated food more with pleasure-oriented activities and least for health. Becker, Murrmann, Murrmann, and Cheung (1999) found that US and Hong Kong students had very different expectations in relation to restaurant service. They found that the Asians valued respect, unobtrusive helpfulness and personal cleanliness relatively high, while US students preferred eye contact, personalisation and product knowledge.

Obviously, these study findings support the notion that dining behaviour is perceived differently by the various nationalities. From the above literature, it is reasonable to hypothesize that dining preferences and food choices are a cultural product.

2.4.4 Culture in International Tourism Promotion

Reisinger et al. (2002b) indicated that cultural differences are very useful constructs for international tourism promotion and that understanding such differences can provide very accurate criteria for target marketing and strategic positioning. As a result, tourism marketers

should take into account the cultural backgrounds of international tourists to identify specific profiles of the market. Management could then determine how a destination should position itself in the marketplace to appeal to international tourists. Hence, one of the present study's aims is to provide evidence of such cultural differences and show how those differences vary between Australian and Chinese travellers.

2.4.5 Reasons for a Cultural Comparison between Australian and Chinese Travellers

Australia's traditional inbound tourism market is changing with visitors coming from a wide range of cultural and ethnic backgrounds. The strongest growth in international visitor arrivals to Australia between June 2003 and June 2005 was from the Chinese market with an average annual growth rate of 24.5% (Tourism Queensland, 2005). China has become Australia's fifth largest source market in terms of total expenditure (Tourism Queensland, 2005). In 2005, travellers from China spent a total of AU\$1.5 billion on trips to Australia, with an average expenditure of AU\$5,442 per trip (Tourism Queensland, 2005). More importantly, 19% of Chinese visitor nights in 2005 were spent in disperse areas, outside the major gateways of Sydney, Melbourne, Brisbane and Perth (Tourism Queensland, 2005). In response to this increasingly important market and for tourism management to capitalise on this growth, it becomes essential to understand the Chinese tourists' needs and wants.

2.4.6 The Growing Importance of Chinese Visitors

In 1999, Australia was the first Western country to receive approved Destination Status by the Chinese government, subsequently Australia established itself with the Chinese consumers as one of their preferred Western holiday destinations (Australian Bureau of Statistics, 2002). China is presently the fourth largest source for outbound tourism only surpassed by Germany, Japan and the United States and accordingly growth in visitor arrivals

to Australia from China should continue to increase. Arrivals from China are expected to perform well over the next eight years, with an average annual growth rate of 15.7% through to the year 2015 (Tourism Australia, 2005). Noticeable was the average growth rate of 22% for visitors from China over the decade from 1996 to 2005.

Due to the significant size and potential of the Chinese tourist market, many countries are making great efforts to draw Chinese tourists. In 2005, 99,255 Chinese visitors to Australia, representing 36% of the Chinese inbound market, were repeat visitors. However, this was considerably lower than the average of 59% across all other markets (Tourism Australia, 2005).

Chen (2002) interviewed travel agent operators in New Zealand, and believes that the Chinese have different service needs relating to language and meals. Similarly, Ryan and Mo (2001) conducted a survey on satisfaction of Chinese tourists to New Zealand and found some Chinese criticize food and prices in New Zealand, even though most of them were very satisfied with the service and tour arrangements.

Most Chinese deem eating nice food as one of the 'great happinesses'. According to a report by Tourism Australia (2006), two of the top five activities in 2005 for the Chinese were shopping for pleasure and eating out at restaurants. Quan and Wang (2004) described how it is necessary to understand tourists' food culture (such as their eating habits), and also how necessary it is to segment tourist markets in terms of their different habits and preferences. Therefore, if the Australian service providers wish to stay competitive, it is essential for them to understand tourists' food preferences.

In a very competitive tourism market, aggressive marketing activities by Australian operators are set to increase. For instance, Chinese people can visit several European countries in one trip with one or two visas at a similar cost to a single trip to Australia (Tourism Australia, 2005). Australia's success lies in learning about the cultural background and on the tourists' experiences and expectations. Culturally diverse visitors will be the future targets of the Australian tourism industry (Reisinger & Turner, 1997).

Popular destinations usually attract tourists from different cultures and countries, therefore studies such as comparisons between Chinese and other Asian travellers would provide invaluable information for Australian tourism management.

2.5 Purpose of Study

Based on the above mentioned paradigms of risk perception, novelty seeking behaviour and culture, the present research makes use of the three variables. This study employs statistical methods to analyse the relationship between nationalities, risk perceptions and novelty seeking psychological characteristics. The research was conducted in order to acquire a more precise representation of consumer behaviour relating to the hospitality industry. In particular the thesis explores consumers' food preferences and consumption choices while on holidays. The aim of the research was to add to a body of knowledge by showing how tourism management could perhaps make use of such techniques to further expand marketing opportunities. In order to understand tourists' food buying behaviour, several research questions were raised to fill the research gaps that had been addressed by other studies.

These questions include:

- What factors influence tourists' dining experience?
- Do people have different food attitudes when travelling to another country?
- What are tourists' food preferences and patterns?
- What factors influence people's dining decisions?
- What restaurant attributes influence future dining choices?
- Can we predict tourists' future dining intentions at a holiday destination?

The following pages will reveal the answers to these questions.

Chapter 3

Preliminary survey of international tourists in Cairns (First study)

3.1 Introduction

3.2 Research Questions

3.3 Methodology

3.4 Results and Discussion

3.5 Conclusion

3.1 Introduction

Michalsky (1991) indicated that patrons dine differently while on vacation. The dining experience is like any other experience encountered on holidays. Experiences such as sightseeing, absorbing the culture, visiting historical monuments etc. can all enhance the overall travel experience and make the holiday more memorable. So it is with the dining experience. The appraisal and appreciation of food stimulates our sensory perceptions just as much as the other vacation activities do (if not more so for some travellers) and represents an important aspect of trip satisfaction.

According to the Japanese Travel Bureau's (2002) report, expenditure by international visitors on a per-item-basis when in Australia on food, drink and accommodation accounted for the maximum proportion of spending. Food expenditure regularly occupies a larger proportion of the total trip budget and consequently the food experience becomes one of the more influential factors that may attract or impede a tourist's desire to travel.

Kastenholz (2000) found that food was the fifth most important motivational factor for tourists visiting a region however food ranked eighth on the scale of satisfaction. The relatively poor level of food satisfaction is of worthy concern because it demonstrates a gap between tourists' motivational expectations and actual experiences with food when travelling. Fields (2002) emphasized that tourism management should fully take use of food experience surveys to improve services, since they indicate the actual behaviour and the future preferences of the target market.

Taking these concepts into consideration, the first study of this thesis focused on Australia's inbound tourist market and examined international visitors' food experiences while travelling in Australia.

3.2 Research Questions

The main objective of this first study was to ask overseas travellers about their food experiences and explore what major factors influenced their dining experiences. The study examined tourists' best, worst, and ideal food and dining experiences. The tourists were from many different countries with varying cultural backgrounds.

The specific research questions of this study are set as follows:

Research Question 1

What are tourists' food preferences and patterns?

Research Question 2

Can tourists be grouped into distinct segments based on their attitudes towards food and dining behaviour?

Research Question 3

What factors influence tourists' level of satisfaction with respect to food experiences while travelling?

Research Question 4

Are there any differences across various cultural groups with respect to food attitudes when travelling in Australia?

3.3 Methodology

3.3.1 Questionnaire Design

The questionnaire was developed with the aim of providing basic descriptive information on the food preferences of tourists in daily life and while travelling. The questionnaire was mainly open-ended in format, but also contained some closed ended questions. Lazarsfeld et al. (1944), Moser and Kalton (1971) and McKennell (1974) have argued that survey questionnaires designed with open questions form a strong basis for developing meaningful sets of closed ended alternatives (Schuman & Presser, 1996).

The open-ended questions elicited responses by asking respondents to describe in detail their best and worst food experiences while travelling in Australia. The questionnaire also asked them to describe what would be an ideal food experience they would like to have while in Australia. In addition, respondents were asked about their food preferences in their daily life, including how often they eat ethnic food, how often they go out for a meal, what are their favourite dishes, and what dishes they dislike. Respondents were asked to identify what they perceived to be 'typical Australian food'. They were also asked about their past travel experiences. The final section of the questionnaire solicited demographic details from respondents. To ensure reliable results, the questionnaire was administered in Mandarin to

Chinese respondents and in English to Western respondents. A copy of the Cairns questionnaire can be found in Appendix B.

3.3.2 Data Collection and Sample

This study was based on exploratory research conducted with a convenience sample of visitors to Cairns in tropical North Queensland. Cairns recorded more than three million international and domestic passenger movements during 2003/04 (Cairns Tour Information, 2007). Since Cairns is rated as the third most popular international tourist destination in Australia after Sydney and Brisbane, the small city provided an ideal location to target tourists (TUI Travel PLC, 2007). Data was collected at the Lagoon in Cairns and on reef cruises to Green Island between December 2004 and February 2005. A screening question was asked to select only those respondents who had been travelling in Australia for more than 24 hours and were not Australian residents. The surveys were handed out and collected from respondents on the spot. Of the 200 questionnaires distributed, 90% were returned useable. The samples were divided into Chinese and Western cultural groups.

To ensure an adequate response rate to the survey three measures were taken;

- 1) The questionnaires were personally handed to the respondents, which provides the interviewer with direct contact. The survey was conducted either through self administering or face-to-face interviews on site;
- 2) In most cases the questionnaires were collected upon completion and;
- 3) Respondents were treated with a free soft drink in appreciation of their contribution.

3.3.3 Data Analysis

The Statistical Package for the Social Sciences (SPSS) # 12 software program was used to analyze the data. Because the questionnaire contained several open-ended questions, the analysis employed a combination of both quantitative and qualitative methods. The analysis was mostly limited to descriptive analysis of frequencies and cross-tabulations. Chi-square tests were run for cross-tabulations but in some cases, the test was not appropriate if the numbers in a cell were less than five.

3.4 Results and Discussion

The results are presented below, beginning with a demographic profile of respondents, followed by their responses to the research questions.

3.4.1 Demographic Profile of Respondents

The respondents were not evenly distributed in terms of gender, 67.8% were male and 32.2% were female. Age distribution ranged from 20 to 75 years with a mean age of 35.1 years. The most common age category was 20-29 years old (41.5%), followed by 30 -39 (26.8%), and 40 - 49, (11.6%). With regard to marital status 52.8% of the respondents were single and 47.2% were married.

The nationalities of respondents were dominated by Europeans (other than British) (37.2%), followed by Chinese (33.3%) and British (19.4%). Overall, the sample was affluent and well educated. Bachelor level education accounted for the largest portion of respondents (45.1%), followed by postgraduates (22.8%), up to technical college or diploma (17.3%) and high school (14.8%). The most common categories of occupation of interviewees were professionals (21.2%) and executives (16.5%), followed by students (14.7 %).

Table 3.1 Demographic Profile of Respondents

Profile of respondents	Frequency (n=180)	Percent %
Gender	Male = 122	67.8
	Female = 58	32.2
Age Mean = 35.11 Minimum=20 Maximum=75	20-29	41.5
	30-39	26.8
	40-49	11.6
	50-59	9.1
	60-69	4.3
	70-79	0.6
Profile of respondents	Frequency (n=180)	Percent %
Nationality	European = 67	37.2
	Chinese = 57	31.7
	British = 34	18.9
	American = 14	7.8
	Others = 8	4.4
Education	Bachelor	45.1
	Postgraduates	22.8
	Technical college or diploma	17.3
	High school	14.8
Occupation	Professional = 36	21.2
	Executive = 28	16.5
	Student = 25	14.7
	Businessman = 18	10.6
	Technical = 17	10
	Teacher = 15	8.8
	Skilled worker =15	8.8
	Retired = 7	4.1
	Other = 9	5.3
Marital status	Single = 95	52.8
	Married = 85	47.2

3.4.1.1 Past Travel Experiences

In terms of past travel experiences (trips they had taken within the past five years), most of the respondents had taken more than one trip in different areas. On average, European respondents had more travelling experience (5.6 visits on average), followed by American (3.6), Asian (2.4), African (1.9) and other areas (1.5). This finding seems to be consistent with the demographic background of respondents who were mostly from the UK and other parts of Europe. Holidays were the most common purpose for travelling to Australia, (66.7%), followed by study (17.8%), and other purposes like visiting friends and relatives (VFR) or business (15.6%). See Table 3.4.

Table 3.2 Past Travel Experiences

Frequency	Asia	Europe	America	Africa	Other Areas
1 time	55.6%	23.4%	43.6%	65.9%	79.2%
2 times	21.3%	18.0%	26.9%	18.2%	13.3%
4 times	6.5%	14.4%	12.8%	6.8%	2.9%
Mean	2.42	5.55	3.6	1.89	1.5
	Reasons				
Purpose of trip to Australia	Holiday	Study	Other	VFR	Business
	66.7%	17.8%	15.6%	11.7%	5.0%

3.4.2 Results- Research Question 1

What are tourists' food preferences and patterns?

3.4.2.1 Food Preferences and Patterns

When asked to identify their three favourite types of food, the most common responses were Italian (57.3%), Chinese (51.7%) and Indian (36%). Taste (53.7%), spices (50.6%), and price (48.1%) were the most common reasons for preferring these styles of cuisine (Table 3.3).

There was some variation across the preferred food styles with respect to reasons for preferences. For example, the most common reason provided by respondents who preferred Italian food was due to Pasta or Pizza. For example, 'I love Pasta' (British, male, 26); 'I like delicious pizza and pasta' (British, female, 51 and British, male, 59).

Respondents who preferred Chinese food did so mainly because of the taste/flavour and variety. For example, 'I like sauce' (British, male, 27); 'because of taste/flavour' (British, male, 22); 'varieties and tasty' (British, male, 38). The main reason why respondents indicated that they liked Indian food was because it was spicy. For example, 'spicy and tasty' (British, male, 38 and British, female, 55); and 'I love cumin and the flavour' (New Zealand, male, 32).

When respondents were asked to list 3 specific dishes or meals they would like to try, the majority identified seafood (28%), sushi (23%), then kangaroo and crocodile meat (18.4%). For example 'I like seafood' (Scottish, male, 22), 'I would like to try prawn and squid' (Dutch, female, 25). 'I just never got round to [trying] sushi' (British, male, 22); 'kangaroo' is a different type of meat' (British, female, 51).

Curiosity was the most common reason (117%) for wanting to try these dishes, then popularity (19.1%), and price (10.6%). For example, when commenting on why they would like to try sushi, one respondent said, 'I've never had it before' (Swedish, male, 21). Also they commented on the fact that 'kangaroo or crocodile could only be eaten in Australia' (Belgium, male, 23 and Columbian, male, 29); 'It is a native authentic Australian dish' (Chinese, male)'. Popularity was the second most common reason for trying dishes, for

example 'it is popular and looks delicious' (British, female, 51) and 'a lot of people like it' (Swedish, female, 21). In addition, price was the third consideration for trying a new food when in Australia, for instance 'It would be expensive in my country' (Columbian, male, 29).

In contrast, the most frequently identified dish that respondents were not interested in trying was domestic animals (such as dogs and cats) (19.2%) because it is 'inhumane' (German, female, 23). The second type of dish they were not interested in trying was some seafood (such as squid, octopus, oyster, sushi) (17.4%). Comments included; 'not appetizing' (Norwegian, male, 33); 'too rubbery' (Scottish, male, 35) 'allergic' (Danish, female, 25); 'dislike eating raw fish' (English, male, 63 and Swiss, male, 44). The third most common type of dish they were not interested in trying was kangaroo or horse meat (16.2%). For example, comments included 'I don't like eating something unfamiliar' (Ireland, female, 25); 'I don't like to take the risk' (Dutch, male, 28) and 'Too different to the palate' (British, female, 58). Another reason for not wanting to try these dishes was that they were perceived to be unappealing (35.8%), for example, 'looks bad' (British, male, 35). This was followed by habit (34.3%), for example, 'I don't consume it in my culture' (Spanish, female, 32). Overall, most respondents disliked some 'seafood' such as octopus, oyster, squid etc, mainly due to the taste and allergies, and as to 'sushi' because it is 'raw'. Crocodile and kangaroo were discarded generally based on cultural differences which did not include this type of meat in their regular diet.

Respondents were also asked, 'When you think of Australia, what types of food come to mind?' The most common responses were seafood (31.3%), kangaroo (23.8%) and Bar-B-Qs (20.7%). Furthermore, there were some negative comments worthy of concern, such as 'nothing belongs here' (German, female, 23); 'I don't know any typical food of Australia'

(Polish, female); ‘Greasy, unhealthy’ (Dutch, female, 45); ‘lots of meat’ (German, male, 29); ‘no taste’, ‘nothing special’ (British, male, 34), ‘fast food’ (Swiss, male, 28 and Chinese, male, 58); and ‘Asian food’ (Swiss, male, 44). However, there were also some positive comments, such as ‘lots of different cultures’, ‘exotic food’ (Norwegian, female, 39), ‘great international cuisine’ (German, female, 23) and ‘nice BBQ steak and seafood’ (Italian, male, 47).

Table 3.3 Food Preferences

Favourite food style	1. Italian (57.3%)	2. Chinese (51.7%)	3. Indian (36%)
Reasons for preferences	1. Taste (53.7%)	2. Spices (50.6%)	3. Price (48.1%)
Specific dishes would like to try but have not so far	1. Seafood (28%)	2. Kangaroo meat (18.6%)	3. Crocodile meat (18.6%)
Reasons for wanting to try	1. Curiosity (117%)	2. Popularity (19.1%)	3. Price (10.6%)
Specific dishes not interested in trying	1. Domestic animals (19.2%)	2. Seafood (17.4%)	3. Kangaroo meat (16.2%)
Reasons for not wanting to try	1. Not appealing (35.8%)	2. Habit (34.3%)	3. Inhumane (27.7%)
Typical Australian food	1. Seafood (31.1%)	2. Kangaroo meat (23.8%)	3. BBQ (20.7%)

3.4.3 Discussion-Research Question 1

The major reason for trying a particular type of food was taste. Overall, Italian style food was the most preferred by respondents. Curiosity and popularity were the major reasons for motivating their food trial. People had different acceptance levels to try new or different food. For adventurous tourists, local foods provide a wonderful opportunity to satisfy their curiosity, and for conservative tourists, trying a popular dish was likely to make them feel more comfortable about their choice.

An interesting observation was that the international tourists surveyed in this study characterized seafood, kangaroo meat and BBQ's as being typical Australian food. There were some negative and positive comments about the impression of Australian food. From a positive perspective, respondents commented that there was great variety of foods because of the multi-cultural nature of Australia. But in contrast, many respondents claimed that there was no typical Australian food. Other respondents perceived Australian food as being boring, unhealthy and greasy.

Hjalager and Corigliano (2000) pointed out that food image is an important ingredient of cultural tourism. And food consumption is regarded as one of the more important factors in destination marketing (Quan & Wang, 2004). By paying particular attention to the comments of overseas visitors, tourism and hospitality management can utilise such information to improve their current service or invent new products to satisfy customers' needs.

3.4.4 Results-Research Question 2

Can tourists be grouped into distinct segments based on their attitudes towards food and dining behaviour?

3.4.4.1 Food Habits and Attitudes

Four types of tourists were identified based on their attitudes towards food while travelling. The procedure used to identify the different types of tourists was based on a food attitude question where respondents were asked to indicate one of four categories. A series of other questions evoked answers on other food related habits. Nearly one half of the respondents surveyed (44.4%) go out for a meal at least once per month and a further 37.8% eat out at

least once per week. About 11% of respondents go out for a meal more than 3 times per week. Regarding the frequency of eating ethnic food, more than one half of respondents eat ethnic food at least once a week (52.8%). Some, 33.9 percent, indicated they eat ethnic food at least once per month. A small percentage (6.7%) indicated that they eat ethnic food more than 3 times per week. See Table 3.4.

The final section of Table 3.4 relates to attitudes towards food while travelling. A large proportion of respondents indicated that they enjoy trying different food when they travel (41.4%) or that trying new foods is a very important part of their travel experience (40.2%). Only 7.8% indicated that the type of food they eat is not important to their travel experience while 10% of respondents indicated that they only like to eat food that they are familiar with when they travel.

Table 3.4 Food Habit Patterns and Attitudes

How often eat ethnic food	Never (2.8%)	Once in a while (3.9%)	Once per month at least (33.9%)	Once per week at least (52.8%)	Very often (6.7%)
How often go out for a meal	Never (2.2%)	Once in a while (4.4%)	Once per month at least (44.4%)	Once per week at least (37.8%)	Very often (11.1%)
Attitude towards food while travelling	Food is not important (7.8%)	Eat food I am familiar with (10.1%)	Enjoy trying different food (41.9%)	Trying new food is important while travelling (40.2%)	

3.4.4.2 Profile of Different Food Attitude Groups

This study divided respondents into four categories based on their attitude towards food. In order to carry out further investigations, category 1 and 2 were combined into Group 1 (See Table 3.5).

Group 1, consisted of those respondents who indicated that food is not important when they travel or that they prefer to eat familiar food while travelling (n = 31). They will be referred to as low-involvement diners (LID). Group 2 was comprised of those respondents who indicated that they enjoyed trying different food while travelling (n = 72) and have been labelled as middle-involvement diners (MID). Finally, Group 3 included those respondents for whom trying new food was an important part of the travel experience (n = 74) and have been labelled high-involvement diners (HID).

The most common occupation of the LID and MID was 'professional', but the majority of the HID respondents were students. 'Executive' was the second most common occupation for LID, 'students' for MID, and 'professional' for HID. On the whole, the sample appeared to be well educated. The HID (which accounted for almost 42% of respondents) were educated up to Bachelor level (49.2%) with Postgraduates representing (30.2%) of that group. The level of education seemed higher in the HID group which interestingly had a higher propensity to sample new foods.

Comparing the three groups with regard to their demography, only the age variable had statistical evidence showing that HID consisted of younger people with a mean age of 32.23 years compared to the LID with a mean age of 36.39 and MID with mean age of 38.89 years. This indicates that younger travellers have more motivation to try new foods. For example: 'I never tried Asian food before' (Swiss, male, 28, HID). More than one half of the LID respondents were married (56.3%) compared to MID and HID where more than a half were single (56.0% and 52.8% respectively).

In terms of gender, the three groups were quite consistent in that males occupied around two thirds of respondents (62.5%; 69.3% and 68.1% in LID, MID and HID, respectively), while females formed the remaining one third (37.5%; 30.7% and 31.9% in LID, MID and HID, respectively). In respect to nationality, most of the LID were Chinese (46.9%), while the majority in the MID (40%) and HID (40.3%) groups were mainly European. The Chinese represented 26.7% of MID and 34.7% of HID. The Demographic profiles of respondents and their attitudes towards food are summarised in the table below.

Table 3.5 Demographic Profiles of Respondents and Food Attitude

Demographic profile of respondents and food attitude while travelling			
Demography of respondents	Food attitude while travelling		
	Low-involvement diner (LID) (n = 31)	Middle-involvement diner (MID) (n = 72)	High-involvement diner (HID) (n = 74)
Occupation	Professional (29.0%) Executive (25.8%) Skilled worker (12.9%)	Professional (22.2%) Student (16.7%) Executive (13.9%)	Student (18.2%) Professional (16.7%) Executive (15.2%)
Age: Mean = 35.16 F-value = 3.558 p-value = .031	Mean = 36.39	Mean = 38.89	Mean = 32.23
Education	1. Bachelor (43.3%) 2. Technical college or diploma (23.3%) 3. High school (13.3%)	1. Bachelor (41.2%) 2. High school (22.1%) 3. Technical college or diploma (19.1%)	1. Bachelor (49.2%) 2. Postgraduate (30.2%) 3. Technical college or diploma (12.7%)
Marital Status	1. Married (56.3%) 2. Single (43.8%)	1. Single (56.0%) 2. Married (44.0%)	1. Single (52.8%) 2. Married (47.2%)
Gender	1. Male (62.5%) 2. Female (37.5%)	1. Male (69.3%) 2. Female (30.7%)	1. Male (68.1%) 2. Female (31.9%)
Nationality	1. Chinese (46.9%) 2. European (25%) 3. British (15.6%)	1. European (40%) 2. Chinese (26.7%) 3. British (22.7%)	1. European (40.3%) 2. Chinese (34.7%) 3. British (16.7%)

3.4.4.3 The Relationship between Food Attitudes and Food Habits

There were differences among the three groups with respect to food attitudes and the frequency of eating ethnic food. The majority of those who indicated trying new food as very important, or ate ethnic food at least once per week equated to 62.5% of respondents in the

HID group. This was followed by 23.6% of respondents who ate ethnic food at least once per month. Fifty six percent of the MID respondents ate ethnic food or enjoyed trying different food at least once a week, while 36.0 % did so at least once per month. Relative to the previous two groups, the majority of LID (who eat food that they are familiar with or regard food as not very important while travelling), eat ethnic food perhaps once per month (53.1%), but only 21.9% of this group indicated that they ate it at least once per week. MID and HID have a tendency to eat ethnic food more often than LID.

As to the association between frequency of eating ethnic food between the three dining groups, the significance level ($p = 0.01$, and $F = 3.452$) proved statistically that HID respondents were more likely to eat ethnic food on a regular basis (Table 3.6).

Table 3.6 Food Preference Patterns with Different Food Attitude Groups

	LID	MID	HID
How often eat ethnic food $F = 3.452, p = 0.01$	Once a month at least (53.1%) Once a week at least (21.9%)	Once a week at least (56.0 %) Once a month at least (36.0 %)	Once a week at least (62.5 %) Once a month at least (23.6 %)
How often go out for a meal	Once a month at least (40.6%) Once a week at least (34.4%)	Once a month at least (46.7%) Once a week at least (34.7%)	Once a week at least (43.1%) Once a month at least (43.1%)

3.4.5 Discussion-Research Question 2

The study found that different groups or segments of tourists could be identified (LID, MID, HID) in relation to food preferences while travelling. According to Quan and Wang (2004), there are two types of variety-seeking behaviours in food consumption, one is routine variety

seeking and the other is novelty seeking. Findings indicate that HID are more likely to engage in novelty seeking behaviour while travelling than the other two groups. In other words, HID are looking for new experiences of which sampling new foods is one of them. This information indicates that HID are a potential target market for culinary tourism. The findings also show that age differences can be a distinguishing variable to segment the food market. A certain level of novel cuisine may incite younger travellers' curiosity but if the level of novelty surpasses their limitation, the unfamiliar food may become unappealing.

3.4.6 Results-Research Question 3

What factors influence tourists' level of satisfaction with respect to food experiences while travelling?

3.4.6.1 Best, Worst and Ideal Food Experiences in Australia

Respondents were asked to describe in detail their best, worst and ideal food experiences while in Australia. In particular they were asked to specify where each experience occurred, who they were with, whether or not it was a special occasion, what the atmosphere was like, what they ate and any other important details.

3.4.6.2 Best Food Experiences

Regardless of group, it seems that the best food experiences most often occurred in Sydney and Melbourne. For all three groups, the best company was friends, followed by family members. From the results it is evident that respondents could have a best food experience even without a special occasion. It seems that for all the groups, a happy and relaxed environment facilitated their best food experience (Table 3.7).

With respect to specific dishes eaten as part of the best experiences, there were no distinct differences between groups. The most popular dish contained a variety of food, which included meat, vegetables and salad, rather than only a single type of food. With respect to food style, the most commonly preferred food style for all groups was Chinese. Both MID and HID had a greater desire to try other types of food such as Western and other Asian styles. For example, 'I've never tried Asian food before' (Swiss, male, 28, HRD).

The details which contributed towards respondents' most memorable or best food experiences are summarised in the general comments listed below. Based on the general theme of cited comments, there were some criteria, which influenced heavily upon the best food experiences regardless of groups. These criteria included;

- **Service** (e.g. service was good; the waitress was very polite (Swiss, female, 33, MID)).
- **Food** (e.g. food varieties and taste (Chinese, male, 35, LID); and fresh food (Swiss, female, 33, HRD); everything was fresh, wine was very good (Belgium, male, 23, HID); tasty and enough quantity (Chinese, male, 33, MID)).
- **Atmosphere** (e.g. dim lighting, nice music, open style, water view (Dutch, female, 45, HID); share food with friends (Chinese, female, 25, HID); Australian culture (Chinese, female, 30, HID)).
- **Environment** (e.g. sitting by the ocean watching the sunset (Danish, female, 25, MID); beauty of nature (Dutch, female, 30, LID)).
- **Price** (e.g. reasonable price (Chinese, male, 33, MID), prices were not too high (Belgium, male, 23, HRD); reasonable price (Irish, male, 31, MID)).

- **Company** (e.g. good company of friends (Colombian, male, 29, LID); good conversation and interesting people (Irish, male, 31, MID)).

Table 3.7 Best Food Experiences with Food Attitude Groups

Best Food Experience with Food Attitude Groups			
	Low involvement Diners (n =31)	Medium involvement Diners (n =72)	High involvement Diners (n =74)
Where was it?	1. Sydney (20.3%) 2. Cairns (18.8%) 3. Restaurant (11.6%)	1. Cairns (29.2%) 2. Restaurant (13.9%) 3. Melbourne = other cities (6.9%)	1. Other (34.4%) 2. Cairns / Brisbane (21.9%)
Who were you with?	1. Friends/classmates (46.9%) 2. Family (25%)	1. Friends /classmates (41.1%) 2. Family= tour group (17.8%)	1. Friends /classmates (40%) 2. Family (20%) 3. Tour group (12.9%)
Was it a Special Occasion?	1. No (64.5%) 2. Yes (32.3%)	1. No (71.8%) 2. Yes (22.5%)	1. No (51.5%) 2. Yes (44.1%)
What was the Atmosphere?	1. Friendly (46.4%) 2. Relaxed (32.1%)	1. Friendly (48.5%) 2. Relaxed (29.4%)	1. Friendly (38.1%) 2. Relaxed (28.6%)
What did you eat? (Specific dishes)	1. Mixture of food (20.7%) 2. Meat other than steak and chicken (18.2%) 3. Steak = chicken= seafood (9.1%)	1. Mixture of food (19.7%) 2. Steak (13.1%) 3. Chicken (11.5%)	1. Mixture of food (29.3%) 2. Seafood (22.4%) 3. Meat other than steak and chicken (6.9%)
Food style	1. Chinese (72.7%) 2. Other Western style (27.3%)	1. Chinese (37.5%) 2. Other Western style (18.8%)	1. Chinese (26.3%) 2. Thai (21.1%)

3.4.6.3 Worst Food Experiences

When investigating the worst food experiences of food attitude groups, the most common location where LID and MID respondents had their worst food experiences was in Cairns. For HID respondents, no particular location was evident in where they had their worst food experience. For LID respondents, Sydney was the second most common location for their worst experience. For example, ‘Sydney is very bad’ (Scottish, male, 24, HID), (Table 3.8).

With regard to company, respondents tended to have a worst food experience while dining alone rather than eating with others. This was derived more from reading the general comments given by respondents however there was no discernable statistical difference between the three groups on this matter. Occasion seems to have no significant influence upon their worst food experience either.

While a good atmosphere was not necessary in order to have a good meal experience, a bad atmosphere did seem to have a negative influence upon their food experience. For example; ‘Drunk and noisy people’ made for an unpleasant experience for one English tourist (English, female, 58, LID).

With regard to specific dishes, for MID and HID fast food was the most common dish contributing to a worst food experience. For example, ‘Pizza was just horrible, we were expecting a better meal than that’ (Danish, female, 25, MID).

Noticeable was the fact that LID and HID had higher dissatisfaction rates with their food experiences than MID did. On being asked whether the respondents had experienced a worst food situation, LID and HID had the least number of respondents who indicated that they did not have a worst food experience. (16% (LID)< 17% (HID)<36%(MID). Interestingly LID contained more Chinese (12/31 = 39%) than the other groups ~ MID (19/79 = 24%) and HID (22/70=31%).

With respect to food style, regardless of groups, Chinese style food was the most common type of food, which was identified in a bad food experience. Following are a few examples how respondents signified Chinese food as being their worst food experience; ‘the Chinese flavour has been changed’ (Chinese, female, LID,); ‘I do not know how to use fork and

spoon' (Chinese, female, 30, MID and Chinese, male, 40, HID); 'Not fresh, bad cooking skill' (Chinese, male, MID); 'Taste stale' (Chinese, male, 38, HID); and 'hard to understand menu' (Chinese, male, 25, HID).

In summary, there were many factors contributing to the worst food experiences, for example;

- **Variety** (e.g. limited choice (Chinese, male, 38, LID)).
- **Hygiene** (e.g. dirty table (Chinese, male, 58, LID); dirty and lots of mosquitoes (Chinese, female, HID); bad hygiene (Chinese, female, 25, HRD); dirty conditions (Irish, female, 58, MID)).
- **Taste** (e.g. Aussie food is so boring and tasteless (Switzerland, female, 45, HID); bad taste and boring food (Scottish, male, 35, HID) and (German, male, 39, HID); taste stale (Chinese, male, 38, HID)).
- **Quantity** (e.g. little food only (Chinese, male, 33, MID); small portion (Irish, female, 25, LID); quantity bad (Chinese, female, 38, HID)).
- **Professionalism** (e.g. food not cooked completely (Chinese, male, 40, HID)).
- **Health** (e.g. the food was too greasy and fatty (British, female, 24, HID)).
- **Price** (e.g. too expensive (Chinese, male, 33, MID)).
- **Atmosphere** (e.g. noisy, very little atmosphere, (New Zealand, male, 32, HID); drunk and noisy people (English, female, 58, LID); the look and feel of a really bad school canteen (British, male, 31, MID)).
- **Bad facilities** (e.g. no air-conditioning (Chinese, female, 25, HID)).

- **Poor service quality** (e.g. wait one hour for chips and chicken which was burnt, raw vegetable, very poor service. (Irish, female, 23, MID); staff were slow to serve and not very friendly (New Zealand, male, 32, HID)).
- **Communication** (e.g. menu hard to understand (Chinese, male, 25, HID)).

Table 3.8 Worst Food Experiences with Food Attitude Groups

Worst Food Experience with Food Attitude Groups			
	Low Involvement Diners (n = 31)	Medium involvement Diners (n = 72)	High involvement Diners (n = 74)
Where was it?	1. Cairns (37.5%) 2. Sydney (15.6%) 3. Other (12.5%)	1. Cairns (25%) 2. Other (20.6%) 3. Sydney = island = beach (8.8%)	1. Restaurant (21.7%) 2. Other (18.8%) 3. Cairns (17.4%)
Who were you with?	1. Alone (24.1%) 2. Friends or classmates (20.7%) 3. Colleague (13.8%)	1. Friends or classmates (32.8%) 2. Tour group=/ alone (13.4%)	1. Friends or classmates (25.4%) 2. Alone (16.4%) 3. Family (13.4%)
Was it a Special Occasion?	1. No (57.7%) 2. No idea (19.2%)	1. No (55.7%) 2. No idea (26.2%)	1. No (59.1%) 2. No idea (19.7%)
What was the Atmosphere?	1. Romantic (30.4%) 2. Friendly = no idea (21.7%) 3. Busy (13%)	1. Busy (20%) 2. Friendly (18.2%) 3. Quiet (16.4%)	1. No idea (22%) 2. Friendly (18.6%) 3. Quiet (15.3%)
What did you eat? (Specific dishes)	1. No idea (25%) 2. Steak (15%) 3. Fast food = chicken = fruit or veg = other (10%)	1. Fast food (16.7%) 2. Steak = seafood (11.1%) 3. Meat other than steak and chicken (9.3%)	1. Fast food (29.4%) 2. Meat other than steak and chicken (13.7%) 3. Mixture of food (11.8%)
Food style	1. Chinese (50%) 2. No idea (27.8%) 3. Other Asian style = other Western style (11.1%)	1. Chinese (20.7%) 2. Thai (10.3%)	1. Chinese (20.7%) 2. Italian (13.8%)

3.4.6.4 Ideal Food Experiences

When asked to describe the ideal food experience they would like to have before leaving Australia, for the LID group, Cairns, Sydney and Melbourne were the most popular dining places they would like to go, however, for MID and HID, islands or beaches seemed to be popular sites rather than big cities. For example, ‘sitting on an awesome beach, with good friends, where the fire is burning and food is getting ready, smell of salt, stars’ (German, female, 24, HID), (Table 3.9).

In terms of company, LID respondents preferred family, while MID and HID chose friends or classmates as their best company. For example, ‘to share food with friends’ (Chinese, female, 25, HID).

Except for HID respondents, occasion has no major importance on their food experience. Of the HID group, a greater proportion (57%) of the respondents wanted to have an ideal food experience tied to a special occasion.

Regardless of the group, most of the respondents indicated that they would like to enjoy a friendly and relaxed atmosphere. Besides that, some of the LID and MID respondents also preferred a natural environment. In addition, some HID respondents also indicated that they liked a romantic setting. For example, ‘Music plays a good part’ (Scottish, male, 35, HID), ‘Good wine and good music but not too loud’ (British, female, 24, HID).

With respect to specific dishes, seafood was the most desired dish for all three groups, a mixture of food was the second most preferred meal for LID where as for the MID and HID groups other meats (except chicken and steak) were favoured. For example, ‘plenty types of

food’ (Chinese, female, 30, HID and British, male, 27, HID).

As for food style, Chinese style food was still the ideal food for all groups. For example, ‘If it is good, the Chinese chef made the food’ (Scottish, male, 24, HID).

Table 3.9 Ideal Food Experiences with Food Attitude Groups

Ideal Food Experience with Food Attitude Groups			
	LID (n = 31)	MID (n = 72)	HID (n = 74)
Where would it be?	1. Cairns = restaurant (16.1%) 2. Brisbane (12.9%) 3. Sydney = island or beach (6.5%)	1. Other = restaurant (20.5%) 2. Island = beach= anywhere (15.1%) 3. Sydney (12.3%)	1. Island or beach (19.7%) 2. Sydney (15.5%) 3. Restaurant (12.7%)
Who would you be with?	1. Family (40.0%) 2. Friends or classmates (36.7%)	1. Friends or classmates (38.6%) 2. Family (37.1%)	1. Friends or classmates (41.2%) 2. Family (30.9%)
Would it be a special occasion?	1. No (50.0%) 2. Yes (38.5%)	1. No (54.0%) 2. Yes (38.1%)	1. Yes (57.1%) 2. No (38.1%)
What would the atmosphere be like?	1. Friendly (44.%) 2. Relaxed, quiet (24%) 3. Natural (8%)	1. Friendly (45.0%) 2. Relaxed, quiet (28.3%) 3. Natural (8%)	1. Friendly (45.0%) 2. Relaxed, quiet (28.3%) 3. Romantic (16.9%)
What would You be eating? (Specific dish)	1. Seafood (36.8%) 2. Mixture of food (31.6%) 3. Other (10.5%)	1. Seafood (33.3%) 2. Meat other than chicken and steak (11.7%) 3. Mixture of food (13.3%)	1. Seafood (36.5%) 2. Other (13.5%) 3. Mixture of food = buffet (11.5%)
Food style	1. Chinese (46.2%) 2. Other Western style (15.4%)	1. Chinese (30.8%) 2. Italian = other (15.4%) 3. Other Asian style = other western style (11.5%)	1. Chinese (30.8%) 2. Other Asian style (19.2%) 3. Italian = Thai (11.5%)

In summary, a range of items characterized the ideal food experience, for example;

- **Location** (e.g. Location (Chinese, female, 33, LID)).
- **Culture** (e.g. Something full of authentic culture (British, female, 51, LID); environment and culture taste (Chinese, female, 39, HID); delicate and ethnic utensil (Chinese, female, 30, HID); local performance (Chinese, male, 35, HID); (Chinese,

male, 46, HID)).

- **Environment** (e.g. Perfect weather, warm breeze, sunny (Dutch, female, 30, LID).
- **Service** (e.g. Experienced waitress service attended (British, male, 68, LID); good service a must (US, male, 58, MRD); People are friendly, helpful (Canadian, male, 40, HID); discreet /responsive staff (British, male, 39, HID)).
- **Flavour** (e.g. Local taste (Chinese, male, 46, HID)).
- **Atmosphere** (e.g. Music plays a good part (Scottish, male, 35, HID); atmosphere (Scotland, male, 22, HID); nice surrounding (Germany, male, 39, HID)).
- **Variety** (e.g. Different style of food (German, male, 44, HID)).

3.4.7 Discussion-Result Question 3

One of the major aims in this first study was to collect information which could identify the causes of best, worst or ideal food experiences by using an open-ended questionnaire. Overall, there were no distinct differences between best, worst and ideal food experience in relation to location and atmosphere. With respect to company, best and ideal food experiences usually involved eating with family, friends, or in a group. A considerable number of respondents had their worst food experience while they were dining alone. These findings seem to be supported by Cheng, Lam and Hsu's (2005) notion that dining companions were significantly related to the level of dining satisfaction.

There were some differences between best and worst food experience in terms of specific dishes. People had their best food experience mostly when eating a variety of foods.

Conversely, respondents had their worst food experience mainly on fast food, followed by meat other than steak and chicken. This result concurred with Lewis (1981) who pointed out that a variety of choices in the restaurant menu were identified as one of the important considerations influencing restaurant selection by consumers. In other words, variety in food is one of the more important factors that might affect the level of satisfaction with the food experience.

Chinese food seemed to be a very popular cuisine for most of the respondents interviewed, nevertheless it was also the most common food style, which made food experiences the worst. Comparing groups, a larger proportion of LID respondents preferred choosing Chinese food rather than any other style of food. Interestingly, some of the respondents blamed the ‘lack of Chinese culture’ (Chinese, female, LID) for their bad experience in Australia while eating Chinese food. Wei, et al. (1989) analysed US visitors in China and also found there were some misunderstandings that existed due to ‘Chinese lack of knowledge and first-hand experience of the outside world’. It is evident that food service providers should be aware of dissatisfaction owing to cultural differences, and either match the varied needs of visitors or educate and encourage patrons and get them involved with local culture. Interestingly, LID contained more Chinese than the MID and HID groups. Similar results had been presented by Chadee and Mattsson (1996), when they revealed that Asian respondents derived lower levels of satisfaction from eating-out compared to Europeans.

Yüksel and Yüksel (2002b) suggested that consumers may not know how important a particular feature is in their decision until they actually experience the feature. In order to build upon their point, this present study asked tourist’s about their actual dining experiences while they were visiting Cairns. The findings identified food style, taste, variety, service

quality, price, hygiene, atmosphere and convenience as factors contributing to tourists' general food experiences and satisfaction levels. This in turn provides practical information for management to improve their service.

3.5 Conclusion

The first survey mainly focused on qualitative methods to collect comprehensive information in relation to food experiences. Open-ended questions were incorporated into the research in order to provide respondents with the opportunity to explain their feelings and views. From the comprehensive responses, it was hard to deduce any significant differences between cultural groups or dining clusters but the information collected provided a valuable insight into the sorts of issues which could be further investigated. The conclusions derived from this study therefore provided a set of parameters to work with that allowed the development of a set of structured questions which could be used to develop a detailed analysis of tourists' food preferences and habits while travelling abroad.

The next studies of this thesis combined risk perception and novelty seeking concepts in the questionnaires to develop a comprehensive understanding of tourist's food preferences between different cultural groups.

Chapter 4

Potential Chinese Visitors' Food Preferences when Travelling in Australia (Second study)

4.1 Introduction

4.2 Research Questions

4.3 Methodology

4.4 Results and Discussion

4.5 Conclusion

4.1 Introduction: China's Impact on Australia's Tourist Market

The World Tourism Organisation (WTO) revealed that China's outbound tourism experienced rapid growth. The WTO predicted China will have 100 million outbound travellers from now until 2020, making it the world's fourth largest source of outbound travellers after Germany, Japan and the United States (World Tourism Organisation, 2005).

Not only is the rapid growth experienced just in tourist numbers, but also in spending. In 1998, spending on travel abroad by Chinese travellers totalled some \$ 9.2 billion (almost 2.5 percent of world tourism spending), which was 266.4 percent above the 1992 figure (Canadian Tourism Commission, 2001-2005). Undoubtedly, many countries are eager to attract the millions of Chinese people who are contemplating travelling overseas.

Australia was seen as a safe destination and was one of the first countries (along with New Zealand) given 'Approved Destination Status' (ADS) for Chinese group travel in 1999 (Australian Government Department of Industry, 2006). Between the year ended June 2005 and the year ended June 2006, the strongest growth in international visitor arrivals to Australia occurred in the Chinese market with an average annual growth rate of 13.1 percent

(Tourism Queensland, 2005). In 2006, over 292,000 Chinese visitors travelled to Australia. The significant growth in this market was expected to continue at a rate of about 15.7 percent per year, with about 1.2 million Chinese visitors forecast to arrive annually on Australian soil by 2015 (Tourism Australia, 2006). The increasing numbers of Chinese tourists will compensate for the drop in tourist numbers from the US and Europe. China was Australia's fifth largest source market in terms of total tourism expenditure (Tourism Australia, 2006) following New Zealand, UK, Japan and Europe.

Because the number of Chinese tourists was increasing, their expenditure was contributing to not only Australia's macro economy, but also to many regional localities as well. Chinese visitors spent nearly \$1.5 billion on their trips to Australia with an average expenditure of \$5442 per visit in 2005 (Tourism Australia, 2006). Essentially, 19 percent of Chinese visitor nights were spent in dispersed areas outside of the major gateways of Sydney, Melbourne, Brisbane and Perth (Tourism Australia, 2006).

Despite some of the positive aspects as a destination, Australia also has a negative side. Australia is more expensive when compared with Asian destinations. For example; it costs several times as much for a week's holiday in Australia than it does in Malaysia, and for a similar price, Chinese tourists can visit multiple countries in Europe.

Because the Chinese government has granted an increasing number of countries with Approved Destination Status, Chinese visitation growth to Australia has slowed recently from 26.7 percent in 2005 to 13.1 percent in 2006. As at March 2006, there were 81 Approved Destination Status countries competing for the Chinese market. The resultant effect of such measures by the Chinese government means that Australia's tourism market is

confronted with more aggressive competition in its quest to attract visitors from China.

4.1.1 Relevance of Topic

Many factors constitute a satisfactory travel experience. The food experience is usually one of the most substantial components for a good travel experience. In the year ended December 2005, the top two activities participated in by Chinese visitors to Australia were; shopping for pleasure (92%) and dining out at restaurants and or cafés (90%) (Tourism Australia, 2005a).

There were several poignant findings derived from this Chapter. The study undertaken for this part of the thesis highlights the importance of the need to better understand the food preferences of potential Chinese visitors. If the Australian tourism industry wishes to stay competitive in the global market, there are some valuable strategies that should be applied.

4.2 Research Objectives

In order to understand Chinese respondents' food preferences when they travel to a destination different from their familiar environment, this second study examined four research areas.

The research areas of this study were;

1. To explore respondents' attitudes towards, and preferences for, food in various restaurant scenarios while taking risk perceptions and novelty seeking characteristics into account;
2. To categorise respondents on the basis of their profile on the International Tourist Role (ITR) and the Food Activity Preferences (FAP) scales;

3. To examine, whether there was any difference between resulting Cluster groups with respect to food risk perceptions; and
4. To explore the relationship between the different Clusters and their choice of restaurant style.

4.3 Methodology

Pictorial scenarios have been utilized only to a limited degree in tourism research. Chadee and Mattsson (1996) suggested that this method allowed for quick and spontaneous ratings of respective restaurant scenarios. Considering that dining situations contain many intangible variables, this method would facilitate respondents to understand and identify the type of restaurant more easily and quickly. Therefore, the current study adopted the use of scenarios both in descriptive and pictorial formats to convey to respondents the different restaurant situations for the survey.

Ten different types of restaurants were presented to respondents based on a range of price levels, food styles, degree of novelty and potential risks. Respondents were asked to rate the appeal of each restaurant on the eight attributes that were identified in the first survey of this thesis. Respondents were then asked to rate the likelihood of dining in each restaurant. A choice of five answers from the 'Likert scale' could be given ranging from strong agreement to strong disagreement (Likert, 1932). This study combined the concepts of risk perception and novelty seeking behaviour to examine how those variables influence Chinese visitors' food preferences.

The International Tourist Role (ITR) scale developed by Mo, Howard, and Havitz (1993) was used to measure tourists' preferences. The ITR scale has been validated as a reliable scale that properly identifies three conceptual dimensions of an international tourist typology and successfully provides measures of tourists' novelty seeking preferences on the different dimensions. The three dimensions are: the Destination Oriented Dimension (DOD) which represents an individual's preferences for novelty and familiarity when choosing international destinations; the Travel Services Dimension (TSD) which measures whether an individual prefers to travel with or without institutionalized travel service arrangements in international travel; and the Social Contact Dimension (SCD) which measures the individual's preferences regarding the extent and variety of social contact with local people when travelling in a foreign country.

Because the ITR scale had been generally applied to travel preferences and had not been widely employed in relation to food activities, this thesis also adopted some aspects of Shenoy's (2005) Food Activity Preference (FAP) scale. Because empirical studies in the area of food tourism had been limited, Shenoy provided a conceptual framework for food tourism research, comprising of 23 questions under five different dimensions. Her five dimensions were; dining at restaurants known for local cuisines; purchasing local food products; consuming local beverages; dining at high quality restaurants and; dining at familiar chain stores and franchise restaurants. Shenoy findings highlighted how culinary diverse establishments contribute to the tourist's food experience. The existing study utilised part of the FAP scale with the ITR scale in order to acquire more detailed information on Chinese tourists' food preferences while visiting Australia.

Mitchell and Greatedorex (1993) suggested that perceived risk is a powerful tool when investigating consumer purchasing behaviour. However, risk perception is a 'fuzzy concept'(Dowling, 1986), as it can vary with time, individual risk capacity and product characteristics. The current study applied Han's (2005) risk perception scale. Han's scale was developed to investigate individuals' risk perception while on vacation. She identified 7 dimensions in his scale including the 'health risk', the 'value risk', the 'psychological risk', the 'social risk', the 'terrorism risk', the 'equipment risk' and the 'communication risk'. In accordance with the previous literature reviews and the characteristics of dining activity, the current study utilized only 5 dimensions of Han's scale to measure respondents' risk perception. This was done due to the two dimensions of 'terrorism' and 'equipment' not being directly relevant to dining behaviour. The 5 dimensions applicable to food and used in this thesis are; the 'communication risk', the 'health risk', the 'value risk', the 'psychological risk' and the 'social risk'.

In order to examine whether there was any difference in their decision making processes when it came to dining preferences while in Australia, the study categorised respondents into distinct market segments based on the novelty seeking concept.

4.3.1 Questionnaire Design

The study incorporated visual techniques to simulate different cultural food settings and situations. The questionnaire contained the following sections. Part A explored travellers' past travel experiences and future travel preferences. Part B combined the International Tourist Role (ITR) scale and the Food Activity Preferences (FAP) scale to investigate respondents' overall travel and food preferences. Part C provided scenarios of ten different types of dining experience, which may be encountered by Chinese visitors when they travel

throughout Australia. In each scenario, there were 6 images of the restaurant and a brief description of the restaurant. (See Table 4.1 plus Appendix C). Respondents were also asked to identify the factors, which would most strongly influence their decision on whether they would, or would not, dine in a particular type of restaurant.

In Part D of the questionnaire, risk perceptions were explored in relation to food choices while travelling overseas. The risk perceptions derived from the literature reviews in the previous Chapters were applied to tourists' food preferences. These included; the communication risk, the psychological risk, the social risk, the health risk, and the value risk dimensions. Nineteen questions regarding food choices while travelling were devised to measure respondents' attitudes. The final section of the survey solicited demographic details from the respondents. (Refer to Appendix C).

Table 4.1 Restaurant Scenarios in Australia

Restaurant Scenarios in Australia	
Exotic style fast food (Noodle Bar)	This noodle bar is located in the food market, has only a small counter with a few staff but serve quick and delicious food with limited menu choices. It provides both take-away and dine-in services but in a busy and noisy surrounding. Meals will be provided any time between 10am to 9 pm. They provide a taste of a home meal to a budget price varying between \$10-20.
Local high-level (Western style) restaurant	This is a western style fine food restaurant in a picturesque location. It features Australian modern cuisine sourced seasonally from local producers. It specializes in functions and is renowned for regional platters and à la carte dining. Live music is often featured on Sundays and local artists' works are displayed.
International Hotel chain	This restaurant is in a reputed international hotel, which has a luxurious design and interior with spectacular artworks. It provides extensive food styles, you can choose a set menu, à la carte or buffet. You will experience tranquil music while eating. You will have very hospitable staff and well-experienced chefs providing you with the best possible food. You can take a couple of hours to enjoy international foods with premium wine in a romantic atmosphere.

Table 4.1 Continued

	Restaurant Scenarios in Australia
International Fast food	These are worldwide international fast food chain restaurants e.g. McDonalds, Hungary Jacks, Subway, and Pizza etc., which supply food quickly and provide minimal service. They usually provide standardized food, service and atmosphere with a fixed price. It is convenient for you to take away, drive-through or dine-in based on your preferences. The trading hours are also convenient for you from morning to night or even 24 hours.
Tour group restaurant	This restaurant usually provides Asian style food for Chinese tour groups. You will have a set menu arranged by a travel agent. You will get a certain number of dishes that you share with your group. You will only have limited time to finish your meal due to the tight schedule. The atmosphere is often noisy and crowded. The waiters are always busy and not able to pay much attention to you individually. You can dine in for a budget price, but you cannot expect the best quality food for that price.
Food court	A food court is a type of indoor plaza contiguous with the counters of multiple food vendors which provides a common area for self-serve dining. Food courts are popular in shopping malls and airports. At a typical food court, patrons order their meals at one of the many counters, then carry the meal to the common dining area. Consumers have a scope of choice in relation to their diet and preferences.
Authentic (Australian) style	This restaurant usually provides authentic Australian food (kangaroo meat, crocodile meat), in natural tropical environment with refreshing air. You can overlook the magnificent rock pools and you can spot wallabies grazing around while you are dining. Friendly and experienced staff will provide you with authentic Australian food in a relaxed atmosphere.
Local fast food	The local fast food stores include fish and chips, meat pie shops etc. which will provide battered or grilled fish, freshly-fried potato chips, potato scallops and a selection of other deep-fried items – prawn cutlets, crumbed calamari, crab sticks, burgers and different pies. They are scattered in most Australian towns and cities. Also outside are several tables and chairs and the overflow bench seats. They will offer a convenient service with affordable prices from \$3 to A\$30, and provide either takeaway service or indoor use.
Exotic (Chinese) style high-level	This is a fully licensed fine Chinese restaurant in Australia, serving extensive varieties of Chinese food in a sophisticated ambience. They also provide a glorious menu and an award winning wine list. Diners can enjoy delicious Chinese cuisine and drink Australian wines or a selection of beverages from the fully stocked bar at an all-inclusive price. The Mandarin-speaking staff will provide a familiar and comfortable dining atmosphere.
Pubs	Aussie Pubs provide beverages, food and entertainment for a wide range of ages, functions, events, tastes and styles. The pub is a popular place for Australians to get together with friends. The atmosphere is often noisy and crowded. At the bar you'll find a wide selection of wines by the glass, beers on tap and even a cocktail list. If you want a truly unique experience, a traditional 'Aussie pub' is the place to visit.

4.3.2 Sampling and Data Collection

The questionnaire was administered to Chinese respondents in China. The questionnaire was translated into Mandarin, and responses back translated into English. The questionnaire was pilot-tested to examine whether the statement questions were clearly understood and then the sequence of questions was randomised. The full-scale survey was conducted between the middle of September and the middle of November 2005.

The survey was conducted by distributing the questionnaire to students at two universities; University of International Business and Economics in Beijing in the North of China and Guangzhou University in Guangzhou in the South of China. These cities were chosen because businesses in these two cities were the first to be given permission by Chinese authorities to act as travel agents to arrange group tours with Australian tour operators. Although the Chinese authorities have since expanded their open economic policy further to allow other travel agents to operate in most other parts of China, the longer established operators in Guangzhou and Beijing provided a larger customer base from which to conduct the survey.

Due to time, cost constraints and anticipated response rates, data was collected from students by means of snowball sampling. Students in designated classes were given three questionnaires each. They completed one by themselves, and were asked to distribute the other two questionnaires to a family member or friend in the 40-60 and in the 20-39 age groups. The aim was to target a group of respondents who were likely to vary on the ITR scale because of diverse age, education and travel backgrounds. The completed surveys were collected from the students in class 1 to 2 weeks later. These Universities were chosen because of the existence of tourism colleagues who were willing to assist in the research by

granting access to students.

In total 450 questionnaires were distributed, 150 at the University of International Business and Economics and 300 at Guangzhou University. Out of 150 questionnaires distributed in Beijing, 16 questionnaires were not returned and another 10 questionnaires were returned empty either because of refusal or because the students could not find suitable people. Out of 300 questionnaires distributed in Guangzhou, only 3 were not returned. Out of the 297 returned questionnaires, 33 were returned empty, either because of refusal or because the students could not find suitable people. The overall response rate was 86 percent.

Table 4.2 Questionnaire Distributions

Survey Distribution	Guangzhou University (Guangzhou)	University of International Business and Economics (Beijing)	Total
Number distributed	300	150	450
Number returned	264	124	388
Not returned or returned empty	36	26	62
Total response rate	88%	82%	86%

4.3.3 Data Analysis

Respondents' ratings on the International Tourist Role scale and the Food Activity Preferences scale were subjected to factor analysis with Varimax rotations to reduce potential multicollinearity among the items. Mo et al. (1994) suggested that factor scores are more reliable than single variables used in the clustering procedure. Based on the factor scores, cluster analysis was further conducted to categorise respondents into distinct groups with regard to the level of novelty seeking attributed to travel style and food preferences. Principal

Component Analysis was the method employed to arrive at a factor solution. The extracted factors were rotated using the Varimax approach.

In order to test for significant differences in relation to risk perception, past travel experiences, socio-demographic backgrounds and restaurant scenarios preferences, the One-Way Analysis of Variance (ANOVA) and Chi-square analysis (χ^2), Non-parametric one sample Chi-square and the Repeated Measure methods were used.

Non-parametric one sample Chi-square test procedure tabulates a single variable into categories and computes a chi-square statistic based on the differences between observed and expected frequencies (overall mean). This method provided information on whether each attribute in the different restaurants was the most influential factor for respondents' dining decision. Several significant differences existed for each attribute of some types of restaurants. The Repeated Measure Test was applied to determine if significant differences existed across the restaurant scenarios on each of the eight attributes.

4.4 Results and Discussion

4.4.1 Demographic Profiles of Respondents

Table 4.3 presents the information concerning the respondents' demographic profiles. The sample consisted of a slightly unequal percentage of males (52.1 %) and females (47.9%). Over half of the respondents (51.5%) were from the 21-30 age group, this can be attributed to the fact that the survey was distributed at university campuses. However, a relatively large number of respondents (48.5%) were from the older age groups, 18 percent were aged between 31- 40, 17.5 percent between 41-50 and one tenth from the above 50 age group.

In terms of education, around 70 percent of them had at least tertiary level education or were studying at universities, and only 19.2 percent of respondents had an education below high school level.

In terms of income distribution, nearly 41 percent had no income due to their student status. A further 16.3 percent of respondents earned between 1500-2999 RMB (Reminbi, Chinese currency) per month, followed by 15.5 percent earning between 3000-4499 RMB and 12.5 percent below 1500 RMB. With regard to occupation, the majority were students (48.1%), followed by professionals (10.6%) and office/clerical (8.9%).

Table 4.3 Demographic Profiles of Respondents

Demographic Profile of Respondents	Frequency (N=341)	Percent (%)
Gender	Male = 198	52.1
	Female = 182	47.9
Age	21-30 = 174	51.5
	31-40 = 61	18.0
	41-50 = 59	17.5
	51-60 = 32	9.5
	Others = 12	3.6
Education	Below high school = 73	19.2
	Graduated from College=35	9.2
	Studying at University=167	43.9
	Graduated from University = 82	21.6
	Above postgraduate = 20	5.1
	Others = 3	0.8
Income per month	0 =153	40.8
	<1500RMB = 47	12.5
	1500-2999 = 61	16.3
	3000-4499 = 58	15.5
	4500-5999 = 25	6.7
	Above 6000RMB = 22	5.9
	Other = 9	2.4
Occupation	Executive = 23	6.6
	Professional = 37	10.6
	Tradesperson = 13	3.7
	Retail/marketing = 28	8.0
	Technical /skilled work =17	4.8
	Student = 168	48.1
	Office/clerical =31	8.9
	Labour/farmer = 11	3.2
	Retired = 8	2.3
	Other = 13	3.7

4.4.2 Past Travel Experiences and Future Travel Intention

Table 4.4 presents results in relation to respondents' past travel experiences and future travel preferences. When the respondents were asked if they had had any international travel experience, only 22 percent replied in the affirmative. Of these respondents, most had travelled in Asia (52.4%), with one quarter having been to Europe and only a few to the Pacific Region (8.8%). Most of the respondents who had been overseas had done so with family (42.9%), or with their friends (28.6%). In terms of tour arrangements, 35 percent of respondents who had previous travel experience preferred travelling independently, while 25.6 percent said they relied on a travel agent to arrange part of the tour. Only a few people (2%) said they relied solely on a travel agency. Twenty-one people indicated that they had travelled to Australia with family or friends, however a further qualifying question and cross examination of the data showed otherwise which reduced that number down to 12. This meant that a mere 3.5 percent of all respondents surveyed had been to Australia before. Unfortunately it is not understood what caused this discrepancy in some of the respondents' answers but it reconfirmed the importance of using double entry / qualifying questions in surveys.

According to the findings, Chinese respondents had limited travel experiences. These results are in accordance with Wei et al.'s (1989) survey who mentioned that most Chinese lack outside world experiences. That might change considerably now that the Chinese government has relieved the restrictions on individual's leisure travel. Interestingly, most of the Chinese respondents organized their past travel arrangements by themselves and did not solely rely on a travel agent. This finding is not consistent with earlier surveys. Kaynak and Kucukemiroglu (1993); Mok and Armstrong (1995); and Wong & Lau, (2001) emphasized that the Chinese preferred more tour oriented travel. Their observations were deduced by

comparisons between Chinese and Western respondents. Perhaps those Chinese respondents who indicated that they had past travelling experiences were frequent travellers and not general Chinese travellers, so they tended to travel independently.

With respect to future travel intentions, nearly one third of respondents indicated that they had no idea whether they would travel to Australia within two years. However, 25.8 percent said they would like to come but very few (1.6%) showed strong motivation to come to Australia. More than 50 percent of the respondents who were willing to travel to Australia said they would do so with their family (52.9%), followed by boyfriends/ girlfriends (22.7%), friends (18.8%) and alone (5.7%). Out of the respondents who indicated that they would like to come to Australia, there were a large number (85%) who indicated that they would prefer their trip to be arranged either fully (42.1%) or partially (42.9%) by a travel agency rather than by themselves (14.9%). This might be due to their limited travel experiences and the fact that language barriers exist. Similar findings have been documented by Mok and Armstrong (1995; and Wong and Lau (2001) as well. Chinese tourists are usually regarded as being more group oriented, preferring to travel in groups, especially when in an unfamiliar environment. So it is comfortable to conclude Chinese holidaymakers prefer travelling with family in an inclusive trip arranged by a travel agent.

The final question of 'Part A' asked respondents' intention whether they would attend a brewery/gourmet tour while in Australia. Nearly two thirds of respondents (63.6%) gave a positive response. The above findings reinforce the notion that culinary tourism or local cuisine can motivate the desire to travel. Hence specialty gourmet trips could be developed as an appeal factor to encourage Chinese travellers to visit Australia.

Of the Chinese respondents who were willing to travel to Australia (88), only one quarter (22) indicated that they were likely to travel to Australia within the next two years. However the responses indicated that that number is likely to double over an extended 5 year timeframe (up to 44). Most potential Chinese tourists still regard cost as an important factor for their product choice due to low disposable income (Kaynak & Kucukemiroglu, 1993; Mok & Armstrong, 1995). Compared to other destinations, Australia is more expensive for the Chinese to travel to due to distance, travel costs and monetary exchange rates. This implies that the Chinese would not likely put Australia as a priority for their travel destination in the short-term.

In support of that supposition a report by the Asia Pacific Foundation of Canada (2002) mentioned that the Chinese do not have much of an impression about Australia, which would also have a bearing on their decision not to travel there. Respectfully Australian tourism management may need to utilize specialty marketing themes such as cuisine to promote and differentiate their products from the competition to entice potential Chinese visitors.

Table 4.4 Past Travel Experiences and Future Travel Intention

Past Travel Experiences					
Have been overseas (N=81, 21.6%)	Asia (52.4%)	Europe (24.8%)	Africa (6.2%)	America (6.2%)	Pacific Region (8.8%)
Ever been to Australia before? (N = 382)	Yes =12 (3.5%) No = 370 (96.9%)				
If yes, with who? (N = 21)	Myself = 4 (19.0%)	Friend = 6 (28.6%)	Family = 9 (42.9%)	Boy/girlfriend = 2 (9.5%)	
Travel arrangement (N = 20)	All Inclusive = 8 (2.0%)	Some arrangements provided = 5 (25.0%)	Fully self- arranged=7 (35.0%)		
Future Travel Intention to Australia					
	Very unlikely	Unlikely	No idea	Likely	Very likely
In two years (N = 376)	52 (13.8%)	96 (25.5%)	125 (33.2%)	97 (25.8%)	6 (1.6%)
In five years (N = 382)	12 (3.1%)	34 (8.9%)	113 (29.6%)	189 (49.5%)	34 (8.9%)
With whom would you travel (N = 384)	Myself = 22 (5.7%)	Friends =72 (18.8%)	Family = 203 (52.9%)	Boy/girlfriend = 87 (22.7%)	
Travel arrangement (N = 382)	All Inclusive = 161 (42.1%)	Some arrangements provided =164 (42.9%)	Fully self- arranged = 57 (14.9%)		
Will visit a brewery or attend a gourmet tour (N = 385)	Very unlikely =11 (2.9%)	Unlikely = 60 (15.6%)	No idea = 69 (17.9)	Likely = 193 (50.1%)	Very likely = 52 (13.5%)

4.4.3 Results-Research Objective 1

To explore Chinese respondents' travel preferences and attitudes towards food by taking risk perceptions and novelty seeking characteristics into account.

4.4.3.1 Novelty Seeking and Travel Style ~ International Tourist Role (ITR) Scale

Table 4.5 presents the mean value of each item in the different dimensions of the ITR scale.

The results indicate that overall the respondents most strongly agreed with the following Social Contact Dimension statements; 'I prefer to live the way, the people I visit live by sharing their shelter, food and customs during my stay' (4.49), 'If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur' (3.94), and 'I prefer having as much personal contact with the local people as possible when travelling in a foreign country' (3.91).

The lowest ratings were reported for the Destination-Oriented Dimension statements of 'I prefer to travel to countries with the same tourism infrastructure as my own' (2.73). By contrast in this same dimension, most respondents strongly agreed with the statement of 'I prefer travelling to countries which are popular tourist destinations (4.10). The Travel Services Dimension statement of 'I prefer to start a trip with no pre-planned or definite timetable' (2.79) had the lowest score while the highest rating was attributed to this statement; 'I prefer being on a guided tour' (3.71). Collectively, respondents rated the SCD (3.92) as the highest score, followed by the DOD (3.40) and then the TSD (3.25).

Table 4.5 Travel Preferences (ITR scale)

Social Contact Dimension (SCD)	Mean (3.92)	Destination-Oriented Dimension (DOD)	Mean (3.40)	Travel Services Dimension (TSD)	Mean (3.25)
I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay.	4.49	I prefer travelling to countries where there are popular tourists' destinations.	4.10	I prefer being on a guided tour.	3.71
If I find a place that particularly pleases me may stay longer to experience social involvement in the life of the place to occur.	3.94	I put high priority on familiarity when thinking of travel destinations.	3.77	I prefer travel agencies to take complete care of me, from beginning to end, when travelling in a foreign country.	3.65
I prefer having as much personal contact with local people as possible when travelling in a foreign country.	3.91	I prefer travelling to a country with a well-developed tourism industry.	3.73	I prefer making all of my major arrangements through travel agencies.	3.19
I prefer associating with the local people while travelling.	3.86	I prefer travelling to countries where there are international hotels.	3.26	I prefer starting a trip with no pre-planned or definite route when travelling in a foreign country.	2.90
I prefer making friends with local people.	3.73	I prefer travelling to countries where there are restaurants I have heard of before.	3.19	I prefer starting trip with no pre-planned or definite timetable.	2.79
I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people.	3.56	I prefer travelling to countries where the people are of the same ethnic group as mine.	2.92		
		I prefer travelling to countries with similar cultural backgrounds.	2.84		
		I prefer travelling to countries where they have the same transportation system as in my country.	2.80		
		I prefer travelling to countries where they have the same tourism infrastructure as in my country.	2.73		

4.4.3.2 Novelty Seeking and Food Preferences ~Food Activity Preferences (FAP) Scale

Table 4.6 presents the results relating to respondents' food preferences while travelling to another country. Respondents most strongly agreed that they prefer to; purchase local food products to take back home (4.45), dine at unique restaurants (4.41), sample local foods (4.39), and dine at restaurants with local specialties (4.36). Lower ratings were provided for dining at high quality restaurants (2.54), making an advance reservation to dine at a specific restaurant (2.80) and dining at a fast food restaurant (2.81).

Table 4.6 Food Activity Preferences while Travelling

Food Preferences while Travelling	Mean
I prefer purchasing local food products to take back home	4.45
I prefer dining at a restaurant serving distinctive cuisines	4.41
I prefer sampling local foods	4.39
I prefer dining at a restaurant serving regional specialties	4.36
I prefer visiting a local farmers' market	3.60
I prefer eating at places serving food I am familiar with	3.53
I prefer visiting a local pub	3.16
I prefer visiting breweries	3.08
I prefer dining at a chain restaurant	3.04
I prefer purchasing cookbooks with local recipes to take back home	3.04
I prefer visiting wineries	2.93
I prefer going to restaurant just to taste the dishes of a particular chef	2.90
I prefer dining at fast food restaurant	2.81
I prefer taking an advance reservation to dine at a specific restaurant	2.80
I prefer dining at high quality restaurants	2.54

4.4.3.3 Mean Values of Attributes for Each Type of Restaurant

The following section tabulates the appeal and influential ratings given by respondents for each of the 10 restaurant scenarios which were likely to be encountered by Chinese visitors while in Australia. Table 4.7 shows the overall mean value ratings of the eight restaurant attributes for the different scenarios, as well as the overall dining intention. Table 4.8 indicates which attributes most strongly influence respondent's dining intention for each scenario.

Table 4.7 Mean Values of Attributes for Each Type of Restaurant

	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future Dining Intention
Exotic style fast food (Noodle Bar)	2.81	3.02	2.40	2.68	2.74	3.05	3.71	2.37	3.12
Local high-level (Western style) restaurant	3.80	3.61	3.60	3.97	3.96	3.03	3.08	4.25	3.80
International Hotel chain	4.00	3.84	3.92	4.05	4.03	2.75	3.12	4.29	3.51
International Fast food	2.53	2.56	2.60	3.30	3.60	3.65	4.01	3.08	3.24
Tour group	3.02	3.19	3.02	2.42	2.60	3.56	2.94	2.45	3.24
Food court	3.99	3.91	4.14	3.16	3.14	3.70	3.93	3.14	3.98
Authentic (Australian) Style	4.06	3.79	3.79	3.83	3.68	2.71	3.02	4.18	3.78
Local fast food	3.04	3.05	2.96	3.06	2.87	3.71	3.84	2.86	3.26
Exotic high-level (Chinese style)	3.34	3.43	3.48	3.74	3.72	3.05	3.01	3.82	3.35
Pubs	3.53	3.42	3.53	3.36	3.31	3.07	3.19	3.63	3.54
Repeated Measure ANOVA	93.84 .000	63.50 .000	120.64 .000	139.97 .000	129.13 .000	58.16 .000	90.78 .000	203.82 .000	26.18 .000

Table 4.8 Influence of Restaurant Attributes on Future Dining Intentions

% of respondents who indicated attribute influenced dining decision								
Restaurant Type	Food style	Flavor	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere
Exotic style fast food	32.5	47.9	13.7	18.0	48.2	55.7	22.9	28.4
χ^2	4.56	5.60	11.48		66.20	21.17		5.56
p- value	*	*	**		**	**		*
Local High-level (χ^2)	43.8	43.8	22.2	27.1	28.9	46.1	8.8	48.7
χ^2	6.12			12.70			28.30	37.31
p- value	*			**			**	**
International Hotel chain (χ^2)	40.9	41.2	20.9	24.7	21.6	54.9	9.3	44.1
χ^2				5.85	11.18	18.45	25.63	17.46
p- value				*	**	**	**	**
International Fast food (χ^2)	22.4	35.3	15.2	19.3	34.0	49.5	53.9	18.8
χ^2	38.68	7.15	6.94		4.03	4.61	293.27	39.97
p- value	**	*	*		*	*	**	**
Tour group (χ^2)	28.4	46.1	13.9	25.0	38.4	41.8	16.5	29.6
χ^2	14.52		10.65	6.48	15.22			
p- value	**		**	*	**			
Food court (χ^2)	40.2	38.7	41.8	11.9	31.2	40.7	27.1	23.5
χ^2			105.88	15.57			14.34	19.30
p- value			**	**			**	**
Authentic style (χ^2)	53.9	46.6	23.2	14.9	22.2	37.1	3.9	38.7
χ^2	43.02			5.85	9.74	7.62	60.16	
p- value	**			*	*	*	**	
Local fast food (χ^2)	37.1	42.0	19.1	12.9	32.7	39.9	32.0	20.6
χ^2				11.81	.002		38.73	31.05
P- value				**			**	**
Exotic high-level (χ^2)	37.4	46.1	18.0	25.3	20.4	41.2	8.5	33.2
χ^2				7.15	15.22		29.68	
p- value				*	**		**	
Pubs (χ^2)	38.7	31.7	17.3	19.1	16.0	33.2	11.6	55.7
χ^2		16.93			33.59	18.45	15.28	81.02
p- value		**			**	**	**	**
Average %	37.53	41.94	20.53	19.82	29.36	44.01	19.45	34.13

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

4.4.3.4 Differences across the Restaurant Scenarios on each of the Eight Attributes

The Repeated Measure Test was used to determine if significant differences existed across the restaurant scenarios on each of the eight attributes and on respondents' future dining intention (Table 4.7 above). The results indicated that the authentic Australian style (4.06) and the international hotel chain (4.00) restaurant scenarios were rated highest on food style, particularly when compared to international fast food (2.53) and the Asian style fast food (noodle bar) restaurant (2.81). Flavour had the highest rating for the food court scenario (3.91), followed by the restaurant in an international hotel chain (3.84) and the authentic Australian style restaurant (3.79). Variety had the highest rating for the food court (4.14), but the lowest for the Asian style fast food (noodle bar) (2.40) and the international fast food chain scenario (2.60). Service quality and hygiene respectively were regarded as the most appealing attributes for both the international hotel chain restaurant (4.05, 4.03) and the local high-level (western style) restaurant (3.97, 3.96).

However, service quality and hygiene were rated lowest for both the tour group restaurant (2.42 and 2.60) and the Asian style fast food (noodle bar) restaurant (2.68 and 2.74). The local fast food restaurant (3.71), the food court (3.70) and the international fast food chain (3.65) were rated best on price. Convenience was the most appealing factor for the international fast food (4.01), the food court (3.93) and the local fast food restaurant scenarios (3.84), but was the least appealing factor for the tour group restaurant (2.94). Atmosphere was recognized as the most appealing factor for the international hotel chain restaurant (4.29), followed by the exotic high-level (western style) restaurant (4.25) and then the authentic (Australian style) restaurant (4.18).

The restaurant scenario with the highest intention to visit was the food court (3.98), followed by the high-level (western style) restaurant (3.80) and then by the authentic (Australian style) restaurant (3.78).

4.4.3.5 Most Influential Factors Affecting Respondents' Dining Decision

Non-parametric one sample Chi-square test procedure tabulates a single variable into categories and computes a chi-square statistic based on the differences between observed and expected frequencies (overall mean) (Table 4.8 above). Several significant differences existed for each attribute across each type of restaurant.

Food style was a less influential factor for both the international fast food (22.4%) and tour group restaurants (28.4%); particularly when compared to the international hotel chain restaurant (40.9%), local high-level restaurant (43.8%) and the authentic Australian style restaurant (53.9%).

Flavour was a significantly less important attribute in the pubs (31.7%), but it was very important and significantly different in the Asian style fast food (noodle bar) restaurant scenario (47.9%). Variety was significantly more influential in relation to the food court (41.8%) but less influential in the Asian style fast food (noodle bar) (13.7%), and the tour group restaurant scenarios (13.9%).

Service quality was regarded as significantly less influential in the food court (11.9%), and local fast food scenarios (12.9%), while it was significantly more important in the local high-level (Western style) restaurant (27.1%). Respondents considered hygiene as a significantly more influential factor in the exotic fast food restaurant, (48.2%), and tour group restaurant

(38.4%), compared to the pubs (16.0%). Price was the most influential factor when deciding to dine in the exotic fast food (55.7%) and international fast food restaurants (54.9%) but the least influential in pubs (33.2%).

Convenience was significantly more influential for respondents when considering dining at international fast food restaurants (53.9%). Conversely, convenience was far less influential in the authentic (Australian style) (3.9%), the local high-level (Western) (8.8%), the exotic high-level (Chinese style) (8.5%), and the pubs (11.6%).

In relation to atmosphere, significant differences existed between the pubs, high-level restaurants, international hotel chains, international fast food, local fast food restaurants and the food court scenarios. Atmosphere had a significantly stronger influence in the pubs (55.7%), local high-level (Western) restaurant (48.7%), and international hotel (44.1%), but was significantly less influential in the international fast food chain (18.8%).

4.4.3.6 Relationship between Appealing and Influential Attributes in Each Restaurant

On the quadrant graphs shown below, a position in the top right hand side means that the attribute is more appealing as well as being more influential. In Figure 4.1 or instance, price was the most influential attribute but rated second to convenience as an appealing attribute. A position in the lower left hand side indicates a low rating for both appealing and influential considerations. The example is shown in Figure 4.1 where variety, service and atmosphere received low scores as both appealing and influential attributes.

4.4.3.6.1 Appealing and Influential Attributes in the Exotic Style Fast Food Scenario

The most appealing attributes of the exotic style fast food (the noodle bar) restaurant were convenience (3.71), price (3.05) and flavour (3.02). The future dining intention rating was somewhat neutral at (3.12). The attributes, which had the most influence on future dining intentions for the noodle bar scenario, were price (55.7%), hygiene (48.2%) and flavours (47.9%), but variety (13.7%) was least influential (Figure 4.1).

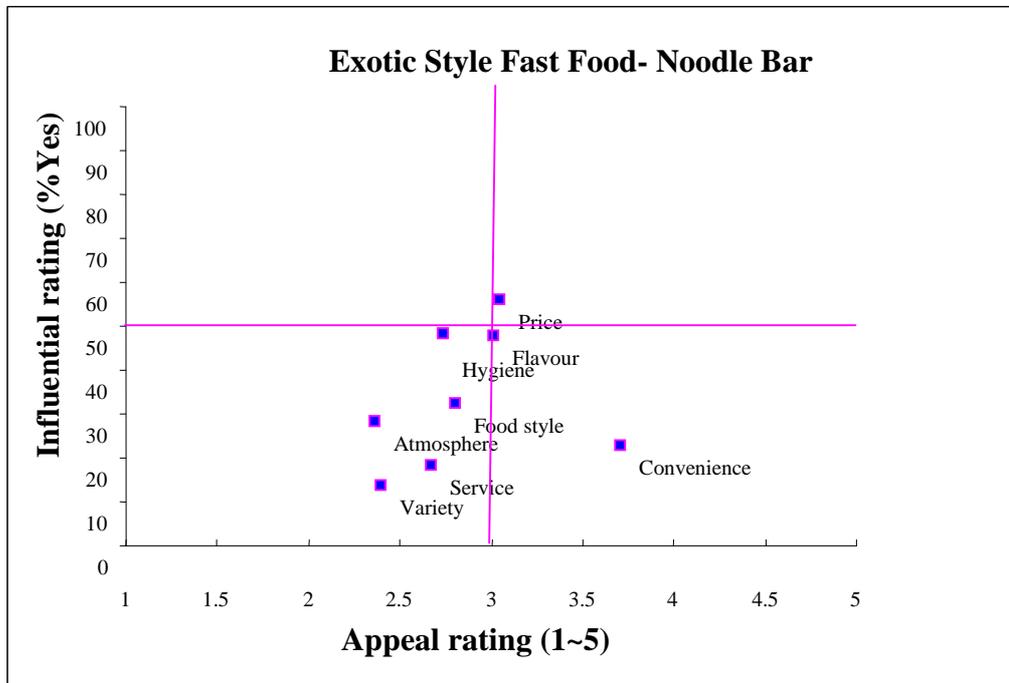


Figure 4.1 Relationship of Appealing and Influential Attributes in the Exotic Style Fast Food Scenario for Chinese Respondents

4.4.3.6.2 Appealing and Influential Attributes in the Local High Level and International Hotel Restaurant Scenarios

For the local high-level (western style) restaurant and the restaurant in the international hotel chain, atmosphere (4.25 and 4.29 respectively), service quality (3.97 and 4.05) and hygiene (3.96 and 4.03) were the three most appealing factors. The future dining intention rating for these two restaurant scenarios were (3.80) and (3.51) respectively, and the attributes most strongly influencing respondents' future dining decisions were atmosphere (48.7%) and price (46.1%) for the local high-level (western style) restaurant, and price (54.9%) and atmosphere (44.1%) for the international hotel chain (Figure 4.2 and 4.3).

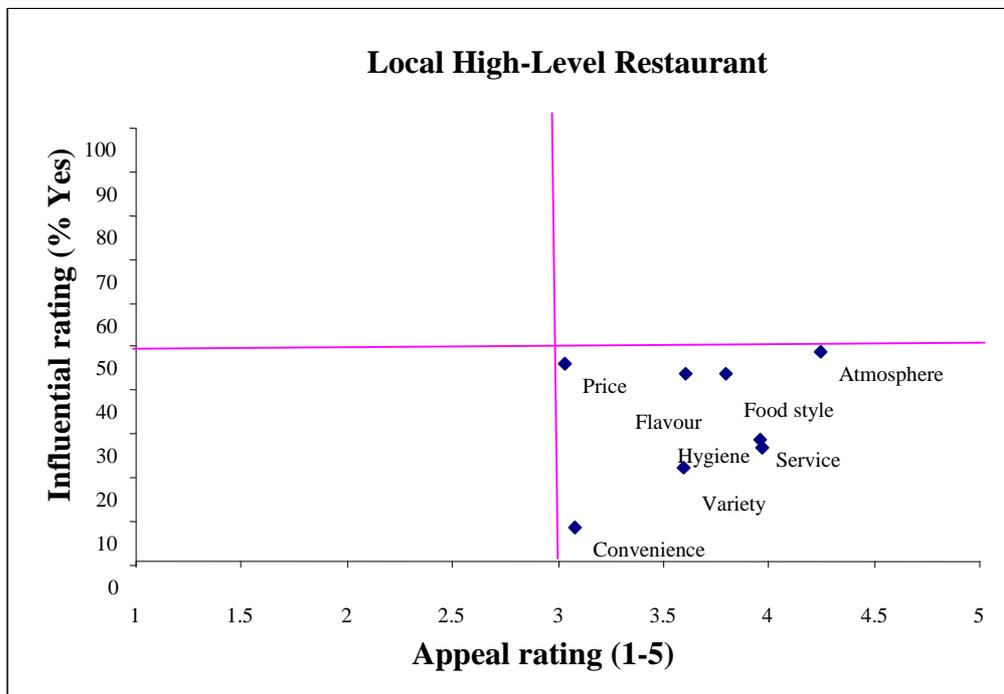


Figure 4.2 Relationship of Appealing and Influential Attributes in the Local High-Level Restaurant

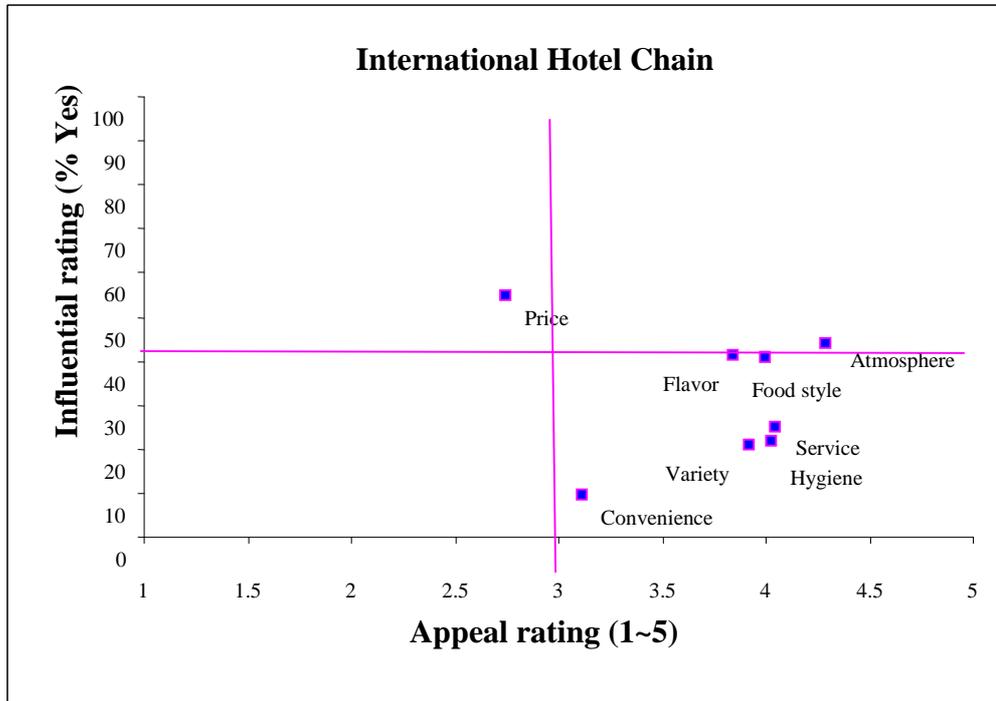


Figure 4.3 Relationship of Appealing and Influential Attributes in the International Hotel Chain

4.4.3.6.3 Appealing and Influential Attributes in the International Fast Food Chain Scenario

For the international fast food chain restaurant (Figure 4.4), convenience (4.01) was the most appealing factor, followed by price (3.65) and hygiene (3.60). In addition, convenience (53.9%) and price (49.5%) were regarded as the major influences, but variety (15.2%) and atmosphere (18.8%) were the least important factors influencing their future dining decision. Respondent's future dining intention was neutral at the international fast food chain restaurant (3.24).

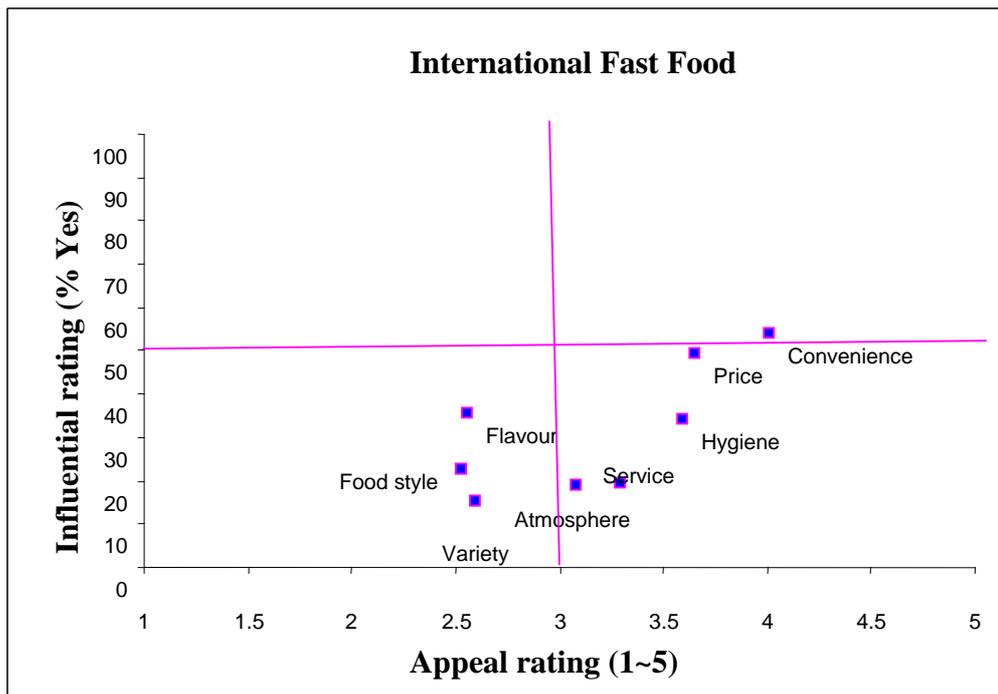


Figure 4.4 Relationship of Appealing and Influential Attributes in the International Fast Food Chain

4.4.3.6.4 Appealing and Influential Attributes in the Tour Group Restaurant Scenario

For the tour group restaurant (Figure 4.5), price (3.56) was the most attractive item, second was flavour (3.19), followed by food style and food variety (3.02). The most influential attributes affecting the dining decision for the tour group restaurant were flavour (46.1%) and price (41.8%), with perceived variety (13.9%) and convenience (16.5%) having the least impact. Once again, dining intention was neutral at (3.24) on a 5-point scale.

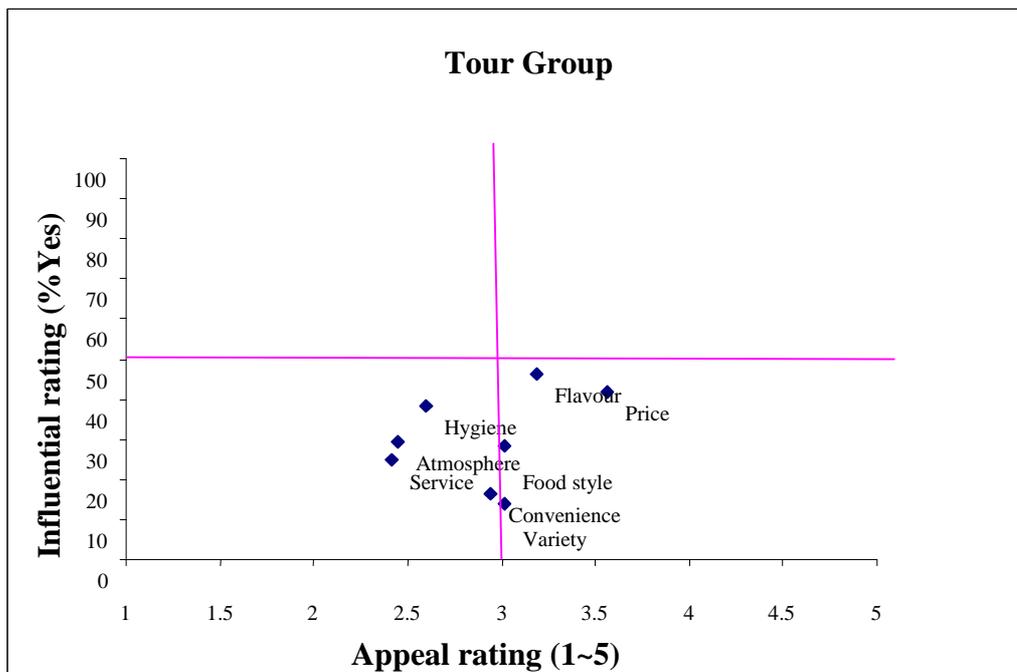


Figure 4.5 Relationship of Appealing and Influential Attributes in the Tour Group Restaurant

4.4.3.6.5 Appealing and Influential Attributes in the Food Court Scenario

With respect to the food court (Figure 4.6), variety had the highest appeal rating (4.14), followed by food style (3.99) and convenience (3.93). Respondents indicated variety (41.8%) was the first priority in influencing their dining choice, followed by price (40.7%) and food style (40.2%), while the least consideration was given to service quality (11.9%). The food court had a high dining intention of (3.98) compared with other types of restaurants.

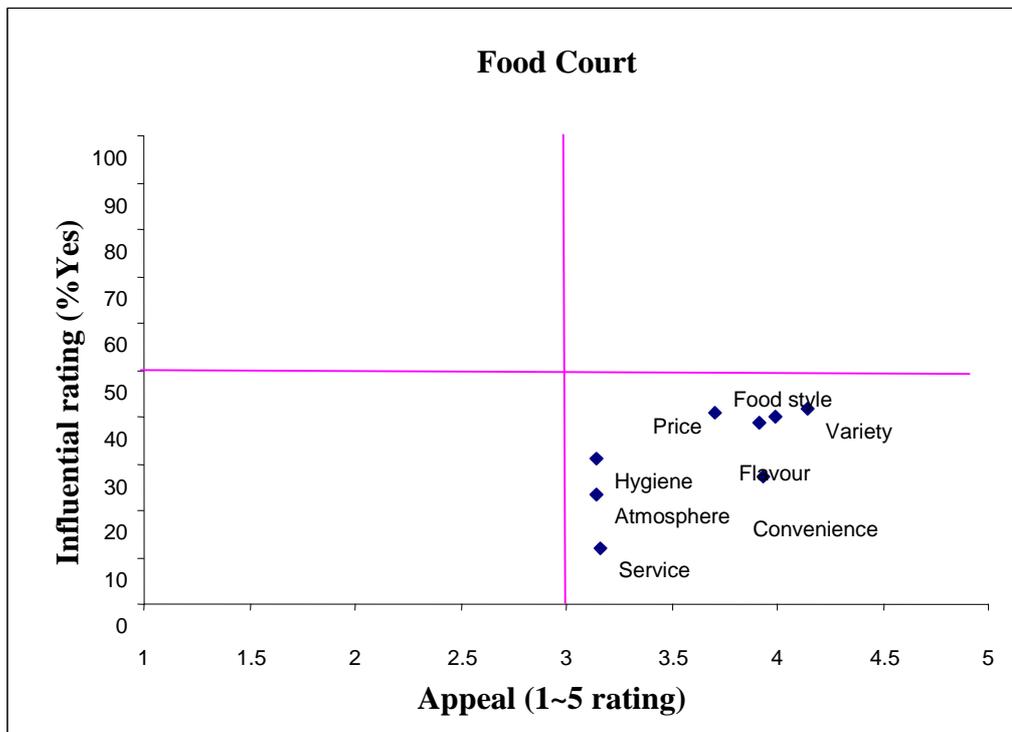


Figure 4.6 Relationship of Appealing and Influential Attributes in the Food Court

4.4.3.6.6 Appealing and Influential Attributes in the Authentic Style Restaurant Scenario

Turning to the authentic (Australian) style restaurant (Figure 4.7), atmosphere (4.18) was the most appealing attribute, followed by food style (4.06), and service quality (3.83). Food style (53.9%) was the main factor influencing the choice of this type of restaurant, and flavour (46.6%) was the next. However, convenience (3.9%) was not such a great concern. There was a relatively high intention to dine in this type of restaurant (3.78).

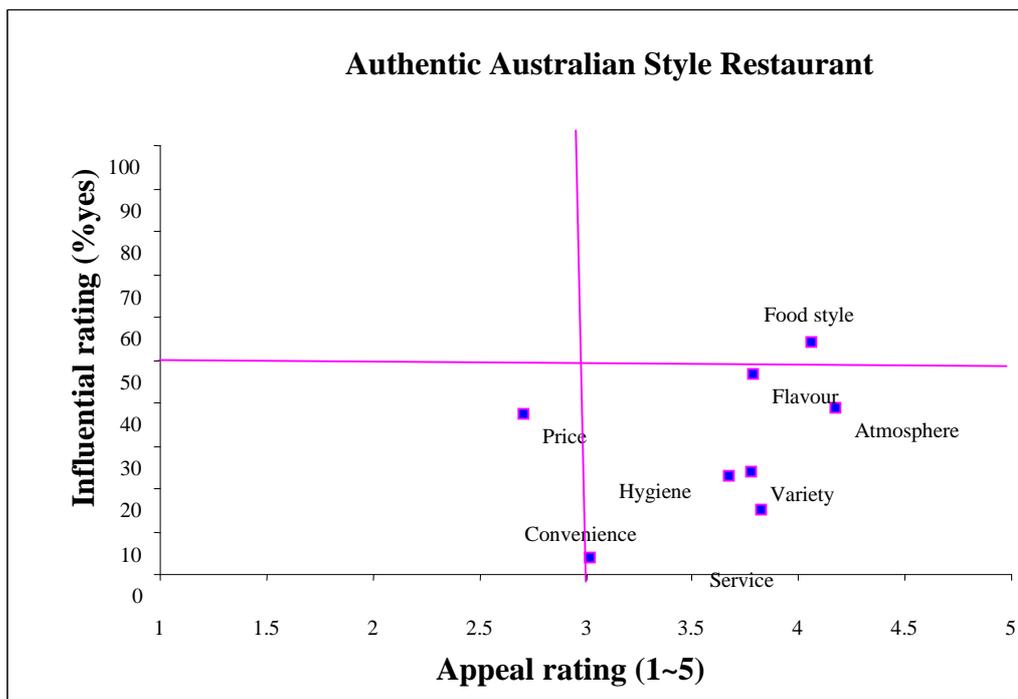


Figure 4.7 Relationship of Appealing and Influential Attributes in the Authentic Style Restaurant

4.4.3.6.7 Appealing and Influential Attributes in the Local Fast Food Restaurant Scenario

Convenience (3.84) had the highest appeal level for the local fast food scenario, second was price (3.71), and service quality (3.06) was the third. With the second lowest dining intention of (3.26), the most likely influential factor was flavour (42.0%) and price (39.9%) but service quality (12.9%) had less influence (Figure 4.8).

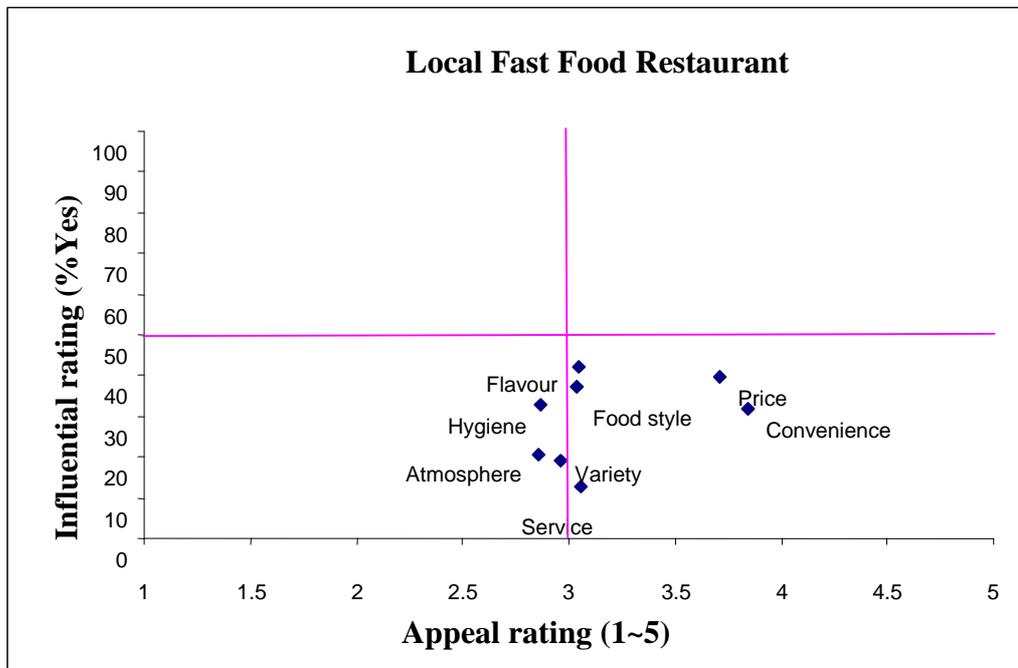


Figure 4.8 Relationship of Appealing and Influential Attributes in the Local Fast Food Restaurant

4.4.3.6.8 Appealing and Influential Attributes in the Exotic High-Level Restaurant Scenario

Atmosphere (3.82) was the most appealing attribute for the exotic high-level (Chinese style) restaurant (Figure 4.9), followed by service quality (3.74) and hygiene (3.72). The major considerations for this type of restaurant were flavour (46.1%) and price (41.2%), but not convenience (8.5%), and the dining intention was (3.35).

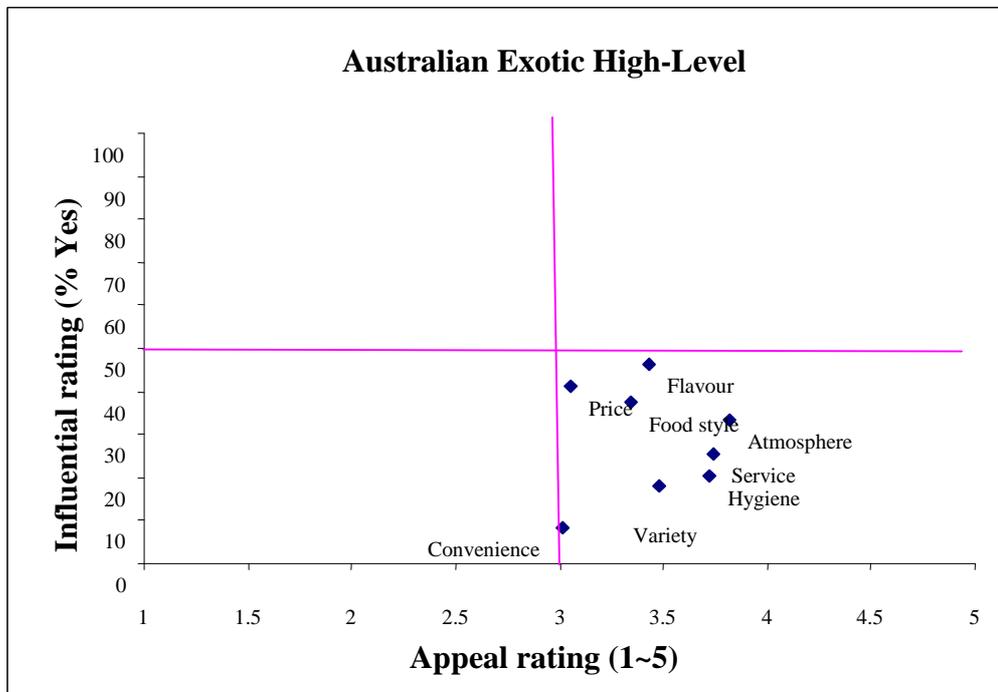


Figure 4.9 Relationship of Appealing and Influential Attributes in the Exotic High-Level Restaurant

4.4.3.6.9 Appealing and Influential Attributes for Pub Scenarios

With the future dining intention being (3.54), most respondents regarded atmosphere (3.63) as the most appealing factor for the pubs (Figure 4.10), followed by food style and variety (3.53), and then flavour (3.42). Atmosphere (55.7%) was put as a priority over food style (38.7%) and price (33.2%) however, convenience (11.6%) was considered less important.

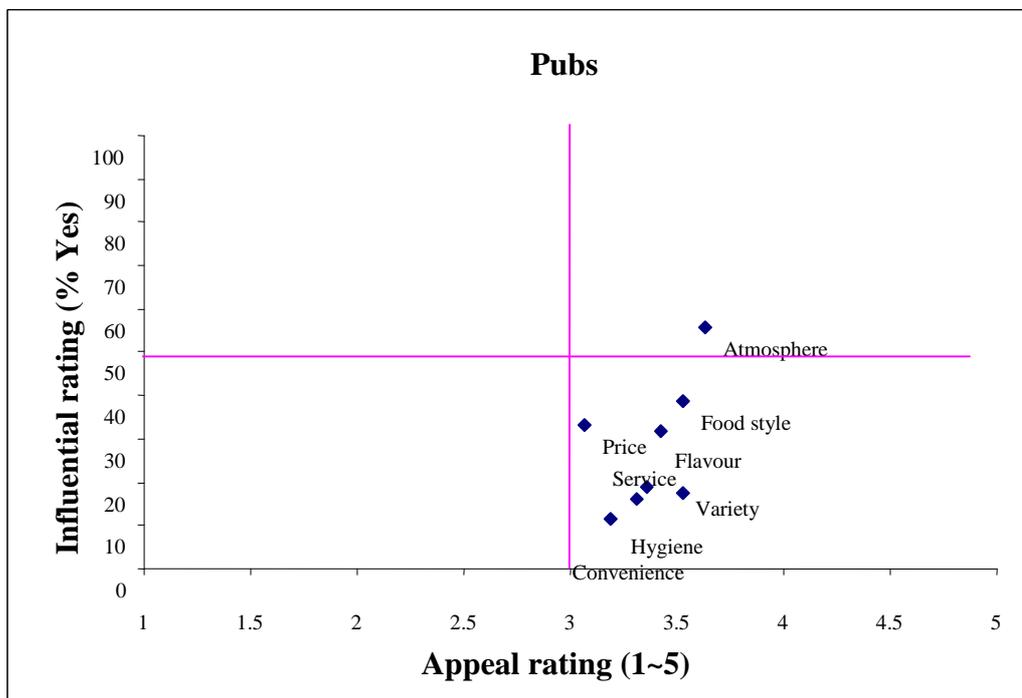


Figure 4. 10 Relationship of Appealing and Influential Attributes for Pubs

4.4.3.7 Risk Perception with regard to Food Preferences While on Holidays

The mean value of each risk perception in the different dimensions is presented in Table 4.9.

Overall, respondents allocated the highest rating to the ‘communication risk’ (3.79), then to ‘value risk’ (3.61), ‘health risk’ (3.50), ‘psychological risk’ (3.32) and finally ‘social risk’ (2.80).

Respondents identified the following statements as presenting significant risks in the various dimensions; ‘Pictorial menus help them to order a meal’ (4.44) in the communication risk; ‘I worry whether I am getting value for money’ (3.93) in the value risk; whether ‘there is a possibility of contracting infectious diseases while dining out’ (3.70) in the health dimension; ‘that shopkeepers might cheat them because they are not a local’ (3.67) in the psychological risk dimension and lastly; ‘they worry about using the cutlery improperly while eating’ (3.07) in the social risk dimension.

By contrast, the lowest risk perception ratings were given on ‘It is hard to find food which is suitable for me’ (2.63) in the psychological risk, ‘I would consider what people, whose opinion was of value to me, would think of me, if they considered I dined in an improper place’ (2.68), and ‘Relatives may not like souvenirs I bought for them’ (2.68) in the social risk dimension.

Table 4.9 Risk Perceptions with regard to Food Preferences

Risk dimensions (Overall Mean) rating from 1:strongly disagree to 5 strongly agree				
Communication Risk (3.79)	Psychological Risk (3.32)	Social Risk (2.80)	Health Risk (3.50)	Value Risk (3.61)
Pictorial menus help me to order a meal (4.44)	I worry shopkeepers would cheat me because I am not a local (3.67)	I worry about using the cutlery improperly while I am eating (3.07)	There is a possibility of contracting infectious diseases while dining out (3.70)	I worry whether there is value for money (3.93)
I worry I might get something not what I want due to misunderstanding menu (3.69)	I worry food may not fit my expectation (3.56)	I worry others would be influenced by my attitude on food (2.75)	Potential health problems are a concern (3.42)	It would not be a good idea to spend my money on buying some food I do not know (3.28)
It would be very important if waiters could speak the same language as mine (3.58)	A tour guide is very important if I need to communicate with people while travelling (3.53)	I would consider what people, whose opinion was of value to me, would think of me, if they thought I dined in an improper place (2.68)	I may get sick from food if I had something unfamiliar (3.39)	
There might be communication problems while dining (3.45)	I would buy something that most people would buy (3.35)	Relatives may not like souvenirs I bought for them (2.68)		
	I would rather buy some food I am familiar with (3.15)			
	It is hard to find food which is suitable for me (2.63)			

4.4.4 Discussion-Research Objective 1

4.4.4.1 Novelty Seeking and Travellers' Preferences ~ International Tourist Role Scale

In terms of their travel style based on the ITR scale, collectively respondents rated the SCD (3.92) highest, followed by the DOD (3.40) and then the TSD (3.25). This finding is fully reflective of Chinese social nature and in agreement with Yau's (1988) and Ryan and Mo's (2001) idea that Chinese are more socially orientated. A particular favourite to the Chinese was the statement of 'I prefer to live the way, the people I visit live by sharing their shelter, food and customs during my stay' in the SCD. This most importantly demonstrates that Chinese are very interested in experiencing alternative cultures and is in line with Becken and Gnoth's (2004); and Wong and Lau's (2001) findings that the Chinese are keen to experience the reality of life in Australia. Henceforth, Australian tourism management should incorporate tour packages to provide some opportunities for Chinese tourists to experience local life.

4.4.4.2 Novelty Seeking and Food Preferences ~ Food Activity Preference Scale

In relation to food activities based on Shenoy's (2005) FAP scale, Chinese respondents strongly agree with the statement 'I prefer purchasing local food products to take back home'. This result supports findings by Richards (2002) who suggested that consumption of food and drink is not only important at the destination, but also can be taken home as a souvenir. Again, this finding disclosed Chinese social nature. Part of the appeal of buying food and drink on holiday is arguably the ability to share these with friends and relatives on their return (Richards, 2002). Tse (2005) asserts that Chinese people mostly use consumption activities as a means to foster social relationships. Purchasing local souvenirs during travel is an important way to maintain their social bonds.

4.4.4.3 The Relationship of the Most Appealing and Influential Attributes on Future Dining Intention

The findings indicated that the most appealing factor of a particular restaurant was not necessarily the factor which would influence respondents' final dining decision. For example, atmosphere was the most appealing factor in the international hotel chain, but price was the major influential factor. The influential attribute provides both positive and negative information by highlighting which factors motivate or restrain respondents' dining choices. Moreover, the information also implies that there is a gap between suppliers and consumers. For example, hospitality management may make great efforts on producing a wonderful atmosphere to attract diners, however diners may still make their final decision based on price (Table 4.10).

In respect to future dining intention, when Chinese respondents come to Australia, the most popular dining outlet would be the food court, followed by the local high-level (Western style) restaurant and then the authentic (Australian style) restaurant. Particularly, the food court provides a dining environment where they can order different types of food from different food sellers and share all the dishes with other company. This dining style is very suitable for the Chinese. This finding is consistent with Au and Law's (2002) point that the sharing of food on the same plate among people sitting at the same table is common in Chinese culture.

Table 4.10 Most Appealing and Influential Attributes for Each Restaurant

Type of Restaurant	The most appealing attribute	The most influential attribute	Future dining intention (ranked in order as a mean value of respondent's scores from 1 to 5)
Food court	Variety	Variety	3.98
Local high-level	Atmosphere	Atmosphere	3.80
Authentic (Australian) style	Atmosphere	Food style	3.78
Pubs	Atmosphere	Atmosphere	3.54
International Hotel chain	Atmosphere	Price	3.51
Exotic high-level	Atmosphere	Flavour	3.35
Local fast food	Convenience	Flavour	3.26
International Fast food	Convenience	Convenience	3.24
Tour group	Price	Flavour	3.24
Exotic style fast food (Noodle Bar)	Convenience	Price	3.12

4.4.4.4 Risk Perceptions with regard to Food Preferences while on Holidays

Overall, respondents gave the highest risk perception in the ‘communication risk dimension’. Particularly, respondents gave very strong agreement on the statement of ‘Pictorial menus help me to order a meal’. Chen’s (2002) work reminded us that Chinese tourists have different service needs in terms of language and meals. Also, Cohen and Evieli’s (2004) work indicated tourists have to struggle with a whole range of unfamiliar and sometimes even threatening local culinary arrangements even before they attempt to approach the menu. Han’s (2005) work particularly emphasized that the communication risk was the most important risk for international travel. This thesis found that pictorial menus would help alleviate some of the communication problems associated with ordering a meal.

With the exception of the communication risk, Chinese respondents perceived the value risk highest. Even as far back as 1992, Crouch had pronounced that international travellers were sensitive to price. Compared to other tourist destinations, Australia was regarded as a more expensive destination. The findings supports the argument that Australian tourism management should perhaps provide competitive pricing if they wish to attract Chinese visitors.

4.4.5 Results-Research Objective 2

To categorise respondents on the basis of their profile on the International Tourist Role (ITR) and the Food Activity Preference (FAP) scales.

4.4.5.1 Factor Analysis of ITR and FAP Scales

Factor Analysis was conducted on all the statements of the ITR scale to derive a reduced set of dimensions that could be used to cluster respondents into distinct tourist role segments. A total of 5 factors with Eigen values greater than 1 were extracted. Each factor has been labelled with a specific name based on the characteristics of its composing variables. The results are tabulated in Table 4.11 below. The total percentage of variance explained is 59.072 %. The Cronbach's Alpha Coefficient for reliability was 0.683.

Table 4.11 International Tourist Role Factors

Factors (Overall Mean)	Variables	Factor loadings	Eigen-value	Alpha
Factor 1 Social contact dimension (3.92)	I prefer associating with the local people	0.852	4.519	
	I prefer making friends with the local people	0.825		
	I prefer having as much personal contact with the local people as possible	0.819		
	I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people	0.630		
	I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay	0.616		
	If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur	0.519		
Factor 2 Similarity dimension (2.82)	I prefer travelling to countries where the culture is similar to mine	0.863	3.122	
	I prefer travelling to countries where they have same tourist infrastructure as in my country	0.787		
	I prefer travelling to countries where the people are of the same ethnic group as mine	0.712		
	I prefer travelling to countries where they have the same transportation system as in my country	0.673		
Factor 3 Organized mass tourism dimension (3.64)	I prefer making all of my major arrangements through travel agencies	0.750	1.780	
	I prefer travelling to countries that are popular tourist destinations	0.726		
	I prefer being on a guided tour	0.626		
	I prefer having travel agencies take complete care of me, from beginning to end	0.626		
	I prefer travelling to countries with a well-developed tourism industry	0.490		
Factor 4 Adventure dimension (2.84)	I prefer starting a trip with no pre-planned or definite timetable	0.874	1.253	
	I prefer starting a trip with no pre-planned or definite route	0.840		
Factor 5 Familiarity dimension (3.41)	I prefer travelling to countries where there are International hotel chains	0.715	1.141	
	I prefer travelling to countries where there are restaurants familiar to me	0.648		
	I put high priority on familiarity when thinking of travel destinations	0.572		
% of total variance explained = 59.072%				0.683

Likewise, the 15 food activity preferences were factor analysed and presented in Table 4.12. A total of four factors with Eigen values greater than 1 were extracted. The statement of ‘I prefer dining at a chain restaurant’ was designated into two factors with very similar loadings, but considering its meaning this statement fitted closer to the fourth factor and accordingly was allocated to the familiar food dimension.

Table 4.12 Food Activity Preference Factors

Factors (Overall Mean)	Variables	Factor loadings	Eigen Value	Alpha
Factor 1 Local food & beverage dimension (3.16)	Prefer visiting a brewery	0.839	3.797	
	Prefer visiting wineries	0.808		
	Prefer going to local brew pubs	0.703		
	Prefer purchasing cookbooks with local recipes to take back home	0.553		
	Prefer visiting a local farmers’ markets	0.517		
Factor 2 Authentic dining dimension (4.41)	Prefer dining at restaurants serving distinctive cuisine	0.818	2.342	
	Prefer dining at a restaurant serving regional specialities	0.810		
	Prefer sampling local foods	0.756		
	Prefer purchasing local product to take back home	0.714		
Factor 3 Gourmet dining dimension (2.74)	Prefer dining at high quality restaurants	0.817	1.427	
	Prefer making an advance reservation to dine at a specific restaurant	0.689		
	Prefer going to a restaurant just to taste the dishes of a particular chef	0.586		
Factor 4 Familiar food Dimension (3.12)	Prefer dining at fast food outlets	0.729	1.116	
	Prefer eating at places serving food I am familiar with	0.651		
	Prefer dining at a chain restaurant	.476		
% of total variance explained = 57.880%				0.762

4.4.5.2 Categorise Tourists by Cluster Analysis

Cluster Analysis was performed in this current study to determine whether respondents could be effectively classified into distinct tourist roles based on the combination of the ITR and the FAP scales. Factor scores on the ITR and FAP dimensions calculated for all 398 respondents were submitted to cluster analysis, respondents were divided into 3 clusters (Table 4.13).

Table 4.13 Cluster Analysis Factor Scores

Factor	Organized comfort seeker (N=107)	Explorer (N=105)	Familiarity seeking generalist (N=95)
Social contact dimension	-0.5902299	0.223525	0.408349
Similarity experience dimension	-0.2442324	-0.25083	0.553161
Organized mass tourism dimension	0.39574914	-0.61016	0.195581
Adventure experience dimension	-0.4234844	0.197026	0.228194
Familiarity experience dimension	0.02112305	-0.61247	0.663946
Local food and beverage dimension	-0.8476345	0.315095	0.626186
Authentic dining dimension	-0.045387	-0.0039	0.112209
Gourmet dining dimension	0.13345228	-0.62652	0.430099
Familiarity food dimension	-0.0849977	-0.46365	0.585125

Cluster 1 has been labeled ‘Organized Comfort Seekers’ (OCS) because they had the highest score on ‘organized mass tourism’, but the lowest score in ‘local food/wine experience’, ‘social contact seeking’, ‘authentic dining experience’ and ‘exploring’. Cluster 2 can be identified as ‘Explorers’ (E) due to respondents receiving higher scores on the ‘local food/wine experience’, ‘social contact seeking’, and ‘adventure experience’ dimensions, but lower on ‘gourmet dining experience’, ‘familiarity seeking’, ‘organized mass tourism’, and ‘familiar food experience’ dimensions. Finally, Cluster 3 has been labeled ‘Familiarity Seeking Generalists’ (FSG) because they had the highest scores on many of the attributes compared to the other two clusters, especially in ‘familiarity’, ‘local food/wine experience’, ‘familiarity food experience’, and ‘similarity’ but also on ‘social contact’ (see Figure 4.11).

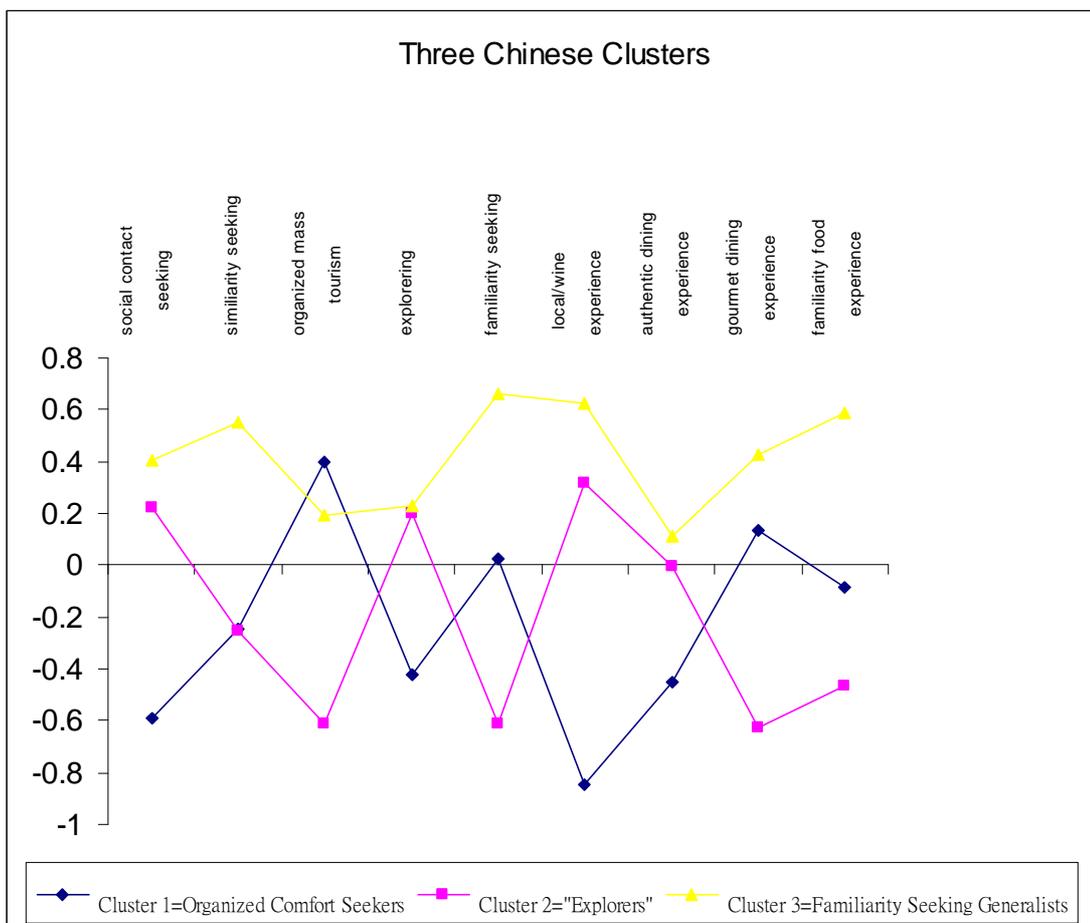


Figure 4.11 Three Cluster Groups based on the Factor Scores of ITR and FAP Scales

4.4.6 Discussion-Research Objective 2

In recognition of the ITR scale, Mo et al. (1993,1994) showed how the ITR scale is useful in effectively categorising the international tourism market. Respondents to this study were clustered on the basis of their responses to criteria outlined in the ITR and FAP scales. Organized Comfort Seekers (OCS), Explorers (E) and Familiarity Seeking Generalists (FSG) were identified.

Cluster Analysis is one of the most widely used techniques used for travel market segmentation (Mo et al., 1993). Crawford-Welch (1990) suggested that the hospitality industry needs to move away from their reliance on descriptive statistics as a segment base to Cluster Analysis as multivariate techniques produce more beneficial knowledge. Tourism researchers have not used Cluster Analysis to the same extent as researchers in other areas however, it offers several advantages to market researchers in the hospitality industry (Jurowski & Reich, 2000).

The advantage of Cluster Analysis is that the technique makes it possible to objectively analyse thousands of cases in the brief time that it takes a statistical program to create a cluster solution. It is an interdependence technique, no statistical inferences are made (Jurowski & Reich, 2000). The 3-cluster solution was selected for further analysis because it provided the greatest differences between clusters and yielded the most interpretable results. The number of clusters can be determined either prior to performing any statistical procedures or after reviewing the cluster solution (Jurowski & Reich, 2000). For market segmentation, few firms target more than five different groups, many target two or three market segments (Reich, 1997). Therefore, the three-cluster solution was chosen because it provided clear and meaningful differentiation on the factors and produced relatively equal

numbers of respondents in each cluster.

4.4.7 Results-Research Objective 3

To examine, whether there is any difference between resulting cluster groups with respect to risk perceptions in relation to food.

4.4.7.1 Differences between Clusters across Demographic Variables

It was demonstrated that respondents could be differentiated based on travel style and food preferences by using the ITR and FAP scales. Taking that into consideration, it is important to determine if the resulting clusters differ with respect to respondents' demographic profiles, travel experiences, food risk perceptions and restaurant preferences. Therefore, a series of Chi-square analyses (χ^2) and one-way analyses of variance (ANOVA) were conducted to determine if significant differences existed across the three clusters. The results are presented in the Tables below. Significant differences existed between clusters across demographic variables at the five percent level (Table 4.14).

Males accounted for the majority of respondents in both the Explorer (54.9%) and Familiarity Seeking Generalists (63.8%) clusters, but females were predominant the Organized Comfort Seekers (56.6%) cluster. A significantly larger proportion of respondents in the Explorer cluster (72%) fell into the 21-30-age bracket when compared to the other two clusters. In contrast, respondents in the Organized Comfort Seekers (23.7%) and Familiarity-seeking Generalists (18.5%) groups had higher proportions of respondents in the 41-50-age bracket.

With respect to education, Explorers were the most likely to be studying at university (62.1%), however, Familiarity Seeking Generalists were most likely to have graduated from

university (26.3%). Organized Comfort Seekers and Familiarity Seeking Generalists were more likely than Explorers to have below high school level education. For all three clusters, the majority had no income, but this was particularly so for Explorers (59.4%). Organized Comfort Seekers earned on average somewhere between 1500-2999 RMB per month (22.9%) whereas Familiarity Seeking Generalists were likely to be earning between 3000-4499 RMB per month (18.3%).

Table 4.14 Demographic Comparisons of Clusters

Demographic Variables		Organized Comfort Seekers (OCS) N=107	Explorers (E) N=105	Familiarity Seeking Generalists (FSG) N=95	χ^2 p- value
Gender	Male	43.4	54.9	63.8	8.46 *
	Female	56.6	45.1	36.2	
Age	21-30	44.3	72.0	49.4	19.10 *
	31-40	16.5	12.9	17.3	
	41-50	23.7	6.5	18.5	
	51-60	15.5	8.6	14.8	
Education	Below high school	26.7	9.7	22.1	27.99 **
	Graduated from college	11.4	2.9	8.4	
	Studying at University	41.9	62.1	41.1	
	Graduated from University	12.4	17.5	26.3	
	Above Postgraduates	7.6	7.8	2.1	
Income	0	36.2	59.4	36.6	20.89 *
	<1500RMB	14.3	9.9	14.0	
	1500-2999RMB	22.9	10.9	14.0	
	3000-4499RMB	11.4	8.9	18.3	
	4500-5999RMB	8.6	3.0	7.5	
	>6000RMB	6.7	7.9	9.7	

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

4.4.7.2 Past Travel Experiences and Future Travel Intention to Australia across Clusters

There was no statistical evidence showing differences associated with their past travel experiences across the three clusters. One of the reasons for this could be that the Chinese authorities had only given permission for Chinese to travel overseas recently, meaning a long time series had not been established, so the gaps across groups could not be distinguished by the statistical program.

There were no significant differences across the clusters with respect to their likelihood of visiting Australia in the next two to five years. However, there were differences with respect to travel party and trip arrangements. Organized Comfort Seekers were more likely than the other clusters to indicate that they would travel with family (65.1%). Explorers had higher likelihood of intending to travel with friends (26.9%), and Familiarity Seeking Generalists to travel with a partner (22.6%). Table 4.15 indicates how the respondents would like their trip arranged if they did come to Australia. Organized Comfort Seekers were by far the most likely to prefer that their entire trip was arranged by a travel agency (64.2%), while Explorers (56.3%) and Familiarity Seeking Generalists (45.2%) preferred to have only some arrangements provided. Only 2.8 percent of Organized Comfort Seekers preferred arranging their own trip.

Table 4.15 Future Trip Arrangements to Australia

Whom would you travel with to Australia? (χ^2) = 16.90 p=*	Organized Comforter Seekers N=107	Explorers N=105	Familiarity Seeking Generalists N=95
Myself	2.8	6.7	9.7
Friend	12.3	26.9	19.4
Family	65.1	40.4	48.4
Boyfriend/girlfriend	19.8	26	22.6
How will you arrange your Australian trip (χ^2)= 45.05 p=**	OCS	E	F
Inclusive (arranged by travel agent)	64.2	23.3	33.3
Some arrangements provided	33	56.3	45.2
Fully self-arranged	2.8	20.4	21.5

p-value \leq .05 (significant difference); **: p- value \leq .001(strongly significant difference)

4.4.7.3 Risk Perceptions with regard to Food across Clusters

Table 4.16 presents the risk perceptions in relation to food preferences across 3 clusters. In summary, Familiarity Seeking Generalists had the highest rating on those attributes in the health risk, value risk and psychological risk dimensions except for the statements of ‘I would buy something that most people would buy’ and ‘It is hard to find food which is suitable for me’ where Organized Comfort Seekers rated them higher.

Strongly significant differences existed on the statements of ‘I would rather spend money on the food I am familiar with’, ‘I would buy something that most people would buy’, ‘A tour guide is very important if I need to communicate with people while travelling’ and ‘It would not be a good idea to spend my money on buying some food I do not know’.

In addition, significant differences were recorded on all statements in the health risk dimension and on ‘I worry others would be influenced by my attitude on food’ in the social risk dimension.

Regardless of which risk dimension was examined, overall Familiarity Seeking Generalists gave the highest rating on every risk dimension, followed by Organized Comfort Seekers and then Explorers. There was one statement in the risk dimension which Explorers rated higher than Organized Comfort Seekers, it was; ‘I worry others would be influenced by my attitude on food’.

Table 4.16 Risk Perceptions across Dimensions with regard to Food

Risk perception with regard to food	OCS N=107	E N=105	FSG N=95	F-value (p- value)
Communication risk (Mean)	3.83	3.62	3.93	
Pictorial menus help me to order a meal	4.46	4.40	4.48	
I worry I might get something not what I wanted due to misunderstanding the menu	3.82	3.59	3.69	
It would be very important if waiters could speak the same language as mine	3.62 a	3.10 b	3.93 a	12.39 **
I worry there will be communication problems while dining	3.43	3.39	3.62	
Health risk (Mean)	3.51	3.25	3.59	
There is a possibility of contracting infectious diseases while dining out	3.79	3.44	3.82	3.68 *
Potential health problems are a concern	3.34	3.23 a	3.34 b	4.22 *
I may get sick from food if I have something unfamiliar	3.40	3.08 a	3.62 b	5.17 *
Value risk (Mean)	3.57	3.44	3.84	
I worry whether the food I buy is good value for money	3.92	3.81	4.02	
It would not be a good idea to spend my money on buying some food I do not know	3.2 a	3.07 a	3.66 b	7.57 **

Table 4.16 Continued	OCS	E	FSG	F-value
	N=107	N=105	N=95	(p- value)
Social risk (Mean)	2.75	2.74	2.94	
Relatives may not like souvenirs I bought for them	2.68	2.68	2.76	
I consider what people, whose opinion was of value to me, would think, if they thought I dined in an improper restaurant	2.72	2.59	2.71	
I worry others would be influenced by my attitude on food	2.57 a	2.71	3.06 b	6.23 *
I worry about using the cutlery improperly while I am eating	3.01	2.98	3.23	
Psychological risk (Mean)	3.41	2.99	3.52	
I worry food may not fit my expectations	3.63	3.45	3.72	
I would rather spend money on the food I am familiar with	3.23 a	2.80 b	3.60 a	11.66 **
I worry shopkeepers would cheat me because I am not a local	3.59	3.17	3.74	
I would buy something that most people would buy	3.67 a	2.88 b	3.58 a	17.68 **
A tour guide is very important if I need to communicate with people while travelling	3.59 a	3.17 b	3.74 a	6.72 **
It is hard to find food which is suitable for me	2.75	2.49	2.74	

Risk rating from 1: strongly disagree to 5: strongly agree

*: p- value $\leq .005$ (significant difference), **:p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.8 Discussion-Research Objective 3

4.4.8.1 Comparison of Clusters with regard to the Demographic Profile

Males accounted for the majority of respondents in both the Explorers and the Familiarity Seeking Generalists, but females were predominant in the OCS. This result confirms (Carr, 2002; Gibson & Yiannakis, 2002; and Pizam et al., 2004) findings that the level of novelty seeking behaviour varies with gender. Table 4.17 provides a summary profile of three clusters.

The Explorers contained more respondents within the 21-30-age bracket and the Organized Comfort Seekers and the Familiarity Seeking Generalist groups had higher proportions of respondents in the 41-50 and 51-60 age brackets. This finding is also in accordance with Gibson and Yiannakis' (2002) point and the findings from the first study which showed that the younger group is more willing to try new food and tends to go out for meals more frequently. Auty (1992) also proposed that age is an identifiable segment base, so in this regard this study convincingly proved that that assumption is correct.

4.4.8.2 Risk Perceptions with regard to Food across Clusters

Overall, Familiarity Seeking Generalists had the highest perceptions of risk particularly in the health, value and psychological risk dimensions. Considering earlier results suggested that males were more adventurous than females, these findings seem to be extraordinary in that the Familiarity Seeking Generalists contained more males than females. However, in addition to gender, age, education and income variables were also taken into consideration. Compared to the Explorers and the OCS, Familiarity Seeking Generalists tended to be more senior and have higher education and income levels.

The Organized Comfort Seekers had the most agreement on the statement of 'I would buy something that most people would buy'. Clearly, it shows that the OCS were inclined to follow popular trends by purchasing food items which were in general demand, thus minimizing their risk of buying something anathema. Although the results did not statistically verify significant differences about past travel experiences across clusters, it could be suggested that Organized Comfort Seekers either had less travel experience or were less willing to step out off their comfort zones.

Another area of concern was in the communication risk dimension. Given the vast differences between the English alphabetical system and Chinese Hànzì characters, plus the language barriers, across all clusters communication problems were perceived to present the biggest risk factor when travelling abroad. The problem with this finding is that the higher perception of risk associated to communication would invariably interfere with their dining choices. Even if they did in fact desire to visit a particular restaurant, not being able to read a menu or ask what a dish contained would place the tourist in a disadvantaged position. Cohen and Avieli (2004) also identified the language barriers as a common reason for the tourists' avoidance of local culinary establishments. Hence, a possible solution to this problem would be to encourage tourism management to focus their attention to reducing the communication risk perceptions of foreign visitors by supplying bi-lingual or pictorial menus.

Table 4.17 Summary of 3 Clusters with regard to Demographics and Risk Perceptions

Clusters	Characteristics
Organized Comfort Seekers (OCS) n=107	<p>Travel style: Search for organized mass tourism and gourmet dining experience</p> <p>Demographics: Majority of age: 21-30 (44%) & 41-50 (24%) More female (56.6%) Majority studying at University (41.9%) & high school or below (26.7%) Majority with no income (36.2%) & 1500~2999 RMB (22.9%)</p> <p>Risk perception: Middle ratings on most, but highest on the statement of ‘I would buy something that most people would buy’.</p>
Explorers (E) n=105	<p>Travel style: Search for local food experience and adventure seeking</p> <p>Demographics: Majority of age: 21-30 (72%) More male (54.9%) Majority studying in University (62.1%) Majority with no income (59.4%)</p> <p>Risk perception: Lowest ratings.</p>
Familiarity Seeking Generalists (FSG) n=95	<p>Travel style: Search for all kinds of experiences including familiarity, social seeking, local food; seeking new experiences but preferably not through organized mass tourism.</p> <p>Demographics: Majority of age: 21-30 (49%) & 41-50 (19%) More male (63.8%) Majority studying in University (41.1%) & graduated from University (26.3%) Majority with no income (36.6%) & 3000~4499 RMB</p> <p>Risk perception: Highest ratings on most risk dimensions.</p>

4.4.9 Results-Research Objective 4

To explore the relationship between the different Clusters and their choice of restaurant style.

4.4.9.1 Differences in Restaurant Attribute Ratings across Clusters

This section presents the differences in appeal and influential ratings for each of the restaurant attributes for each restaurant scenario, as well as future dining intention.

4.4.9.1.1 The Exotic Style Fast Food (noodle bar) Restaurant across Clusters

When comparing the ratings for the exotic fast food (noodle bar) restaurant across clusters, Familiarity Seeking Generalists provided significantly higher ratings on variety (2.63), service quality (2.84) and hygiene (2.87) when compared to Organized Comfort Seekers (2.24, 2.42 and 2.49 respectively) (Table 4.18).

With respect to the attributes which most strongly influenced whether or not to dine at this type of restaurant, Familiarity Seeking Generalists were least likely to be influenced by food style (20%), and more likely than the other two clusters to be influenced by perceptions of service quality (28.4%), hygiene (58.9%), and atmosphere (36.8%). There was no significant difference across the clusters with respect to intention to dine at the exotic style fast food (noodle bar).

Table 4.18 Exotic Style Fast Food (noodle bar) Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	2.69	2.64	3.03	
	Influential attribute (% Yes)	34.6 a	36.2 a	20.2 b	$\chi^2 = 7.37$ *
Flavour	Appealing	2.91 a	2.90 a	3.26 b	F = 3.09 *
	Influential attribute	53.3	51.4	40.0	
Variety	Appealing	2.24 a	2.31	2.63 b	F = 3.71 *
	Influential attribute	9.3	14.3	15.8	
Service quality	Appealing	2.42 a	2.75	2.84 b	F = 3.54 *
	Influential attribute	13.1 a	13.3 a	28.4 b	$\chi^2 = 0.32$ *
Hygiene	Appealing	2.49 a	2.80	2.87 b	F = 3.50 *
	Influential attribute	48.6	41.0 a	58.9 b	$\chi^2 = 6.49$ *
Price	Appealing	3.07	2.92	3.23	
	Influential attribute	56.1	62.9	51.6	
Convenience	Appealing	3.71	3.74	3.82	
	Influential attribute	27.1	23.8	23.2	
Atmosphere	Appealing	2.31	2.34	2.40	
	Influential attribute	22.4 a	22.9 a	36.8 b	$\chi^2 = 6.71$ *
Will you dine in this type of restaurant when you come to Australia		3.09	2.97	3.30	

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.2 The Local High-Level (Western) Style Restaurant

For the local high-level (Western) style restaurant, there were strongly significant differences in items of appeal in respect to hygiene and price across all 3 clusters (Table 4.19). Organized Comfort Seekers gave the highest appeal rating on hygiene (4.12), followed by Familiarity Seeking Generalists (4.07), which were both higher than Explorers (3.75). Familiarity Seeking Generalists rated the appeal of price (3.40) and convenience (3.32) significantly higher than the other two clusters. FSG and OCS were also more likely to dine in this type of restaurant (3.79) than Explorers (3.65).

Table 4.19 Local High-level (Western style) Restaurant

Restaurant attributes		OCS (N=107)	E (N=105)	FSG (N=95)	F/ χ^2 value (p- value)
Food Style	Appealing	3.80	3.73	3.93	
	Influential attribute	49.5	41.9	43.2	
Flavour	Appealing	3.56	3.53	3.77	
	Influential attribute	43.0	48.6	47.4	
Variety	Appealing	3.56	3.50	3.80	
	Influential attribute	25.2	19.0	13.7	
Service quality	Appealing	4.04	3.86	4.11	
	Influential attribute	19.6	25.7	33.7	
Hygiene	Appealing	4.12 a	3.75 b	4.07	F= 7.619 **
	Influential attribute	28.0	19.0	32.6	
Price	Appealing	2.85 a	2.86 a	3.40 b	F= 9.141 **
	Influential attribute	43.9	47.6	49.5	
Convenience	Appealing	3.07	2.87 a	3.32 b	F= 6.193 *
	Influential attribute	7.5	10.5	4.2	
Atmosphere	Appealing	4.23 a	4.20 a	4.44 b	F= 3.26 *
	Influential attribute	48.6	50.5	57.9	
Will you dine in this type of restaurant when you come to Australia		3.79 b	3.65 a	3.79 b	F= 4.52 *

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value \leq .005 (significant difference), **: p- value \leq .001 (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.3 Restaurant in the International Hotel Chain

When considering the restaurant in the international hotel chain, the appealing attributes of price and service quality were significantly different across clusters (Table 4.20). Familiarity Seeking Generalists (4.25) and Organized Comfort Seekers (4.19) regarded service quality more appealing than did Explorers (3.85). Familiarity Seeking Generalists (3.07) also rated price more appealing than Organized Comfort Seekers (2.45) and Explorers (2.65). Familiarity Seeking Generalists rated the appeals of hygiene (4.23) and convenience (3.13), higher than did Explorers (3.85 and 2.89 respectively). Overall, Familiarity Seeking Generalists (3.76) were more likely to patronize the restaurant in an international hotel chain than would Organized Comfort Seekers (3.39) and Explorers (3.38).

Table 4.20 Restaurant in the International Hotel Chain

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	4.03	3.97	4.14	
	Influential attribute	47.7	42.9	41.1	
Flavour	Appealing	3.85	3.85	4.01	
	Influential attribute	38.3	45.7	40.0	
Variety	Appealing	4.03 b	3.77 a	4.05 b	F = 3.11 *
	Influential attribute	24.3	19.0	16.8	
Service quality	Appealing	4.19	3.85 a	4.25 b	F = 6.824 **
	Influential attribute (% Yes)	20.6	15.2 a	34.7 b	$\chi^2 = 11.27$ *
Hygiene	Appealing	4.13	3.85 a	4.23 b	F = 5.73 *
	Influential attribute	17.8	18.1	23.2	
Price	Appealing	2.45 a	2.65 a	3.07 b	F = 7.89 **
	Influential attribute	57.9	56.2	57.9	
Convenience	Appealing	3.13	2.89 a	3.13 b	F = 5.02 *
	Influential attribute	11.2	6.7	9.5	
Atmosphere	Appealing	4.34	4.20	4.34	
	Influential attribute	42.1	45.7	52.6	
Will you dine in this type of restaurant when you come to Australia		3.39 a	3.38 a	3.76 b	F = 4.63 *

Appeal rating from 1: least appealing to 5: very appealing

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.4 The International Fast Food Chain Restaurant

For the international fast food chain restaurant, Familiarity Seeking Generalists, rated food style (2.87), flavour (2.87) and variety (3.01) significantly more appealing than did Explorers (2.33, 2.35 and 2.45, respectively) and Organized Comfort Seekers (2.32, 2.33, and 2.29 respectively). Service quality was a significantly stronger influencing attribute for Familiarity Seeking Generalists (27.4%) than for Organized Comfort Seekers (12.1%) and Explorers (11.4%). However, there was no significant difference in future dining intention (Table 4.21).

Table 4.21 International Fast Food Chain Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	2.32 a	2.33 a	2.87 b	F = 6.93 **
	Influential attribute	20.6	26.7	23.2	
Flavour	Appealing	2.33 a	2.35 a	2.87 b	F = 7.23 **
	Influential attribute	35.5	36.2	31.6	
Variety	Appealing	2.29 a	2.45	3.01 b	F = 10.83 **
	Influential attribute	20.6	14.3	11.6	
Service quality	Appealing	3.23	3.33	3.44	
	Influential attribute	12.1	11.4 a	27.4 b	$\chi^2 = 11.51$ *
Hygiene	Appealing	3.65	3.58	3.61	
	Influential attribute (% Yes)	35.5	36.2	32.6	
Price	Appealing	3.65	3.67	3.64	
	Influential attribute	47.7	52.4	48.4	
Convenience	Appealing	4.05	4.04	4.00	
	Influential attribute	59.8	46.7	57.9	
Atmosphere	Appealing	3.05	2.88	3.19	
	Influential attribute	12.1	21.9	22.1	
Will you dine in this type of restaurant when you come to Australia?		3.14	3.13	3.54	

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.5 Tour Group Restaurant

The tour group restaurant was rated strongly significantly higher on food style (3.40) and service quality (2.76) by Familiarity Seeking Generalists than Explorers (2.62, 2.25) and Organized Comfort Seekers (3.05, 2.23). Furthermore, there were also significant differences in the appeal of flavour (3.53), and convenience (3.13) between Familiarity Seeking Generalists and Explorers (2.95, and 2.74 respectively). However, Organized Comfort Seekers gave higher scores than Explorers on all of the above items with the exception of service quality and hygiene. Additionally, both Familiarity Seeking Generalists and Organized Comfort Seekers (3.39) showed a significantly higher possibility of dining in this type of restaurant than Explorers (3.03), (Table 4.22).

Table 4.22 Tour Group Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	3.05	2.62 a	3.40 b	F = 9.31 **
	Influential attribute	31.8	24.8	29.5	
Flavour	Appealing	3.18	2.95 a	3.53 b	F = 5.48 *
	Influential attribute	49.5	45.7	43.2	
Variety	Appealing	2.99	2.81 a	3.31 b	F = 4.43 *
	Influential attribute	15.9	13.3	11.6	
Service quality	Appealing	2.23 a	2.25 a	2.76 b	F = 7.62 **
	Influential attribute	19.6	26.7	28.4	
Hygiene	Appealing	2.38 a	2.64	2.73 b	F = 3.15 *
	Influential attribute	29.9	39.0	44.2	
Price	Appealing	3.56	3.49	3.72	
	Influential attribute	51.4	35.2	41.1	
Convenience	Appealing	2.99	2.74 a	3.13 b	F = 3.59 *
	Influential attribute	15.9	14.3	17.9	
Atmosphere	Appealing	2.27 a	2.25 a	2.73 b	F = 5.37 *
	Influential attribute	27.1	33.3	30.5	
Will you dine in this type of restaurant when you come to Australia?		3.39 a	3.03 b	3.39 a	F = 3.15 *

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value \leq .005 (significant difference), **: p- value \leq .001 (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.6 The Food Court Scenario

The Food Court Restaurant Scenario (Table 4.23) indicates strongly significant differences both in service quality and hygiene across segments. Familiarity Seeking Generalists rated both service quality (3.41) and hygiene (3.44) as more appealing than Organized Comfort Seekers (2.87 and 2.92 respectively). Familiarity Seeking Generalists (25.3%) indicated ‘service quality’ was a more influential factor in their patronizing decision than Explorers (7.6%) and Organized Comfort Seekers (4.7%). There was no significant difference in future dining intention.

Table 4.23 Food Court

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	3.92	4.06	3.96	
	Influential attribute	43.0	39.0	40.0	
Flavour	Appealing	3.88	3.88	3.99	
	Influential attribute	39.3	41.9	32.6	
Variety	Appealing	4.14	4.16	4.11	
	Influential attribute	43.9	43.8	33.7	
Service quality	Appealing	2.87 a	3.13	3.41 b	F = 9.00 **
	Influential attribute	4.7 a	7.6	25.3 b	$\chi^2 = 23.09$ **
Hygiene	Appealing	2.92 a	2.93 a	3.44 b	F = 10.32 **
	Influential attribute	25.2	30.5	37.9	
Price	Appealing	3.62	3.57	3.85	
	Influential attribute	46.7	40.0	35.8	
Convenience	Appealing	3.88	3.99	4.01	
	Influential attribute	27.1	22.9	31.6	
Atmosphere	Appealing	3.06	3.00	3.35	
	Influential attribute	20.6	22.9	29.5	
Will you dine in this type of restaurant when you come to Australia?		4.10	3.94	3.97	

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value \leq .005 (significant difference), **: p- value \leq .001 (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.7 The Authentic (Australian) Style Restaurant

For the authentic (Australian) style restaurant, Familiarity Seeking Generalists (3.04) gave a significantly higher appeal rating than Organized Comfort Seekers (2.46) and Explorers (2.52) did with respect to price (Table 2.24) Also, a significant difference existed in the hygiene factor between Familiarity Seeking Generalists (3.88) and Organized Comfort Seekers (3.59). In terms of service quality and convenience, Familiarity Seeking Generalists (3.99 and 3.20) gave significantly higher mean appeal ratings than did Explorers (3.67 and 2.86).

Service quality and hygiene were more likely to be an influential factor for Familiarity Seeking Generalists (25.3%, 28.4%) than for Explorers (9.5%, 15.2%) and Organized Comfort Seekers (9.3%, 15.0%). In terms of their future dining choice, no significant differences existed between clusters.

Table 4.24 Authentic (Australian) Style Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	4.0	4.13	4.18	
	Influential attribute	51.4	57.1	54.7	
Flavour	Appealing	3.67	3.81	3.99	
	Influential attribute	50.5	48.6	46.3	
Variety	Appealing	3.66	3.82	3.98	
	Influential attribute	19.6	25.7	18.9	
Service quality	Appealing	3.82	3.67 a	3.99 b	F = 0.36 *
	Influential attribute	9.3 a	9.5 a	25.3 b	$\chi^2 = 13.4$ **
Hygiene	Appealing	3.59	3.63	3.88	F = 3.38 *
	Influential attribute	15.0 a	15.2 a	28.4 b	$\chi^2 = 7.5$ *
Price	Appealing	2.46 a	2.52 a	3.04 b	F = 8.66 **
	Influential attribute (% Yes)	37.4	37.1	38.9	
Convenience	Appealing	2.93	2.86 a	3.20 b	F = 3.72 *
	Influential attribute	6.5	2.9	3.2	
Atmosphere	Appealing	4.17	4.17	4.28	
	Influential attribute	39.3	35.2	42.1	
Will you dine in this type of restaurant when you come to Australia?		3.67	3.79	3.94	

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.8 The Local Fast Food Restaurant Scenario

For the local fast food scenario, Familiarity Seeking Generalists rated the appeal of variety (3.15), service quality (3.20) and hygiene (3.09) significantly higher than did Organized Comfort Seekers (2.71, 2.89 and 2.70, respectively). With respect to atmosphere, Familiarity Seeking Generalists (3.08) gave a higher appeal rating than did Explorers (2.71).

Familiarity Seeking Generalists were more likely to be influenced by service quality (21.1%) with respect to their dining decision, when compared to Organized Comfort Seekers (11.2%) and Explorers (7.6%) (Table 4.25).

Table 4.25 Local Fast Food Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	2.85	3.08	3.14	
	Influential attribute	34.6	38.1	37.9	
Flavour	Appealing	2.83	3.07	3.18	
	Influential attribute	41.1	46.7	35.8	
Variety	Appealing	2.71 a	2.97	3.15 b	F = 4.02 *
	Influential attribute	15.9	18.1	16.8	
Service Quality	Appealing	2.89 a	3.09	3.20 b	F = 3.15 *
	Influential attribute	11.2	7.6 a	21.1 b	$\chi^2 = 8.4$ *
Hygiene	Appealing	2.70 a	2.89	3.09 b	F = 4.93 *
	Influential attribute	31.8	30.5	37.9	
Price	Appealing	3.63	3.71	3.86	
	Influential attribute	43.0	41.0	37.9	
Convenience	Appealing	2.79	2.71	3.08	
	Influential attribute	36.4	26.7	33.7	
Atmosphere	Appealing	2.79 a	2.71 a	3.08 b	F = 3.61 *
	Influential attribute	16.8	20.0	27.4	
Will you dine in this type of restaurant when you come to Australia?		3.20	3.22	3.33	

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value \leq .005 (significant difference), **: p- value \leq .001 (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.9 The Exotic High-Level Restaurant

For the exotic high-level (Chinese) restaurant, there were significant differences on all attributes (except hygiene) across clusters. Familiarity Seeking Generalists rated the appeal of food style (3.75), flavour (3.87), and convenience (3.38), significantly higher than the other two clusters. In other attributes, there were also significant differences. Variety and price were rated more appealing by Familiarity Seeking Generalists (3.78, 3.37) followed by Organized Comfort Seekers (3.41, 2.95), and then Explorers (3.41, 2.83). Also, Familiarity Seeking Generalists (3.93) provided significantly higher ratings on service quality than Explorer (3.56). In addition, Familiarity Seeking Generalists (3.62) indicated that they would be more likely to dine in the exotic high-quality (Chinese) restaurant than Explorers (3.21).

In terms of the more influential attributes in deciding whether to dine in this type of restaurant, convenience (14.7%) and atmosphere (49.5%) were significantly more likely to be a concern for Familiarity Seeking Generalists than for Organized Comfort Seekers (9.3% and 30.8%) and Explorers (3.8% and 27.6% respectively) (Table 4.26).

Table 4.26 Exotic High-Level (Chinese style) Restaurant

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	3.19	3.10 a	3.75 b	F = 8.55 **
	Influential attribute	41.1	38.1	30.5	
Flavour	Appealing	3.29	3.20 a	3.87 b	F =10.61 **
	Influential attribute	53.3	42.9	44.2	
Variety	Appealing	3.41 a	3.41 a	3.78 b	F = 4.48 *
	Influential attribute	17.8	17.1	13.7	
Service Quality	Appealing	3.84	3.56 a	3.93 b	F = 5.21 *
	Influential attribute (% Yes)	15.9	21.9	40.0	
Hygiene	Appealing	3.70	3.71	3.88	
	Influential attribute	15.0	21.0	23.2	
Price	Appealing	2.95	2.83 a	3.37 b	F = 6.52 *
	Influential attribute	44.9	40.0	36.8	
Convenience	Appealing	2.89	2.79 a	3.38 b	F =11.49 **
	Influential attribute	9.3	3.8	14.7	$\chi^2 = 7.20$ *
Atmosphere	Appealing	3.83	3.77	4.03	
	Influential attribute	30.8	27.6 a	49.5 b	$\chi^2=11.96$ *
Will you dine in this type of restaurant when you come to Australia?		3.31	3.21 a	3.62 b	F = 3.15 *

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.9.1.10 The Pubs

In the pubs, with exception of the variety and atmosphere factors, strongly significant differences existed on all attributes amongst the groups. Familiarity Seeking Generalists still gave the highest score in each item except food style where Explorers rated it higher.

Organized Comfort Seekers provided lower appeal ratings for the pub restaurant scenario on all the attributes, including intention to dine. Explorers (3.78) and Familiarity Seeking Generalists (3.72) had a stronger likelihood of patronising this type of restaurant than did Organized Comfort Seekers (3.22). Service quality and convenience were significantly more influential factors to Familiarity Seeking Generalists (31.6%, 20.0%) than for the other groups.

Table 4.27 Pubs

Restaurant attributes		OCS N=107	E N=105	FSG N=95	F/ χ^2 value (p- value)
Food Style	Appealing	3.08 a	3.73 b	3.72 b	F = 9.83 **
	Influential attribute	31.8	51.4	32.6	$\chi^2 = 10.8$ *
Flavour	Appealing	3.04 a	3.60	3.65 b	F = 9.26 **
	Influential attribute	32.7	31.4	31.6	
Variety	Appealing	3.18 a	3.62	3.69 b	F = 6.42 *
	Influential attribute	17.8	15.2	16.8	
Service Quality	Appealing	2.98 a	3.44	3.61 b	F= 15.90 **
	Influential attribute	15.0 a	15.2 a	31.6 b	$\chi^2 = 11.1$ *
Hygiene	Appealing	3.08 a	3.35	3.55 b	F = 8.79 **
	Influential attribute	10.3	11.4	20.0	
Price	Appealing	2.79 a	3.05 a	3.44 b	F = 9.71 **
	Influential attribute	39.3	30.5	29.5	
Convenience	Appealing	2.97 a	3.10 a	3.51 b	F = 9.01 **
	Influential attribute	7.5	3.8 a	20.0 b	$\chi^2 = 15.6$ **
Atmosphere	Appealing	3.38 a	3.73	3.80 b	F = 4.32 *
	Influential attribute	60.7	58.1	55.8	
Will you dine in this type of restaurant when you visit Australia		3.22 a	3.78 b	3.72	F = 8.37 **

Appeal rating from 1: least appealing to 5: very appealing, Influential attribute: % yes

*: p- value $\leq .005$ (significant difference), **: p- value $\leq .001$ (strongly significant difference)

The same subscript letters (e.g. a and a) within a row, means that clusters are not significantly different from each other. But if the subscript letters are different (e.g. a and b) it means that the clusters are different.

4.4.10 Discussion-Research Objective 4

4.4.10.1 Comparison of Appealing Attributes between Clusters

Familiarity Seeking Generalists gave the highest ratings on most restaurant attributes over the other two groups. Because FSG perceive those attributes as being more appealing it suggests that they would have higher expectations in respect to the delivery of those services when visiting those restaurants. However, if the actual performances of those higher rated attributes did not match their expected standard, it could also result in a higher level of dissatisfaction.

Organized Comfort Seekers gave the hygiene attribute in the local high-level restaurant a higher score indicating that OCS have higher expectations with regards to hygiene in those types of restaurants. Explorers rated food style as the highest ranking attribute in the pubs, so they too would place more emphasis on food style satisfaction in that scenario.

In terms of future dining intention, FSG and OCS were more likely to dine in the high-level and tour group restaurant scenarios whereas Explorers had the highest likelihood to dine in the pubs, but the lowest dining intention for any high-level or tour group restaurant.

Table 4.28 summarizes the appealing attribute ratings, which are significantly different between each group in each type of restaurant. For the purposes of the following table, Familiarity Seeking Generalists are represented by the letter 'G', Explorers with the letter 'E' and Organized Comfort Seekers with the letter 'O'.

Table 4.28 Comparison of Appealing Attributes as Considered by Three Clusters

Restaurant (1-5 rating)	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future Dining intention
Exotic style fast food		G=3.26 O=2.91 E=2.90	G=2.63 E=2.31 O=2.24	G=2.84 E=2.75 O=2.42	G=2.87 E=2.80 O=2.49				
Local high-level					O=4.12 G=4.07 E=3.75	G=3.40 E=2.86 O=2.85	G=3.32 O=3.07 E=2.87	G=4.44 O=4.23 E=4.20	G=3.79 O=3.79 E=3.65
International Hotel chain			G=4.05 O=4.03 E=3.77	G=4.25 O=4.19 E=3.85	G=4.23 O=4.13 E=3.85	G=3.07 E=2.65 O=2.45	G=3.13 O=3.13 E=2.89		G=3.76 O=3.39 E=3.38
International Fast food	G=2.87 E=2.33 O=2.32	G=2.87 E=2.35 O=2.33	G=3.01 E=2.45 O=2.29						
Tour group	G=3.40 O=3.05 E=2.62	G=3.53 O=3.18 E=2.95	G=3.31 O=2.99 E=2.81	G=2.76 E=2.25 O=2.23	G=2.73 E=2.64 O=2.38		G=3.13 O=2.99 E=2.74	G=2.73 O=2.27 E=2.25	G=3.39 O=3.39 E=3.03
Food court				G=3.41 E=3.13 O=2.87	G=3.44 E=2.93 O=2.92				
Authentic style restaurant				G=3.99 O=3.82 E=3.67	G=3.88 E=3.63 O=3.59	G=3.04 E=2.52 O=2.46	G=3.20 O=2.93 E=2.86		
Local fast food			G=3.15 E=2.97 O=2.71	G=3.20 E=3.06 O=2.89	G=3.09 E=2.89 O=2.70			G=3.08 O=2.79 E=2.71	
Exotic high-level	G=3.75 O=3.19 E=3.10	G=3.87 O=3.29 E=3.20	G=3.78 O=3.41 E=3.41	G=3.93 O=3.84 E=3.56		G=3.37 O=2.95 E=2.83	G=3.38 O=2.89 E=2.79		G=3.62 O=3.31 E=3.21
Pubs	E=3.73 G=3.72 O=3.08	G=3.65 E=3.60 O=3.04	G=3.69 E=3.62 O=3.18	G=3.61 E=3.44 O=2.98	G=3.55 E=3.35 O=3.08	G=3.44 E=3.05 O=2.79	G=3.51 E=3.10 O=2.97	G=3.80 E=3.73 O=3.38	E=3.78 G=3.72 O=3.22

Bold lettering represents strongly significant differences between groups where p- value $\leq .001$. Normal lettering represents only significant differences between groups where p- value $\leq .05$

4.4.10.2 Summary of the Most Appealing and Influential Attributes as Considered by Three Clusters

In nine out of ten restaurant scenarios, the three clusters were very consistent and in agreement with the most appealing attribute in each particular restaurant. The only restaurant scenario where the clusters differed was in the Exotic High-level restaurant where OCS favoured service quality as more appealing while FSG and E preferred atmosphere (See Appendix E).

Convenience was rated highest by all three groups in the exotic (Asian) style fast food and international fast food chains (Table 4.29). Atmosphere was also rated the highest attribute by all three groups in the local high-level, international hotel, the authentic style restaurants and in the pubs. Price was rated by all three groups as the most appealing attribute in the tour group restaurant and local fast food outlet. Variety was the most appealing attribute for the food court. The findings suggest that the most appealing attribute can also be taken as a necessary requirement for a certain type of restaurant. For instance, it could be expected that in any fast food restaurant, the food would be easily accessible and served in a minimal amount of time. Henceforth, diners perceive that the most appealing attribute of a particular type of restaurant should match their expectations. In the fast food chain it would be speed and convenience. If that expectation is not reached, it could trigger levels of dissatisfaction.

Table 4.29 Most Appealing Attribute in Each Restaurant across 3 Clusters

The Most Appealing Attribute in Each Restaurant across Three Chinese Clusters	
The most appealing attribute	Types of restaurant
Convenience	The exotic (Noodle bar) fast food, international fast food restaurant scenarios
Atmosphere	The local high-level, international hotel chain, Authentic style restaurant scenarios
Price	Tour group, local fast food restaurant scenarios

By contrast the influential attributes which affect diners' final dining decision were very diversely perceived by the three clusters (See Appendix E). As an example, Familiarity Seeking Generalists were more likely to be influenced by hygiene in the exotic fast food restaurant, therefore management should make an effort to concentrate on that attribute to draw FSG patronage and not so much on the price. Nevertheless, the price attribute should be considered by the international hotel management if they wish to attract FSG patronage. Similarly, price should be stressed if targeting Explorers and OCS to the exotic fast food restaurant.

4.4.10.3 The Relationship of Appealing and Influential Attributes on Future Dining Intention

In most scenarios, the most appealing attribute was often not the most influential attribute. Although the most appealing restaurant attribute was perceived as the basic requirement to facilitate satisfaction, the final dining decision was based mainly on diners' personal preferences or actual needs and therefore became the more influential factor. The findings suggest that management should not only pay attention to the most appealing attributes of their restaurant but also the attributes that actually influence diners' final dining choice (Table 4.30)

Table 4.30 Most Appealing and Influential Attributes for Each Restaurant across three Chinese Clusters

Types of restaurant	The Most Appealing Restaurant Attribute			The Most Influential Restaurant Attribute		
	OCS	E	FSG	OCS	E	FSG
Exotic fast food	Convenience	Convenience	Convenience	Price	Price	Hygiene
Local high-level restaurant	Atmosphere	Atmosphere	Atmosphere	Food style	Atmosphere	Atmosphere
International Hotel chain	Atmosphere	Atmosphere	Atmosphere	Food style	Price	Price
International Fast food	Convenience	Convenience	Convenience	Convenience	Price	Convenience
Tour group	Price	Price	Price	Price	Flavour	Hygiene
Food court	Variety	Variety	Variety	Price	Variety	Food style
Authentic restaurant	Atmosphere	Atmosphere	Atmosphere	Food style	Food style	Food style
Local fast food	Price	Price	Price	Food style	Flavour	Hygiene
Exotic High-level restaurant	Service quality	Atmosphere	Atmosphere	Flavour	Flavour	Atmosphere
Pubs	Atmosphere	Atmosphere	Atmosphere	Atmosphere	Atmosphere	Atmosphere

4.5 Conclusion

The findings confirm it is necessary to take both demographic and psychological variables into account to segment the tourist food market. From the results, we can clearly identify the differences across the clusters with regard to the demographic profile, travel style, risk perceptions and food preferences of potential tourists. The results also demonstrate that novelty seeking and risk perceptions greatly influence respondents' dining preferences when they travel overseas.

The results showed that the level of novelty seeking behaviour varied with age and gender. In this regard, it provides an explanation as to why Organized Comfort Seekers, who were predominantly female, preferred an arranged trip with family while explorers, who were younger and predominantly male, preferred semi-structured travel arrangements with friends and were more willing to try new food. In addition to the demographic variables, the risk perception variable should also be taken into account. For example, Familiarity Seeking Generalists, who were predominantly males, had higher perceptions of risk compared to the Organized Comfort Seekers. The psychographic perspective contradicts the earlier result based on demographics that suggested males were more adventurous than females.

There were several dining differences and restaurant preferences between the 3 clusters. These are summarised as;

1. Explorers were very willing to dine in the pubs, however, flavour and price were the major factors that affected their final decision. Therefore, it may be proposed that any pubs with tasty food and an affordable price will most likely be the Explorers' first dining choice.
2. FSG tended to have wider acceptance towards most styles of restaurants, but the higher-level restaurants were their preferred dining choice. Specifically, food style and atmosphere were their major influential factors, so we may confidently predict that the authentic style restaurant would be their first dining choice.
3. OCS also showed a higher propensity to dine at higher quality restaurants, with price and food style being likely to influence their final dining decision. Logically, the tour group restaurant would be the first preference for their travel dining experience.

These findings can be applied to the dining decision model as proposed by this thesis to show how those factors determine the choice of restaurant. The information provides a clear

direction for tourism management to offer a satisfactory dining experience to Chinese visitors in the future.

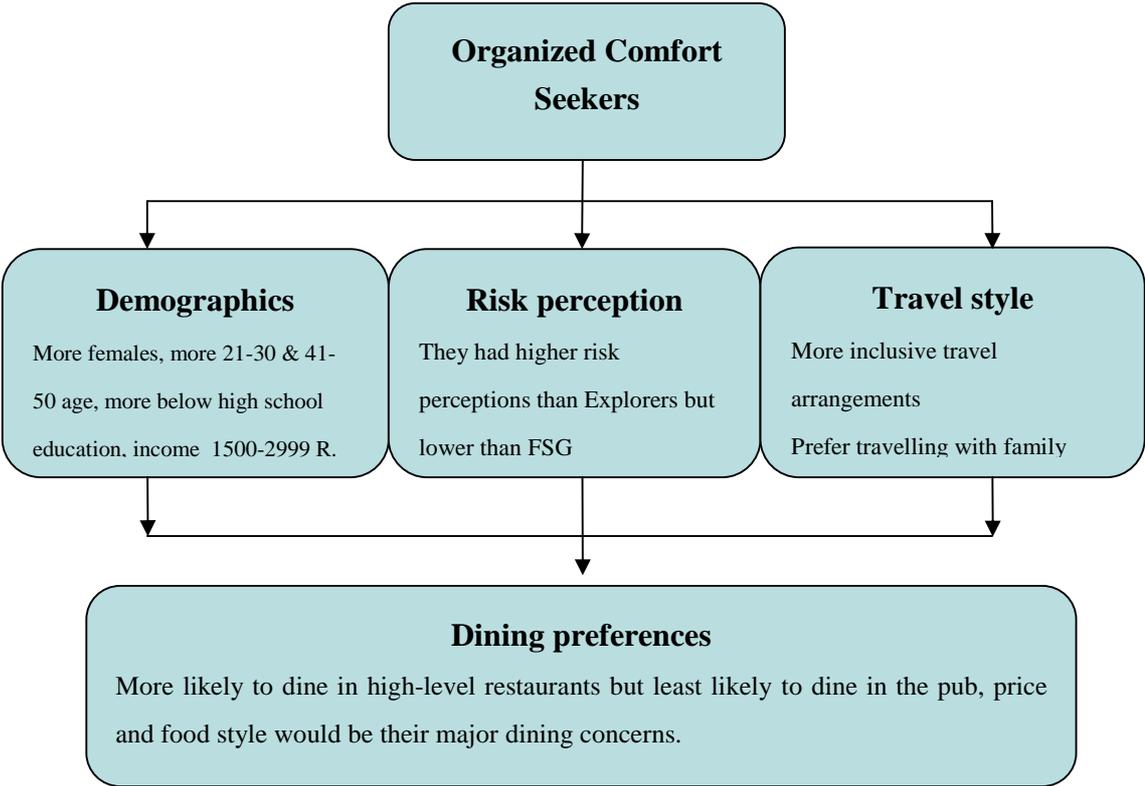


Figure 4.12 The Dining Decision Model Applied to Organized Comfort Seekers

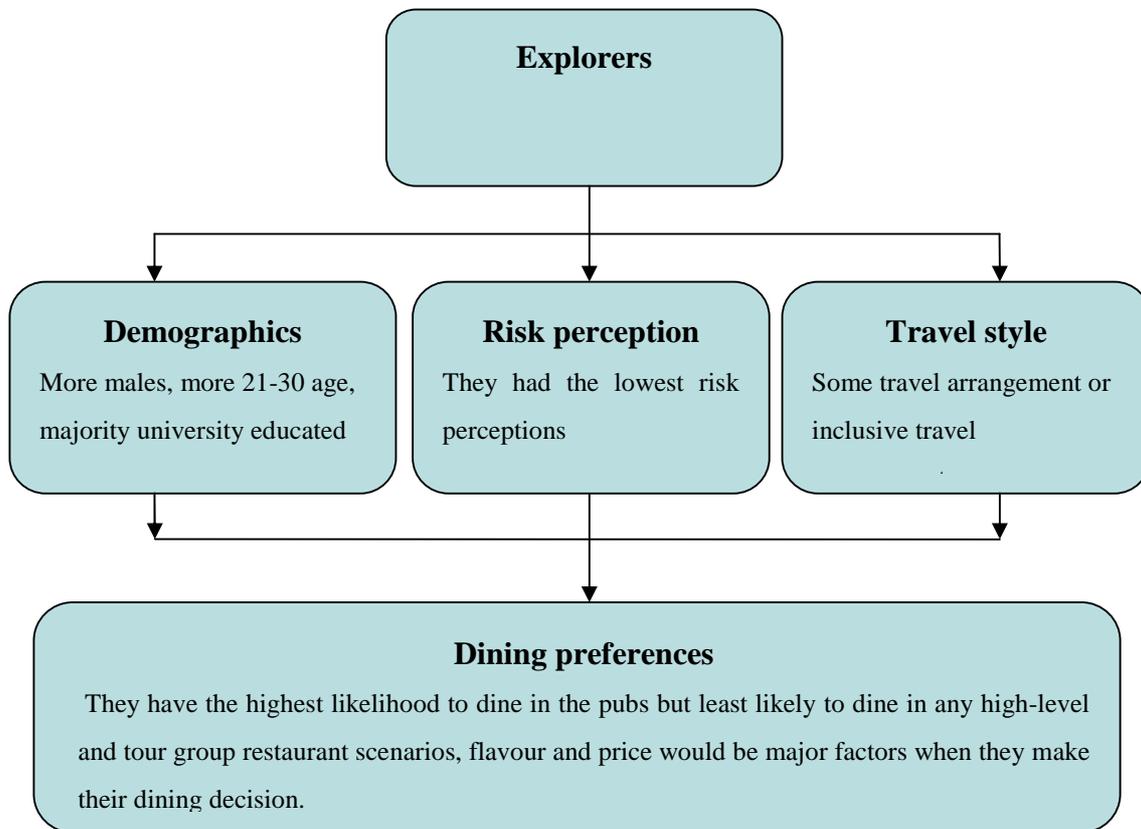


Figure 4.13 The Dining Decision Model Applied to Explorers

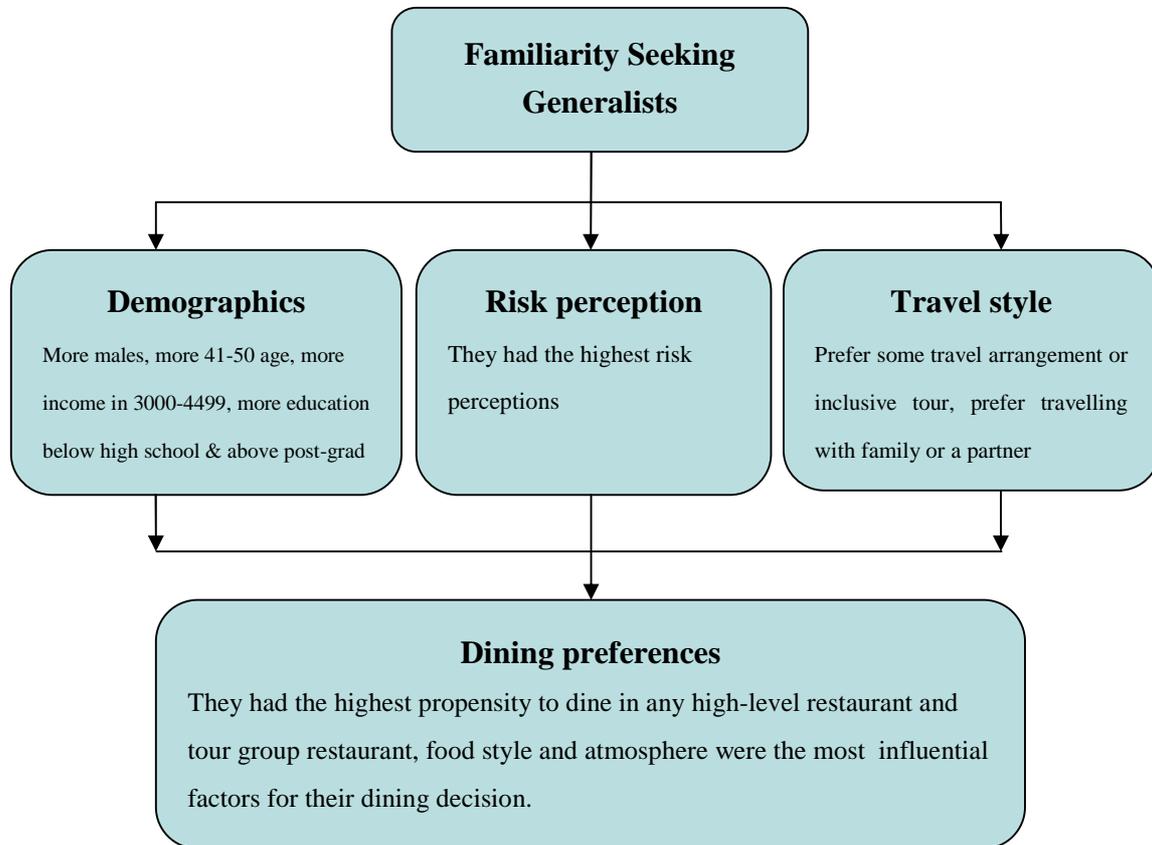


Figure 4.14 The Dining Decision Model Applied to Familiarity Seeking Generalists

The major differences with respect to restaurant preferences across clusters are summarized in Table 4.31. Food style in the pub scenario was more tantalizing for Explorers and they were very willing to dine in that type of restaurant. However, flavour and price were the major factors that affect their final decision. Consequently, any pubs with good flavour or an affordable price will most likely be the Explorer’s first dining choice.

FSG on the other hand tend to have a wider acceptance of any style of restaurant, but the higher-level restaurants were their preferred dining choice. Specifically, food style and atmosphere were their major influential factors, so we may confidently predict that the authentic style restaurant would be their first dining choice. OCS also had higher possibility to dine at any high-level restaurant, with price and food style being likely to influence their final dining decision. Logically, the tour group restaurant would be the first preference for their travel dining experience.

Table 4.31 The Differences of 3 Clusters with respect to Restaurant Preferences

Clusters	Characteristics
Organized Comfort Seekers (OCS) N=107	<p>Appealing attribute: Highest rating on hygiene in local high-level restaurant scenario Higher rating than ‘E’ in local high-level, international hotel chain, and tour group restaurant scenarios.</p> <p>Future dining intention: Middle rating level for local high-level, international hotel chain, tour group, exotic high-level restaurant scenarios</p> <p>Influential attribute: Middle influential rating level, more likely to be influenced by price and food style</p>
Explorers (E) N=105	<p>Appealing attribute: Highest rating on food style in the pubs, Higher rating than ‘O’ in exotic style fast food, international fast food, food court and local fast food.</p> <p>Future dining intention: Lowest rating in local high-level, international hotel chain, tour group, exotic high-level restaurants.</p> <p>Influential attribute: Least influential rating level, more likely to be influenced by flavour and price.</p>
Familiarity Seeking Generalists (FSG) N=95	<p>Appealing attribute: Highest rating on most restaurant scenarios except two scenarios</p> <p>Future dining intention: Highest rating in local high-level, international hotel chain, tour group, exotic high-level</p> <p>Influential attribute: Highest influential rating level, more likely to be influenced by hygiene, food style and atmosphere</p>

The above findings show there is an identifiable set of parameters, which can act as a guide to better facilitate the needs of each target group. It is in the interests of Australian commercial enterprise to make use of such findings to capitalize on marketing opportunities by providing the correct mix of appealing and influential attributes to lure the different types of potential tourists. The next Chapter presents the Australian version of this study and follows the same format as this Chapter.

Chapter 5

Potential Australian Tourists' Food Preferences when Travelling in China (Study 3)

5.1 Introduction

5.2 Research Objectives

5.3 Methodology

5.4 Results and Discussion

5.5 Conclusion

5.1 Introduction

According to the World Tourism Organization, China ranked fifth among the world's top tourism destinations in 2004 (World Tourism Organization, 2005). Among China's income generating markets, the average total expenditure of the top five nations were from the West. Countries including Canada (US\$1,696 million), Germany (US\$1,640 million), France (US\$1,521 million), Australia (US\$1,436 million), and the United States (US\$1,328 million) produced the greatest earnings for China's inbound tourist markets (Canadian Tourism Commission, 2005a). As it is for the Australian inbound tourist market from China, it is also very important for the Chinese inbound market to appreciate Western tourists' food preferences and cater to them accordingly.

Australia is a key source for generating tourists to China from the Southern hemisphere (China National Tourism Administration, 2000a). In recent years, Australian tourist numbers to China have increased steadily. The number of Australians travelling to China in 2000 reached 234,000, up 15% from the year prior. Between the year beginning 1st July 2005 and

the year ending June 2006, the largest growth in Australian resident departures was to Thailand, China (including Hong Kong) and Singapore with an average annual growth rate of 32.1%, 22.1% and 16.0% respectively (Tourism Queensland, 2006b).

This study, like the previous study described in Chapter 4, combines the concepts of risk perceptions and novelty seeking behaviour to examine how those internal characteristics might influence Australian visitors' food preferences and dining decisions when they travel to China. The study categorised respondents into distinct groups based on their novelty seeking habits and food preferences in order to examine whether there were any differences in their decision making processes when it came to dining decision making while on holidays.

5.2 Research Objectives

In order to understand Australians' food preferences when they travel to destinations different from their familiar environment, the research objectives of this study were:

1. To explore respondents' attitudes towards, and preferences for, food in various restaurant scenarios, taking risk perceptions and novelty seeking characteristics into account.
2. To categorise respondents on the basis of their profile on the International Tourist Role (ITR) and Food Activity Preferences (FAP) scales.
3. To examine, whether there were any differences between resulting groups with respect to risk perceptions in relation to food.
4. To explore the relationship between traveller preference groups and the choice of restaurant style.

5.3 Methodology

Consistent with the second study, this study combined the concepts of risk perception and novelty seeking behaviour to examine how those psychographic traits influence Australian travellers' food preferences while in China. This study categorised respondents into two distinct groups and examined whether there was any difference in their decision making process when it came to dining preferences. The same statistical methods were used for this study as described in the previous Chapter for Chinese visitors to Australia.

5.3.1 Questionnaire Design

This study employed the same questions from the previous study but this time the questions were in English for the Australian respondents. The restaurant scenarios were also slightly different in that they were typical of the type of restaurants likely to be encountered while travelling in China. A brief description of each type of restaurant is presented in Table 5.1.

Table 5.1 Restaurant Scenarios in China

Restaurant Scenarios in China	
Exotic style (Western) fast food	This is a western style fast food restaurant, which provides you a cosy and relaxed dining environment with variations of sandwiches, salads, cakes and drinks. It provides both take-away and dine-in services. You can enjoy your meal and read fashion magazines or newspapers.
Local high-level (Chinese Emperor) style restaurant	The Chinese emperor style restaurant serves food originating from the kitchen in sterling silver, china and crystal place settings and gives dinners a royal treat. It used to serve 108 kinds of dishes according to historical records. You will be surprised at the remarkably wide array of foods. Prices range from moderate to very expensive. Menu examples: 120~300 RMB per person.
International Hotel chain	This restaurant is in a reputed international hotel, which has a luxurious design and interior with spectacular artworks. It provides extensive food styles, you can choose a set menu, à la carte or buffet. You will experience tranquil music while eating. You will have very hospitable staff and well-experienced chefs providing you with the best possible food.

Table 5.1 Continued	Restaurants in China
International Fast food	These are world-wide international fast food chain restaurants e.g. McDonalds, Hungary Jacks, Subway, and Pizza etc., which supply food quickly and provide minimal service. They usually provide standardized food, service and atmosphere with a fixed price. It is convenient for you to take away, drive-through or dine-in based on your preferences. The trading hours are also convenient for you from morning or night or even 24 hours.
Tour group	This restaurant usually provides Chinese style food for tour groups. You will have a set menu (usually 8 dishes and one soup) arranged by a travel agent. You will get a certain number of dishes that you share with your group and only have limited time to finish your meal due to the tight schedule. The atmosphere is often noisy and crowded. Menu example: 60 RMB per person.
Food court	A food court is a type of indoor plaza contiguous with the counters of multiple food vendors and provides a common area for self-serve dining, often found in shopping malls and airports. Patrons order their meals at one of the many counters, then carry the meal to the common dining area without loneliness. Consumers have a range of choices in relation to their diet and preferences.
Authentic (Chinese) Style	This teahouse is a two-story building restaurant with two stone statues in the form of guarding lions. Customers can watch all kinds of traditional Chinese performances, such as Chinese opera, cross talk, and story-telling with drum accompaniment and enjoy their time over tea with delicious traditional snacks and meals.
Local fast food	These are Chinese local fast food restaurants, which provide you with convenient service and affordable prices from morning till night. They offer you a local flavour of typical Chinese food with a modern atmosphere. You can choose your preference from a variety of set menu items, either dine-in or take-away.
Exotic high-level (Western style)	This western style restaurant is not star-rated but serves a variety of beef steak, chicken and seafood in more casual and unsophisticated ambience. The smiling waiter holding the meat to be barbecued in front of you will politely tailor the meat to your specific demand.
Pubs	Pubs provide beverages over food, and entertainment for a wide range of ages, functions, events, tastes and styles. It is the most popular place for people to get together with friends and exchange culture between east and west. The atmosphere is often noisy, crowded and smoky. At the bar you'll find a wide selection of wines by the glass, beers on tap and even a cocktail list.
Street Vendor	Street vendors can be seen scattered in urban spaces and streetscapes and usually are available at any time of the year. You can find a wealth of products at varied price ranges and you can negotiate for the price. They can tailor the flavour to each customer's taste. In front of a food stall, you may feel amazed at the skilful performances of vendors.

In this study street vendors were included as an additional dining choice and the authentic style restaurant would naturally refer to a typical Chinese restaurant. The details of the questionnaire are not repeated in this section. The questionnaire (see Appendix D) contained the same sections of Part A, Part B, Part C and Part D as previously described in Chapter 4. Respondents rated the appeal of each restaurant on eight attributes and were asked to rate the likelihood of them dining in each restaurant if they were to visit China. Respondents were similarly asked to identify the factors, which would most strongly influence their decision to dine in a particular restaurant. The same risk dimensions were examined as in Chapter 4 ~ those being; communication, psychological, social, health, and value risk dimensions. The final question of part A asked respondents' intention whether they would attend a brewery/gourmet tour in China.

5.3.2 Data Collection

The questionnaire was administered to Australian respondents in Australia. The questionnaire was pilot-tested to examine if the statement questions were clearly understood. The survey was conducted by distributing questionnaires to students at 3 universities; James Cook University, University of Queensland and Murdoch University in Western Australia. The full-scale survey was conducted between April and the end of July 2006.

Data was collected from students by the same means of snowball sampling as described in the previous Chapter. The completed surveys were collected from the students in class approximately 2 -3 weeks after they were distributed. The Universities were chosen based on the identification of tourism colleague's willingness to assist in accessing students and the mix of a regional city and two capital cities.

In total, 600 questionnaires were distributed, 150 at the James Cook University and 450 at the University of Queensland and Murdoch University. Out of 150 questionnaires distributed at James Cook University only 55 questionnaires were returned. Out of 450 questionnaires distributed at University of Queensland and Murdoch University, only 147 were returned. Incentives were provided to students to return 3 completed surveys. Unreturned or incomplete questionnaires arose either because of refusal or because the students could not find suitable people. The response rate from Australians was a disappointing 35% as compared to the Chinese respondents with a response rate of 86%.

Table 5.2 Questionnaire Distributions

Survey Distribution	James Cook University (N)	University of Queensland (N)	Murdoch University (N)	Total N
Number distribution	150	300	150	600
Number returned	55	79	74	208
No returned or returned empty	95	221	76	392
Total Return rate	37%	26%	49%	35%

5.3.3 Data Analysis

In order to address the aims of the study, several statistical techniques were used based on the nature of data, including frequencies, Factor Analysis, Cluster Analysis, Independent T-test, and Chi-square (χ^2), Repeated Measure, and Non-parametric one sample Chi-square (χ^2) methods.

5.4 Results and Discussion

5.4.1 Demographic Profiles of Respondents

Table 5.3 presents the information concerning the respondents' demographic profiles. The sample consisted of males (41.0%) and females (59.0%).

Over one third of the respondents were from the 21-30 age group, this is a reflection of the fact that the survey was carried out at university campuses. Another one third of respondents (29.1%) was from the 41-50 age group, the last one third included 14.8% of respondents below 20 but above the 18 aged group, 9.9% between 31 and 40, and 11.4% from above 50 age group.

With respect to education, around 80% of them had at least tertiary level education or were studying at universities. Only 3% of respondents had below high school level education.

In terms of monthly income distribution, more than one third of respondents (34.2%) earned between AU\$501-2,000 followed by 18.1% earning between AU\$2,001-3,500 and 13.6% earning between AU\$3,501-5,000. With regard to occupation, the majority were students (35.3%), followed by professionals (29.4%) and retailers (11.4%).

Table 5.3 Demographic Profiles of Respondents

Demographic Profile of Respondents		Frequency (N = 208) Percent (%)
Gender	Male	41.0
	Female	59.0
Age	< or = 20	14.8
	21-30	35.0
	31- 40	9.9
	41-50	29.1
	51- 60	8.4
	61- 70 or above	3.0
Education	Below high school	3.0
	Graduated from College	17.2
	Studying at University	12.6
	Graduated from University	34.8
	Above postgraduate	32.3
Monthly Income AU\$	0	9.0
	<500	10.6
	501-2000	34.2
	2001-3500	18.1
	3501-5000	13.6
	5001-6500	9.0
	6501-8000	5.5
Occupation	Executive	1
	Professional	29.4
	Tradesperson	4.5
	Retail/marketing	11.4
	Technical /skilled work	6.0
	Student	35.3
	Office/clerical	5.5
	Retired	4.3
	Other	2.5

5.4.2 Past Travel Experiences and Future Travel Intention

Table 5.4 presents results relating to respondents' past travel experiences and Table 5.5 presents their future travel preferences. When respondents were asked if they had had any international travel experience, 79.2 percent replied in the affirmative. The majority of these respondents had travelled to Asia (30.8%), followed by the Pacific region (23.4%) and Europe (22.4%).

Fourteen point one percent of respondents had been to China before. Of these, most had been to China with a partner (38.1%), or by themselves (28.6%), followed by family (23.8%). In terms of tour arrangements, more than half (55.0%) the respondents travelled independently to China, 25% of respondents relied totally on a travel agency, and 20% of respondents indicated that a travel agent arranged part of the tour.

Table 5.4 Past Travel Experiences

Past Travel Experiences					
Have been overseas 164 (79.2%)	Asia (30.8%)	Europe (22.4%)	Africa (7.5%)	America (15.9%)	Pacific Region (23.4%)
Ever been to China before?	Yes = 29 (14.1%) No = 177 (85.9%)				
If yes, with who? (N=21)	Myself = 6 (28.6%)	Friend = 2 (9.5%)	Family = 5 (23.8%)	Boy/girlfriend = 8 (38.1%)	
Travel arrangement (N = 20)	All Inclusive tour = 5 (25%)	Some-arranged tour = 4 (20%)	Fully self-arranged tour = 11 (55.0%)		

With respect to future travel intentions, 65% of respondents indicated that they were very unlikely or unlikely to visit China within two years but around 22% said they might go to China. Almost 42% of respondents indicated that they would more than likely to go to China within 5 years, but 40% indicated they were still unlikely to go even over the longer period. Although there was only 21.8% of respondents who were willing to travel to China within the next two years, respondents indicated this number should increase by nearly double over the next five years. With 65% of respondents indicating their negative intention to travel to China it implies that Australians do not regard China as a priority destination in the short-term (Table 5.5).

Almost half the respondents indicated a high level of interest in participating in a gourmet tour if they travelled to China. This finding is supportive of research by Heung and Qu (2000) and Jacobsen (2000) who found tourists exhibit strong interest in trying new and unfamiliar food when away from home. This information may provide an opportunity for Chinese tourism management to take use of culinary resources to promote the inbound market from Australia.

Respondents indicated that if they were to travel to China, they would do so with their partner (44.6%) followed by family (23.8%), friends (22.8%) and alone (8.4%).

Nearly two thirds of respondents indicated that they would prefer their trip to be arranged fully (21.7%) or in part by a travel agency (42.9%) rather than by themselves (35.5%). Interestingly, this finding was not consistent with their past travel habits, since they had previously indicated that they were more independent travellers. Perhaps, the language barrier may be a reason for their concern as the Chinese language is vastly different from

English.

Table 5.5 Future Travel Intentions to China

Future Travel Intention to China					
	Very unlikely	Unlikely	No idea	Likely	Very likely
In two years (N=206)	45.1%	19.9%	13.1%	12.1%	9.7%
In five years (N=206)	25.2%	15.5%	17.5%	25.2%	16.5%
With whom would you travel (N=202)	Alone =17 (8.4%)	Friends =46 (22.8%)	Family =48 (23.8%)	Boy/girl friend =90 (44.6%)	
Travel arrangement (N=203)	All inclusive = 44 (21.7%)	Some Arranged tour = 87 (42.9%)	Fully self-arranged tour = 72 (35.5%)		
Will you visit a brewery or attend a gourmet tour (204)	Very unlikely = 40 (19.6%)	Unlikely = 32 (15.7%)	No idea = 31 (15.2)	Likely = 52 (25.5%)	Very likely = 49 (24%)

5.4.3 Results-Research Objective 1

To explore Australian respondents' travel preferences and attitudes towards food in various restaurant scenarios, taking risk perceptions and novelty seeking characteristics into account.

5.4.3.1 Novelty Seeking and Travel Style ~ International Tourist Role (ITR) Scale

The ITR scale was applied to the Australian respondents to investigate their novelty seeking habits with relation to their travel preferences. The mean value of each item on each different dimension is presented in Table 5.6.

The results indicate that, overall the respondents most strongly agreed with the following Social Contact Dimension statements; 'I prefer seeking the excitement of complete novelty

by engaging in direct contact with a wide variety of new and different people' (3.92), 'I prefer associating with the local people when travelling in a foreign country' (3.87) and 'I prefer making friends with the local people when travelling in a foreign country' (3.85).

Additionally, 'I prefer travelling to countries that are popular tourist destinations' (2.91) and 'I prefer travelling to a country with a well-developed tourism industry' (2.91) were the highest rated in the Destination-Oriented Dimension. The statement of; 'I prefer making all of my major arrangements through travel agencies when travelling in a foreign country' (3.15) was rated the highest for the Travel Services Dimension.

Conversely, the lowest ratings were for the Destination-Oriented Dimension statements of 'I prefer travelling to countries where the culture is similar to mine' (2.22) and the Travel Services Dimension statement of ' I prefer having travel agencies take complete care of me, from beginning to end, when travelling in a foreign country ' (2.44).

Overall, Australian respondents scored highest on the SCD (3.74), followed by the TSD (2.69) and then the DOD (2.51).

Table 5.6 Travel Preferences (ITR Scale)

ITR Scale					
Social contact Dimension (SCD)	Mean (3.74)	Destination-oriented Dimension (DOD)	Mean (2.51)	Travel services Dimension (TSD)	Mean (2.69)
Prefer seeking the excitement of complete novelty by engaging in direct contact with a wide variety of new and different people.	3.92	Prefer travelling to countries that are popular tourist destinations.	2.91	Prefer making all of my major arrangements through travel agencies when travelling in a foreign country.	3.15
Prefer associating with the local people when travelling in a foreign country.	3.87	Prefer travelling to a country with a well-developed tourism industry.	2.91	Prefer being on a guided tour when travelling in a foreign country.	2.71
Prefer making friends with the local people when travelling in a foreign country.	3.85	Prefer travelling to countries where there are international hotel chains	2.78	Prefer starting trip with no pre-planned or definite timetable when travelling in a foreign country.	2.66
Prefer having as much personal contact with local people.	3.82	Put high priority on familiarity when thinking of travel destination.	2.47	Prefer starting a trip with no pre-planned or definite route when travelling in a foreign country.	2.51
If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.	3.67	Prefer travelling to countries where they have the same transportation system as in my country	2.41	Prefer having travel agencies to take complete care of me from beginning to end when travelling in a foreign country.	2.44
I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay.	3.31	Prefer travelling to countries where they have the same tourism infrastructure as in my country.	2.39		
		Prefer travelling to countries where the people are of the same Ethnic group as mine.	2.28		
		Prefer travelling to countries where there are restaurants familiar to me.	2.23		
		Prefer travelling to countries where the culture is similar to mine.	2.22		

5.4.3.2 Novelty Seeking and Food Preferences ~ Food Activity Preference (FAP) Scale

Table 5.7 presents the results relating to respondents' food preferences while travelling to another country. Respondents most strongly agreed that they prefer to; sample local foods (4.19), and dine at restaurants serving regional specialties (4.04). Lowest ratings were provided for dining at a chain restaurant (2.29) and dining at a fast food restaurant (2.05).

Table 5.7 Food Activity Preferences while Travelling

Food Preferences while Travelling (total average=3.15)	Mean
Prefer sampling local foods	4.19
Prefer dining at a restaurant serving regional specialties	4.04
Prefer dining at a restaurant serving distinctive cuisines	3.89
Prefer visiting a local farmer' market	3.68
Prefer visiting a brewery	3.38
Prefer purchasing cookbooks with local recipes to take back home	3.35
Prefer visiting a self-brew pub	3.29
Prefer dining at high quality restaurants	3.04
Prefer visiting wineries	3.02
Prefer purchasing local product to take back home	2.94
Prefer making an advance reservation to dine at a specific restaurant	2.80
Prefer going to restaurant just to taste the dishes of a particular chef	2.69
Prefer eating at places serving food I am familiar with	2.68
Prefer dining at a chain restaurant	2.29
Prefer dining at fast food restaurant	2.05

5.4.3.3 Mean Values of Attributes for Each Type of Restaurant

The following section presents the appeal ratings for each of the 11 restaurant scenarios presented to respondents. Table 5.8 shows the overall mean ratings of the eight attributes for the different restaurant scenarios, as well as an overall dining intention. Table 5.9 indicates which attributes most strongly influenced the dining decision for each scenario.

Table 5.8 Mean Values of Appealing Attributes for Each Type of Restaurant

Types of restaurant	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future Dining intention
Exotic style fast food	2.91	2.95	2.42	3.04	3.34	3.70	3.77	2.87	2.84
Local high-level	3.40	3.28	3.75	3.93	3.80	2.89	3.23	4.00	3.40
International Hotel chain	3.77	3.92	3.75	4.00	4.03	2.77	3.41	3.67	3.34
International fast food	2.23	2.33	2.21	2.80	2.97	3.55	3.75	2.03	2.73
Tour group	3.37	3.38	3.20	2.90	3.10	3.77	3.36	2.69	3.24
Food court	3.26	3.21	3.39	3.06	2.86	3.74	3.95	2.69	3.47
Authentic style	4.00	3.90	3.93	3.95	3.67	4.05	3.73	4.32	4.09
Local Chinese fast food	3.26	3.15	3.39	3.27	3.07	3.88	3.90	3.0	3.53
Exotic high-level	2.82	2.85	2.76	3.24	3.08	3.11	3.14	2.94	3.05
Pubs	2.42	2.50	2.39	2.62	2.61	3.11	3.00	2.92	2.87
Street vendors	3.41	3.40	3.43	3.34	2.24	3.95	3.94	3.38	3.45
F-value (p- value)	39.65 (.000)	34.90 (.000)	70.75 (.000)	59.26 (.000)	56.12 (.000)	49.40 (.000)	21.14 (.000)	58.53 (.000)	19.98 (.000)

Table 5.9 Influence of Restaurant Attributes on Future Dining Intentions

% (yes) of Respondents Who Indicated Attribute Influence Dining Decision								
	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere
Exotic style fast food (X ²) p- value	58.9	46.5	41.6	23.3	50.5 24.05 **	54.3	41.6	27.7 7.49 *
Local high-level (X ²) p- value	64.0 9.92 *	61.5 18.95 **	51.5 7.69 *	25.0	32.5	46.0	15.0 41.59 **	41.0
International hotel (X ²) p- value	60.0 4.17 *	49.3	46.3	40.5 19.17 **	38.2	49.0	25.9 10.96 **	41.0
International fast food (X ²) p- value	35.2 24.13 **	36.8 6.81 *	20.7 35.32 **	22.3	26.9 4.44 *	52.3	71.0 95.50 **	14.0 43.90 **
Tour group (X ²) p- value	52.8	47.2	41.7	33.2 3.94 *	33.8	58.8 3.87 *	42.7	40.2
Food court (X ²) p- value	42.6 8.58 *	34.3 11.51 **	47.5	20.1 4.83 *	30.4	64.2 12.54 **	71.6 104.44 **	16.2 38.01 **
Authentic style (X ²) p- value	65.1 11.73 **	57.4 9.99 *	51.8 7.96 *	30.3	26.7 4.84 *	47.7	27.0 8.37 *	72.4 105.53 **
Local fast food (X ²) p- value	56.9	46.9	43.7	23.0	30.6	58.2	60.2 45.19 **	24.0 14.29 **
Exotic high-level (X ²) p- value	57.9	43.2	40.7	31.1	28.4	49.5	39.5	33.7
Pubs (X ²) p- value	39.3 13.47 **	32.4 13.82	35.4	17.6 8.07 *	25.3 6.35 *	42.3 10.01 *	42.3	64.6 59.23 **
Street vendors (X ²) p- value	45.1 4.72 *	45.8	43.2	28.6	48.4 17.47 **	50.0	50.0	32.6
Overall %	52.53	45.57	42.19	26.82	33.79	51.83	44.25	37.04

*: p- value ≤ .05 (significant); **: p- value ≤ .001 (strongly significant)

5.4.4 Differences across the Restaurant Scenarios on each Appealing Attribute

A repeated measures ANOVA was used to determine if significant differences existed across the restaurant scenarios on each of the eight attributes. The results in Table 5.8 indicated that the authentic Chinese style (4.0) and the international hotel chain (3.77) scenarios rated highest on food style, particularly when compared to the international fast food chain (2.23) and the pubs (2.42).

Flavour had the highest rating at the restaurant in the international hotel chain (3.92), followed by the authentic Chinese style restaurant (3.90), but the international fast food restaurant was rated lowest (2.33). Variety was rated the highest for the authentic Chinese style (3.93), and the lowest for the international fast food chain (2.21). Service quality (4.0) was regarded as the most appealing attribute for the international hotel chain restaurant and the lowest for pubs (2.62). Hygiene was rated the highest in the international hotel chain (4.03) but the lowest in the street vendor (2.24). The authentic Chinese style restaurant (4.05) and the street vendor (3.95) were rated best on price. Convenience was rated highest for the food court (3.95) and the street vendor (3.94). Atmosphere was the most appealing attribute for the authentic Chinese style restaurant (4.32) followed by the local high-level restaurant (4.0).

Collectively, the most preferred dining choice was the authentic Chinese style teahouse restaurant (4.09) but the international fast food chain (2.73). Western style fast food (2.84) and the pubs (2.87) were rated least likely to be visited while in China.

5.4.5 Most Influential Factors Affecting Respondents' Dining Decision

This section used the Non-parametric one sample Chi-square test, to provide information on which attributes were the most influential factors in respondents' dining decision for each different restaurant. (Refer to Table 5.9)

Food style was less likely to be an influential factor for the international fast food chain (35.2%), but more likely to be the influential attribute for the authentic Chinese style (teahouse) (65.1%), and the local high-level restaurant (64.0%) scenarios.

Flavour was less influential for pubs (32.4%), and the food court (34.3%) restaurant scenarios, but it was the most important factor for local high-level (61.5%) and the authentic Chinese style restaurant scenarios (57.4%).

The influence of variety in the authentic Chinese style restaurant scenario (51.8%) was significantly higher than for other restaurant scenarios, particularly the international fast food chain (20.7%).

Service quality was regarded as less influential in the pubs (17.6%) and the food court (20.1%) restaurant scenarios, however it was very influential in the international hotel chain restaurant (40.5%).

Respondents considered hygiene was a major influential factor when deciding whether or not to choose the Western style fast food restaurant (50.5%) and street vendors (48.4%), but it was not given much priority in the pubs (25.3%), authentic Chinese style (teahouse) restaurant (26.7%) or in the international fast food restaurant (26.9%).

Price was the most influential factor for respondents in deciding whether or not to dine in the food court (64.2%) and the tour group restaurant scenarios (58.8%).

Convenience was the major reason for respondents to dine in the food court (71.6%), and international fast food restaurant scenarios (71.0%). Conversely, convenience was not considered as much in the local high-level Chinese emperor style restaurant (15.0%), the international hotel chain (25.9%) and the authentic Chinese teahouse restaurant scenarios (27.0%).

Atmosphere was the major reason for respondents to dine in the authentic Chinese teahouse (72.4%) and the pub (64.6%) scenarios. By contrast, atmosphere was the least influential factor for dining in an international fast food chain (14.0%), and the food court restaurant scenarios (16.2%).

5.4.6 Relationship between Appealing and Influential Attributes in Each Restaurant

5.4.6.1 Appealing and Influential Attributes in the Exotic Style Fast Food Restaurant

For the exotic style fast food restaurant, convenience (3.77) and price (3.70) were the most appealing attributes, but the future dining intention was only (2.84). The attributes which had the most influence on future dining intentions were; food style (58.9%), price (54.3%), and hygiene (50.5%) (See Figure 5.1).

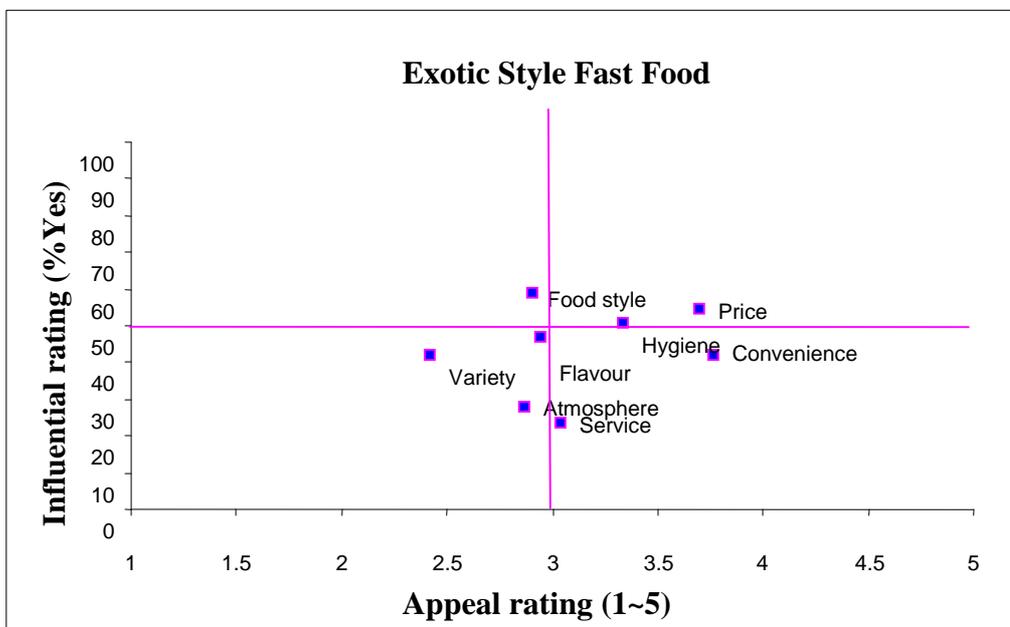


Figure 5.1 Relationship of Appealing and Influential Attributes in the Exotic Style Fast Food Restaurant for Australian Respondents in China

5.4.6.2 Appealing and Influential Attributes in the Local High-Level Restaurant

The most appealing attributes of the High-level (Chinese emperor style) restaurant are, atmosphere (4.0), and service quality (3.93). The future dining intention rating was (3.4). The attributes, which had the most influence on future dining intentions for the Chinese emperor restaurant scenario, were food style (64.0%) followed by flavour (61.5%), but convenience (15%) was the least influential factor (See Figure 5.2).

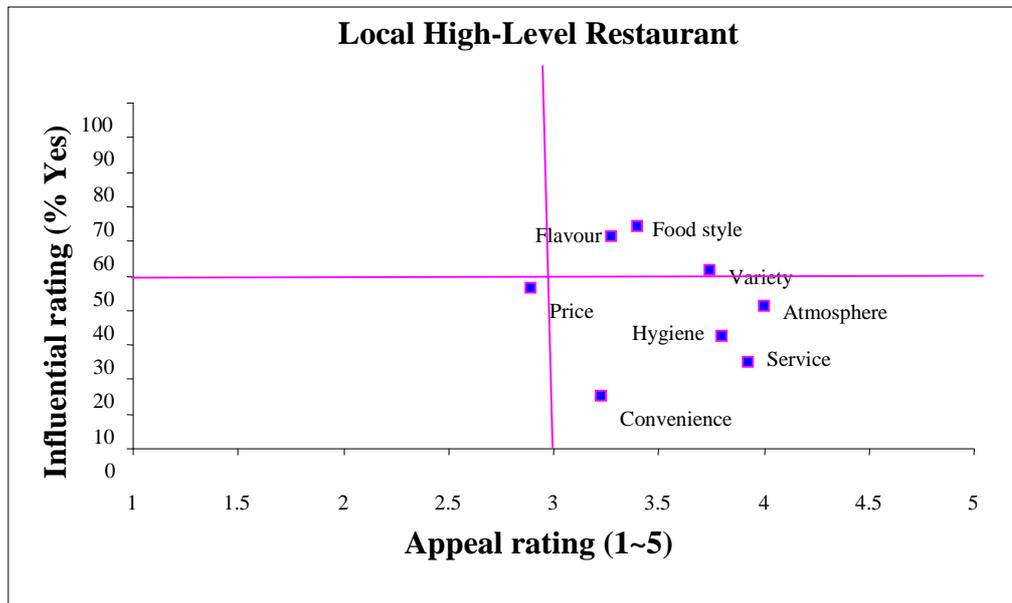


Figure 5.2 Relationship of Appealing and Influential Attributes in the Local High-Level Restaurant

5.4.6.3 Appealing and Influential Attributes in the International Hotel Chain

For the restaurant in an international hotel chain, hygiene (4.03) and service quality (4.0) were the most appealing factors. The future dining intention rating was (3.34). The most influencing attribute to this type of restaurant was food style (60.3%) followed by flavour (49.3%) (Figure 5.3).

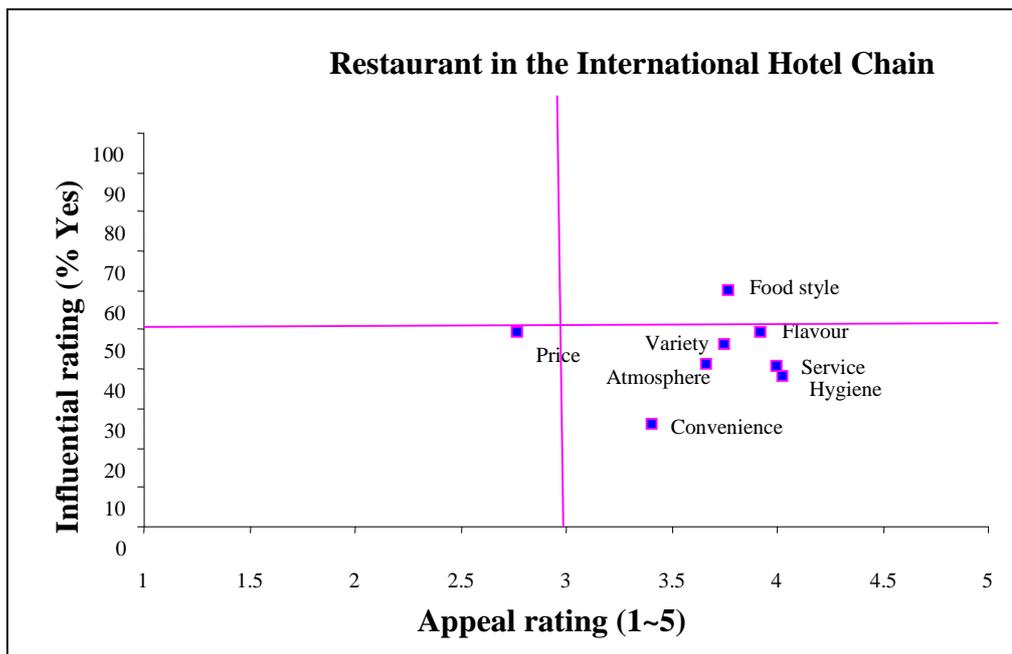


Figure 5.3 Relationship of Appealing and Influential Attributes in the International Hotel Chain

5.4.6.4 Appealing and Influential Attributes in the International Fast Food Chain

For the international fast food chain restaurant, convenience (3.75) was the most appealing factor, followed by price (3.55). Also convenience (71.0%) and price (52.3%) were regarded as the major influencing attributes, but the future dining intention was the lowest (2.73).

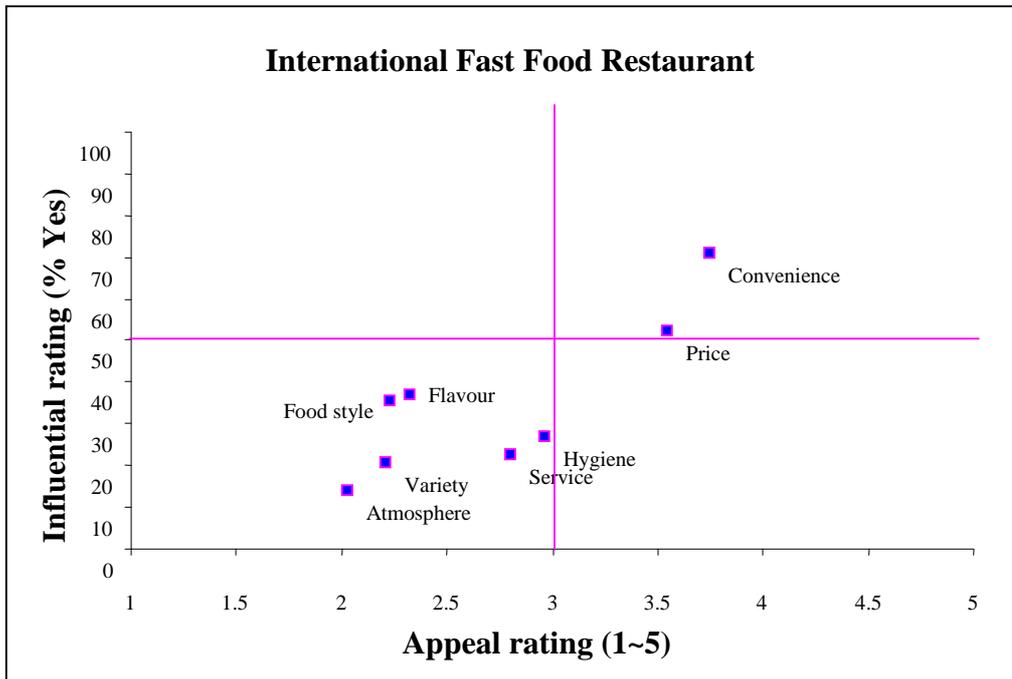


Figure 5.4 Relationship of Appealing and Influential Attributes in the International Fast Food Chain

5.4.6.5 Appealing and Influential Attributes in the Tour Group Restaurant

Price (3.77) was the most appealing attribute for the tour group restaurant, and flavour (3.38) was the second most appealing factor. The most influential attributes for the tour group restaurant were price (58.8%) and food style (52.8%).

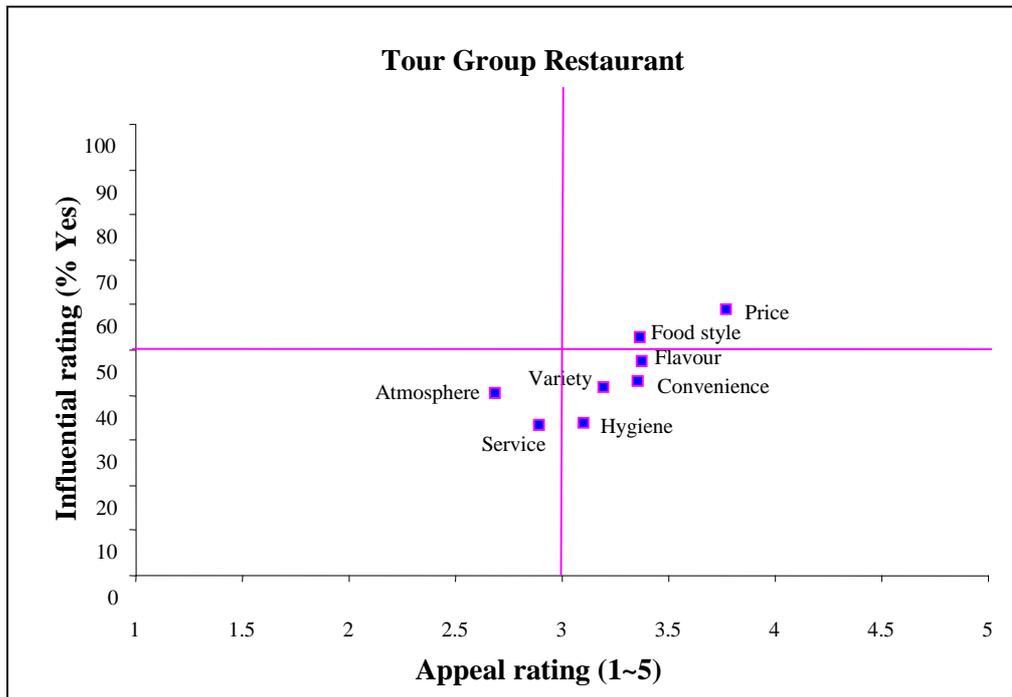


Figure 5.5 Relationship of Appealing and Influential Attributes in the Tour Group Restaurant

5.4.6.6 Appealing and Influential Attributes in the Food Court Scenario

With respect to the Chinese food court, convenience had the highest appeal rating (3.95), followed by price (3.74). Likewise, convenience (71.6%) and price (64.2%) were also the major factors influencing the decision to dine at the food court and the likelihood of dining at the food court was third highest at (3.47).

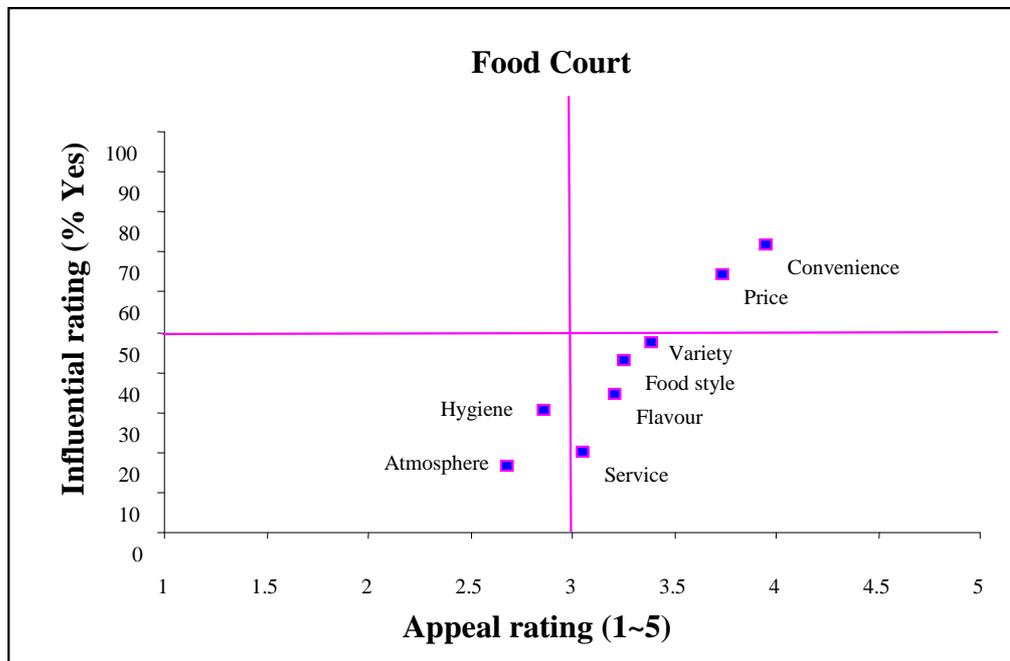


Figure 5.6 Relationship of Appealing and Influential Attributes in the Food Court

5.4.6.7 Appealing and Influential Attributes in the Authentic Style Restaurant

Turning to the authentic (Chinese teahouse) restaurant, atmosphere (4.32) was the most appealing attribute, followed by price (4.05), and food style (4.0). Respondents had the strongest intention (4.09) to dine at this type of restaurant. Atmosphere (72.4%), Food style (65.1%) and Flavour (57.4%) were the most strongly influencing factors for this type of restaurant in China.

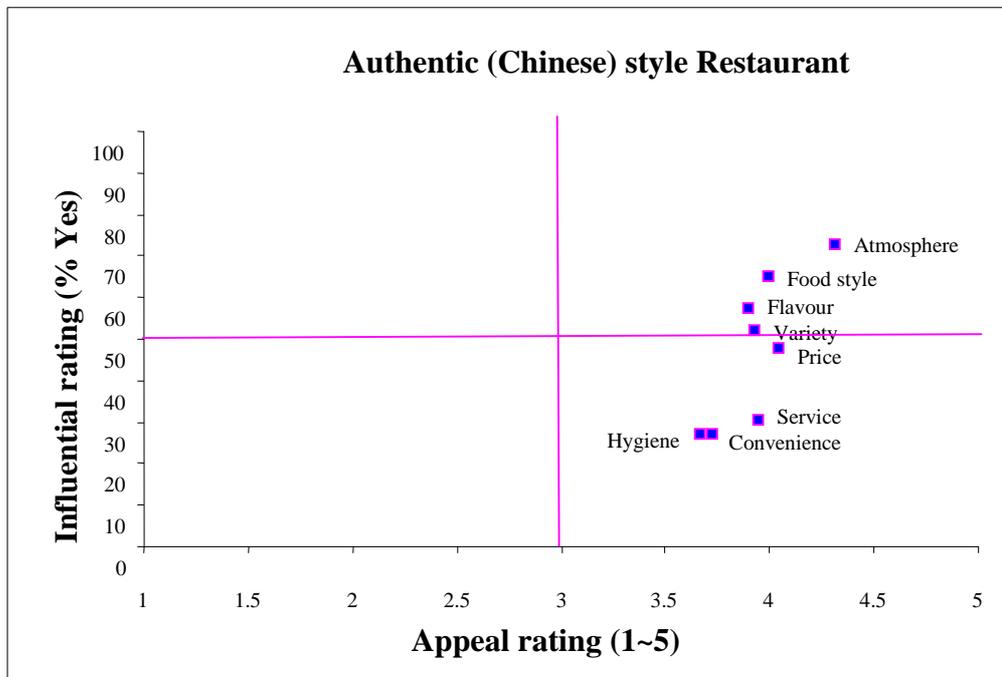


Figure 5.7 Relationship of Appealing and Influential Attributes in the Authentic Style Restaurant

5.4.6.8 Appealing and Influential Attributes in the Local Fast Food Restaurant

Convenience (3.90) (60.2%) had the highest appeal rating and influence for the local Chinese fast food restaurant. Price (3.88) (58.2%) was secondary. Future dining intention was ranked second (3.53) of all restaurant scenarios.

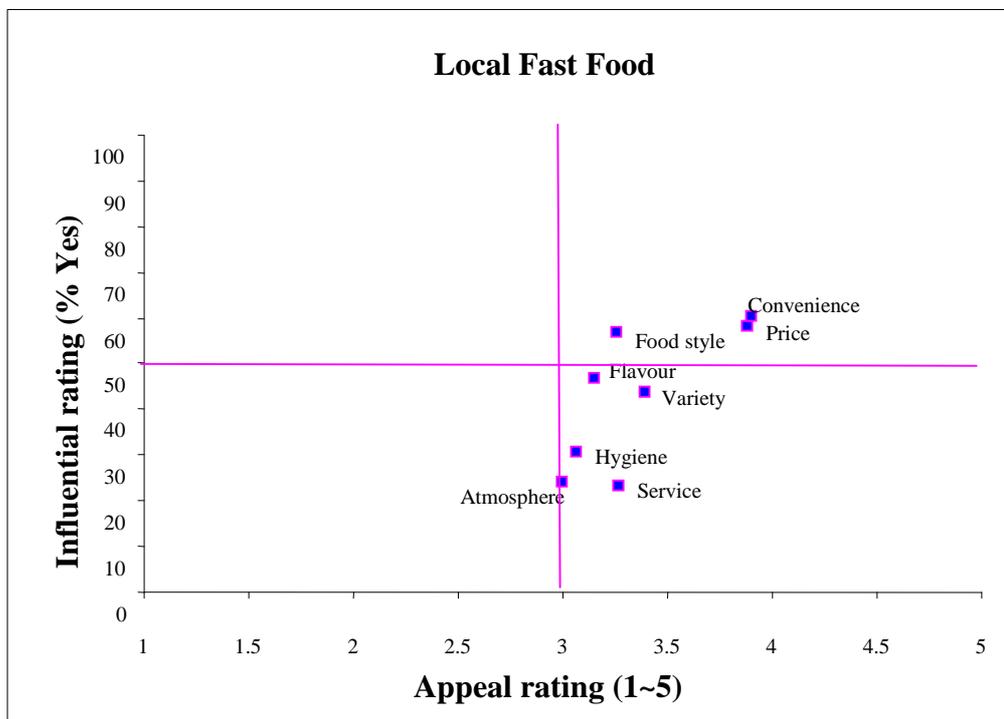


Figure 5.8 Relationship of Appealing and Influential Attributes in the Local Fast Food Restaurant

5.4.6.9 Appealing and Influential Attributes in the Exotic High-Level Restaurant

Service quality (3.24) was the most appealing attribute for the high-level Western style restaurant, followed by convenience (3.14). The major consideration in this type of restaurant was food style (57.9%). This restaurant ranked eighth as a future dining choice.

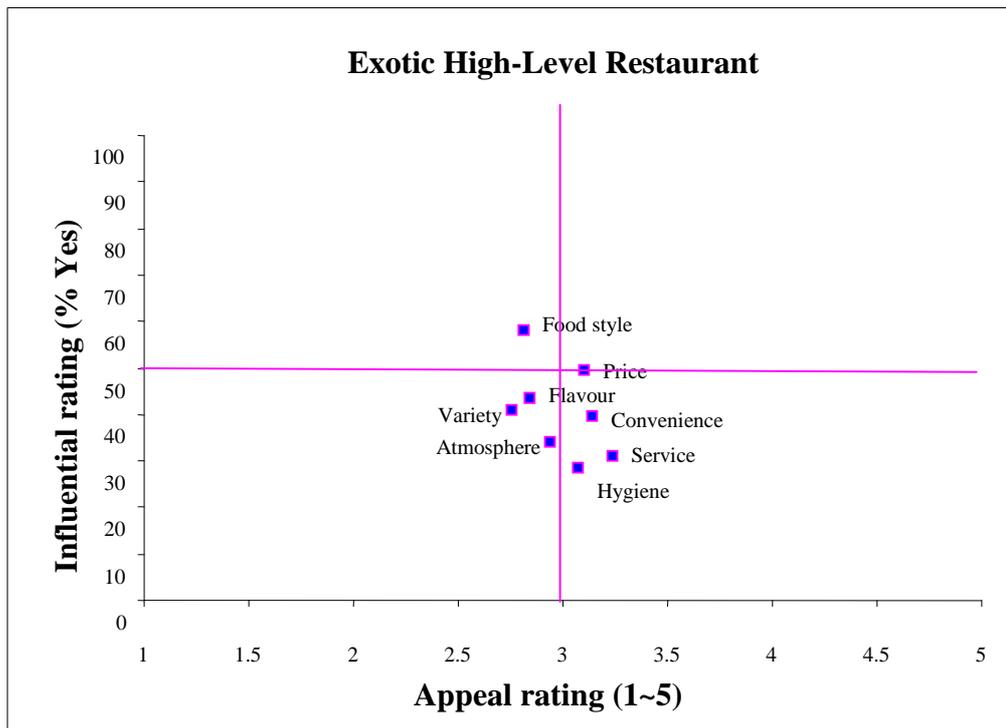


Figure 5.9 Relationship of Appealing and Influential Attributes in the Exotic High-Level Restaurant

5.4.6.10 Appealing and Influential Attributes in the Pub Scenarios

Most respondents regarded price (3.11) as the most appealing factor for pubs, convenience (3.0) was the next. However, the future intention was low (2.87). Atmosphere (64.6%) and convenience (42.3%) are both more influential to their decision (Figure 5.10).

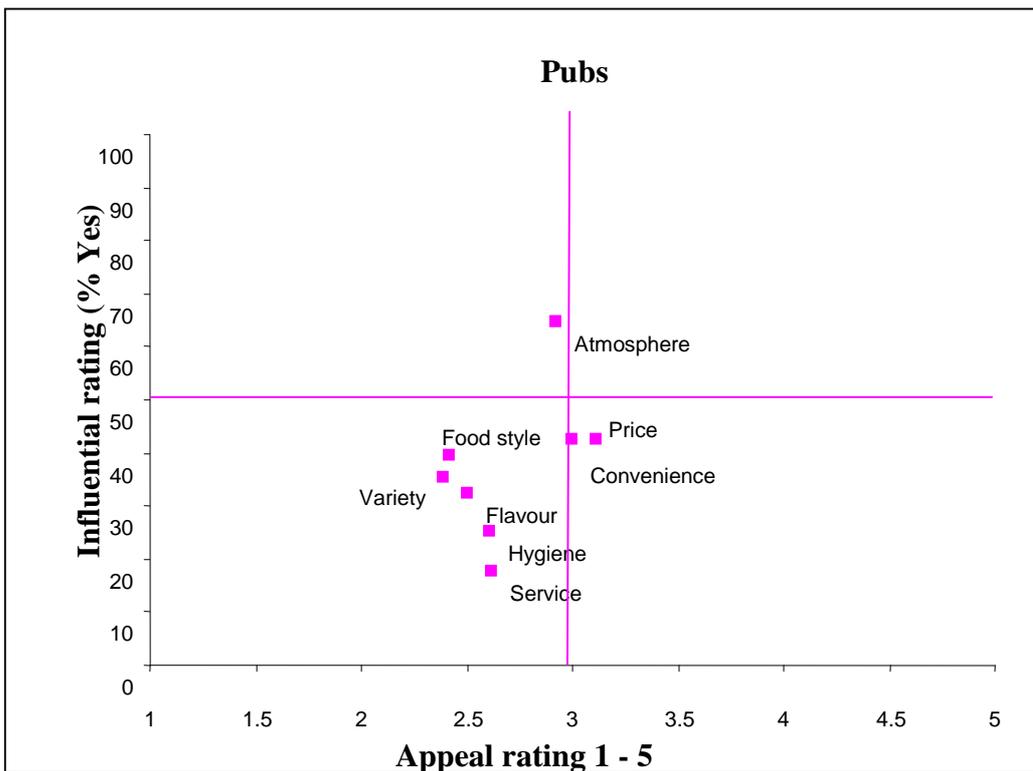


Figure 5.10 Relationship of Appealing and Influential Attributes for Pubs

5.4.6.11 Appealing and Influential Attributes in the Street Vendor Scenarios

Most respondents regarded price (3.95) as the most appealing factor for the street vendors, the next was convenience (3.94). Also, price (50.0%) and convenience (50.0%) were the major influential factors to affect their dining intention for this type of restaurant. The future intention of dining with the street vendor was rated as respondents' fourth choice (3.45).

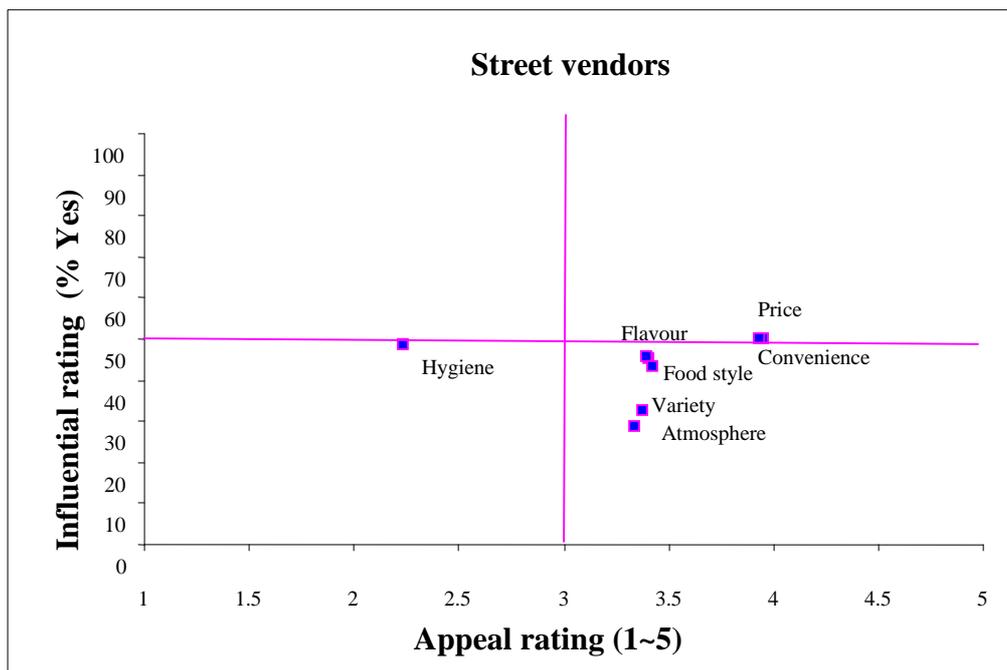


Figure 5.11 Relationship of Appealing and Influential Attributes for Chinese Street Vendors as Assessed by Australian Respondents

Overall, respondents rated the least likelihood for their future dining intentions at the international fast food restaurants (2.73), and then the Pubs (2.84) both below 3.0. Conversely, the authentic Chinese teahouse was identified as the most preferred restaurant they would like to dine at while in China.

5.4.7 Risk Perceptions with regard to Food Preferences While on Holidays

Risk perceptions in relation to food are comprised of the 'physical', 'value', 'social', 'psychological' and 'communication' dimensions. These dimensions were applied in this current study.

Overall, Australian respondents had the highest perception of risk in the health risk dimension (3.41), followed by the communication risk (3.24), the value risk dimension (2.88), the psychological risk (2.73) and the social risk dimension (2.06).

Respondents had the highest agreement on the following statements in each dimension. That 'pictorial menus help me to order a meal' (4.02) for the communication risk dimension; 'potential health problems are a concern' (3.61) for the health risk dimension; 'I worry shopkeepers would cheat me because I am not a local' (3.15) for the psychological risk dimension; and 'I worry whether I would get value for money' (3.22) for the value risk dimension.

The lowest ratings fell within the Social Risk Dimension statement of 'I would consider what people, (whose opinion was of value to me) would think of me, if they knew I dined in an improper place' (1.94) (Table 5.10).

Table 5.10 Risk Perceptions with regard to Food Preferences

Risk Dimensions (Overall Mean) Rating from 1:Strongly Disagree to 5 strongly Agree				
Communication Risk (3.24)	Psychological Risk (2.73)	Social Risk (2.06)	Health Risk (3.41)	Value Risk (2.88)
Pictorial menus help me to order a meal (4.02).	I worry shopkeepers would cheat me because I am not a local (3.15).	Relatives may not like souvenirs I bought for them (2.24).	Potential health problems are a concern (3.61).	I worry that I might not get value for money (3.22).
I worry I might get something not what I want due to misunderstanding menu (3.20).	I worry food may not fit my expectation (2.93).	I worry about using the cutlery improperly while I am eating (2.06).	I may get sick from food if I had something unfamiliar (3.35).	It would not be a good idea to spend my money on buying some food I do not know (2.54).
I worry there will be communication problems while dining (3.03).	A tour guide is very important if I need to communicate with people while travelling (2.72).	I worry others would be influenced by my attitude on food (1.98).	There is a possibility of contracting infectious diseases while dining out (3.28).	
It would be very important if waiters could speak the same language as mine (2.72).	I would rather buy some food I am familiar with (2.67).	I would consider what people, whose opinion was of value to me, would think of me, if they considered I dined in an improper place (1.94).		
	It is hard to find food which is suitable for me (2.57)			
	I would buy something that most people would buy (2.34).			

5.4.8 Discussion-Research Objective 1

5.4.8.1 Novelty Seeking and Travel Preferences ~ International Tourist Role Scale

On the ITR scale, respondents gave the highest scores on the SCD, followed by the TSD and then the DOD. Specifically, they strongly supported the statement of ‘I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people’ (3.92), in the SCD. This demonstrated Australians’ nature to search for adventure and desire the experience of another culture. Conversely, the lowest ratings for the DOD, was on the statement of ‘I prefer to travel to countries where the culture is similar to mine’. This finding was not typically in line with their past travel experiences, as many trips were to Western Europe where similar cultural backgrounds exist with Australia. The findings suggest that a similar cultural destination may be not very appealing to Australians’ respondents because of their desire for novelty experiences. However, the final destination decision will most often be contemplated by the level of perceived risk. Again, this result supports the notion that combining novelty seeking behaviour and risk perceptions could predict the choice of destination more precisely.

5.4.8.2 Novelty Seeking and Food Preferences While Travelling ~ Food Activity Preference (FAP) Scale

With regard to potential food activities in China, the Australian respondents strongly supported the statements of; ‘I prefer sampling local foods’ and ‘I prefer dining at a restaurant serving regional specialties’. Lupton (2000) mentioned that variety and novelty appeared to be of comparatively low importance in the participants’ choice of meals prepared at home, but these findings suggest that the novelty factor of local cuisine is considered an important part of the travel experience. By contrast, ‘dining at a fast food restaurants’ and ‘dining at a chain restaurant’ recorded the lowest ratings. Given that the current research was

confined to the dining occasion while travelling in another country, the logical conclusion could be to assume that people have different food preferences between daily routines and holidays.

5.4.8.3 The Relationship of the Most Appealing and Influential Attributes for Future Dining Intention

As the previous study indicated, the most appealing factor of a particular restaurant was not necessarily the factor that would influence respondents' final dining decision. For example, atmosphere was the major influential factor in the pubs but price was the most appealing factor. Likewise, convenience was the most appealing factor but not the most influential factor for the Western style fast food restaurant scenario. Of importance, the influential attribute does not only highlight the information of their dining choice, but it also identifies the factors that may restrain respondents' future dining choices (Table 5.11).

For some restaurant scenarios the most appealing and influential attributes rated the same. For instance, convenience and price were the most appealing factors as well as the most influential factors in the following scenarios; the international fast food, food court, local fast food restaurant and the street vendor scenarios.

Food style was the most common influential factor for determining respondent's future dining decision in five situations ~ the Western style fast food, the local high-level restaurant, international hotel chain, the authentic style restaurant, and the exotic high-level restaurant scenarios. This finding accords with Auty's (1992) work that food type is the primary variable of restaurant choice.

Table 5.11 Summary of Appealing and Influential Attributes for Each Restaurant

Types of Restaurant	The Most Appealing Attributes	The Most Influential Attributes	Future Dining Intention (ranked in order as a mean value of respondent's scores from 1 to 5)
Authentic Chinese Style (teahouse)	Atmosphere	Food style	4.09
Local fast food	Convenience	Convenience	3.53
Food court	Convenience	Food style	3.47
Street vendors	Price	Price	3.45
Local high-level	Atmosphere	Food style	3.40
International Hotel chain	Hygiene	Food style	3.34
Tour group	Price	Price	3.24
Exotic high-level restaurant	Service quality	Food style	3.05
Pubs	Price	Atmosphere	2.87
Exotic style fast food	Convenience	Food style	2.84
International Fast food	Convenience	Convenience	2.73

The order of preference for dining in the different types of restaurants if they were to travel to China would be; the authentic teahouse restaurant first, followed by the local Chinese fast food restaurant and then the food court. Local cuisine represents a destination's intangible heritage, and through its consumption tourists can gain truly authentic cultural experiences (Okumus, Okumus, & McKercher, 2007). It reveals why Australians may have strong motivation to expose themselves to new cultural experiences.

5.4.8.4 Risk Perception with regard to Food Preferences While on Holidays

Collectively, Australian respondents had the highest risk perception in the health risk dimension, followed by the communication risk, the value risk, the psychological risk and then the social risk dimension.

This result is in line with Cohen and Avieli's (2004) finding that the principal reason for tourists' suspicion of local foods was fear of illness. The respondents' concerns are reasonable given that a bad stomach can spoil the overall travel experience. Wide-spread practices of eating dogs and monkey brains perhaps causes the stress levels to increase somewhat when Australians travel to China.

With the exception of the health risk dimension, the highest rating on risk given by Australian respondents was on the communication risk dimension for the statement 'Pictorial menus help me to order a meal'. A common reason for the tourists' avoidance of local culinary establishments, even if they did desire to visit them, was their perceived difficulties in identifying and ordering local dishes due mainly to language barriers. Pictorial menus would obviously help diminish some of the anxieties about ordering unfamiliar dishes.

The lowest rating was for the social risk dimension statement of 'I would consider what people, whose opinion was of value to me would think of me, if they knew I dined in an improper place'. This result seemed to reflect the nature of Australian individualism.

5.4.9 Results-Research Objective 2

To categories respondents on the basis of their profile on the International Tourist Role (ITR) and Food Activity Preference (FAP) scales.

5.4.9.1 Factor Analysis of ITR and FAP Scales

The ITR scale consists of 20 statements measuring the respondents' sensation seeking related travel behaviour. Factor analysis was conducted on all the statements to derive a reduced set of factors that could be used to cluster respondents into distinct tourist role typologies. Principal Component Analysis was the method employed to arrive at a factor solution. The extracted factors were rotated using the Varimax approach. A total of 4 factors with Eigenvalues greater than 1 were extracted. There was one statement of 'I prefer travelling to countries with a well-developed tourism industry' in the Destination Oriented Dimension that loaded on both the first and third factors above 0.5 (see Table 5.12). Considering the conceptual relationship of this item was closer to the third factor, the study determined to place this item in the third factor title of 'Organized mass tourism'.

Each factor has been labelled with a specific name based on the highest factor loading score. The results are tabulated in Table 5.13. The total percentage of variance explained is around 67.31%. The Cronbach's alpha coefficient for reliability was 0.769.

Table 5.12 Rotated Component Matrix

Statements of ITR scale	Component			
	1	2	3	4
Same tourist infrastructure	.844			
Culture is similar to mine	.817			
Same ethnic group as mine	.777			
Restaurants familiar to me	.757			
Same transportation system	.731			
High priority on familiarity	.676			
Popular tourist destinations	.667			
International hotel chains	.663			
Making friends with the local people		.848		
Having as much personal contact with the local		.825		
Seeking excitement engaging in direct contact with different people		.774		
Prefer associating with the local people		.729		
Living the way the people visit live by sharing their food and shelter		.657		
Stay longer, if a place please me		.628		
Making arrangement through Travel agencies			.824	
Having travel agencies take complete care of me			.799	
Prefer being on a guided tour			.743	
Travelling to countries with well- developed tourism industry	.503		.552	
Starting with no pre-planned time or definite schedule				.908
Starting with no pre-planned or definite route				.889

Table 5.13 International Tourism Role Factors

Factors (Mean)	Variables (Mean)	Factor loadings	Eigen-value	Alpha
Familiarity (2.48)	I prefer travelling to countries where they have the same tourist infrastructure as in my own country.	0.844	7.791	0.911
	I prefer travelling to countries where the culture is similar to mine.	0.817		
	I prefer travelling to countries where the people are of the same ethnic group as mine.	0.777		
	I prefer travelling to countries where there are restaurants familiar to me	0.757		
	I prefer travelling to countries where they have the same transportation system as in my country.	0.731		
	I put high priority on familiarity when thinking of travel destinations.	0.676		
	I prefer travelling to countries that are popular tourist destinations.	0.667		
	I prefer travelling to countries where there are international hotel chains.	0.663		
Factor 2 Social contact (3.75)	I prefer making friends with the local people.	0.848	2.891	0.856
	I prefer having as much personal contact with the local people as possible when travelling in a foreign country.	0.825		
	I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people.	0.774		
	I prefer associating with the local people.	0.729		
	I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay.	0.657		
	If I find a place that particularly please me, I may stop there long enough for social involvement in the life of the place to occur.	0.628		
Factor 3 Organized mass tourism seeker (2.81)	I prefer making all of my major arrangements through travel agencies.	0.824	1.638	0.863
	I prefer having travel agencies take complete care of me, from beginning to end.	0.799		
	I prefer being on a guided tour when travelling in a foreign country.	0.743		
	I prefer travelling to countries with a well developed tourism industry.	0.552		
Factor 4 Adventure (2.59)	I prefer starting a trip with no pre-planned time or definite schedule.	0.908	1.142	0.884
	I prefer starting a trip with no pre-planned or definite route.	0.889		
% of total explained variance=67.31%				0.769

The 15 food preferences were also factor analysed with the results presented in Table 5.14. A total of five factors with Eigen-values greater than 1 were extracted. The total percentage of variance explained is around 76.9%. The Cronbach's alpha coefficient for reliability was 0.683.

Table 5.14 Travellers' Food Activity Preference Factors

Factors (Mean)	Variables (Mean)	Factor loadings	Eigen-Value	Alpha
Factor 1 Familiar food (2.34)	I prefer dining at fast food outlets (2.08).	0.836	3.830	0.807
	I prefer dining at a chained restaurant (2.32).	0.811		
	I prefer eating at places serving food I am familiar with (2.70).	0.791		
Factor 2 Local beverage (3.23)	I prefer going to local brew pubs (3.27).	0.910	3.098	.863
	I prefer visiting a beer brewery (3.03).	0.847		
	I prefer visiting wineries (3.38).	0.821		
Factor 3 Gourmet dining (2.85)	I prefer dining at high quality restaurants (3.07).	0.786	1.364	.705
	I prefer making an advance reservation to dine at a specific restaurant (2.79).	0.763		
	I prefer going to a restaurant just to taste the dishes of a particular chef (2.66).	0.713		
Factor 4 Food culture (3.31)	I prefer purchasing cookbooks with local recipes to take back home (3.31).	0.762	1.194	.067
	I prefer purchasing local product to take back home (2.95).	0.757		
	I prefer visiting a local farmer's market (3.65).	0.643		
Factor 5 Authentic dining (4.04)	I prefer dining at restaurants serving distinctive cuisines (3.88).	0.893	1.116	.710
	I prefer dining at a restaurant serving regional specialties (4.02).	0.689		
	I prefer sampling local foods (4.18).	0.577		
% of total explained variance=76.9%				0.683

5.4.9.2 Categorising Tourists by Cluster Analysis

Factor scores on the International Tourist Role (ITR) scale and the Food Activity Preferences (FAP) scale were calculated for all 208 respondents and entered into Quick Cluster on SPSS. Factor scores were used in the clustering procedure because factor scores are more reliable than single variables. Using cluster analysis, respondents were divided into 2 clusters. The

two-cluster solution was chosen because it provided clear and meaningful differentiation on the factors and produced relatively equal number of respondents in each cluster. Clusters were labeled based on the characteristics of composite factors.

Table 5.15 Cluster Analysis of Respondents

	Explorers N=93	Organized Comfort Seekers N=97
Familiarity or similarity dimension	-0.44889	0.406459
Social contact dimension	0.345775	-0.36727
Organized mass tourism dimension	-0.49125	0.469726
Adventure dimension	0.25899	-0.26865
Familiar food dimension	-0.6126	0.602817
Local beverage dimension	0.030347	-0.06814
Gourmet dining dimension	-0.26083	0.302679
Food culture dimension	0.225858	-0.21234
Authentic dining dimension	0.159086	-0.12669

As in the previous study with Chinese respondents, Organized Comfort Seekers (OCS) and Explorers (E) were identified but because of the lower number of Australian respondents participating in the third study, Familiarity Seeking Generalists were not discernable from the Australian results and subsequently that category was not included.

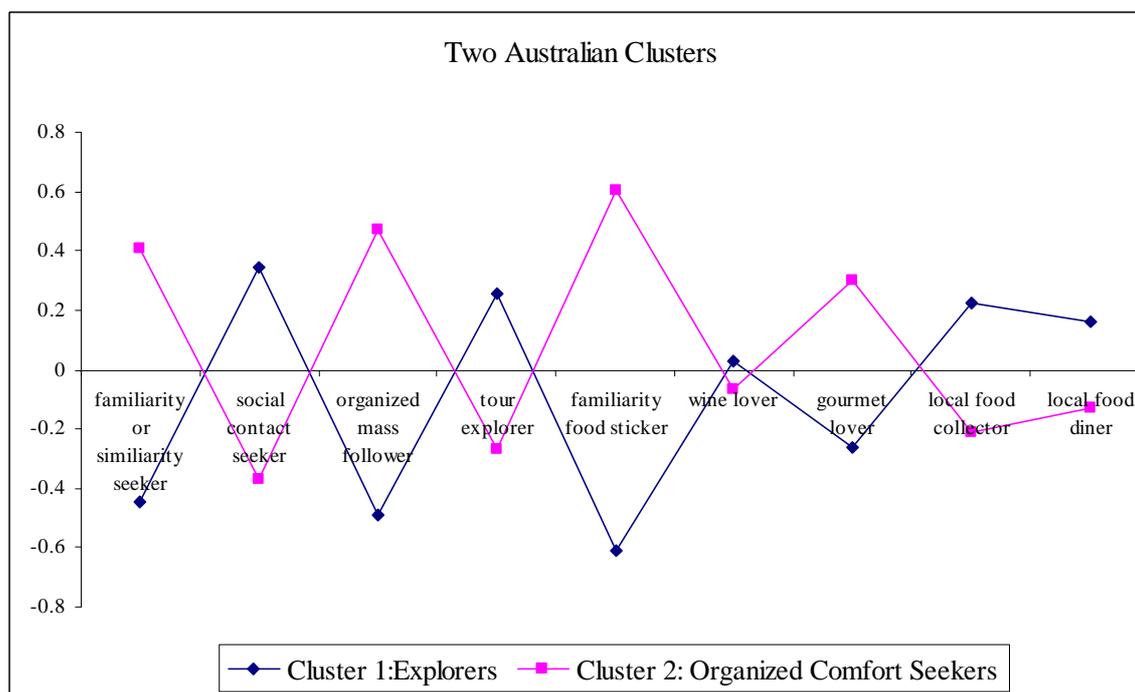


Figure 5.12 Two Cluster Groups based on the Factor Scores of ITR and FAP Scales

5.4.10 Discussion-Research Objective 2

The 2-cluster solution was selected for further analysis because it provided the greatest difference between clusters and yielded the most interpretable results. The number of clusters can be determined either prior to performing any statistical procedures or after reviewing the cluster solution (Jurowski & Reich, 2000). For market segmentation, few firms target more than five different groups, many target two or three market segments (Reich, 1997). Therefore, the two-cluster solution was chosen because it provided clear and meaningful differentiation on the factors and produced relatively equal numbers of respondents in each cluster.

Cluster 1 was identified as ‘Explorers’ due to respondents receiving high scores on the social contact, adventure and food culture dimensions, but lowest on organized mass tourism, familiarity and familiar food dimensions. Cluster 2 was labeled ‘Organized Comfort Seeker’ because they had the highest score on ‘familiar food dimension’, ‘organized mass tourism’, and ‘familiarity or similarity’ dimensions but the lowest scores in the ‘social contact’, ‘adventure’, ‘food culture’ and ‘authentic dining’ dimensions.

5.4.11 Results-Research Objective 3

To examine, whether there is any difference between resulting groups with respect to risk perceptions in relation to food.

5.4.11.1 Differences between Clusters across Demographic Variables

Australian respondents demonstrated that they could be differentiated based on travel preferences (including ITR and FAP scales), therefore it is important to determine if the resulting clusters differ with respect to respondents’ demographic profiles, travel experiences, food risk perceptions and restaurant preferences. Thus, a series of Chi-square analyses (χ^2), and Independent T-tests analyses were conducted to determine if significant differences existed between the two clusters. The results are presented in Tables 5.16 and 5.17.

There was no significant statistical difference between the Explorers and the Organized Comfort Seekers in most of the demographic variables with the exception of education. The majority of the Explorers fell into ‘University graduate group’ (41.8%) and ‘Above postgraduate category’ (30.8%). Nearly half the respondents (48.4%) in the Explorers were students, followed by professional (31.9%). However, professionals (28%) formed the majority in the Organized Comfort Seekers, followed by students (26.9%).

For both clusters, the majority of respondents earned between AU\$501 and AU\$2000 per month (Explorers 47.3% and Organized Comfort Seekers 25.3%). This was followed by AU\$2001- \$3500 per month (15.4%) and (20.9%) respectively.

Table 5.16 Demographic Comparison of Clusters

		Explorers N=93	Organized Comfort Seekers N=97	X² P- value
Gender	Male	41.1%	43.0%	
	Female	58.9%	57.0%	
Age	< or = 20	8.9%	15.1%	
	21-30	46.7%	37.1%	
	31-40	10.0%	9.1%	
	41-50	26.7%	29.0%	
	51-60	5.6%	7.0%	
	>61	2.2%	2.7%	
Education	Completed high school	12.1%	26.1%	10.119 *
	Studying at University	15.4%	6.5%	
	Graduated from University	41.8%	30.4%	
	Above Postgraduates	30.8%	37.0%	
Monthly Income	0	7.7%	11%	
	<500 AUD	8.8%	12.1%	
	501-2000AUD	47.3%	25.3%	
	2001-3500AUD	15.4%	20.9%	
	3501-5000AUD	8.8%	14.3%	
	5001-6500AUD	7.7%	8.8%	
	6501-8000AUD	4.4%	7.7%	
Vocation	Executive	0	1.0%	
	Professional	31.9%	29.4%	
	Tradesperson	4.4%	4.5%	
	Retail/marketing	5.5%	11.4%	
	Skilled worker	2.2%	6.0%	
	Student	48.4%	35.3%	
	Official/clerical	4.4%	5.5%	
	Retired	2.2%	4.5%	
	Other	1.1%	2.5%	

*: p- value ≤ .05 (significant difference); **: p- value ≤ .001 (strongly significant difference)

5.4.11.2 Past Travel Experiences and Future Travel Intention to China across Clusters

Several significant differences existed between clusters with regard to past travel experience and future travel intention. Explorers (90.3%) had significantly higher previous travel experience than Organized Comfort Seekers (79.1%). There were significant differences between the clusters with respect to their likelihood of visiting China within the next two or five years. Organized Comfort Seekers (67.8%) indicated that they were less likely to visit China than Explorers (62.4%) in the next two years, as well as in the next five years (54.2% versus 26.9%).

More than half the Explorers preferred travelling with their partners (58.7%), but more Organized Comfort Seekers would like to travel with their family members (37.9%). Likewise, there were differences with respect to trip arrangements. More than 85% of Organized Comfort Seekers would like their trip either partially (46.9%) or fully (38.5%) arranged by travel agents. However, 59.1% of Explorers preferred independent travel, with only 6.5% preferring a fully inclusive tour.

Table 5.17 Past Travel Experience of Cluster Groups

Past travel experience	Explorers N=93	Organized Comfort Seekers N=97	x² (p- value)
% Who have travelled to a foreign country (N=190)	90.3 %	70.1 %	12.132 **
& Who have visited China (N=189)	12.9 %	14.6 %	
Future travel intention			
How likely to travel to China in 2 years (N=189)	Explorers	Organized comfort seekers	X ² p- value
Very unlikely	32.3 %	56.3 %	14.636 *
Unlikely	30.1 %	11.5 %	
No idea	15.1 %	11.5 %	
Likely	11.8 %	11.5 %	
Very likely	10.8 %	9.4 %	
Likely to travel to China in 5 years (n=189)			16.555 *
Very unlikely	18.3 %	31.3 %	
Unlikely	8.6 %	22.9 %	
No idea	23.7 %	11.5 %	
Likely	26.9 %	21.9 %	
Very likely	22.6 %	12.5 %	
With whom would you travel to China			
Alone	9.8 %	8.4 %	26.170 **
Friends	22.8 %	24.2 %	
Family	8.7 %	37.9 %	
Partner	58.9 %	29.5 %	
What sort of travel arrangement will you choose when travelling to China (N=189)			
A fully inclusive package tour	6.5 %	38.5 %	48.871 **
A partially packaged tour with transportation and accommodation	34.4 %	46.9 %	
No packaged/independent travel	59.1 %	14.6 %	

*: p- value ≤ .05 (significant difference); **: p- value ≤ .001 (strongly significant difference)

5.4.11.3 Risk Perceptions Related to Food across Clusters

Table 5.18 shows the relationship between clusters in terms of their risk perceptions associated with food while on holidays. Several strongly significant differences existed between the two groups. With the exception of 'I worry if the food I bought is not value for money' in the value risk dimension, Organized Comfort Seekers rated all of the risk statements higher than Explorers.

Both Organized Comfort Seekers (4.12) and Explorers (4.01) provided their highest ratings on the statement 'A pictorial menu is useful when I am ordering food in the restaurant' in the communication risk dimension. They were also in agreement and gave the lowest rating to the statement of 'I would consider what people, whose opinion was of value to me, would think of me, if they thought I dined in an improper place' in the social dimension (2.02 and 1.67 respectively).

Overall, Organized Comfort Seekers had the highest perception of food risk in the Communication risk dimension (3.69) while Explorers had their highest perception of risk in the Health dimension (3.17). Both groups rated their lowest scores in the Social risk dimension.

Table 5.18 Risk Perceptions Related to Food

Risk perception related to food while travelling to another country			
Communication Risk (Overall mean)	Explorers (2.86) N=93	Organized Comfort Seekers (3.69) N=91	t-test p- value
A pictorial menu is useful when I am ordering food in the restaurant	4.01	4.12	
I worry I might get something not what I want due to misunderstanding menu	2.90	3.56	4.677 **
I worry there will be communication problems while dining	2.52	3.61	7.070 **
It is important that staff at restaurants could speak the same language as mine	2.02	3.47	9.828 **
Psychological Risk (Overall mean)	(2.29)	(3.24)	
I worry shopkeepers would cheat me because of I am a visitor	3.01	3.33	
I worry the taste of food is not what I expected	2.52	3.41	6.124 **
A tour leader is very important to me if I need to communicate with people while travelling	1.97	3.57	10.817 **
I would rather spend money on the food I am familiar with	2.14	3.29	7.356 **
It is hard to find food which is suitable for me	2.02	3.19	7.433 **
I would buy the type of food that most people would buy	2.06	2.67	3.695 **
Social Risk (Overall mean)	Explorers N=93 (1.80)	Organized Comfort Seekers N=91 (2.25)	t-test p- value
I worry relatives and friends may dislike food or souvenirs I bought for them	1.91	2.54	4.234 **
I worry about using the cutlery improperly while I am eating	1.89	2.22	2.051 *
I worry others would be influenced by my attitude on food	1.72	2.23	3.805 **
I would consider what people, whose opinion was of value to me, would think of me, if they considered I dine in improper place	1.67	2.02	3.92 **

Table 5.18 Continued

Health Risk (Overall mean)	(3.17)	(3.67)	t-test p- value
Potential health problems are a concern	3.29	3.85	3.753 **
I may get sick from food I am not familiar with	3.22	3.56	2.144 *
There is a possibility of contracting infectious diseases while dining out	3.0	3.59	3.821 **
Value Risk (Overall mean)	(2.66)	(3.12)	t-test p- value
I worry if the food I bought is not value for money	3.35	3.11	
It would not be a good idea to spend my money on buying some food I do not know	1.97	3.13	7.217 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.12 Discussion-Research Objective 3

5.4.12.1 Comparison of Clusters with regard to Demographics and Travel Style

The Explorer group had the dominant proportion of university educated people with degrees, but interestingly the Organized Comfort Seeker group had the dominant proportion of people with postgraduate qualifications while also having more people with only high school level education. Thus the OCS's education levels were predominantly distributed between the two extremes and the Explorers presided mainly in the middle.

Explorers (90.3%) had significant higher previous travel experiences than Organized Comfort Seekers (70.1%). As for travelling to China within the next two years, almost sixty eight percent of OCS indicated that they were unlikely to visit China, and not much different, sixty two percent of Explorers said that they were unlikely to visit China within two years, however over the next five years the numbers changed quite dramatically (OCS 54.2% versus E 26.9%).

More than half the Explorers indicated that they would prefer travelling with their partners (58.7%), but more Organized Comfort Seekers would prefer to travel with their family members (37.9%). More than 85% of Organized Comfort Seekers would like their trip either partially (46.9%) or fully (38.5%) arranged by travel agents however, 59.1 percent of Explorers preferred independent travel. Only 6.5% of Explorers prefer fully inclusive tours. (Refer Table 5.19 below).

The findings indicated that the two clusters were quite different on their travel preferences including their travel arrangements, travel company and their future intention. Clearly, E were more travel experienced and preferred social and cultural experience and travelling independently whereas OCS were less travel experienced and searched for familiar foods and organized tours. Tourism managements could use such distinctions to target their potential market or organize different packages for the diverse needs of their customers.

5.4.12.2 Risk Perception Comparison between 2 Groups

Overall, Organized Comfort Seekers rated most of the statements of risk perception with regard to food higher than Explorers ~ with the exception of ‘I worry if the food I bought is not value for money’ in the value risk dimension. Compared to E, OCS had less travel experiences, so they tended to have higher risk perceptions. Therefore, a fully arranged tour would be more suitable for OCS, thus many uncertainties with respect to risk might be relieved. Explorers on the other hand, worried more about the value-oriented dimension than did OCS. It implies that value for money is an important issue when promoting travel products to Explorers. Both groups rated their lowest ratings in the social risk dimension.

Organized Comfort Seekers had their highest perception of risk in the communication risk dimension while Explorers had their highest in the health risk dimension. Perhaps, this is a reflection of the Explorer’s desire to eat in more authentic style settings but which comes with an understanding that dining in such places could compromise health. Clearly, health issues could be addressed more pro-actively by hospitality management in order to attract tourists.

Table 5. 19 Cluster Characteristics of Demographics and Their Perception to Risk

Clusters	Characteristics
Explorers (E) N = 93	Novelty Seeking: Search for social contact, adventure, food culture experience Demographics: More graduated from University (41.8%) More past travel experience (90.3%) 22.6% might visit China in 2 years and 49.5% might within 5ys More likely to travel with a partner (58.9%) More likely to prefer independent travel (59.1%) Risk Taking: Lower risk rating on most items, but the highest on ‘I worry if the food I bought is not value for money’. (health, communication, value, psychological and social risk in descending order)
Organized Comfort Seekers (O) N = 97	Novelty Seeking: Search for familiar food, organized mass tourism experience Demographics: More above postgraduates (37.0%) Less past travel experience (70.1%) Less likely to visit China in 2 years and only 34.4% in 5 years More likely to travel with family (37.9%) More likely to prefer a partially packaged tour (46.9%) Risk Taking: Higher risk ratings on most items (communication, health, psychological, value and social risk in descending order)

5.4.13 Results-Research Objective 4

To explore the relationship between traveller preference groups and the choice of restaurant style.

5.4.13.1 Differences in Restaurant Attributes Ratings between Clusters

The following sections present the differences in appeal and influential ratings for each of the restaurant attributes for each restaurant scenario, as well as future dining intention.

5.4.13.1.1 Exotic (Western) style Fast Food Restaurant

When comparing the ratings for the Western style fast food restaurant across clusters, Organized Comfort Seekers rated food style (3.37), flavour (3.39), variety (2.80), service quality (3.33) and atmosphere (3.37) significantly higher than Explorers did (2.52, 2.56, 2.11, 2.83, and 2.47 respectively). With respect to the attributes which most strongly influenced their decision whether or not to dine at this restaurant, Explorers were less likely to be influenced by convenience than Organized Comfort Seekers. OCS were more likely to dine in this type of restaurant (Table 5.20).

Table 5.20 Exotic (Western) Style Fast Food Restaurant

		Explorers	Organized Comfort Seekers	t/ χ^2 p- value
Food Style	Appealing	2.52	3.37	5.085 **
	Influential attribute % Yes	49.1	50.9	
Flavour	Appealing	2.56	3.39	5.284 **
	Influential attribute % Yes	40.2	51.1	
Variety	Appealing	2.11	2.80	4.496 **
	Influential attribute % Yes	44.6	36.2	
Service quality	Appealing	2.83	3.33	3.644 **
	Influential attribute % Yes	18.5	28.7	
Hygiene	Appealing	3.27	3.40	
	Influential attribute % Yes	43.5	57.4	
Price	Appealing	3.59	3.88	
	Influential attribute % Yes	53.3	58.5	
Convenience	Appealing	3.70	3.97	2.027 *
	Influential attribute % Yes	32.6	47.9	X ² =4.502 *
Atmosphere	Appealing	2.47	3.37	5.343 **
	Influential attribute % Yes	31.5	21.3	
Will you dine in this restaurant when you go to China		2.35	3.44	6.596 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.2 Local High-Level (Chinese Emperor Style) Restaurant

For the Local high-level (Chinese Emperor style) restaurant, Explorers (3.74, 3.61) rated food style, and flavour strongly significantly higher than Organized Comfort Seekers (3.01, 2.96). Additionally, variety was also more appealing to the Explorers (3.93) than the Organized Comfort Seekers (3.53). However, Organized Comfort Seekers (3.12) gave significantly higher scores on price than Explorers (2.61). Hygiene (66.7%) was more likely to affect Organized Comfort Seekers' (33.3%) future dining decision (Table 5.21).

Table 5.21 Local High-Level (Chinese Emperor Style) Restaurant

		Explorers	O CSs	t/χ^2 p- value
Food Style	Appealing	3.74	3.01	3.974 **
	Influential attribute % Yes	67.0	62.4	
Flavour	Appealing	3.61	2.96	3.452 **
	Influential attribute % Yes	59.3	66.7	
Variety	Appealing	3.93	3.53	2.411 *
	Influential attribute % Yes	54.9	45.2	
Service quality	Appealing	4.01	3.82	
	Influential attribute % Yes	20.9	24.7	
Hygiene	Appealing	3.80	3.74	
	Influential attribute % Yes	33.3	66.7	9.259 *
Price	Appealing	2.61	3.12	3.149 *
	Influential attribute % Yes	45.1	44.1	
Convenience	Appealing	3.26	3.24	
	Influential attribute % Yes	14.3	14	
Atmosphere	Appealing	4.14	3.92	
	Influential attribute % Yes	36.3	44.1	
Will you dine in this restaurant when you go to China		3.61	3.27	

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.3 Restaurant in the International Hotel Chain

When considering the restaurant in the international hotel chain, all attributes were significantly different across clusters (Table 5.22). Strongly significant differences existed between groups in the appeal of food style, hygiene, price, convenience and atmosphere. In addition, significant differences also were reported in flavour, variety, and service quality between groups. Organized Comfort Seekers rated all attributes more appealing than did Explorers. Organized Comfort Seekers (48.9%) were significantly more influenced by hygiene in this type of restaurant more so than Explorers (24.7%). OCS (3.97) were more likely to patronize the restaurant in an international chain hotel than Explorers (2.84).

Table 5.22 International Hotel Chain Restaurant

		Explorers	Organized Comfort Seekers	t/ χ^2 value p- value
Food Style	Appealing	3.56	4.15	3.796 **
	Influential attribute % Yes	55.9	64.2	
Flavour	Appealing	3.81	4.16	2.458 *
	Influential attribute % Yes	46.2	56.8	
Variety	Appealing	3.59	4.06	3.062 *
	Influential attribute % Yes	43.0	50.5	
Service quality	Appealing	3.86	4.27	3.080 *
	Influential attribute % Yes	33.3	45.3	
Hygiene	Appealing	3.82	4.31	3.846 **
	Influential attribute % Yes	24.7	48.9	$\chi^2=11.763$ **
Price	Appealing	2.34	3.21	5.481 **
	Influential attribute % Yes	57.0	42.6	
Convenience	Appealing	3.20	3.75	3.594 **
	Influential attribute % Yes	20.4	27.4	
Atmosphere	Appealing	3.41	4.14	4.610 **
	Influential attribute % Yes	34.4	48.4	
Will you dine in this restaurant when you go to China		2.84	3.97	6.932 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.4 The International Fast Food Chain Restaurant

In terms of the international fast food chain, Organized Comfort Seekers rated food style (2.77), flavour (2.98), variety (2.70) and atmosphere (2.38) significantly more appealing than did Explorers (1.77, 1.75, 1.77 and 1.66 respectively). Service quality and convenience were

significantly more important factors for Organized Comfort Seekers (28.1%, 78.7%) than for Explorers (12.5%, 63.6%). Organized Comfort Seekers (3.21) were more likely to dine in this type of restaurant (Table 5.23).

Table 5.23 International Fast Food Chain

		Explorers	Organized Comfort Seekers	t/χ^2 value p-value
Food Style	Appealing	1.75	2.77	6.201 **
	Influential attribute % Yes	35.2	33.7	
Flavour	Appealing	1.75	2.98	7.514 **
	Influential attribute % Yes	28.4	41.6	
Variety	Appealing	1.77	2.70	6.225 **
	Influential attribute % Yes	21.6	18.0	
Service quality	Appealing	2.62	3.06	2.698 *
	Influential attribute % Yes	12.5	28.1	$\chi^2=6.638$ *
Hygiene	Appealing	2.92	3.12	
	Influential attribute % Yes	21.6	28.1	
Price	Appealing	3.48	3.74	
	Influential attribute % Yes	44.3	58.4	
Convenience	Appealing	3.68	3.98	
	Influential attribute % Yes	63.6	78.7	$\chi^2=4.864$ *
Atmosphere	Appealing	1.66	2.38	4.886 **
	Influential attribute % Yes	19.3	7.9	4.952 *
Will you dine in this restaurant when you go to China		2.34	3.21	4.414 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.5 Tour Group Restaurant

There was no significant difference across the two clusters for the tour group restaurant. However, hygiene would affect Organized Comfort Seekers' (41.3%) dining decision more so than Explorers (23.1%) in this type of restaurant (Table 5.24).

Table 5.24 Tour Group Restaurant

		Explorers	Organized Comfort Seekers	t/ χ^2 p-value
Food Style	Appealing	3.44	3.48	
	Influential attribute % Yes	47.3	57.0	
Flavour	Appealing	3.46	3.41	
	Influential attribute % Yes	40.7	53.8	
Variety	Appealing	3.39	3.16	
	Influential attribute % Yes	40.7	39.8	
Service quality	Appealing	2.90	3.02	
	Influential attribute % Yes	27.5	35.5	
Hygiene	Appealing	3.17	3.08	
	Influential attribute % Yes	23.1	41.3	.6.958 *
Price	Appealing	3.81	3.79	
	Influential attribute % Yes	58.2	57.0	
Convenience	Appealing	3.47	3.39	
	Influential attribute % Yes	45.1	40.9	
Atmosphere	Appealing	2.78	2.71	
	Influential attribute % Yes	37.4	43.0	
Will you dine in this restaurant when you go to China		3.35	3.34	

*: p- value \leq .05 (significant difference); **: p- value \leq .001(strongly significant difference)

5.4.13.1.6 The Food Court

The food court restaurant scenario indicated no significant differences in the ratings between the two clusters. Organized Comfort Seekers indicated ‘service quality’ (28.7%) and ‘hygiene’ (37.2%) would affect their patronage decision more so than Explorers (8.6%, 21.5%) (Table 5.25).

Table 5.25 Food Court

		Explorers	Organized Comfort Seekers	t/ χ^2 p- value
Food Style	Appealing	3.22	3.22	
	Influential attribute %	36.6	44.7	
Flavour	Appealing	3.15	3.21	
	Influential attribute %	29.0	35.1	
Variety	Appealing	3.41	3.30	
	Influential attribute %	51.6	39.4	
Service quality	Appealing	2.98	3.14	
	Influential attribute %	8.6	28.7	12.441 **
Hygiene	Appealing	2.96	2.76	
	Influential attribute %	21.5	37.2	6.803 *
Price	Appealing	3.66	3.75	
	Influential attribute %	66.7	58.5	
Convenience	Appealing	3.91	3.96	
	Influential attribute %	71.0	69.1	
Atmosphere	Appealing	2.53	2.72	
	Influential attribute %	15.1	17.0	
Will you dine in this restaurant when you go to China		3.43	3.45	

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.7 Authentic (Chinese teahouse) Style Restaurant

For the authentic Chinese teahouse restaurant, Explorers provided a higher appeal rating than Organized Comfort Seekers with respect to food style (4.26, 3.78), service quality (4.10, 3.75), and convenience (3.92, 3.60). Moreover, there were strongly significant differences in flavour (4.23, 3.62), variety (4.20, 3.65), and atmosphere (4.55, 4.09). Explorers were more likely to dine in this type of restaurant (4.44 versus 3.79) (Table 5.26).

Table 5.26 Authentic (Chinese) Style Restaurant

		Explorers	Organized comfort Seekers	t/ χ^2 p-value
Food Style	Appealing	4.26	3.78	3.109 *
	Influential attribute % Yes	66.3	59.3	
Flavour	Appealing	4.23	3.62	3.882 **
	Influential attribute % Yes	52.0	48.0	
Variety	Appealing	4.20	3.65	3.606 **
	Influential attribute % Yes	56.2	44.0	
Service quality	Appealing	4.10	3.75	2.472 *
	Influential attribute % Yes	23.6	33.0	
Hygiene	Appealing	3.70	3.63	
	Influential attribute % Yes	18.0	29.7	
Price	Appealing	4.16	3.95	
	Influential attribute % Yes	51.7	40.7	
Convenience	Appealing	3.92	3.60	2.337 *
	Influential attribute % Yes	27.0	21.7	
Atmosphere	Appealing	4.55	4.09	2.886 **
	Influential attribute % Yes	76.4	68.5	
Will you dine in this restaurant when you go to China		4.44	3.79	2.583 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

5.4.13.1.8 The Local (Chinese Style) Fast Food Restaurant

Explorers rated the appeal of food style (3.52), flavour (3.37), convenience (4.12) and atmosphere (3.29) significantly higher than did Organized Comfort Seekers (3.07, 3.01, 3.81, 2.78). Organized Comfort Seekers had a higher possibility of being influenced by service quality (29.8%) and hygiene (37.2%) for their dining decision than Explorers (14.0%, 20.9%). Additionally, Explorers (3.77) had a slightly higher propensity to dine in this type of restaurant in the future than did Organized Comfort Seekers (3.35) (Table 5.27).

Table 5.27 Local (Chinese Style) Fast Food

		Explorers	Organized Comfort Seekers	t/ χ^2 p-value
Food Style	Appealing	3.52	3.07	2.319 *
	Influential attribute % Yes	50.0	59.6	
Flavour	Appealing	3.37	3.01	1.960 *
	Influential attribute % Yes	48.8	42.6	
Variety	Appealing	3.41	3.47	
	Influential attribute % Yes	47.1	38.3	
Service Quality	Appealing	3.42	3.21	
	Influential attribute % Yes	14.0	29.8	6.514 *
Hygiene	Appealing	3.22	2.96	
	Influential attribute % Yes	20.9	37.2	$\chi^2=5.746$ *
Price	Appealing	4.05	3.82	
	Influential attribute % Yes	58.1	54.3	
Convenience	Appealing	4.12	3.81	2.081 *
	Influential attribute % Yes	67.4	51.1	$\chi^2=4.976$ *
Atmosphere	Appealing	3.29	2.78	2.866 *
	Influential attribute % Yes	29.1	19.1	
Will you dine in this restaurant when you go to China		3.77	3.35	2.538 *

*: p- value \leq .05 (significant difference); **: p- value \leq .001(strongly significant difference)

5.4.13.1.9 The Exotic High-Level Restaurant

There were strongly significant differences on all attributes between clusters. Organized Comfort Seekers rated the appeal of all attributes significantly higher than Explorers. They also had a higher likelihood of dining in this type of restaurant (3.51 versus 2.67). Flavour was more likely to be of influence for Organized Comfort Seekers (51.6%) than Explorers (31.7%) (Table 5.28).

Table 5.28 Exotic High-Level Restaurant

		Explorers	Organized Comfort Seekers	t/ χ^2 p-value
Food Style	Appealing	2.40	3.39	5.446 **
	Influential attribute % Yes	53.7	62.6	
Flavour	Appealing	2.46	3.39	5.193 **
	Influential attribute % Yes	31.7	51.6	7.032 *
Variety	Appealing	2.41	3.25	4.831 **
	Influential attribute % Yes	45.1	37.8	
Service Quality	Appealing	2.96	3.58	3.742 **
	Influential attribute % Yes	23.2	36.3	
Hygiene	Appealing	2.82	3.42	3.807 **
	Influential attribute % Yes	24.4	30.8	
Price	Appealing	2.77	3.56	4.526 **
	Influential attribute % Yes	43.9	50.5	
Convenience	Appealing	2.87	3.47	3.791 **
	Influential attribute % Yes	32.9	42.9	
Atmosphere	Appealing	2.58	3.42	4.711 **
	Influential attribute % Yes	31.7	37.4	
Will you dine in this restaurant when you go to China		2.67	3.51	4.943 **

*: p-value \leq .05 (significant difference); **: p-value \leq .001 (strongly significant difference)

5.4.13.1.10 The Pubs

OCS provided strongly higher appeal ratings for the pub restaurant scenario on food style (2.79), flavour (2.93), and variety (2.73) than did Explorers (2.11, 2.15, 2.10). They also rated service quality (2.80) and price (3.38) higher than Explorers (2.39, 2.87). Food style (49.4%), flavour (38.4%), service quality (22.1%) and hygiene (31.4%) were the attributes more likely to influence Organized Comfort Seekers' decision to dine in this type of restaurant over Explorers (with 28.8%, 23.8%, 8.8%, 15.0% respectively) (Table 5.29).

Table 5.29 Pubs

		Explorers	Organized Comfort Seekers	t/ χ^2 p-value
Food Style	Appealing	2.11	2.79	3.888 **
	Influential attribute % Yes	28.8	49.4	7.454 *
Flavour	Appealing	2.15	2.93	4.378 **
	Influential attribute % Yes	23.8	38.4	4.119 *
Variety	Appealing	2.10	2.73	3.669 **
	Influential attribute % Yes	31.3	37.6	
Service Quality	Appealing	2.39	2.80	2.533 *
	Influential attribute % Yes	8.8	22.1	5.586 *
Hygiene	Appealing	2.50	2.74	
	Influential attribute % Yes	15.0	31.4	6.198 *
Price	Appealing	2.87	3.38	2.797 *
	Influential attribute % Yes	30.0	44.2	
Convenience	Appealing	2.93	3.12	
	Influential attribute % Yes	42.5	41.9	
Atmosphere	Appealing	2.86	3.07	
	Influential attribute % Yes	66.3	61.6	
Will you dine in this restaurant when you go to China		2.77	3.03	

*: p-value \leq .05 (significant difference); **: p-value \leq .001 (strongly significant difference)

5.4.13.1.11 Street Vendors

Explorers rated most attributes higher than Organized Comfort Seekers where street vendors were concerned. Here, flavour (56.3%), variety (55.2%), price (57.5%) and atmosphere (44.8%) were more influential factors to Explorers than Organized Comfort Seekers (31.1%, 30.0%, 40.0%, 16.7%) when they were making their dining decision. However, hygiene was more important to Organized Comfort Seekers (61.1%) versus Explorers (35.6%). Explorers (4.05) had a higher inclination to dine by means of street vendors than did Organized Comfort Seekers (2.84) (Table 5.30).

Table 5.30 Street Vendors

		Explorers	Organized Comfort Seekers	t/χ^2 p-value
Food Style	Appealing	3.88	2.88	5.245 **
	Influential attribute % Yes	48.3	38.5	
Flavour	Appealing	3.87	2.88	5.267 **
	Influential attribute % Yes	56.3	31.1	11.440 **
Variety	Appealing	3.86	2.96	4.853 **
	Influential attribute % Yes	55.2	30.0	11.480 **
Service Quality	Appealing	3.67	2.94	4.112 **
	Influential attribute % Yes	28.7	25.6	
Hygiene	Appealing	2.47	2.0	2.617 *
	Influential attribute % Yes	35.6	61.1	11.496 **
Price	Appealing	4.22	3.62	3.237 **
	Influential attribute % Yes	57.5	40.0	5.406 *
Convenience	Appealing	4.29	3.53	4.377 **
	Influential attribute % Yes	54.0	41.1	
Atmosphere	Appealing	3.92	2.85	5.417 **
	Influential attribute % Yes	44.8	16.7	16.547 **
Will you dine with the street vendors when you go to China		4.05	2.84	6.052 **

*: p- value \leq .05 (significant difference); **: p- value \leq .001(strongly significant difference)

5.4.14 Discussion-Research Objective 4

5.4.14.1 Comparison of Restaurants' Appealing Attributes between Groups

Table 5.31 summarizes the appealing attributes which are strongly different between the two clusters in each type of restaurant. In the case of the food court and the tour group restaurant there was no significant differences between the clusters and therefore those statistics are not entered in the Table. Table 5.31 also displays the future dining preference of each group. For the purposes of the following tables, Explorers are represented by the letter 'E', and Organized Comfort Seekers with the letter 'O'.

Organized Comfort Seekers generally rated restaurant attributes higher in the Western style and high-level restaurant scenarios over that of Explorers. By contrast, Explorers gave higher ratings to attributes in the authentic and local style restaurant scenarios. Clearly, the two groups perceived restaurant attributes extremely different, therefore restaurant management should perhaps pay more attention to the attributes that their target market focus on.

For Explorers the most probable order of preference for future dining intention in the different types of restaurants if they were to travel to China would be; the authentic teahouse restaurant first, followed by the street vendors and then the local Chinese fast food restaurant. Local cuisine represents a destination's intangible heritage, and through its consumption tourists can gain truly authentic cultural experiences (Okumus, Okumus, & McKercher, 2007). This finding reveals Australian Explorers' strong motivation to expose themselves to new cultural experiences.

Table 5.31 Comparison of Appealing Attributes as Considered by the Two Groups

Types of restaurant	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future dining intention
Exotic style fast food	O=3.37 E=2.52	O=3.39 E=2.56	O=2.80 E=2.11	O=3.33 E=2.83			O=3.97 E=3.70	O=3.37 E=2.47	O=3.44 E=2.35
Local high-level	E=3.74 O=3.01	E=3.61 O=2.96	E=3.93 O=3.53			O=3.12 E=2.61			
International hotel chain	O=4.15 E=3.56	O=4.16 E=3.81	O=4.06 E=3.59	O=4.27 E=3.86	O=4.31 E=3.82	O=3.21 E=2.34	O=3.75 E=3.20	O=4.14 E=3.41	O=3.97 E=2.84
International fast food	O=2.77 E=1.75	O=2.98 E=1.75	O=2.70 E=1.77	O=3.06 E=2.62				O=2.38 E=1.66	O=3.21 E=2.34
Tour group									
Food court									
Authentic style	E.=4.26 O=3.78	E=4.23 O=3.62	E=4.20 O=3.65	E=4.10 O=3.75			E=3.92 O=3.60	E=4.55 O=4.09	E=4.44 O=3.79
Local fast food	E.=3.52 O=3.07	E=3.37 O=3.01					E=4.12 O=3.81	E=3.29 O=2.78	E.=3.77 O=3.35
Exotic high-level	O=3.39 E=2.40	O=3.39 E=2.46	O=3.25 E=2.41	O=3.58 E=2.96	O=3.42 E=2.82	O=3.56 E=2.77	O=3.47 E=2.87	O=3.42 E=2.58	O=3.51 E=2.67
Pubs	O=2.79 E=2.11	O=2.93 E=2.15	O=2.73 E=2.10	O=2.80 E=2.39		O=3.38 E=2.87			
Street vendors	E=3.88 O=2.88	E=3.87 O=2.88	E=3.86 O=2.96	E=3.67 O=2.94	E=2.47 O=2.0	E=4.22 O=3.62	E=4.29 O=3.53	E=3.92 O=2.85	E=4.05 O=2.84

5.4.14.2 Summary of the Most Appealing and Influential Attributes as Considered by the Two Groups

The most appealing attribute of each restaurant scenario seemed to be very consistent for each cluster (See Appendix F and Table 5.32). For instance, both clusters agreed that convenience was the most appealing attribute in the exotic fast food, the international fast food and food court scenarios. They also agreed that atmosphere was the most appealing attribute in the local, exotic high-level restaurant and the authentic style restaurant scenarios. In addition, price was taken to be the most appealing attribute in the tour group restaurant and in the pubs. As it was in the previous study, the findings again indicated that most people had the same image and expectations of a specific style of restaurant. The findings imply that the most appealing attribute equates to diners’ basic expectation of a certain type of restaurant. For instance, convenience was a well accepted and expected requirement in the international fast food restaurant, any inconvenience or delays in service would naturally be more likely to disappoint diners’ expectations.

Table 5.32 The Most Appealing Attributes Considered Consistently by the 2 Groups

The most appealing attribute in each restaurant between two clusters	
The most appealing attribute	Types of restaurant
Convenience	Exotic fast food, international fast food and food court restaurant scenarios
Atmosphere	Local high-level, the authentic style and the exotic high-level restaurant scenarios
Price	Tour group and pubs

Both groups did not agree on all influential attributes amongst scenarios (See Appendix F). Food style was the most influential attribute for Explorers in the local high-level restaurant, but flavour and hygiene were for the Organized Comfort Seekers. Variety was most influential for the Organized Comfort Seekers but price for the Explorers in the international hotel chain. In the local fast food restaurant scenario price was the most influential factor for the Organized Comfort Seekers but convenience was for the Explorers. The most influential attribute usually became diners' major concern when making their dining decision, therefore in order to attract their patronage, restaurant management should consider improving the attribute that the target group would consider a major factor for their dining decision.

5.4.14.3 The Relationship of Appealing and Influential Attributes on Future Dining Intention

The most appealing factor was not necessarily the factor that would influence respondent's final dining decision. Price, for instance, was the most appealing factor in the pubs but atmosphere was the major influential factor that determined whether or not the respondent would visit the premises. Convenience was the most appealing factor for the exotic style fast food restaurant scenario but likewise, price was the most influential factor for attracting customers.

The most appealing attribute indicates diners' expectation of the particular type of restaurant whereas the most influential attribute generally determines diners' choice of restaurant. Thus hospitality management can concentrate on promoting the influential attributes to attract customers and then ensure adequate delivery on the appealing attributes to satisfy diners' expectations.

In some instances the most appealing factor and the most influential factor were the same. For example convenience was the most appealing factor and the most influential factor in the international fast food and food court scenarios. Price was the most appealing and influential factor in the tour group scenario, and atmosphere ranked highest as an appealing factor and an influential factor in the authentic style restaurant scenario (Table. 5.33). The information provides clear guidance for restaurant management to focus on the specific attribute that each type of restaurant is renowned for. For instance, competitive pricing and a sense of value for money would be the major factor for attracting and influencing diners' satisfaction and patronage at the tour group restaurant, whereas an alluring atmosphere would suitably impress patrons in an authentic style restaurant. The major differences with respect to restaurant preferences across clusters are summarized in the Table 5.34.

Table 5.33 Most Appealing and Influential Attributes for Each Restaurant

	The Most Appealing Attribute		The Most Influential Attribute	
	OCS	E	OCS	E
Types of Restaurant				
Exotic fast food	Convenience	Convenience	Price	Price
Local high-level	Atmosphere	Atmosphere	Flavour, Hygiene	Food style
International hotel chain	Hygiene	Service quality	Variety	Price
International fast food	Convenience	Convenience	Convenience	Convenience
Tour group	Price	Price	Price	Price
Food court	Convenience	Convenience	Convenience	Convenience
Authentic style	Atmosphere	Atmosphere	Atmosphere	Atmosphere
Local fast food	Price	Convenience	Price	Convenience
Exotic high-level	Atmosphere	Atmosphere	Food style	Food style
Pubs	Price	Price	Atmosphere	Atmosphere
Street vendor	Price	Convenience	Hygiene	Price

5.5 Conclusion

The study utilized novelty seeking habits and risk perception measurement techniques to examine the differences between Australian respondents' food preferences in a hypothetical situation as if they were travelling in China. The results clearly identified the differences between two clusters with regard to their demographic profiles, travel styles, risk perceptions and food preferences.

Generally, Explores were more willing to dine in the local and the authentic style restaurant scenarios as well as with the street vendors but indicated that hygiene and service quality were their major dining concerns. Clearly, if those restaurant managers improve on the matters of hygiene and service quality, it might reflect in increased sales.

With exception of the street vendors where hygiene and service quality were of great concern, OCS were more likely to be influenced by price but were more inclined to dine in any high-level exotic or Western style restaurant.

Table 5.34 Summary of Restaurant Preferences between Two Groups

Clusters	Restaurant Preferences	
Explorers	<p>Appealing attribute:</p> <p>Most appealing attribute:</p> <p>Future dining intention:</p> <p>Influential attribute:</p>	<p>Rating higher in the local high-level, local fast food, authentic style, and the street vendors restaurant scenarios</p> <p>Convenience in local fast food and the pubs, service quality in the international hotel chain</p> <p>More likely to dine in the local fast food, authentic style, and the street vendor settings</p> <p>Places much importance on convenience both as an appealing and Influential factor but are budget conscious and more likely to be influenced by price in the final decision</p>
Organised Comfort Seekers	<p>Appealing attribute:</p> <p>Most appealing attribute:</p> <p>Future dining intention:</p> <p>Influential attribute:</p>	<p>Rated higher in the Western style fast food, international hotel chain, international fast food, exotic high-level and the pubs</p> <p>Price in local fast food and pubs, hygiene and price in the international hotel chain</p> <p>More likely to dine in the Western style fast food, international hotel chain, international fast food and exotic high-level restaurants</p> <p>More likely to be influenced by price, except with street vendors where hygiene and service quality would be major factors</p>

The results show that novelty seeking habits and risk perceptions greatly influence dining preference of the different groups when respondents travel overseas. The findings were applied to the dining decision model proposed by this thesis (see Figures 5.13 and 5.14). The information may provide some direction for tourism management to offer memorable dining experiences to visitors in future.

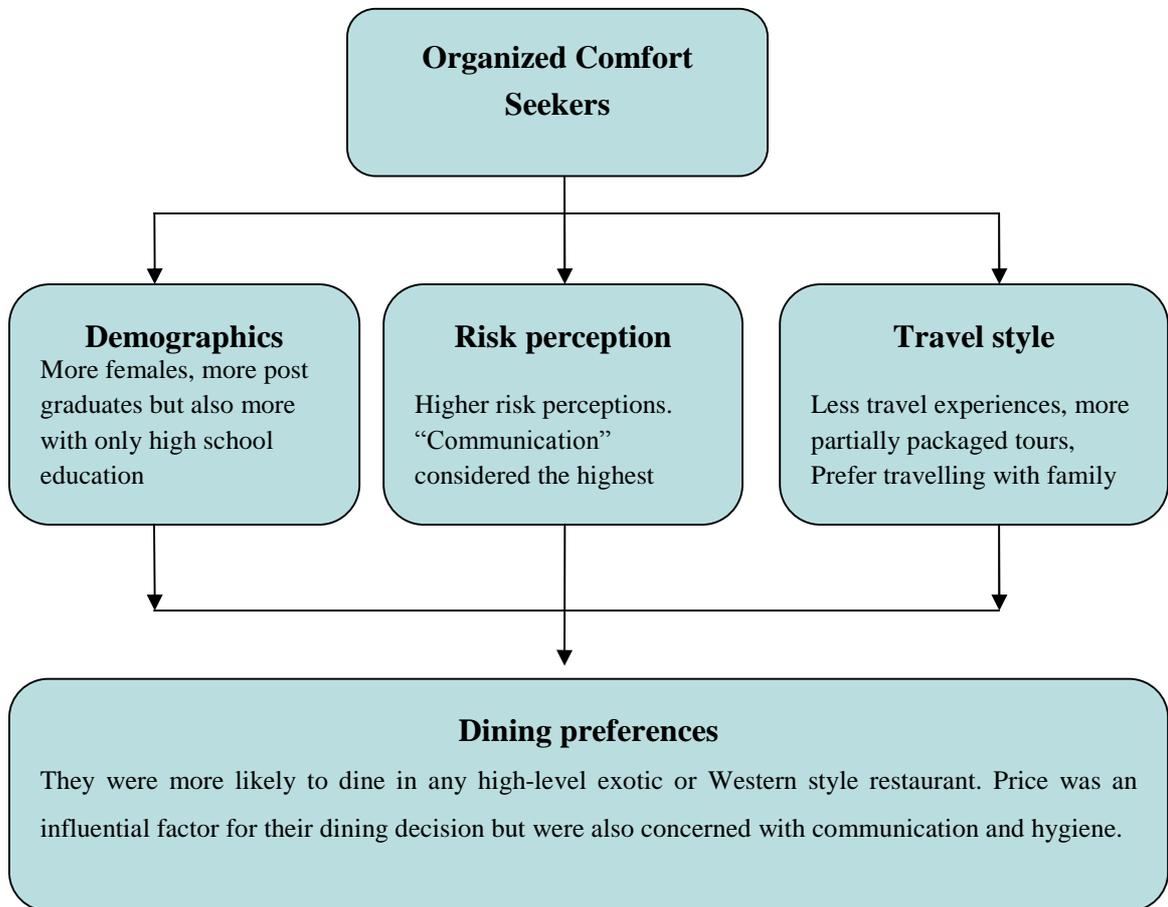


Figure 5.13 The Dining Decision Model Applied to Organized Comfort Seekers

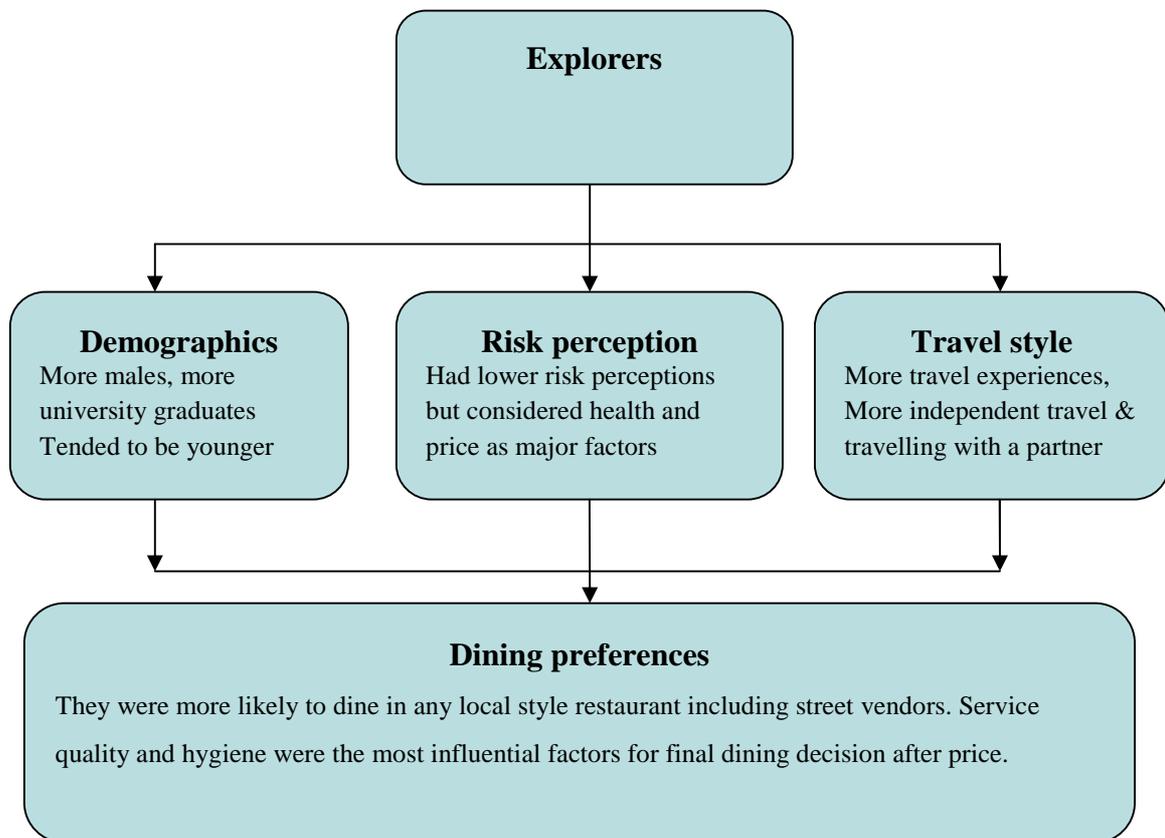


Figure 5.14 The Dining Decision Model Applied to Explorers

The next Chapter presents the cross cultural comparison to determine whether there were any differences between Australian and Chinese respondents' behavioural patterns and food risk perceptions and whether or not there were any difference between food preferences for varying restaurant scenarios.

Chapter 6

Cross Cultural Comparison of Food Preferences and Attitudes (Study 4)

6.1 Introduction

6.2 Research Objectives

6.3 Methodology

6.4 Results and Discussion

6.5 Conclusion

6.1 Introduction

Because of its very nature, tourism can be considered one of the most international of all industries. Tourism operates throughout the globe and draws participants from every corner on Earth. The short term migration of humans seeking holiday experiences which tantalize the sensory perceptions makes international travel one of the most popular leisure activities on the planet. In 2001 the number of international tourists reached 697 million and international tourism receipts were reported at US\$477 billion excluding international transport fares (Shlevkov, 2002). By 2005 annual international tourism receipts had increased by almost 65% over the 2001 figure to reach US\$787 billion (World Resources Institute 2007).

From the supply aspect, international tourism provides a dynamic mechanism by which cultural diversity can readily mix with trade and commerce. Cultural distinctions between countries are some of the focal pull factors which ignite curiosity and draw tourists' travel interests. Because culture deeply influences human behaviour, it can be deduced that tourists are not an homogenous group. Different cultures usually have their own unique values and

customs that constitute the differences between individuals from those different societies (Moutinho, 1987). Reimer (1990) indicated that international travel and holidays can be described as cultural consumer goods. Pizam and Sussmann (1995); and Pizam and Jeong (1996) reflected how nationality was considered as a moderating variable in tourists' behaviour.

The scope of international tourism highlights the marked differences between nationalities and ethnic groups (Wong & Lau, 2001). Tourism provisions at this end of the spectrum are characterized by significant product differentiations according to the national origin of visitors (Thompson & Cutler, 1997). Several past studies have found cultural differences are reflected in dining behaviour and preferences when people travel to an unfamiliar country. Crompt's (1989) study discovered that food was probably the most disappointing aspect for American visitors travelling in China. Ziff-Levine (1990) provided evidence that there exists a cultural logic gap between Americans and Japanese in relation to individual preferences on tourism products.

Ryan and Mo (2001) conducted a survey on satisfaction of Chinese tourists to New Zealand and found some Chinese criticized the food and prices in New Zealand. Of note is that, tourists from the Asia-Pacific region have significantly higher expectations of service quality compared to tourists from Europe and America (Luk, de Leon, Leon, Leong, & Li, 1993). Eating patterns are largely based on cultural factors (March, 1997).

Taking those findings into consideration, the issues contained within cultural diversity cannot be neglected by tourism management. Cultural differences define food preferences and habits, it is therefore necessary to cater the tourism product to suit those needs. Presently, Australia

is receiving increasing numbers of tourists from Asian countries. Specifically the Chinese inbound tourist market is growing at the fastest rate (Tourism Queensland, 2006b). In order to understand the behavioural dining preferences of potential tourist patrons in the fiercely competitive world market, it becomes imperative for tour operators and service providers to consider cultural dynamics.

The first and second studies utilized the concepts of risk perception and novelty seeking behaviour to show how those characteristics might exert influence upon consumers' food preferences while travelling in another country. This study further contributes to a body of knowledge by making a cross-cultural comparison between Chinese and Australian respondents on food preferences while travelling. This was done in order to examine whether or not there was any distinct differences between cultures. The following test results and tables present these differences along a minimum-maximum dimension and report that the degree of difference between cultural groups depends largely on their cultural dissimilarities.

6.2 Research Objectives

The research objectives of the 4th study of this thesis were;

1. To determine whether there were any differences between Australian and Chinese respondents' novelty seeking behavioural patterns (with regard to travel style and food preferences) by using the International Tourist Role (ITR) and the Food Activity Preference (FAP) scales as well as food risk perceptions.
2. To explore whether there were any difference between Australian and Chinese respondents with respect to food preferences for varying restaurant scenarios. This study sought to discover what respondents from different cultures perceived to be the factors that most influenced their dining decisions.

6.3 Methodology

This study incorporated the previous two surveys including Australian (208 respondents) and Chinese respondents (388 respondents) equating to a sample size of 596. Descriptive analysis, Chi-square and Independent T-tests were employed to examine the differences between the two nationalities.

6.4 Results and Discussion

6.4.1 Demographic Comparison of Australians and Chinese Respondents

Table 6.1 presents the information comparing Australian and Chinese respondents' demographic profiles. There was a slight difference between Australians and Chinese respondents in terms of gender, and a strongly significant distinction in education. Females (59%) were predominant in Australian respondents but Chinese respondents were the opposite, where males (52.1%) were the majority. The majority of Australian respondents had a university degree (34.8%) and (32.3%) above postgraduate level. University students accounted for nearly 44% of all Chinese respondents.

Table 6.1 Demographic Comparison of Australian and Chinese Respondents

Demographic profile of respondents		Australians (%)	Chinese (%)	X ² p- value
Gender	Male	41.0	52.1	6.472 *
	Female	59.0	47.9	
Age	< or = 20	14.8	51.5	
	21-30	35.0	18.0	
	31-40	9.9	17.5	
	41-50	29.1	13.0	
	51-60	8.4	0	
	61-70	3.0	0	
Education	Below high school	3.0	19.2	10.750 *
	Graduated from College / high school	17.2	9.2	
	Studying at University	12.6	43.9	
	Graduated from University	34.8	21.6	
	Postgraduate or above	32.3	6.1	
Occupation	Executive	1.0	6.6	
	Professional	29.4	10.6	
	Tradesperson	4.5	3.7	
	Retail/marketing	11.4	8.0	
	Technical /skilled worker	6.0	4.9	
	Student	35.3	48.1	
	Office/clerical	5.5	8.9	
	Labour/farmer	0	3.2	
	Retired	4.5	2.3	
	Other	2.5	3.7	

*: p- value ≤ .05 (significant difference); **: p- value ≤ .001 (strongly significant difference)

6.4.2 Past Travel Experiences and Future Travel Intention between Nations

Table 6.2 presents results comparing Australian and Chinese respondents' past travel experiences and future travel preferences. Several strongly significant differences existed across the two nationalities. Nearly 80% of Australian respondents had travelled overseas, but only around 20% of Chinese respondents had previously travelled overseas.

Seventy-eight percent of Australian respondents showed a negative or low intention to travel to China within the next two years, whereas 73 percent of Chinese indicated a low likelihood of visiting Australia within the same period. The percentages of Australians not wishing to go to China decreased from 78 to 40 percent when asked whether they would visit China within the next 5 years. In five years time, more Australian respondents would be willing to visit China than today increasing from 21 up to 41 percent. Likewise, increasing numbers of Chinese respondents indicated they would like to come to Australia in the next 5 years with numbers rising dramatically from 27 to 58 percent and the negative intention dropping from 39 to 12 percent.

There were also significant differences with respect to travel party and trip arrangements. One third of Australians indicated that they preferred independent travel, but more than 40% of Chinese indicated they would prefer a fully arranged trip. However, the majority of respondents from both groups indicated they would choose a partially packaged tour (both at 42.9%).

Forty five percent of Australians would travel with a partner, while more than 50 percent of Chinese respondents indicated that they would prefer to travel with family. In addition, nearly 64 percent of the Chinese respondents indicated that they would be interested in attending a

gourmet tour or visiting a brewery/winery while in Australia compared to only 50 percent of Australian respondents considering travel in China.

Table 6.2 Past Travel Experiences and Future Travel Intention between 2 Nations

Past Travel Experiences		
Have you ever travelled to a foreign country? (χ^2) = 181.70 (p)=**	Australians	Chinese
	%	%
Yes	79.2	21.6
No	20.8	78.4
Future Travel Intention		
How likely is it that you will travel to China/Australia within next 2 years? (χ^2) = 106.301 (p)=**	Australians	Chinese
	%	%
Very unlikely	45.1	13.8
Unlikely	19.9	25.5
Neither	13.1	33.2
Likely	12.1	25.
Very likely	9.7	1.6
How likely is it that you will travel to China/Australia in next 5 years? (χ^2) = 98.914 (p)=**	Australians	Chinese
	%	%
Very unlikely	25.2	3.1
Unlikely	15.5	8.9
Neither	17.5	29.6
Likely	25.2	49.5
Very likely	16.5	8.9
If you were to visit China/Australia, with whom would you most likely travel? (χ^2) = 50.525 (p)=**	Australians	Chinese
	%	%
Myself	8.4	5.7
Friends	22.8	18.8
Family	23.8	52.9
A partner	45.0	22.7
If you were to visit China/Australia, what sort of travel arrangements would you most likely make? (χ^2) = 41.231 (p)=**	Australians	Chinese
	%	%
A fully inclusive package tour	21.7	42.1
A partially packaged tour with transport and accommodation	42.9	42.9
Non-packaged/independent travel	35.5	14.9
If you were to visit China/Australia, how likely is it that you would participate in a gourmet tour or visit a brewery/winery (χ^2) = 73.034 (p)=**	Australians	Chinese
	%	%
Very unlikely	19.6	2.9
Unlikely	15.7	15.6
Neither	15.2	17.9
Likely	25.5	50.1
Very likely	24	13.5

*: p- value \leq .05 (significant difference); **: p- value \leq .001(strongly significant difference)

6.4.3 Results-Research Objective 1

To determine whether there were any differences between Australian and Chinese respondents' novelty seeking behavioural patterns (with regard to travel style and food preferences) by using the International Tourist Role (ITR) and the Food Activity Preference (FAP) scales as well as food risk perceptions.

6.4.3.1 International Tourist Role Scale between Cultural Comparisons

This section highlights the differences between Australians and Chinese on the ITR scale. Overall, Chinese respondents provided higher ratings on all the dimensions of the ITR scale. In the Destination Oriented Dimension (DOD), only two statements of 'I prefer travelling to countries where the people are of the same ethnic group as mine' and 'I prefer travelling to countries where there are restaurants familiar to me', were not regarded as being strongly significantly different between the two nationalities (Table 6.3).

In the Travel Service Dimension (TSD), there were strongly significant differences between nationalities on items such as 'I prefer starting a trip with no pre-planned or definite route when travelling in a foreign country', 'I prefer being on a guided tour' and 'I prefer travel agencies to take complete care of me, from beginning to end, when travelling in a foreign country'.

Several strongly significant differences existed in the Social Contact Dimension (SCD). Australian respondents rated the Social Contact Dimension significantly higher than the Chinese did only on 'I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people' (3.92) and 'I prefer associating with the local people while travelling' (3.87). In the remaining statements of the SCD, the Chinese

respondents rated higher.

Both Australian and Chinese respondents rated the Social Contact Dimension higher than the Destination Oriented Dimension and the Travel Service Dimension. Australians regarded the TSD higher than the DOD, but the Chinese put it in the reverse order. For Australian respondents, the highest rating was given to the statement of ‘I prefer seeking excitement or complete novelty by engaging in direct contact with a wide variety of new and different people’ (3.92) and the lowest on ‘I prefer travelling to countries whether the culture is similar to mine’ (2.22). However, the Chinese gave the highest score on ‘I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay’ (4.49) and the least on ‘I prefer travelling to countries where there is the same tourism infrastructure as in my own country’ (2.73).

Table 6.3 International Tourist Role Scale between Cultural Comparisons

ITR scale (1~5 rating)	Australians	Chinese	t- value p- value
Social Contact Dimension (SCD) (Overall mean)	(3.74)	(3.92)	
I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay	3.31	4.49	13.369 **
I prefer seeking excitement or complete novelty by engaging in direct contact with a wide variety of new and different people	3.92	3.56	4.183 **
I prefer having as much personal contact with local people as possible	3.82	3.91	
I prefer associating with the local people while travelling	3.87	3.86	
I prefer staying longer to experience a social involvement in the life of the place to occur if I find a place that particularly pleases me	3.67	3.94	3.243 **
I prefer making friends with local people	3.85	3.73	

(Continued) ITR scale (1~5 rating)	Australians	Chinese	t- value p- value
Destination-Oriented Dimension (DOD)	(2.51)	(3.26)	
I put high priority on familiarity when thinking of travel destinations	2.47	3.77	12.484 **
I prefer travelling to countries that are popular tourist destinations	2.91	4.10	11.511 **
I prefer travelling to a country with a well-developed tourism industry	2.91	3.73	8.006 **
I prefer travelling to countries where there are international hotels	2.78	3.26	4.480 **
I prefer travelling to countries where there is the same tourism infrastructure as in my own country	2.39	2.73	3.458 **
I prefer travelling to countries where they have the same type of transportation system as in my country	2.41	2.80	.4.170 **
I prefer travelling to countries where the people are of the same ethnic group as mine	2.28	2.92	
I prefer travelling to countries where there are restaurants familiar to me	2.23	3.19	
I prefer travelling to countries whether the culture is similar to mine	2.22	2.84	5.772 **
Travel Services Dimension (TSD)	(2.69)	(3.24)	
I prefer being on a guided tour	2.71	3.68	9.508 **
I prefer travel agencies to take complete care of me, from beginning to end, when travelling in a foreign country	2.44	3.65	10.433 **
I prefer making all of my major arrangements through travel agencies	3.15	3.19	
I prefer starting a trip with no pre-planned or definite routes when travelling	2.66	2.79	3.543 **
I prefer starting trip with no pre-planned or definite timetable	2.51	2.90	

*: p- value \leq .05 (significant difference); **: p- value \leq .001 (strongly significant difference)

6.4.3.2 Comparison of Food Activity Preferences between Cultures

Table 6.4 presents the results relating to Australian and Chinese respondents' food preferences while travelling in another country. Overall, Chinese respondents had higher agreement with most of the statements on the Food Activity Preferences scale. Australian respondents most strongly agreed that they preferred to 'Sample local foods' (4.19), and 'Dine at restaurants serving regional specialties' (4.04), but they most strongly opposed 'Dining at fast food restaurants' (2.05).

Chinese respondents most strongly agreed that they 'prefer purchasing local products to take back home' (4.45) where Australian respondents only gave the concept less than a 3.0 rating. Also the Chinese provided very high ratings on 'I like to dine at a restaurant serving distinctive cuisine' (4.41) and 'I like to sample local foods' (4.39). Interestingly, the Chinese gave least preference to 'Dining at high quality restaurants' (2.54).

Although Australian and Chinese respondents both gave higher agreement on matters like; 'I prefer dining at a restaurant serving regional specialties', and 'I prefer dining at a restaurant serving distinctive cuisine', the results found that there were still significant differences between the cultures. Likewise statements such as 'I prefer eating at places serving food I am familiar with', 'I prefer dining at a chain restaurant', 'I prefer dining at high quality restaurants', 'I prefer dining at fast food restaurant' and 'I prefer visiting wineries', confirmed the existence of significant cultural differences.

Collectively, Australians gave higher ratings in the 'food culture dimension' and most items in the 'local beverage dimension'. With the exception on the statement of 'I prefer dining at

high quality restaurants’, Chinese respondents gave higher scores for the ‘authentic dining dimension’, ‘familiar food dimension’ and ‘gourmet dining dimension’ categories.

Table 6.4 Food Activity Preferences between Cultures

Food Preferences Scale while Travelling (1~5 rating)	Australians	Chinese	t -value p- value
Authentic Dining Dimension (Overall Mean)	(3.77)	(4.40)	
I prefer sampling local foods	4.19	4.39	2.757 *
I prefer dining at a restaurant serving regional specialties	4.04	4.36	4.615 **
I prefer dining at a restaurant serving distinctive cuisine	3.89	4.41	7.803 **
I prefer purchasing local product to take back home	2.94	4.45	3.104 *
Local Beverage Dimension	(3.23)	(3.06)	
I prefer visiting a beer brewery	3.02	3.08	
I prefer visiting a local brew pubs	3.28	3.16	
I prefer visiting wineries	3.38	2.93	4.598 **
Familiar Food Dimension	(2.34)	(3.20)	
I prefer dining at fast food restaurant	2.05	3.04	8.110 **
I prefer eating at places serving food I am familiar with	2.68	3.53	8.535 **
I prefer dining at a chain restaurant	2.29	3.04	8.252 **
Gourmet Dining Dimension	(2.84)	(2.74)	
I prefer dining at high quality restaurants	3.04	2.54	5.098 **
I prefer making an advance reservation to dine at a specific restaurant	2.80	2.80	
I prefer going to restaurants just to taste the dishes of a particular chef	2.69	2.89	
Food Culture Dimension	(3.52)	(3.22)	
I prefer purchasing cookbooks with local recipes to take back home	3.35	3.04	3.104 *
I prefer visiting a farmer’s markets	3.68	3.40	

*: p- value ≤ .05 (significant difference); **: p- value ≤ .001 (strongly significant difference)

6.4.3.3 Risk Perceptions Associated with Food between Cultures

This thesis applied five dimensions of Han's Risk Perception scale comprising of; communication, psychological, social, health, and value dimensions to observe the differences between cultures. Overall, Chinese respondents had higher risk perceptions on most dimensions. Australian respondents gave a higher rating than the Chinese respondents did on only one statement, that being; 'Potential health problems are a concern'.

With the exception of the statement of 'I worry there will be communication problems while dining' in the communication risk dimension, strongly significant differences existed between the two nationalities in the social, value and communication risk dimensions.

The Chinese respondents gave significantly higher risk ratings on statements such as 'I worry food may not fit my expectations', 'I would rather spend money on the food I am familiar with' and 'I would buy something that most people would buy' in the psychological risk dimension. They also gave a significantly higher risk rating over Australians on the statement; 'There is a possibility of contracting infectious diseases while dining out' in the health dimension. Perhaps these anxieties are expressed as a reflection of the knowledge the Chinese have of their own food preparation techniques and the lack of adequate regulatory health standards. Whereas Australians take for granted that food preparation and handling standards are strictly monitored within Australia, they might tend to forget that the same standards are not applied in other parts of the world. Hence while the Chinese might be aware of the possibility of contracting infectious diseases while dining out, Australians on the other hand despite them expressing that 'potential health problems are a concern' might not fully recognise the severity of the problem. Respondent's risk perceptions associated with food are summarised in the Table below.

Table 6.5 Risk Perceptions Associated with Food between Cultures

Risk perceptions with regard to food (1~5 rating)	Australian	Chinese	p- value
Communication Risk Dimension (Mean)	3.24	3.79	
Pictorial menus help me to order a meal	4.02	4.44	.000
I worry I might get something not what I wanted due to misunderstanding the menu	3.20	3.69	.000
It would be very important if waiters could speak the same language as mine	2.72	3.58	.000
I worry there will be communication problems while dining	3.03	3.45	.014
Psychological Risk Dimension (Mean)	2.73	3.32	
I worry food may not fit my expectations	2.93	3.56	.000
I would rather spend money on food I am familiar with	2.67	3.15	.000
I worry shopkeepers would cheat me because I am not a local	3.15	3.67	
I would buy something that most people would buy	2.34	3.35	.000
A tour guide is very important if I need to communicate with people while travelling	2.72	3.53	
It is hard to find food which is suitable for me	2.57	2.63	
Social Risk Dimension (Mean)	2.06	2.80	
Relatives may not like souvenirs I bought for them	2.24	2.68	.000
I consider what people, whose opinion was of value to me, would think, if they thought I dined in an improper restaurant	1.94	2.68	.000
I worry others would be influenced by my attitude on food	1.98	2.75	.000
I worry about using the cutlery improperly while I am eating	2.06	3.07	.000
Health Risk Dimension (Mean)	3.41	3.50	
There is a possibility of contracting infectious diseases while dining out	3.28	3.70	.000
Potential health problems are a concern	3.61	3.42	
I may get sick from food if I have something unfamiliar	3.35	3.39	
Value Risk Dimension (Mean)	2.88	3.61	
I worry whether the food I buy is good value for money	3.22	3.93	.000
It would not be a good idea to spend my money on buying some food I do not know	2.54	3.28	.000

6.4.4 Discussion-Research Objective 1

6.4.4.1 Past Travel Experiences and Future Travel Intention

More than three quarters of Australian respondents had been overseas but only one fifth of the Chinese respondents had overseas travel experiences. Over the next five years, the number of Australian respondents wishing to, or likely to travel to China should increase to two fifths, but that number will be still far lower than the increasing rate of Chinese respondents wishing to come to Australia which will rise to nearly three fifths. It seems that Australia is a more attractive destination for Chinese, than China is for Australians. The results demonstrated that the Chinese were enthusiastic to sample Western food and experience Western culture, customs and lifestyle.

The results showed how most Australian respondents prefer travelling with a partner, while Chinese respondents indicated they would like to travel with their family. More than one third of Australian respondents indicated they would like to travel independently, but only around one tenth of Chinese respondents indicated they would do so. This finding was consistent with the research done by the Japan Travel Bureau (2002) and March (1997). Interestingly, Money and Crofts (2003) found that tourists from the high-uncertainty avoidance group travelled alone significantly less often, and travelled more with business associates and friends in organized groups.

A partial package tour was the favourite travel style for both Australian and Chinese respondents. This implies that travel style can often vary due to external factors, such as unfamiliar environments or with language barriers. For example, although Australians prefer more independent travel they would nevertheless seek professional assistance via a partial

package tour arrangement if circumstances so required.

Regardless of which nation the respondents came from, most people surveyed indicated high interest in participating in a gourmet tour or a winery/brewery visit. In 2002, 184,600 international visitors to Australia indicated that the reason for their visit was to experience Australia's food and wine and even perhaps visit a winery (Heaney and Robertson, 2004). The results show that tourists from both countries are interested in food tourism activities where they can experience cultural diversity. People have different motivation to travel and food activities present potential attractions for certain types of tourists.

With reference to a gourmet tour, more Chinese respondents indicated their interest in this type of tour than Australian respondents did for a similar tour in China. This finding shows that culinary tourism may draw Chinese visitors to Australia more so than Australian visitors to China. And although Australia is a more expensive travel destination, identifying and promoting particular themes such as exotic cuisine and atmosphere may attract special interest groups.

6.4.4.2 Comparison of Australian and Chinese Respondents Based on the ITR Scale

Overall, Chinese respondents rated most of the questions in the ITR scale higher than Australian respondents did except for the three statements of 'I prefer seeking excitement or complete novelty by engaging in direct contact with a wide variety of new and different people', 'I prefer associating with the local people while travelling', and 'I prefer making friends with local people'.

This thesis found that regardless of which nation the respondents came from, the social contact dimension was rated highest. Both nationalities were keen to expose themselves to different cultures in order to satisfy their novelty seeking desires. Research by Hjalager and Corigliano (2000) highlighted how eating an authentic dish and drinking local wine was a typical way of making contact with the local population. Similarly Riley (2003) indicated how the meal reflects something of the social fabric within a country. And Richards, (2002) proposed how opportunities to eat together may be greater while on holidays, where eating takes on an even stronger social function. This thesis supports those authors' ideas and applies it in the Chinese Australian context.

The Chinese gave the statement of; 'I prefer travelling to countries that are popular tourist destinations' the second highest rating. This finding was consistent with the Asia Pacific Foundation of Canada (2002), report which mentioned that the Chinese place great emphasis on status, which leads them to visit the most popular attractions or destinations. Applying this idiosyncrasy to food activities, building status into a good food image would be a very important factor in promoting cuisine to Chinese visitors. An example of this reasoning can be found in the case of Italy, which is perceived by many tourists as a 'gourmet country' and attracts visitors for that reason. Hall and Mitchell (2001) emphasized how food in tourism can be used as a powerful national brand to entice tourists and promote return visits.

Chinese respondents rated 'I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay'. Tucker and Keen (2002) found the most important reason for tourists to stay in Bed and Breakfast establishments (B&Bs) was having the opportunity to get to know the local lifestyle and learn about the culture. This suggests that a typical 'home stay' or B&B experience would be very appealing to Chinese tourists.

6.4.4.3 Food Activity Preference Comparison between Australian and Chinese

Chinese respondents had higher agreement on most of the statements in the Food Activity Preference scale. However, Australians most strongly agreed on the statements of ‘I like to sample local foods’ and ‘I like to dine at restaurants serving regional specialties’ but they most strongly disagreed with the statement of ‘I prefer dining at fast food restaurants’. This finding implies that people have different dining preferences between daily routine and holidays. This assumption is in agreement with Michalsky (1991), who indicated that patrons dine differently while on holidays. Heung and Qu (2000) and Jacobsen (2000) supported the idea that tourists exhibit strong interest in trying new and unfamiliar food when away from home. Here for example, McDonald’s products would normally be considered a popular daily choice by many Australians but while on holidays in another country they would tend to shun the idea of eating something common that they could regularly eat at home.

Chinese respondents mostly strongly supported the statements of ‘I prefer purchasing local products to take back home’. Yau (1988) articulated how the Chinese have a strong social orientation to develop interpersonal relationships and that by giving souvenirs as gifts it is a way to maintain social bonds. Haukeland and Jacobsen (2001) suggested that getting visitors involved with local food builds a fundamental social link, and that by purchasing local food and beverages as souvenirs strengthens the connection between the holiday destination and the tourists’ home. Hjalager (2002b) stressed that the consumption of food and drink is not only important at the destination, but that when it is taken home as a souvenir it reminds tourists of their travel experiences. If the holiday souvenirs are given as gifts, the recipient may also establish a faint connection with the travel destination thus igniting a spark of interest to perhaps one day visit the same place.

Interestingly, the Chinese gave least preference to ‘Dining at high quality restaurants’. Tourism Queensland (2006) defined that food tourism includes all unique and memorable food experiences, not just at star rated establishments. Generally, cost is a major concern for Chinese tourists, perhaps in part due to the variations between currency exchange rates. Dining at high quality restaurants may provide good food and memorable experiences but it may also equate to high expense if unfavourable currency values are taken into consideration. Hospitality management cannot do much about the imbalances in exchange rates between countries so perhaps the only thing the high-level restaurants can do to attract Chinese visitors would be to offer discounts or promote the idea of value for money.

Collectively, Australian respondents gave higher ratings in the ‘food culture’ dimension, and on most items in the ‘local beverage’ dimension. Drinking alcohol is an Australian tradition; it seems understandable that Australians would exhibit strong interest in seeking out local beverages while on holidays. Australians are generally interested in cultural food matters, many surveys point out that what people eat and drink and the way they eat and drink are such basic aspects of culture (Au & Law, 2002; Barthes, 1979; Richards, 2002). Therefore, it is reasonable to suggest that sampling local beverages maybe regarded as one of the ‘pull factors’ of a destination and therefore a worthy cultural experience.

6.4.4.4 Risk Perceptions Associated with Food between Australians and Chinese

Overall, Chinese respondents had higher perceptions of risk in most dimensions. Hofstede (2001) provided the explanation that people from the high-uncertainty cultures try to avoid risks and seek greater certainty and stability in their lives. In contrast, people from the low-uncertainty cultures accept more risk and danger in their lives. The communication risk was perceived as the highest item in the risk dimension for Chinese respondents. Insufficient

competency in the native language is one of the difficulties faced when ordering local dishes. It is therefore reasonable that linguistically impaired travellers rely heavily on either a tour guide or pictured menus to facilitate their decision and relieve the level of anxiety or uncertain risk.

Australians rated their risk perception higher than the Chinese respondents did only on one statement of 'Potential health problems are a concern'. Han's explanation of health risk associated with culinary tourism was the biological harm caused by consuming contaminated food during the dining experience. Because of Australia's education and higher standards on matters of hygiene compared with the perceived characteristics of Chinese cooking and the general absence of workplace health and safety inspectors, some anxieties obviously exist with respect to eating food in China.

6.4.5 Results-Research Objective 2

To explore whether there were any difference between Australians and Chinese respondents with respect to food preferences for varying restaurant scenarios. This study sought to discover what respondents perceived to be the factors that most influenced their dining decisions.

6.4.5.1 Food Activity Preferences in Each Type of Restaurant between Cultures

This section presents the comparisons of Australians and Chinese respondents on each dining scenario. The findings were derived from the second and third studies. These included the most appealing factors and the most influential factors that impact upon the dining decision. The Chinese street vendor scenario was presented only to Australian respondents, therefore it

was not included in this comparison. The cross-cultural comparison relates to the 8 attributes of the dining experience as idealised within the 10 different restaurant scenarios. The significance level was set to $p=.001$ in reported findings where a p -value $\leq .001$ indicates strongly significant differences.

6.4.5.1.1 Exotic Fast Food Restaurant Scenario

In the exotic fast food restaurant scenario, ‘convenience’ was the most appealing factor to both Australians and Chinese (Table 6.6). However, service quality, hygiene and price were more appealing to Australians than to Chinese respondents in this type of restaurant. In addition, ‘food style’, ‘variety’ and ‘convenience’ were factors likely to affect Australians more so than Chinese in their choice of restaurant. The most influential factor was ‘food style’ (58.9%) for Australians and ‘price’ (55.7%) for Chinese.

Table 6.6 Exotic Fast Food Restaurant Scenario

Australians in China	Exotic Fast Food Restaurant		Chinese in Australia
	Australians	Chinese	
Most appealing attribute (Mean value from 1 to 5)	Convenience (3.77)	Convenience (3.71)	t-value p- value
Significant differences in appealing attributes	Service quality (3.04) (2.68)		3.974 **
	Hygiene (3.34) (2.74)		6.752 **
	Price (3.70) (3.05)		6.471 **
Most influential attribute (% Yes)	Food style (58.9)	Price (55.7)	X² p- value
Significant differences in influential attributes (% Yes)	Food style (58.9) (32.5)		38.235 **
	Variety (41.6) (13.7)		58.101 **
	Convenience (41.6) (22.9)		22.286 **

** : p- value ≤ .001 (strongly significant difference)

6.4.5.1.2 The Local High-Level Restaurant

In the local high-level restaurant, ‘atmosphere’ was the most appealing factor and ‘food style’ was the most influential attribute to both nations’ respondents (Table 6.7). The Chinese rated ‘food style’ (3.80) and ‘atmosphere’ (4.25) significantly higher than Australian respondents. Also Chinese respondents were more likely to dine in this type of restaurant over that of Australians. Australians also regarded ‘flavour’ and ‘variety’ as being influential factors.

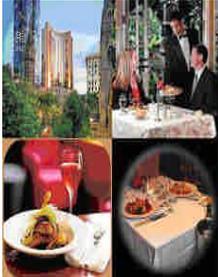
Table 6.7 The Local High-Level Restaurant Scenario

Australians in China	Local High-Level Restaurant		Chinese in Australia
	Australians	Chinese	
Most appealing attribute (1~5 rating)	Atmosphere (4.0)	Atmosphere (4.25)	t-value p- value
Significant differences in the appealing attribute	Food Style (3.40) (3.80)		4.127 **
	Atmosphere (4.0) (4.25)		3.221 **
Would you dine in this type of restaurant if you were in China / Australia	(3.40)	(3.80)	3.841 **
Most influential attributes (% Yes)	Food style (64.0)	Food style (48.8)	X² p- value
Significant differences in influential attribute (% Yes)	Food style (64.0) (48.8)		36.379 **
	Flavour (61.5) (43.8)		31.438 **
	Variety (51.5) (22.2)		66.564 **

6.4.5.1.3 The Restaurant in the International Hotel Chain

In the restaurant in the international hotel chain scenario, ‘hygiene’ (4.03) was the most appealing factor to Australians and ‘atmosphere’ (4.29) was the most appealing factor to Chinese (Table 6.8). Australians considered ‘food style’, ‘variety’, ‘service quality’ and ‘convenience’ as more influential than the Chinese, but the Chinese regarded ‘hygiene’ as a more influential factor than Australian respondents. There were significant differences between Australians and Chinese respondents in what they perceived to be the most influential factors of this type of restaurant.

Table 6.8 International Hotel Chain Restaurant Scenario

Australians in China	Restaurant in International Hotel Chain		Chinese in Australia
	Australians	Chinese	
			
Most appealing attribute (1-5 rating)	Hygiene (4.03)	Atmosphere (4.29)	t-value p-value
Significant differences in the appealing attribute		Atmosphere (3.67)	7.101 **
Most influential attribute (% Yes)	Food style (60.0)	Price (54.9)	X² p-value
Significant differences in influential attributes (% Yes)		Food style (60.0)	20.541 **
		Variety (46.3)	41.676 **
		Service quality (40.5)	15.780 **
		Hygiene (48.1)	18.504 **
		Convenience (25.9)	28.890 **

6.4.5.1.4 The International Fast Food Chain

In the international fast food chain scenario, ‘convenience’ was the most appealing and influential attribute for both Australian and Chinese respondents (Table 6.9). Chinese respondents rated the appeal of ‘variety’, ‘service quality’, ‘hygiene’, and ‘atmosphere’ significantly higher than Australian respondents. Australian respondents were more likely to be influenced by ‘food style’ and ‘convenience’ but the Chinese respondents indicated a higher intention to dine in this type of restaurant.

Table 6.9 International Fast Food Chain Scenario

Australians in China	International Fast Food Chain		Chinese in Australia
	Australians	Chinese	
			
Most appealing attribute (1~5 rating)	Convenience (3.75)	Convenience (4.01)	t-value p- value
Significant differences in appealing attributes	Variety (2.21) (2.60)		3.979 **
	Service quality (2.80) (3.30)		5.151 **
	Hygiene (2.97) (3.60)		6.377 **
	Atmosphere (2.03) (3.08)		10.826 **
Would you dine in this type of restaurant in China /Australia	(2.73)	(3.24)	4.327 **
Most influential attribute (% yes)	Convenience (71.0)	Convenience (53.0)	X² p- value
Significant differences in influential attributes (% Yes)	Food Style (35.2) (22.4)		10.831 **
	Convenience (71.0) (53.9)		15.680 **

6.4.5.1.5 Tour Group Restaurant Scenario

In the tour group restaurant scenario, ‘price’ was the most appealing factor for both Australian respondents and Chinese respondents (Table 6.10). Australians rated ‘food style’, ‘service quality’, ‘hygiene’, and ‘convenience’ higher than the Chinese. Australian respondents regarded ‘price’ as the most influential factor but ‘flavour’ was for the Chinese respondents. ‘Food style’, ‘variety’, ‘price’ and ‘convenience’ were more likely to be influential factors for Australian respondents than for Chinese respondents.

Table 6.10 Tour Group Restaurant Scenario

Australians in China	Tour Group Restaurant		Chinese in Australia
	Australians	Chinese	
			
Most appealing attribute (1~5 rating) (mean value)	Price (3.77)	Price (3.56)	t-value p- value
Significant differences in appealing attributes (mean)	Food Style (3.37)	(3.02)	3.423 **
	Service quality (2.90)	(2.42)	5.149 **
	Hygiene (3.10)	(2.60)	5.818 **
	Convenience (3.36)	(2.94)	4.171 **
Most influential attribute (% Yes)	Price (58.8)	Flavour (46.1)	X² p- value
Significant differences in influential attributes (% Yes)	Food style (52.8)	(28.4)	33.775 **
	Variety (41.7)	(13.9)	56.780 **
	Price (58.8)	(41.8)	15.317 **
	Convenience (42.7)	(16.5)	47.740 **

6.4.5.1.6 The Food Court Scenario

In the food court scenario, ‘convenience’ was the most appealing factor to Australian respondents, but ‘variety’ was to Chinese respondents (Table 6.11). There were strongly significant differences recorded between the cultures on ‘food style’, ‘flavour’ and ‘variety’ where Australian respondents gave lower preference ratings than the Chinese respondents.

On influential factors, ‘atmosphere’ was chosen the most critical factor by Australian respondents, and ‘food style’ by Chinese respondents. Additionally, ‘price’ and ‘convenience’ were more likely to influence Australian respondents, but the Chinese respondents indicated that they would be more willing to dine in this type of restaurant.

Table 6.11 The Food Court Scenario

Australians in China	The Food Court		Chinese in Australia
	Australians	Chinese	
Most appealing attribute	Convenience (3.95)	Variety (4.14)	t-value p-value
Significant differences in appealing attributes (mean)		Food style (3.99)	7.204 **
		Flavour (3.91)	7.071 **
		Variety (4.14)	7.876 **
Would you dine in this type of restaurant in China /Australia?	(3.47)	(3.98)	5.469 **
Most influential attribute (% Yes)	Atmosphere (72.4)	Food style (62.2)	X² p-value
Significant differences in influential attributes (% Yes)		Price (40.7)	29.536 **
		convenience (27.1)	108.445 **

6.4.5.1.7 The Authentic Local Restaurant Scenario

In the authentic local restaurant scenario, ‘atmosphere’ was the most appealing attribute for both Australian respondents and Chinese respondents (Table 6.12). Australian respondents rated ‘price’ (4.04) and ‘convenience’ (3.73) significantly higher than the Chinese respondents did (2.71), (3.02). Australian respondents indicated that ‘atmosphere’ was the most influential attribute, but Chinese respondents considered ‘food style’ more influential when making their dining decision. Australian respondents were more likely to be influenced by ‘variety’, ‘service quality’, ‘convenience’ and ‘atmosphere’. Australian respondents would be more likely to dine in this type of restaurant.

Table 6.12 The Authentic Local Restaurant Scenario

Australians in China	Authentic Style Restaurant		Chinese in Australia
	Australians	Chinese	
Most appealing attribute (1~5 rating)	Atmosphere (4.32)	Atmosphere (4.18)	t-value p- value
Significant difference in appealing attribute (mean)		Price (2.71)	15.026 **
		Convenience (3.02)	8.410 **
Would you dine in this type of restaurant in China/ Australia?	(4.09)	(3.78)	3.252 **
Most influential attribute (attribute% Yes)	Atmosphere (72.4)	Food style (62.2)	X² p- value
Significant differences in influential attributes (% Yes)		Variety (23.2)	48.186 **
		Service quality (14.9)	18.958 **
		Convenience (3.9)	67.979 **
		Atmosphere (38.7)	59.469 **

6.4.5.1.8 The Local Fast Food Dining Scenario

In the local fast food restaurant scenario, the most appealing attribute was ‘convenience’ for both Australian respondents and Chinese respondents (Table 6.13). Australian respondents were more influenced by ‘convenience’, but the Chinese respondents rated ‘flavour’ as their most influential attribute. Australian respondents placed significantly higher importance on ‘food style’, ‘variety’, ‘price’ and ‘convenience’ as influential attributes.

Table 6.13 The Local Fast Food Dining Scenario

Australians in China	The Local Fast Food		Chinese in Australia
	Australians	Chinese	
Most appealing attribute (mean)(1~5 rating)	Convenience (3.90)	Convenience (3.84)	X² p- value
Most influential attribute (% Yes)	Convenience (60.2)	Flavour (42.0)	
Strongly significant differences in influential attributes (% Yes)	Food style (56.9)	(37.1)	20.686 **
	Variety (43.7)	(19.1)	39.738 **
	Price (58.2)	(39.9)	17.390 **
	Convenience (60.2)	(32.0)	42.811 **

6.4.5.1.9 The Exotic High Level Restaurant Scenario

In the exotic high-level restaurant, the most appealing attribute was ‘service quality’ to Australian respondents, and ‘atmosphere’ to the Chinese respondents (Table 6.14). The Chinese respondents rated ‘food style’, ‘flavour’, ‘variety’, ‘service quality’, ‘hygiene’ and ‘atmosphere’ significantly higher than Australian respondents. ‘Food style’ was the most influential factor to Australian respondents, while Chinese respondents considered ‘flavour’ more influential on the decision making process. In addition, ‘food style’, ‘variety’ and ‘convenience’ influenced Australian respondents more so than Chinese respondents.

Table 6.14 The Exotic High Level Restaurant Scenario

Australians in China	The Exotic High-Level Restaurant		Chinese in Australia
	Australians	Chinese	
Most appealing attribute (mean)	Service quality (3.24)	Atmosphere (3.82)	t-value p- value
Significant differences in appealing attributes (mean)	(2.82)	Food style (3.34)	4.632 **
	(2.85)	Flavour (3.43)	5.262 **
	(2.76)	Variety (3.48)	7.011 **
	(3.24)	Service Quality (3.74)	5.203
	(3.08)	Hygiene (3.72)	7.002
	(2.94)	Atmosphere (3.82)	8.607 **
Most influential attribute (% Yes)	Food style (57.9)	Flavour (46.1)	X² p- value
Significant differences in influential attributes (% Yes)	(57.9)	Food style (37.4)	21.791 **
	(40.7)	Variety (18.0)	34.492 **
	(39.5)	Convenience (8.5)	80.507 **

6.4.5.1.10 The Pub Scenario

In the pub scenario, ‘price’ was the most appealing factor to Australian respondents, and ‘atmosphere’ to the Chinese respondents (Table 6.15). Chinese respondents rated ‘food style’, ‘flavour’, ‘variety’, ‘service quality’, ‘hygiene’ and ‘atmosphere’ significantly higher than Australian respondents. ‘Atmosphere’ was the most influential factor to both Australian respondents and Chinese respondents. Australian respondents regarded ‘variety’ and ‘convenience’ as more influential to the decision making process than the Chinese respondents did. Chinese respondents indicated a higher preference to dine in Australian pubs than Australian respondents did for Chinese pubs.

Table 6.15 The Pub Scenario

Australians in China	The Pubs		Chinese in Australia
	Australians	Chinese	
Most appealing attribute	Price (3.11)	Atmosphere (3.63)	t-value p- value
Significant differences in appealing attributes (mean)	Food style (2.42)	(3.53)	10.358 **
	Flavour (2.50)	(3.42)	8.864 **
	Variety (2.39)	(3.53)	11.301 **
	Service quality (2.62)	(3.36)	8.193 **
	Hygiene (2.61)	(3.31)	7.770 **
	Atmosphere (2.92)	(3.63)	6.077 **
	Would you dine in this restaurant in China/ Australia ?	(2.87)	(3.54)
Most Influential attribute (% Yes)	Atmosphere (64.6)	(55.7)	X² p- value
Significant differences in each Attribute (% Yes)	Variety (35.4)	(17.3)	22.793 **
	Convenience (42.3)	(11.6)	69.453 **

6.4.6 Discussion- Research Objective 2

6.4.6.1 Comparisons of Restaurants' Appealing Attributes between 2 Cultures

Chinese respondents gave higher ratings on most of the appealing attributes in the high-level or Western style restaurant scenarios as well as the food court. The Tables in Appendix G summarize the appealing and influential attributes between the two cultures in each type of restaurant. The findings indicated that Chinese perceived the images of Western style and high-level restaurant scenarios as appealing but interestingly, the Chinese respondents rated the chance of dining at the high quality restaurant the lowest. It clearly demonstrates that the appealing factor was not the same as the influential factor which carried more weight in the final dining decision.

Most of the attributes in the exotic fast food, tour group, local fast food and authentic style restaurant scenarios were more appealing to Australians reflecting the cultural preference of seeking out novelty or trying new foods.

6.4.6.2 Most Appealing and Influential Attributes as Considered by 2 Cultures

Six restaurant scenarios were consistent in terms of the most appealing attribute between the two nationalities. For instance, convenience was regarded as the most appealing factor in the exotic fast food, international fast food, and in the local fast food scenarios by both nationalities. Similarly, the two nationalities rated price in the tour group restaurant and atmosphere in local high-level and the authentic local restaurant scenarios as being the most appealing attribute for each situation.

Table 6.16 Summary of the Most Appealing Attributes Considered Consistently by 2 Cultures

The Most Appealing Attribute	Type of Restaurant
Convenience	Exotic fast food, the international fast food, the local fast food
Atmosphere	Local high-level, the authentic style,
Price	Tour group

Some differences between nationalities were recorded on the most appealing factor in some restaurant scenarios. Service quality in exotic high-level restaurant, hygiene in international hotel, price in pubs, and convenience in the food court were the most appealing factors for Australians respondents in each scenario. By contrast, variety in the food court was the most appealing factor for the Chinese respondents, as was atmosphere in the international hotel, the exotic high-level restaurant and in the pub scenarios. The findings of this thesis support the research by Nield et al. (2000) that there are considerable differences between national groups with regard to perceptions about some attributes of food service. This thesis concludes that there are significant differences between cultures and their perceptions of satisfaction. Hence, careful consideration must be given to the food service product offered to tourists of different nationalities.

For example, food style, flavour and price were more likely to influence the Chinese dining decision, hence the more likely dining outlets for Chinese visitors to Australia would be the food court, followed by local high-level restaurant and then the authentic style restaurant. Based on the Food Activity Preference scale, the Chinese gave the lowest rating for wanting to dine at the high-level restaurant, but nevertheless perceived the appeal of such restaurants to be better than others. It demonstrated even though the high-level restaurant was very appealing, price and flavour were the major reasons for not choosing to dine in that type of restaurant.

6.4.6.3 Relationship of Appealing and Influential Attributes on Future Dining Intention

There were three restaurant scenarios where the most appealing and influential attributes were identical between Chinese and Australians, such as food style for the local high-level restaurant scenario, convenience for the international fast food outlet, and atmosphere for the pubs. This finding offers foodservice providers valuable information how to strengthen these factors in order to influence people's dining decisions (Table 6.17).

Food style and atmosphere were identified as the major attributes to influence Australian respondents' dining decisions whereas price and flavour were more influential to Chinese respondents' future dining decisions. This implies foodservice providers are successful in drawing consumers' attention on the appealing factors of their establishments however, the appeal of an establishment is not the factor which determines the final dining decision. Food service providers should perhaps concentrate on promoting the most influential factors of their establishments in order to enhance patronage.

Because Australians were likely to be influenced by food style and atmosphere it made sense that the authentic style restaurant would be their first choice for future dining, followed by the local fast food and then the food court when they travel in China.

Table 6.17 The Most Appealing and Influential Attributes for Each Restaurant

Types of restaurant	Most Appealing Attribute		Most Influential Attribute		Future Dining Intention	
	Australians	Chinese	Australians	Chinese	Australians	Chinese
Exotic fast food	Convenience	Convenience	Food style	Price	9	10
Local high-level restaurant	Atmosphere	Atmosphere	Food style	Atmosphere	4	2
International hotel chain	Hygiene	Atmosphere	Food style	Price	5	5
International fast food	Convenience	Convenience	Convenience	Convenience	10	8
Tour group	Price	Price	Price	Flavour	6	9
Food court	Convenience	Variety	Atmosphere	Variety	3	1
Authentic style restaurant	Atmosphere	Atmosphere	Atmosphere	Food style	1	3
Local fast food	Convenience	Convenience	Convenience	Flavour	2	7
Exotic high-level restaurant	Service quality	Atmosphere	Food style	Flavour	7	6
Pubs	Price	Atmosphere	Atmosphere	Atmosphere	8	4

6.5 Conclusion

From the results, we can clearly identify the differences between Australian and Chinese respondents with regard to their novelty seeking habits, their risk perceptions and their restaurant preferences while travelling. The differences and similarity between the two nationalities are outlined in Tables 6.18 to 6.20 below.

6.5.1 The Differences between Nationalities

6.5.1.1 The Characteristics of Chinese Respondents

Chinese respondents had limited travel experience, preferred their trip to be arranged by a travel agent and liked travelling with family. In relation to food and travel, the Chinese rated higher than Australians on novelty seeking characteristics. In particular, they were very keen to experience the reality of life in Australia and purchase local food products to take back home. Interestingly, although the Chinese rated higher on novelty seeking characteristics they also had higher perceptions of risk. Their greatest fear if they travelled to Australia was not being able to communicate because of the language barrier.

Generally, atmosphere was recorded as the most appealing attribute in any high-level or Western style restaurant scenario and more often than not, food style, flavour and price would influence their final dining choice. For Chinese respondents, variety in the food court, atmosphere in the local high-level restaurant and pub scenarios plus convenience in the international fast food restaurant, were clearly both the most appealing and most influential factors affecting their dining choice. The food court, the local high-level and the authentic style restaurants were more likely to be their preferred dining choice when they travel to Australia.

6.5.1.2 The Characteristics of Australian Respondents

The Australian respondents had more travel experience and preferred to travel with a partner or alone. They also like to experience different cultures from their own and associating with people from different countries. Additionally, they were interested in experiencing local customs, food culture and sampling local beverages. With the exception of communication risk, they perceived health risks as a higher reason for concern than Chinese respondents did. Food style and atmosphere were often the major factors that influenced the Australian's dining decision, which they prioritised in this order of preference; the authentic style restaurant first, followed by the local Chinese fast food outlet and then the food court.

The most appealing and influential factors were identical in the following restaurant scenarios; convenience both in the local fast food and international fast food restaurant scenarios, price both in the street vendors and the tour group restaurants. Clearly, foodservice management in those types of restaurants have generally been able to reach the appropriate mix of matching consumer preferences with consumer expectations.

The following tables summarize the differences between Australian and Chinese groups in terms of demographics, general travel preferences, novelty seeking habits, risk perceptions and restaurant preferences.

Table 6.18 Summary of Cross-Cultural Dining Characteristics

Nationality	Characteristics	
Australians	<p>Appealing attributes:</p> <p>The most appealing attribute:</p> <p>Future dining intention:</p> <p>Top 3 dining choices:</p> <p>Influential attribute:</p>	<p>Australians rated some attributes significantly higher than the Chinese did in only a few restaurant scenarios. These were in the exotic fast food, tour group, local fast food and authentic style restaurants.</p> <p>Hygiene in international hotel chain, convenience in the food court and the local fast food, service quality in the exotic high-restaurant, price in the pubs.</p> <p>Less likely to dine in the following restaurant outlets; international fast food, exotic fast food and the pubs.</p> <p>The local fast food restaurant, authentic style restaurant and the food court.</p> <p>More likely to be influenced by ‘food style’ and ‘atmosphere’</p>
Chinese	<p>Appealing attribute:</p> <p>The most appealing attribute:</p> <p>Future dining intention:</p> <p>Top 3 dining choices:</p> <p>Influential attribute:</p>	<p>The Chinese rated most attributes significantly higher than the Australians did in several restaurant scenarios. These were in the local high-level, international hotel chain, international fast food, food court and exotic high-level restaurant and the pubs.</p> <p>Atmosphere in international hotel chain, the exotic high-level restaurant and the pubs, variety in the food court</p> <p>Less likely to dine in the following restaurant outlets ; local high-level restaurant, tour group restaurant and international fast food</p> <p>Food court, the local high-level and the authentic style restaurant.</p> <p>Less likely to be influenced by restaurant attributes.</p> <p>More likely to be influenced by ‘food style’ and ‘flavour’</p>

Table 6.19 Summary of Differences of Novelty Seeking

Nationality	Novelty Seeking (ITR and FAP scales)
Australians	<ul style="list-style-type: none"> • Lower rating on most ITR scale items, except ‘I prefer seeking excitement or complete novelty by engaging in direct contact with a wide variety of new and different people’, ‘I prefer associating with the local people while travelling’, ‘I prefer making friends with local people’. • Rated in descending order: social contact (1), travel service (2), destination-oriented (3) dimensions • Lower rating on most FAP scale items, except in ‘food culture’ dimension and ‘I prefer visiting a local brew pubs’ and ‘I prefer visiting wineries’ in local beverage dimension
Chinese	<ul style="list-style-type: none"> • Higher rating on most ITR scale items • Rating descending order: social contact (1), destination-oriented (2), travel service (3) dimensions • Higher rating on most FAP scale items

Table 6.20 Summary of Differences in Risk Perceptions

Nationality	Risk Perception with respect to Food Activity Preferences
Australians (A)	<ul style="list-style-type: none"> • Lower rating on most items, except ‘Potential health problems’ • Rating descending order: ‘health’ (1), ‘communication’ (2), ‘value’ (3), ‘psychological’ (4) and ‘social risk’ (5) dimensions
Chinese (C)	<ul style="list-style-type: none"> • Higher rating on most items • Rating descending order: ‘communication’ (1), ‘value’ (2), ‘health’ (3), ‘psychological’ (4) and ‘social’ risk (5) dimensions

6.5.2 The Similarities between Nationalities

The majority of Chinese and Australian respondents indicated that they would like to participate in a gourmet tour or visit a brewery/winery. The research found that culinary tourism or local cuisine can motivate peoples' travel desire. The social function in the novelty seeking dimension was identified as the favourite activity while travelling.

Both Australian and Chinese respondents perceived 'communication risk' as a reason for concern but was rated slightly higher by the Chinese. The results suggest that it would be difficult to order a suitable meal without proficiency in the local language. Cohen and Avieli, (2004) argued it may impede tourists' dining choice for the local cuisine, but this thesis found that picture menus would help alleviate some of those concerns.

6.5.3 Implications for Hospitality Management

The most appealing factor of a particular restaurant was not necessarily the factor, which would determine the tourist's final dining decision. The decision rested heavily on what the respondents identified as being the most influential attributes of a restaurant. In addition, the influential attributes provide both positive and negative information by highlighting which factors motivate or restrain respondents' dining choices. According to this finding, hospitality management can make use of the most influential factors in the specific types of restaurants to differentiate their target market and cater to their specific needs.

The findings of studies 2 and 3 provided empirical evidence that there are distinct dining markets in terms of the selection processes involved when making dining decisions and that risk perceptions and novelty seeking characteristics play a major role when deciding where to dine. The findings can be applied to the dining decision model proposed by this thesis (See Figure 6.1 and 6.2). The information may provide a clear direction for tourism management to offer a satisfactory dining service to visitors in the future.

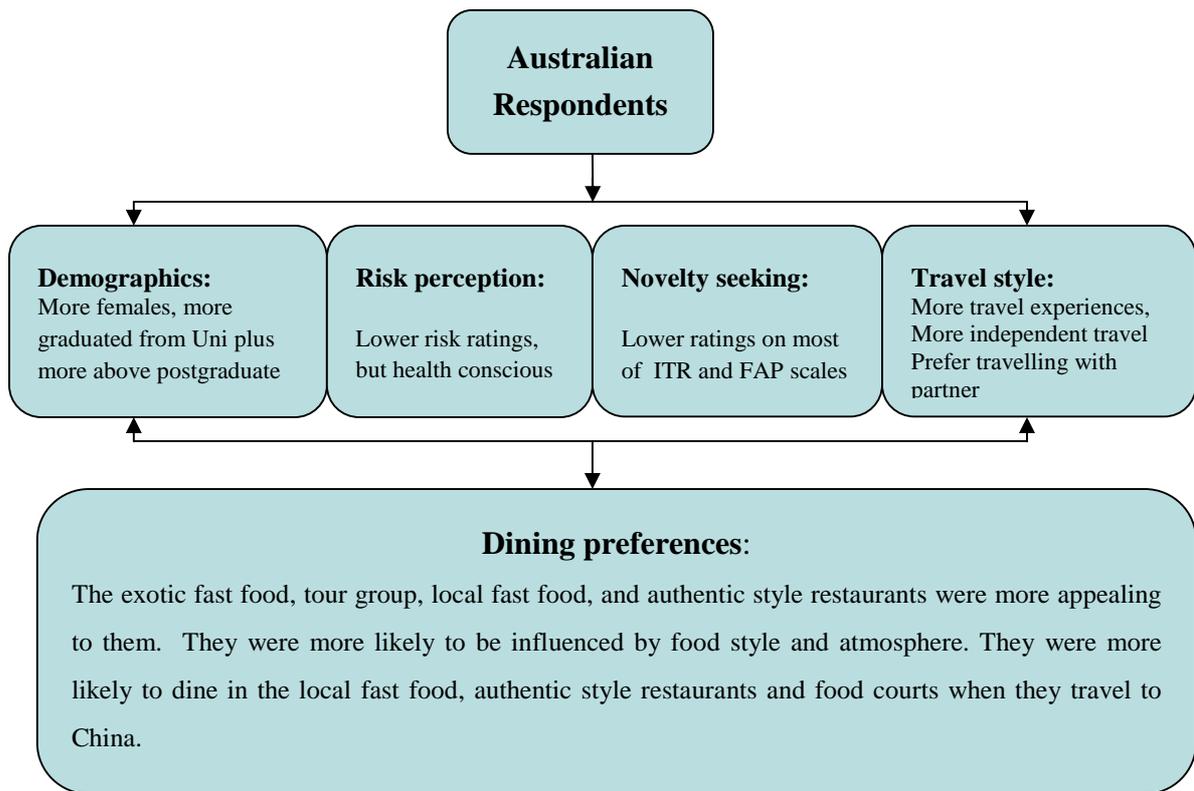


Figure 6.1 The Dining Decision Model Applied to Australian Respondents

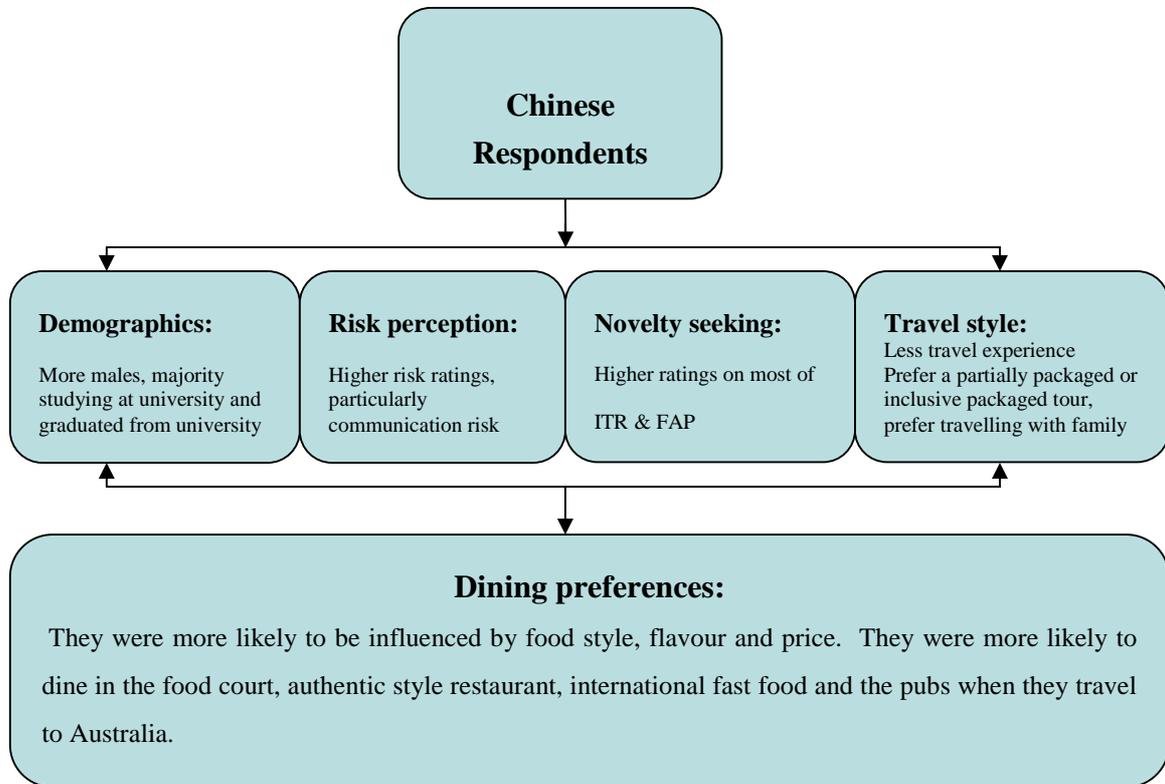


Figure 6.2 The Dining Decision Model Applied to Chinese Respondents

The next Chapter discusses the major findings of this thesis.

Chapter 7

Discussion, Summary, Conclusions and Implications

7.1 Introduction: The Purpose of this Chapter

7.2 Overview of the Results from the Studies

7.3 Implications of the Study

7.4 Limitations of the Study and Suggestions for Future Research

7.5 Conclusion of the Thesis

7.1 Introduction

This thesis examined how behavioural characteristics influence the decision making process of tourists' travel arrangements and food consumption. Several authors had suggested that this area of research had not received much attention. An objective of this thesis was to enhance the body of knowledge relating to tourists' behaviour and lead to practical management implications. A task of the thesis was to examine how novelty seeking habits and risk perceptions influenced people's dining preferences and decisions while travelling. It was a further aim to analyse the differences between Chinese and Australian culture in relation to holiday travel. Based on that framework, this dissertation explored respondents' food preferences by presenting them with a variety of dining scenarios as if they were travelling in a different country.

This concluding chapter summarizes all the studies presented in the previous chapters. It discusses the academic achievement and suggests some practical implications arising from the work. Recommendations for future research are also outlined.

7.2 Overview of the Results from Studies

The first study identified eight attributes which were summarized from tourists' best, worst, and ideal food experiences. These attributes included; food style, flavour, variety, service quality, hygiene, price, convenience, and atmosphere. These findings were then utilized to create further detailed questionnaires for the subsequent studies whereby dining preferences and decision making processes could be examined in different restaurant scenarios in China and Australia. The second survey was carried out in China and the third survey in Australia. Respondents from each country were presented with information based on the ITR and FAP scales and asked to record their preferences of travel arrangements and dining choices as if they were visiting the other country. The fourth study made use of the statistical information gathered from studies 2 and 3 to make a cross cultural comparison of itinerary plans and dining habits when travelling overseas.

7.2.1 Results from Study One

The findings of the first study identified the two major reasons for trying new food, these were curiosity and popularity. This result supports Yüksel and Yüksel's point (2002b) where they suggested some tourists seem to look for an adventurous menu to sample local food and discover local culture, but also that some tourists may have a desire only for familiar foods.

Three consumer groups were identified in relation to dining preferences. These were; low-involvement diners (LID), middle-involvement diners (MID) and high-involvement diners (HID). These classifications were based on respondent's attitudes towards food when travelling to another country. The research was conducted in response to Duffs and Dearden's (1990) claim that, 'tourists are not an homogenous population'. This thesis supports their claim.

This study found that high-involvement diners were generally younger than the middle-involvement diners and the low-involvement diners. Also the high-involvement diners tended to eat ethnic food more often than the other groups. There was no statistical evidence showing which specific factors would make tourists' food experiences best or worst. Perhaps, Lockyer's (2005) work can give a reasonable explanation, he found that even if one attribute does not meet guest expectations, as long as other attributes do, overall guest satisfaction might still result. Lockyer suggested researchers should look at the dining experience in a multifaceted way rather than over emphasizing individual aspects. The first study found that food experiences rely not only on the appeal factor or influential attributes of a restaurant but also on the mutual interaction between diners and the restaurant and the customer's demographic and personality profiles.

7.2.2 Results from Study Two and Three

The findings from study 2 and 3 indicated more than half of the respondents questioned would like to attend a gourmet or winery tour. This desire was confirmed by respondents from both China and Australia, meaning that both nationalities are interested in sampling the other country's food and drink. This finding supports Quan and Wang's (2004) study that food could be the main purpose for some tourists to travel. Here food resources such as gourmet tours, winery visits, food-related infrastructure, attractions and food-related event activities may appeal to tourists and local residents alike.

Studies 2 and 3 incorporated the concepts of novelty seeking behaviour and risk perceptions as tools to further examine how they influence people's travel style and dining decisions. Different dining groups were identified from the Chinese and Australian respondents based

largely on their attitudes towards novelty seeking, risk perceptions and food activity preferences.

The same questions were asked to both Chinese and Australian respondents. Some common views were stressed in study 2 (Chinese respondents) and study 3 (Australian respondents). Firstly the most appealing attribute of a particular restaurant was not necessarily the attribute which would influence respondent's final dining decisions. Secondly in each country, the most popular dining outlets were the food courts and the respective authentic style restaurants. These findings were consistent with the first study in that people had their best food experience mostly while experiencing a variety of foods such as in a food court situation.

7.2.3 Results from Study Four

Study 4 was a cross cultural comparison combining the data from studies 2 and 3. Here the data was compared and contrasted for each question ~ such as the most appealing factor in each restaurant scenario and the respondents' likelihood to dine in that type of restaurant. Study 4 explored the dimensions of novelty seeking behaviour and risk perceptions and how these traits influenced each culture's dining preferences. The similarities and dissimilarities were identified between the two cultures.

7.2.3.1 Novelty Seeking Comparisons between Two Nationalities

A key of this study identified how both nationalities consider social contact as being very important while travelling. Recalling Richards (2002) where he expressed eating together may be of greater importance while on holidays and take on an even stronger social function, the findings of this thesis emphasize and reinforce the social function of food across cultures.

Australians, were interested in trying new or different products and making friends with locals more so than the Chinese were. Compared to other tourism attractions, food provides tourists with opportunities to experience cultural styles of exotic cuisine set in traditional environments, and opportunities to learn about food habits from differing ethnic groups (Elmont,1995). The results showed how the Chinese were in fact very curious of Western culture and were keen to experience Western food, customs and lifestyle. This finding was similar to Pan and Laws (2001) who also mentioned that the Chinese were eager to sample Western culture. The majority of Chinese respondents indicated that it was not important whether or not they dined in a high-level restaurant.

Chinese respondents also had higher agreement on most of the statements in the Food Activity Preference scale, but interestingly Australians gave higher ratings in the ‘food culture’ dimension and ‘local beverage’ dimension. This information is in line with that of Tourism Queensland (2006) which found food tourism includes all unique and memorable food experiences, not just at 5 star rated or critically acclaimed restaurants but at all dining establishments including the enjoyment of local beverages.

7.2.3.2 Risk Perception Comparison between Two Nationalities

The communication risk dimension was of concern to most Chinese respondents. This finding was consistent with Han’s (2005) work that communication risk does exist as one of the dimensions of perceived risk in vacationing at international destinations. Particularly, individuals perceive a higher level of overall risk when they travel to international destinations where they cannot communicate in their native language. Australian respondent by contrast were concerned more with ‘health risks’ while they travel. Rozin et al. (1999) also reported substantial country differences in attitudes towards food and health. Banotai

(2003) indicated that guests in restaurants associated the appearance of the establishment with potential concerns about food safety.

7.3 Implications of the Studies

This section presents several implications drawn from the results of this dissertation. Firstly, managerial implications are discussed which provide beneficial findings to destination marketers and promoters. Then the theoretical implications are analysed to consider the contributions this study has made to the existing body of knowledge.

7.3.1 Managerial Implications

The thesis findings show that people try new food mainly based on their curiosity and popularity. It implies that food service providers should be creative to arouse people's curiosity of national or regional cuisine. This could be done by emphasizing the unique ingredients, cooking styles or healthy and nutritious food information attached to a particular region. Additionally, service providers should develop a good food reputation, as word of mouth is an important channel for promoting favourite or memorable destinations.

The thesis findings revealed some positive (e.g. 'Great international cuisine', 'nice BBQ' etc) and negative (e.g. 'Nothing belongs here', 'don't know any typical food of Australia') comments about Australian food. Here management could take advantage of positive comments to shape a good food image, but try also, to remove the negative impression tourists have of food while travelling. Kastenholtz (2000) drew our attention to the prospect that poor food experiences are of worthy concern. The negative image may deter potential tourists from visiting a particular destination. Frochot (2003) viewed food as a potential theme to sharpen a destination's image and ascertain its uniqueness. In addition, food has been proven to be an important means of selling the identity and culture of a destination

(Jones & Jenkins, 2002).

The thesis found that the younger respondents were more likely to try ethnic food than the older respondents. This finding is in accordance with Yiannakis and Gibson (1992) who found that preference for risk ~ as related to tourism ~ decreases with age. This thesis found that age is definitely an identifiable variable for the dining market. This finding provides useful information to tourism management in that it allows decisions to be made in relation to the catering needs of their target market taking age into account.

The thesis revealed how many potential travellers take great interest in food activities while on holidays. Hence, special interest tours may provide a variety of activities involving tourist participation to incite curiosity and patronage. This finding is in line with Getz and Frisby (1988) who revealed how a food festival is the second-most commonly held event next to contests. Chinese and Australian tourism management could perhaps place more emphasis on culinary events and their catering aspects to draw people's attention.

Restaurant meals provide a great opportunity to connect with the host culture. Either way, such dining experiences may be a pleasurable event or a tourist's nightmare. In order to ensure that tourists leave with positive impressions in mind, tourism management should perhaps offer different food activities based on tourists' different levels of novelty seeking and risk levels. In order to help tourists associate themselves with the particular culture or destination, management should encourage the tourists to sample the local food and drink by making visitors feel more comfortable. This could be achieved by alleviating some of the anxieties associated with risk perceptions (e.g. include picture menus).

The statement of 'I prefer purchasing local products to take back home' was the favourite food activity for Chinese respondents. This finding was consistent with Tse (1996) who commented that Chinese people mostly use consumption activities as a means to foster social relationships. Similarly, Richards (2002) argued consumption of food and drink is not only important at the destination, but that food and drink can also be taken home as a souvenir to remind tourists of their experiences. As tourists come into an area, some like to eat from local outlets while others like to buy local products to take back home. Tapping into the logic behind tourist's dining preferences represents an ideal opportunity for service providers to satisfy this market desire. Hospitality management could do this by adding culinary souvenirs to their marketing strategies.

7.3.2 Theoretical Implications

Three consumer groups were identified in relation to dining attitudes based on respondent's attitudes towards food when travelling to another country. These were; low-involvement diners (LID), middle-involvement diners (MID) and high-involvement diners (HID). The thesis findings indicated that more Chinese were in the Low-involvement diners group. However it is not appropriate to conclude that Chinese respondents are un-inclined to accept unfamiliar food. To the contrary, Study 2 showed that Chinese respondents were more adventurous towards novelty seeking on food than Australians.

Dann (1993) cautioned that culture should not be used as a sole discriminating variable. He proposed that alternative factors such as personality traits, lifestyles, status and wealth could also be used. Therefore, this thesis engaged a cultural comparison which combined other variables in order to understand the market. The thesis did this by investigating the cultural differences derived from novelty seeking behaviour, risk perceptions, demographic variables

and past travel experiences.

Gandhi-Arora and Shaw (2000) explained how novelty seeking behaviour had been found to be particularly important in the tourism context. Fuchs and Reichel (2004) argue one of the main factors influencing purchasing decisions of tourist products is risk perception. This research project took those researchers' points and combined those variables into a matrix which provided a better understand of the tourist dining market.

This thesis found that the most appealing and influential attributes will vary with each type of restaurant. This is very much linked with Auty's (1992) findings where restaurant type influences the order of choice criteria and that the occasion for dining out affects the ranking of variables. Kivela et al.'s (1997b) findings were similar to Auty's findings where the customers' preferences varied considerably by restaurant type and occasion. Interestingly however, this thesis found that the 'occasion factor' seems less likely to affect people's food experiences which, is in contrast with those author's findings. This researcher presumes that the different result from the other authors is due to the fact that this research project confined the 'dining occasion' to respondents only while they were on holidays in a different country. Although it could be considered that travelling overseas would be a special occasion, factors like birthdays or anniversaries were not part of the equation and therefore the 'occasion factor' had no bearing on this dissertation's results.

This thesis identified that Australians had more travel experience than the Chinese. More Australians prefer self-arranged trips and travelling with a partner but Chinese prefer an inclusive trip (arranged by a travel agent) and travelling with family. Crotts and Erdmann (2000) found that tourists from the high-uncertainty avoidance group travelled alone

significantly less often, and travelled more with business associates and friends in organized groups than those from the medium-uncertainty group.

This thesis also determined that Chinese respondents had higher risk perceptions than Australians, particularly in the 'psychological risk' and 'value risk' dimensions. Weber and Hsee (1998) claimed that the apparent differences in risk preferences can be associated primarily with cultural differences. Therefore the application of risk perception facilitates a better understanding of how consumers' food preferences vary between nations.

The Australian Organized Comfort Seekers had the highest perception of risk in the communication dimension but Australian Explorers had the highest risk perception in the health dimension. However, this finding is not consistent with Lepp and Gibson (2003) where they found that organized mass tourists and independent tourists perceived a higher level of risk related to health than explorers and drifters. They argued that organized mass tourists were more concerned with risk related to terrorism and strange food than the other two groups. Perhaps the Explorers in this study were more likely to dine in 'risky' restaurants therefore, were more concerned about their health.

Chinese respondents had higher agreement on most of the statements in the Food Activity Preference scale, implying that Chinese had higher novelty seeking preferences with respect to food. However, they also had higher perceptions of risk concerning food. It seems to imply that people who had high novelty seeking propensities were also more likely to pay attention to the risk factors. Consequently, the Chinese gave higher ratings in both novelty seeking and risk perception categories. Therefore, local cuisine may be more appealing to Chinese visitors provided their risk perceptions are minimized.

Pizam et al.(2004) conducted a study on the relationship between the sensation seeking and risk perception characteristics and concluded that risk perception is correlated to novelty seeking behaviour however the two paradigms are not the same as each other. Therefore, making use of such studies by tourism management employing a combination of novelty seeking and risk perception concepts would facilitate a better understanding of the target market.

7.4 Limitations of the Studies

A number of limitations in each study can be recognized, though this does not necessarily mean these limitations invalidate the findings. The limitations of the studies reported here are not meant to negate the cumulative effort of the research undertaken, but rather are an acknowledgement of the directions in which the work could be improved on future occasions.

The limitation of the first study lies mostly in the nature of the data. The limited data prevented the researcher from more sophisticated statistical analysis. Moreover, it was more difficult to obtain information from the Chinese compared to Western tourists as they tended to travel in large groups making it difficult to approach them individually. Therefore, only low numbers of Chinese respondents provided feedback in the first study. Any future survey may need to consider another method in order to approach mass market tourists.

In addition the study generated a number of interesting results; the results should be treated with caution, as they may not accurately reflect the views of the entire population.

In study 2 and 3, Snow-ball sampling was employed due to time, cost constraints and anticipated response rates, so the findings may not be applied with absolute certainty to the general population. These studies made use of visual imagery to convey different restaurant type scenarios to respondents. While it has been argued that a visual approach is more efficient to assess encounter reactions than descriptive text, it still needs to be verified by more future research.

In study 4, a cultural comparison was employed to analyse data from Australian and Chinese respondents. The different stages of socio-political and economic development between Australia and China may have influenced results when comparing the two nation's food preferences. Also, knowing that the sample potentially had some biases in terms of demographics, the conclusions should be applied to the general population with caution.

7.5 Future Research Directions

Despite some important findings, certain limitations of the study were identified. Here future research is suggested to overcome the limitations of this study. Different methodological approaches for data collection need to be taken into account for future research. This study compared Australian and Chinese responses, it is suggested that in future, comparisons of two countries should be conducted with similar levels of socio-political, economic and tourism development. It would at least allow for a more level playing field for the comparison ~ comparing apples with apples and not apples with oranges, so to speak. The fact that different levels of development and incomes exist between the two cultures, it might have had a bearing on respondents' attitudes and preferences towards visiting the dearer establishments. Notwithstanding that shortfall, future research may use the same formula to investigate people's food preferences in other Western and Asian countries.

The current study focused on people's dining preferences when they travel to another country. Michalsky (1991) indicated that patrons dine differently while on vacation. Interestingly, Uriely and Yaniv (2006) analysed tourists' perception of drug use /substance abuse, as being less perilous in the context of tourism than in routine daily life. Some further issues of dining preferences between daily routine and holidays could also be explored.

The current study examined people's dining preferences but did not concentrate on culinary tourism. A further survey could contribute to the special interest-food tourism market, such as cooking school holiday makers and specialty food festival events.

7.6 Thesis Conclusion

7.6.1 Study 1-Objectives and Conclusions

The objective of Study One was to explore tourists' food experiences in Australia, including a best, worst and ideal food experiences. From this study of the food experience, there was no actual single factor that produced a best, worst or ideal food experience. The study sought to determine if there were differences in attitude towards food across groups while travelling. The findings obtained in this study included the following:

1. Food style, flavour, variety, service quality, hygiene, price, convenience and atmosphere were identified as playing an important role in influencing and determining tourists' dining satisfaction while travelling.
2. The common sub-themes discussed in this study (including daily eating habits and attitudes towards food while travelling) demonstrated the complexity of tourists' dining behaviour.
3. Three dining groups (HID, MID and LID) were identified and the results indicated that they were significantly different in the frequencies of eating ethnic food in relation to age.

4. Cultural differences were not discernable between nationalities due to the small sample size. (Study 4 provided a more comprehensive cultural comparison of food preferences.)

7.6.2 Study 2-Objectives and Conclusions

The second study of this thesis used a more structured questionnaire to examine potential Chinese tourists' preferences if they travelled to Australia. It included Chinese respondents' travel preferences, and attitudes towards food, taking risk perceptions and variety seeking characteristics into account. With the assistance of visual images, different restaurant scenarios were provided to respondents in order to deduce what factors would influence their future dining decision. In particular, the study combined the ITR and FAP scales to categorise the distinct diners' market. Some significant findings are summarized in Table 7.1.

Table 7.1 Summary of Three Chinese Clusters

3 Clusters of Chinese Respondents		Organized Comfort Seekers (OCS)	Explorers (E)	Familiarity Seeking Generalists (FSG)
Demographics		More females More 41-50 age group More high school or below education More income in 1500-2999 RMB bracket	More males Majority 21-30 age group Majority studying at University More respondents with no income	More males More 41-50 age group More graduates from University More income in 3000-4499 RMB bracket
Travel Style		More inclusive travel arrangements With family	Some travel arrangements provided and self-arranged More with friends	Mixture of some self-arrangements with inclusive packages More generally with a partner
Risk Perception		Middle	Lowest	Highest
Appealing Attributes in Restaurant	Most appealing attribute	Except for the exotic high-level, and the pub restaurant scenarios, the three groups were in agreement with the most appealing attributes		
	Significant differences	Lowest in ratings	Middle in ratings	Highest in ratings
Influential Attributes in Restaurant	Most influential	Concerned more with price	Concerned more with flavour	Concerned more with hygiene
	Significant differences	Middle ratings	Lowest ratings	Highest ratings

Three Chinese groups were identified and some dissimilarities with regard to demographics, travel style, risk perception and restaurant preferences were ascertainable. The study distinguished the relationship of the most appealing and influential factors which help determine the choice of restaurant. The study brought to attention both positive and negative information by highlighting which factors motivate or restrain respondents' dining choices. These results suggest that there were some interesting dining preferences and decisions for each cluster.

7.6.3 Study 3-Objectives and Conclusions

Study 3 applied the same methodology of the second study to investigate potential Australian tourists' food preferences when travelling to China. There were some significant findings which are summarized in Tables 7.2.

The study identified two distinct groups from Australian respondents based on the ITR and FAP scales, the differences were demonstrated with regard to the demographics, travel style, risk perceptions and restaurant preferences. Generally, the Organized Comfort Seekers perceived higher risk over that of the Explorers. Again, findings indicated that the most appealing factor of a particular restaurant was not necessarily the factor which influenced the final dining decision. The results suggested that there were some distinct preferences between clusters.

Table 7.2 Summary of Two Australian Clusters

Two Clusters of Australian Respondents		Organized Comfort Seekers	Explorers
Demographics		More females More university graduates	More males More postgraduates or above
Travel style		Less travel experienced More some travel arrangements Prefer travelling with family	More travel experienced More independent trip arrangements Prefer travelling with a partner
Risk perception		Higher ratings	Lower ratings
Appealing attributes in restaurant	Most appealing	Except with the international hotel, local fast food, and street vendor restaurant scenarios, clusters were in agreement with the most appealing attributes for the other 7 scenarios	
	Significant differences	Most attributes were rated lower by this cluster	Most attributes were rated higher by this cluster
Influential attributes in restaurant	Most influential attribute	Concern with price	Concerned with price
	Significant differences	Higher ratings	Lower ratings

7.6.4 Study 4 Objectives and Conclusions

Study 4 combined the second and third studies to determine whether there were any differences between Australian and Chinese respondents' decisions in relation to their travel style and dining preferences. This fourth study was particularly interested in the cultural differences. The findings of the study are summarized in the Tables 7.3 and 7.4.

Table 7.3 Summary of Comparisons of Two Nationalities

Comparison of Nationalities	Australians	Chinese
Demographics	More females More graduated from university & postgraduates or above	More males More studying in university & graduated from university
Travel style	More travel experienced Prefer partially packaged tour or independent travel Prefer travelling with a partner	Less travel experienced Prefer partially packaged tour or inclusive packaged tour Prefer travelling with family
Risk perception	Lower ratings Concerned 'health' more	Higher ratings Concerned 'communication' more
Appealing attributes (Significant differences)	The exotic fast food, tour group, local fast food and authentic style restaurant scenarios were more appealing to Australians	The local high-level, international hotel chain, international fast food, food court, exotic high-level and the pubs scenarios were more appealing to Chinese
Influential attribute (Significant differences)	Higher ratings. Food style and atmosphere were more influential	Lower ratings. Food style and flavour were more influential
Future dining preferences	The local fast food, authentic style restaurant, and the food court	The food court, the local high-level, and the authentic style restaurant

In summary, Chinese respondents rated higher on both novelty seeking and risk perceptions with regard to travel style and food activities. Food style and flavour were more influential to their future dining decisions. Atmosphere was taken as the most appealing attribute in any high-level or Western style restaurant scenario. In respect to future dining intention, when Chinese respondents come to Australia, the most popular dining outlet would be the food court, followed by the local high-level (Western style) restaurant and then the authentic (Australian style) restaurant. For Australians, food style and atmosphere were identified as the major attributes to influence future dining decisions. They would be more likely to visit the local fast food followed by the authentic style restaurant when they travel in China.

Table 7.4 Summary of what the Studies Examined and the Major Findings

Summary of Studies			
Survey Target	Study 1: Post-dining experiences (tourists in Cairns)	Study 2&3: Pre-travel preferences Study 2:(Potential Chinese to Australia) Study 3: (Potential Australians to China)	Study 4: Cultural comparison: combination of study 2 and study 3
Objectives of Research	1.What factors mainly influence tourists' level of satisfaction with respect to food experiences 2. What are tourists' food preferences and patterns, including the food image of Australia 3. Based on the attitudes towards food, if tourists can be grouped into distinct segments	1.Examine respondents' travel preferences, attitudes towards food taking novelty seeking and risk perceptions into account 2.Categorise distinct groups based on ITR &FAP scales 3.Explore any differences between resulting groups with regard to the food risk and restaurant choices	1. Examine the differences between Australians and Chinese with respect to the ITR, FAP scales, and food risk perceptions 2. Examine the differences between Australians and Chinese with respect to food preferences and dining intention for varying restaurant scenarios.
Major Findings	1. Food style, flavour, variety, service, hygiene, price, convenience and atmosphere were summarized as major factors to influence tourists' food experiences. 2. Curiosity & popularity were the two major reasons for trying new food. 3. There were positive and negative comments about Australian food. 4. LID, MID, HID groups were identified based on the food attitude and HID had higher likelihood to sample new foods than the others. Also, HID were more likely to eat ethnic food.	1. Base on the ITR and FAP scales, three clusters were identified from Chinese respondents (OCS, E, FSG) and two clusters from Australian respondents (OCS & E). 2. The social function was taken as the most important matter while travelling. 3. The communication risk was perceived higher while travelling. 4.The most appealing attribute in numerous restaurant scenarios was perceived consistently by different clusters, while the most influential attribute was diversely perceived. 5. The most appealing attribute was often not the most influential attribute. 6. A gourmet tour can become a pull factor for drawing tourists' travel interests.	*Australian respondents 1. Had more travel experiences and preferred more independent trip arrangements. 2. Local beverage would be an appealing attraction. 3. Perceived the health risk most. 4. The priorities of their future dining intention were followed: the local fast food, authentic style and the food court. *Chinese respondents 1.Had both higher perceptions in novelty seeking and risk with regard to travel style and food preferences. 2. Purchasing local products to take back home' was their favourite food activity. 3. Perceived the communication risk highest. 4. More likely to dine at the food court, the local high-level, and any authentic style restaurant when in Australia.

7.7 Contributions of this Thesis

This thesis contributed to food tourism studies by incorporating novelty seeking behaviour and risk perceptions into a cross cultural comparison. The results of this multi-dimensional thesis have strong links to the findings of other researchers. This study has fulfilled some agenda items for tourism research identified by Pizam et al., (2004) as discussed in Chapter 2. In detail, they suggested the constructs of risk perception and novelty seeking behaviour are correlated but they were not necessarily the same. Additionally, Niininen, Szivas, and Riley (2004) indicated that it was difficult to predict what type of destination the traveller would prefer. The complication was that the degree of perceived novelty is a unique phenomenon for each individual. In order to fully understand the motivation and behaviour of tourists this thesis considered both concepts of novelty seeking behaviour and risk perceptions under differing restaurant scenarios with the added dimension of a cross cultural comparison.

This thesis helped to solve these objectives.

1. The initial contribution of this research was to fill the research gaps about tourists' dining behaviour. Fields (2002) pointed out that there were large gaps in understanding consumer behaviour especially with regards to food in the context of leisure and tourism. Also, Telfer and Wall (1996), Smith and Hall (2003) and Shenoy (2005) mentioned that this area of study in food tourism was limited and 'the picture we had of the food tourist remained vague'.
2. There were some established concepts that were not predominantly studied within the context of the food tourism market.
 - a. One concept in this regard was expanding the understanding of risk perception and novelty seeking behaviour related to dining decisions. Pizam (2004)

emphasized that it is necessary to consider consumers' risk perception as well as their sensation seeking propensities in order to fully understand the motivation and behaviour of tourists. He suggested a future survey to consider both those variables. Fuchs and Reichel (2004) believed that exploring the possible connection between risk perception and sensation seeking behaviour could contribute to our understanding of why tourists behave the way they do and what factors determine their choice of destination. This study utilized a combination of risk taking and novelty seeking variables to understand how those traits influence tourism activities and food preferences. Moreover, the study also confirmed the existence of the 'culture factor' influencing dining decisions in relation to novelty seeking, risk perception and restaurant scenario preferences. The findings support the notion by several researchers (Nield, Kozak, & Le Grys 2000; Becken & Gnoth 2004) that there are considerable differences between national groups with regard to perceptions of some attributes of food service. Also, Reisinger and Mavondo (2005) suggested that there was a strong relationship between travel risk perceptions, and that studies of travel decision-making should include an analysis of cultural (external variable) and psychographic factors (internal variable) (Moutinho, 1987). This thesis reaffirmed how careful consideration must be given to the food service product offered to tourists of different nationalities. This thesis showed how culturally diverse visitors will be the future targets of the tourism industry, hence studies such as this one, making comparisons between Chinese and Australians provides invaluable information to further expand marketing opportunities.

- b. The research reconfirmed that the ITR scale is a useful instrument for categorising different groups. Mo et al. (1994; 1993) showed how the ITR scale is useful in effectively categorising the international tourism market. The concept of market segmentation in foodservice operations, particularly within tourist resorts, was a relatively neglected issue (Reisinger & Turner, 2002a). The current study recognised their points, and incorporated both internal (novelty seeking and risk taking) and external variables (culture and demographics) to identify distinct groups within the dining market. The findings provide useful information for restaurant and tourism management by presenting a more clear understanding of their target markets.
- c. The first study built upon Yüksel and Yüksel's (2002b) point that consumers may not know how important a particularly feature is in their decision until they actually experience the feature. The study investigated tourists' best, worst and ideal food experiences to identify the major attributes that help determine satisfaction with tourists' food experiences when travelling.
- d. The communication risk dimension was of concern to Chinese respondents and most Australian respondents. This finding was consistent with Han's (2005) work that communication risk does exist as one of the dimensions of perceived risk in vacationing at international destinations. Cohen and Avieli (2004) concluded that a common reason for the tourists' avoidance of local culinary establishments, even if they desired to visit them, was their difficulties in identifying and ordering local dishes due mainly to language barriers. To alleviate these anxieties this thesis suggests that picture menus or

bi-lingual menus or bi-lingual staff be used more extensively where foreign tourists are targeted.

2. Some practical implications for tourism management can be drawn from the study findings particularly with respect to dining encounters.
 - a. The findings of the first study identified the two major reasons for trying new food, these were curiosity and popularity. Restaurant management can apply the curiosity concept to target groups who might be interested in experiencing local food and culture ~ this could be symbolic of the quality lifestyle or act as a sociability function. On the other hand, the popularity of a local product or cuisine could be promoted to encourage tourists to visit and sample the product for themselves. Here the psychological identity function of impressing others through dining and travel experiences helps to declare status. For either curiosity or popularity reasons, hospitality management can exploit these psychological traits to promote their business.
 - b. Communication risk was perceived as a negative factor for impacting upon international tourists' future dining intention, hence management should relieve or minimize the tourist's anxieties and insecurities as much as possible. To encourage those tourists who struggle with communication risks to try new foods, strategies like making picture menus or bi-lingual menus available for potential customers might help persuade them to overcome their fears.

- c. Illness or a bad stomach might spoil an entire trip. If people get sick from contaminated food or by having something unfamiliar it negates the desire to eat in more adventurous settings or try new foods. Potential health problems were identified as a major inhibitor for not trying local cuisine. If hospitality management fully appreciate these risk perceptions they may be better equipped to relieve the tourist's anxieties. This might be as simple as implementing higher standards of hygiene or presenting customers with a clean and tidy shop front. While hygiene matters were of more concern for Australian visitors to China, nevertheless hospitality management in both countries should be made aware of the economic drawbacks of lost patronage in the absence of clean and aesthetic surroundings and hygienic food preparation.
- d. Entertainment, social contact, and dining are important aspects of lifestyle and international travel. Food provides extra opportunities for tourists to have more memorable and enjoyable holiday experiences. Cultural traits are regarded as major external factors contributing to tourist behaviour. The sociability function of food provides opportunities for cultures to intermingle. Consuming local food and drink is a typical way of coming into contact with the local population and positive experiences contribute to the level of tourist satisfaction which leads to return visits or promotion by word of mouth. Hence tourism management could provide more opportunities for experiencing the novelty of local culture by designing local representative products to satisfy tourist's desires. These products can include dining experiences that promote local food and drink as well as culinary souvenirs to take back home.

- e. The result demonstrated that the most appealing attribute of a restaurant was not often the attribute that influenced the final dining decision. The findings suggest that the appealing attributes of a dining establishment would be more relevant to the level of dining satisfaction whereas the influential attributes are the factors which attract visitors in the first place. Therefore hospitality management should pay attention to both appealing and influential attributes but concentrate on the influential attributes of their establishments to attract customers. Once they have the customers, then they can concentrate on providing them with a satisfying and hopefully memorable experience.

- f. The findings indicated that potential tourists have a strong desire to experience different cultures by either sampling local cuisine through various outlets or participating in a gourmet trip of some description. Hence there are many opportunities available to improve food related infrastructure, attractions or food event activities in order to satisfy the interests of the different groups of tourists.

7.8 Final Remark

By using novelty seeking behaviour, risk perception measurements and a cross cultural comparison, this thesis made an empirical contribution to a body of tourism knowledge. The thesis provided an insight into people's attitudes, food preferences and dining choices when travelling from Australia to China and vice versa. The thesis found that culture and behavioural characteristics play an important role in understanding the complexities of the tourist market. And that for tourism management to capitalise on the tourist market they

should focus their attention first by attracting tourists by promoting the influential attributes of their particular type of dining establishment, and then secondly by fulfilling the expectations of tourists by ensuring the appeal factors are adequately provided for.

For hospitality management to effectively meet market needs in the most economic manner, it is essential that they understand the various types of tourists, decide which category of tourist their establishment is best suited, and then promote the factor which most influences the traveller's final dining decision. If both influential and appealing attributes are adequately met at the dining experience, then the tourist should be satisfied with their choice of restaurant. Satisfied tourists often return to favourite destinations and/or tell their friends about the good experiences they had at a particular place thus encouraging other visitors to venture to the same place. *Ceteris paribus*, if hospitality management can achieve the goal of satisfying consumer demand in such a manner that it results in repeat or increased business, then they must be considered a success.

(End)

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Appendix A

Ethics Approval Letters

ETHICS REVIEW COMMITTEE Human Ethics Sub-Committee APPROVAL FOR RESEARCH OR TEACHING INVOLVING HUMAN SUBJECTS					
PRINCIPAL INVESTIGATOR		Shu-yun Chang			
SUPERVISORS		Dr Laurie Murphy, Professor Philip Pearce			
SCHOOL		Business			
PROJECT TITLE		Consumer preferences towards food tourism : cross cultural comparison and risk perception application			
APPROVAL DATE	6 Dec 2004	EXPIRY DATE	31 Dec 2006		
		CATEGORY	1		
<p>This project has been allocated Ethics Approval Number with the following conditions:</p> <ol style="list-style-type: none"> All subsequent records and correspondence relating to this project must refer to this number. That there is NO departure from the approved protocols unless prior approval has been sought from the Human Ethics Sub-Committee. The Principal Investigator must advise the responsible Ethics Monitor appointed by the Ethics Review Committee: <ul style="list-style-type: none"> periodically of the progress of the project; when the project is completed, suspended or prematurely terminated for any reason; if serious or adverse effects on participants occur; and if any unforeseen events occur that might affect continued ethical acceptability of the project. In compliance with the National Health and Medical Research Council (NHMRC) "<i>National Statement on Ethical Conduct in Research Involving Humans</i>" (1999), it is MANDATORY that you provide an annual report on the progress and conduct of your project. This report must detail compliance with approvals granted and any unexpected events or serious adverse effects that may have occurred during the study. 			<table border="1"> <tr> <td style="padding: 5px;">H</td> <td style="padding: 5px;">1943</td> </tr> </table>	H	1943
H	1943				
NAME OF RESPONSIBLE MONITOR		Moscardo, Dr Gianna			
EMAIL ADDRESS:		gianna.moscardo@jcu.edu.au			
ASSESSED AT MEETING		Date: 24 Nov 2004			
APPROVED		Date: 6 Dec 2004			
[forwarded by email without signature]					
Tina Langford Ethics Administrator Research Office Tina.Langford@jcu.edu.au		Date: 6 December 2004			

ETHICS REVIEW COMMITTEE Human Ethics Committee <i>APPROVAL FOR RESEARCH OR TEACHING INVOLVING HUMAN SUBJECTS</i>					
PRINCIPAL INVESTIGATOR		Shu-yun Chang			
SUPERVISORS		Dr Laurie Murphy, Professor Philip Pearce			
SCHOOL		Business			
PROJECT TITLE		Consumer preferences towards food tourism: cross-cultural comparison and risk-perception application			
APPROVAL DATE	19 Oct 2005	EXPIRY DATE	31 Mar 2006		
		CATEGORY	1		
<p>This project has been allocated Ethics Approval Number with the following conditions:</p> <ol style="list-style-type: none"> All subsequent records and correspondence relating to this project must refer to this number. That there is NO departure from the approved protocols unless prior approval has been sought from the Human Ethics Committee. The Principal Investigator must advise the responsible Ethics Monitor appointed by the Ethics Review Committee: <ul style="list-style-type: none"> periodically of the progress of the project; when the project is completed, suspended or prematurely terminated for any reason; if serious or adverse effects on participants occur; and if any unforeseen events occur that might affect continued ethical acceptability of the project. In compliance with the National Health and Medical Research Council (NHMRC) "<i>National Statement on Ethical Conduct in Research Involving Humans</i>" (1999), it is MANDATORY that you provide an annual report on the progress and conduct of your project. This report must detail compliance with approvals granted and any unexpected events or serious adverse effects that may have occurred during the study. 			<table border="1" style="width: 100%;"> <tr> <td style="text-align: center; font-weight: bold;">H</td> <td style="text-align: center; font-weight: bold;">2181</td> </tr> </table>	H	2181
H	2181				
NAME OF RESPONSIBLE MONITOR		Roberts, John			
EMAIL ADDRESS:		john.roberts@jcu.edu.au			
ASSESSED AT MEETING		Date: 28 Sep 2005			
APPROVED		Date: 19 Oct 2005			
Associate Professor Peter Leggat Chair, Human Ethics Committee					
Tina Langford Ethics Officer Research Office Tina.Langford@jcu.edu.au		Date: 24 April 2007			

Appendix B

Preliminary questionnaire for international visitors to Australia

Dear Sir/ Madam:

This survey is a part of a PhD. Dissertation in tourism at James Cook University. The survey seeks to collect information on the food experiences of tourists' visiting Australia including their best, worst and ideal experiences.

You have been chosen because you can provide important information to help improve the service quality of food tourism. Your participation in filling out this survey is completely voluntary. Your individual responses will remain anonymous. We expect that the survey will take 15 minutes of your time.

We would very much appreciate your assistance in completing the survey. Should you have any questions or comments, please do not hesitate to contact us as per the details given at the end of this page

We greatly appreciate your support and thank you in advance for your cooperation.

Yours sincerely,.....

Shu-Yun Chang
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The importance of food as part of the tourism experience is increasingly being recognised. The purpose of this study is to explore the role that food plays in your travel experience in Australia and to identify factors that influence satisfaction with your dining experiences. The information will provide useful insight into how restaurants and other tourist businesses can improve their service quality with respect to food and beverage delivery.

Section 1

1. Please describe the best food experience you have had on your holiday so far in Australia? Tell us:

- Where it was,
- Who you were with,
- Was it a special occasion,
- What was the ambience like,
- What did you eat
- And any other important details that contributed to making it a memorable experience.

2. Please describe the worst food experience you have had on your holiday so far in Australia? Tell us:

- Where it was,
- Who you were with,
- Was it a special occasion,
- What was the ambience like,
- What did you eat
- And any other important details that contributed to making it a memorable experience

3. Please describe what an ideal food experience is that you would like to have during your holiday in Australia? Tell us:

- Where would it be.
- Who would you be with.....
- Would it be a special occasion.....
- What would the ambience be like
- what would you eat.....

And any other important details that would contribute to making it a memorable experience

Section 2

1. In your daily life at home, how often do you eat food from ethnic backgrounds other than your own?

Never at least once a month at least once a week other (specify)

2. In your daily life at home, how often do you eat out at restaurants?

Never Once a month at least once a week other (specify)

3. List your 3 favourite types of food (eg. Italian, Mexican, Indian...)

1. Why?.....
2. Why?.....
3. Why?.....

4. List 3 specific dishes or meals you would like to try (but you haven't tried before)?
(eg. Sushi, tandoori chicken)
1. Why?.....
2. Why?.....
3. Why?.....
5. Please list any types of food or specific dishes you are not interested in trying?
(eg. Indian curry, sashimi, octopus)
1. Why?.....
2. Why?.....
3. Why?.....
4. Why?.....
6. When you think of Australia, what types of food come to mind?
-
-
7. Which of the following statements best describes your attitude towards food while travelling?
- The type of food I eat is not important to my travel experience
- I like to eat food that I am familiar with while travelling
- I enjoy trying different foods when I travel
- Trying new foods as an integral part of the travel experience
8. How many trips have you taken in the past 5 years to or within:
1. Asia 4. Africa.....
2. Europe..... 5. Americas.....
3. Other areas

Section 3

1. In which country do you live?
2. What is your nationality?
3. Gender: Male Female
4. Age.....
5. Marital status? single married other.....
6. Highest education
7. Occupation
8. What is the purpose of your trip to Australia?
- Holiday Study
- Business Visiting friends and relatives
- Other (specify)



饮食的重要性，对观光客在旅游经验中所扮演的角色与日俱增。本研究的目的是在探讨当你在澳大利亚旅游时的饮食经验，并且将了解您用餐满意度的重要因素。您宝贵的意见将能提供餐饮业者以及相关观光企业提升用餐服务的品质，并增进您的用餐满意度。

第一部分：

一、迄今为止，您在澳大利亚最满意的用餐经验，包括：

1. 在何处?
2. 与谁在一起?
3. 在何种特殊场合?
4. 在什么样的气氛?
5. 享用何种食物?
6. 其他令您难以忘怀的细节是什么?

二、迄今为止，您在澳大利亚最不满意的用餐经验，包括：

1. 在何处?
2. 与谁在一起?
3. 在何种特殊场合?
4. 在什么样的气氛?
5. 享用何种食物?
6. 其他令您难以忘怀的细节是什么?

三、将来您在旅游时，请描述您心目中理想的饮食活动为何？包括：

1. 可能在何处?
2. 可能与谁在一起?
3. 可能会在何种场合?
4. 会在什么样的气氛?
5. 您可能会享用何种食物?
6. 其他将会使您难以忘怀的是什么?

第二部分：

一、在您日常家居生活中，您享用不同风味菜肴的频率是多少？

1. 从没有
2. 每月至少一次
3. 每周至少一次
4. 其它（请详细列出）

二、在您日常家居生活中，您出外到餐厅就餐的频率是：

1. 从没有
2. 每月至少一次
3. 每周至少一次
4. 其它（请详细列出）

四、请列出您最喜欢的三种不同风味的食物（例如：意大利,墨西哥,印度）

- 1.....; 为什么?
- 2.....; 为什么?
- 3.....; 为什么?

五、请列出您想品尝但过去未曾尝试过的3种菜肴的名称(例如:寿司, ...)

1.; 为什么?
2.; 为什么?
3.; 为什么?

六、请列出你最不想尝试的菜肴或者食物的名称

1.; 为什么?
2.; 为什么?
3.; 为什么?

七、澳大利亚能让您联想起何种食物?

八、当您在旅游时,下列描述中,哪一个最能表达您对饮食的态度?(请只勾选一项)

1. 在我的旅游经验中,食物的品种是不重要的
2. 当旅游时,我喜欢吃我熟悉的食物
3. 当旅游时,我喜欢尝试不同风味的食物。
4. 品尝不同风味的食物,是旅游经验中的一部分

九、在过去五年内(包含五年),您曾经到过下列地区的次数:

- | | | | |
|--------|--------------------------|------|--------------------------|
| 1. 亚洲 | <input type="checkbox"/> | 2 非洲 | <input type="checkbox"/> |
| 3 欧洲 | <input type="checkbox"/> | 4 美洲 | <input type="checkbox"/> |
| 5 其他地区 | | | |

第三部分:

1. 你居住在哪个国家:
2. 您的国籍:
3. 性别: 男性 女性
4. 年龄:
5. 婚姻状况: 单身 已婚 其他
6. 教育程度:
7. 职业:
8. 您到澳大利亚旅游的目的是什么?
 - 1 度假
 - 2 求学
 - 3 商务
 - 4 探亲访友
 - 5 其他.....

Appendix C

**Australian restaurant scenarios and
questionnaire for Chinese respondents**



学生属
詹姆斯 库克 大学

研究课题 “消费者对美食观光的的偏好-结合文化差异的比较和风险认知的理论及应用”。

您受邀参与以**调查出境游游客对饮食的偏好**为目的的研究项目。这个研究项目的目的是找出人们对消费风险的认知和对新奇事物的追求是如何影响他们境外游时的饮食选择。这个是由詹姆斯库克大学的劳莉.莫非博士和菲利普.皮尔斯教授共同指导下的一位博士候选人（张淑云）的博士论文研究课题。

您受邀以回答书面问卷的形式参与这个研究项目。您所给的信息在被应用时，都将被做隐秘和匿名处理。

如果您愿意参与这个研究项目，那么您的参与属完全自愿，可在任何时候终止或退出此次研究。如果退出研究，您所给出的信息答案将被销毁，不会被用于将来的研究。您的参与不会给您带来任何负面影响。这份问卷花 15 到 20 分钟就可完成。

这个项目的研究结果会被写成报告，并发表于公开杂志上；但是，参与者的隐私将得到充分保证。报告里不会出现任何可证明参与者身份的信息。

您在参与前所持有的任何疑问都会得到解答。任何时候，如果您有关于这个研究项目的疑问，都可联系张淑云女士，电话是 61-7-47814719, 或联系劳莉.莫非博士，电话是 61-7-47814347。

这张纸可由您保留。

联系地址：澳大利亚昆士兰汤斯维尔詹姆斯库克大学商学院旅游系

邮政编码：4811

网址：<http://www.jcu.edu.au>

A. 以往的旅游经验和将来的旅游意愿

- 1.您曾经去过国外旅游吗?(1) 是, 去过。 (2) 不, 没去过 (请跳到第六题)。
- 2.如果您曾经去过国外旅游, 那么, 在过去的五年内您曾经到过下列哪些地区旅游呢? (1) 亚洲 (2) 欧洲 (3) 非洲 (4) 美洲 (5) 其他地区
- 3.您曾经去过澳大利亚旅游吗? (1) 是, 去过。 (2) 不, 没去过。 (请跳到第六题)。
- 4.如果去过, 那么您最近一次是和谁一起到澳大利亚旅游呢?
(1) 自己 (2) 朋友 (3) 家人 (4) 男朋友/女朋友
- 5.如果去过, 那么您最近一次是以怎样的形式到澳大利亚旅游呢?
(1) 全包式旅游团 (2) 半自助式 (包含交通费和住宿费) 旅游团 (3) 自助式
- 6.在以后的两年内您会到澳大利亚旅游吗?
(1) 一定不会 (2) 可能不会 (3) 不知道
(4) 可能会 (5) 一定会
- 7.在以后的五年内您会到澳大利亚旅游吗?
(1) 一定不会 (2) 可能不会 (3) 不知道
(4) 可能会 (5) 一定会
- 8.如果您计划来澳大利亚旅游, 您最有可能和谁一起来呢? (1) 自己 (2) 朋友
(3) 家人 (4) 男朋友/女朋友
- 9.如果您计划来澳大利亚旅游, 您最有可能以怎样的形式来安排您的行程呢?
(1) 全包式旅游团 (2) 半自助式 (包含交通费和住宿费) 旅游团 (3) 自助式
- 10.当您在澳大利亚旅游时, 您会选择参加美食旅游团或者到酿酒厂参观吗?
(1) 一定不会 (2) 可能不会 (3) 不知道
(4) 可能会 (5) 一定会

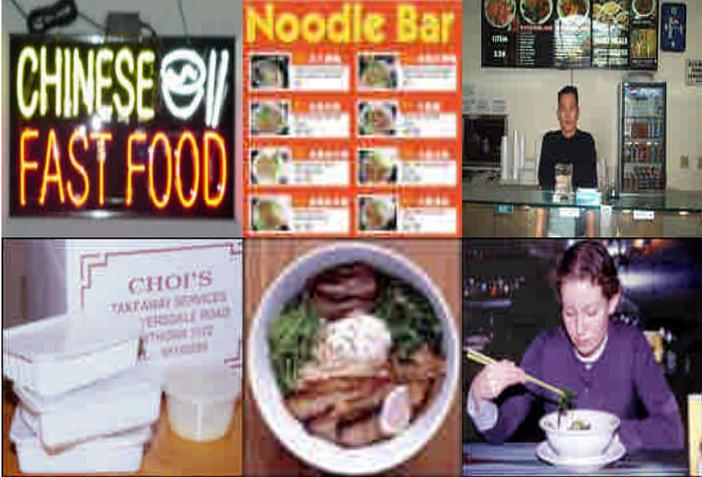
B. 请根据您的喜好，打勾标示出您对下列观点的同意程度（每个观点只给出一个答案）。

	非常不同意	可能不同意	不知道	可能同意	非常同意
我喜欢到与我种族背景相近的国家旅游。					
在国外旅游时，我喜欢旅行团全程无微不至地照顾我。					
我喜欢到设有国际连锁饭店的国家旅游。					
在国外旅游时，我喜欢未经事先计划或者没有限定时间表的旅游。					
我喜欢到有我听过或知道的饭店的国家旅游。					
在国外旅游时，我喜欢体验当地居民的生活方式，包括衣，食，住，行，并分享他们的风俗。					
在国外旅游时，我喜欢借由结交不同新朋友的方式，以追求新鲜刺激。					
在选择旅游目的地时，会特别考虑我对它的了解程度。					
我喜欢到旅游业发达的国家旅游。					
在国外旅游时，我喜欢多与当地居民进行沟通接触。					
我喜欢到运输系统与中国类似的国家旅游。					
在国外旅游时，我喜欢结交当地的朋友。					
在国外旅游时，我喜欢旅行团全程无微不至地照顾我。					
在国外旅游时，我喜欢未经事先计划或者没有限定旅游路线的旅游。					
在国外旅游时，我喜欢与当地居民进行交流。					
在国外旅游时，我喜欢让旅行社帮我安排所有的主要行程。					
我喜欢到有著名旅游景点的国家旅游。					
在国外旅游时，如果我特别喜欢一个地方，我可能会在那多作逗留，溶入当地的社会活动，体味当地的生活。					
我喜欢到旅游设施与中国类似的国家旅游。					
在国外旅游时，我喜欢参加有导游陪同的旅游团。					
下列的问题是有关您在国外旅游时，对饮食的偏好。					
	非常不同意	可能不同意	不知道	可能同意	非常同意
在国外旅游时，我喜欢购买一些当地特产。					
在国外旅游时，我喜欢收购当地的菜谱。					
在国外旅游时，我喜欢参观当地农贸市场。					
在国外旅游时，我喜欢到有当地特色菜的餐厅用餐。					
在国外旅游时，我喜欢品尝当地风味的食物。					

在国外旅游时，我喜欢到有独特美食的餐厅用餐。					
在国外旅游时，我喜欢到啤酒厂参观。					
在国外旅游时，我喜欢到有自酿酒的酒吧去。					
在国外旅游时，我喜欢到酿酒厂参观。					
在国外旅游时，我喜欢到高档餐厅用餐。					
在国外旅游时，当我到特定餐厅用餐，我喜欢事先预定。					
在国外旅游时，我喜欢到某家餐厅用餐只是纯粹为了品尝某位特定厨师的拿手菜。					
在国外旅游时，我喜欢到连锁饭店用餐。					
在国外旅游时，我喜欢到快餐店用餐。					
在国外旅游时，我喜欢到有提供我习惯的食物的餐厅用餐。					

C. 请根据您在海外旅游时对食物偏好，打勾标示出 您对下列观点的同意程度（每个观点只给出一个答案）。

A 类餐厅



这是位于美食广场的一家由华人经营的小型速食面馆。里面是一个小收银台和不多的服务人员，但为您快速提供既定的组合套餐，食物为鲜美的中式口味。您可以选择打包带走或者在店内用餐，不过用餐环境比较拥挤嘈杂。餐厅营业时间从早上十点到晚上九点。他们提供经济实惠的家庭套餐，价格从 10 澳元到 15 澳元不等。
菜单样本：鸡汤馄饨面 - 8.99 澳元；牛肉拉面 - 8.99 澳元；海鲜面 - 9.99 澳元

1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会 1	也许不会 2	不知道 3	也许会 4	非常可能 5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|--------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他 (请列出) |
| (5) 卫生条件 | |

B类餐厅



这家高级西餐厅所在地风光明媚。它采用四季新鲜时令蔬菜，为客人提供独具澳洲当代风格的饮食。它针对您不同的用餐需求，以精致的餐具提供独特的个性化服务。通常在星期天，客人用餐的同时，可以观赏乐队的现场演奏，还可以品评当地艺术家的美术作品。 **菜单样本：**

开胃菜: 汤类: 薄荷乳酪, 配有西红柿, 扁豆 和香菜: 8~9 澳元不等	主菜: 牛排 + 黑胡椒酱 + 土豆泥 + 应景蔬菜: 18.50~25 澳元不等	甜点: 香草奶油配油桃, 水蜜桃和猕猴桃 沙拉: 5~9 澳元 酒: 4.5~9 澳元/杯 19~30 澳元/瓶
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1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引 力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境 (气氛)	1	2	3	4	5

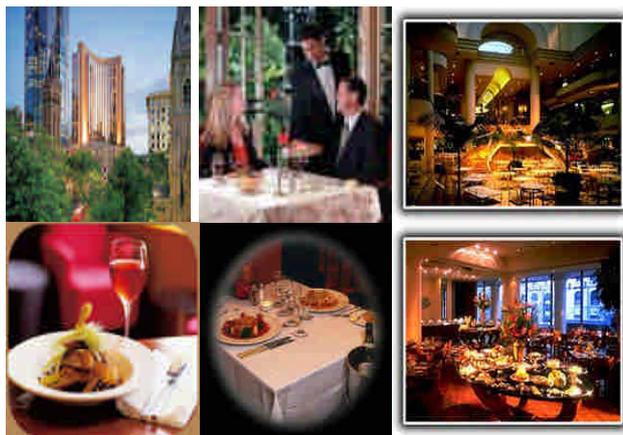
2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|-------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境 (气氛) |
| (4) 服务质量 | (9) 其他 (请列出)..... |
| (5) 卫生条件 | |

C类餐厅



这是一家位于国际知名连锁饭店的餐厅,采豪华设计,内部还装饰有美伦美焕的艺术作品。餐厅为您提供多种用餐模式,固定套餐,单点,和自助式服务。您可以在用餐时享受柔和的音乐。餐厅专业热情的服务人员和经验丰富的厨师为您提供高质量的餐点。您可以和您的爱人在浪漫的氛围中享受国际极美食,品尝高档美酒。套餐:45 澳元两道主菜/人;55 澳元三道主菜/人

菜单样本:

<p>开胃菜: 半打新鲜牡蛎 意大利沙拉陪芦笋,辣椒和葱 烤猪肚配酸甜樱桃</p>	<p>主菜: 碳烤牛肉片 炒萝卜,脆皮炸鸡配意 大利面,韭菜煎桂鱼配 荷兰芹和热土豆,沙拉</p>	<p>甜点: 软巧克力冻 双层草莓奶油布丁 啤酒炖梨配肉桂冰淇淋 杏仁奶油小饼干</p>
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1. 请根据以上信息,依照它对您的吸引程度,在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引 力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境(气氛)	1	2	3	4	5

2. 如果您来澳洲旅游,您会到类似的餐馆用餐吗?

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响? (请不要超过三个)

- (1) 食物风格
- (2) 口味
- (3) 食物多样性
- (4) 服务质量
- (5) 卫生条件
- (6) 价格
- (7) 便利性
- (8) 用餐环境(气氛)
- (9) 其他(请列出)

D类餐厅



这是国际快餐连锁店 (例如麦当劳, 肯德基, 必胜客等) 可以随时提供定餐服务。他们采用一致的厨房设备与标准作业, 以统一的价格提供标准化套餐, 服务和用餐环境。开放服务时间从早到晚, 甚至有全天候无休式的服务。您可根据您的喜好选择打包, 送餐上车以及店内用餐。

菜单样本: 三明治 - 3~5 澳元; 汉堡 - 4~6 澳元; 生菜沙拉 - 5 澳元; 饮料 - 3~5 澳元

1. 请根据以上信息, 依照它对您的吸引程度, 在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引 力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境 (气氛)	1	2	3	4	5

2. 如果您来澳洲旅游, 您会到类似的餐馆用餐吗?

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响? (请不要超过三个)

- | | |
|-----------|--------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境 (气氛) |
| (4) 服务质量 | (9) 其他 (请列出) |
| (5) 卫生条件 | |

E 类餐厅



这家餐厅通常为中国旅游团提供亚洲风味的餐点。您可享受旅行社帮您安排好的团餐，一般为六菜一汤。您会和您的团友一起用餐。由于旅行团行程紧凑，所以您得用餐时间很有限。这的用餐环境通常热闹嘈杂。因为服务人员总是很忙，所以无法做到随传随到。这里价格较便宜，但或许无法期待以此价格享受优质餐点。

菜单样本：麻婆豆腐；宫爆鸡丁；鱼香茄子；青菜；酸菜肉片；红烧排骨；紫菜蛋花汤 – 15 澳元/人

1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他（请列出）..... |
| (5) 卫生条件 | |

F类餐厅



美食广场是一种位于大型商场内的饮食中心，由许多小型摊位组成一个开放式饮食区，让您可自由选择餐点。美食广场在购物中心和飞机场里都很普遍。在一个典型的美食广场里，顾客在任意一个摊位购餐后，可在饮食区慢慢享用。根据顾客不同的饮食习惯和喜好，这里提供多种选择。

菜单样本：亚洲风味自助餐 – 中国菜，泰国风味，韩式烧烤，日本料理等，5~15 澳元
西式快餐 – 汉堡，披萨，三明治等，5~10 澳元

1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他（请列出）..... |
| (5) 卫生条件 | |

G 类餐厅



这是一家可品尝当地风味的餐厅。它提供澳洲特色食物（袋鼠肉，鄂鱼肉），在热带自然环境与清新空气中享用餐点。用餐时，可以一边欣赏壮观的岩石瀑布；运气好的话，还会有小袋鼠从您身边一跃而过。热情友好富有经验的服务人员为您提供真正的澳洲饮食。菜单样本：

汤：8.50 澳元	开胃菜： 袋鼠肉，鸸鹋肉和鳄鱼肉，配炒菜，腌干的西红柿和洋蓍 以及 开胃酱和烧烤酱： 26.50 澳元	主菜： 野牛肉：34.90 澳元 小袋鼠头：35.90 澳元 负鼠肉：39.90 澳元 骆驼肉：34.90 澳元 鸵鸟肉：34.90 澳元 野牛肉和鸵鸟肉：43.90 澳元
蒜头面包：5.50 澳元		

1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引力 1	不太有吸引力 2	不知道 3	有点吸引力 4	很有吸引力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会 1	也许不会 2	不知道 3	也许会 4	非常可能 5
-----------	-----------	----------	----------	-----------

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他（请列出）..... |
| (5) 卫生条件 | |

H 类餐厅



当地速食店遍布澳洲城乡，为顾客提供一系列油炸食品和各种派，而且在店的外面还设有露天桌椅和长条凳。他们所提供的便捷服务价格从 3 澳元到 30 澳元不等，并且提供打包或送货上门服务。

菜单样本：炸鱼 - 4.5~6.5 澳元；薯条 - 3.5~5.5 澳元；肉饼 - 3~5 澳元；炸虾子，小乌贼，蟹肉棒 - 5~8 澳元

1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会 1	也许不会 2	不知道 3	也许会 4	非常可能 5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他（请列出）..... |
| (5) 卫生条件 | |

I 类餐厅



这是澳洲境内的一家高级中国餐厅，为顾客提供优美的用餐环境和各式中国风味。他们还提供豪华菜单和各种年份的名酒。用餐者可以享受美味的中国菜肴并品尝澳洲风味美酒，或者可以选择各种不同价位的饮料。精通中文的服务员为您提供熟悉舒适的用餐环境。菜单样品：自助餐 39~43 澳元/人

开胃菜: 汤类: 薄荷乳酪, 配有西 红柿, 扁豆 和香菜: 7~11 澳元不等	主菜: 熏鸡架, 素混 沌, 酸辣芒果酱, 香 蕉梨和咖喱香醋 酱: 18.50~29 澳元不等	甜点: 香草奶油加上 油桃, 水蜜桃和猕 猴桃沙拉: 9 澳元 酒: 7~10 澳元不等
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1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力 1	不太有吸 引力 2	不知道 3	有点吸引 力 4	很有吸引 力 5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境 (气氛)	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|---|--|
| (1) 食物风格
(2) 口味
(3) 食物多样性
(4) 服务质量
(5) 卫生条件 | (6) 价格
(7) 便利性
(8) 用餐环境 (气氛)
(9) 其他 (请列出) |
|---|--|

J类餐厅



酒吧为不同年龄层次，从事不同社会工作，处于不同社会地位，拥有不同风格和品位的人提供饮料，食品和娱乐。酒吧还是澳洲人与朋友聚会的首选之地。酒吧环境热闹嘈杂。在酒吧里您可选择多种酒类饮品，白酒，啤酒，鸡尾酒。
如果您想有一次特别的尝试，传统的“澳洲酒吧”是一种不错的选择。（乐队演出时间从每周四晚到每周天晚九点半） **菜单样品：**

<p>开胃菜： 零食拼盘 :40 澳元每盘/每盘可供 7-10 个客人享用 美味三明治 (冷食):多层鸡肉三明治，有白面包和全麦面包; 芦笋和奶油起司卷和火腿卷配芥末泡菜 甜点... 奶油蛋白饼 鲜奶油上配有四季应景水果</p>	<p>标准自助餐：30 澳元每人 蘑菇牛肉汤 草菇炖羊肉 拉塔土列意大利面</p> <p>海鲜自助餐：55 澳元每人 (当地特产，包括鱼虾)熏辣鳕鱼, 熏鲑鱼和熏牡蛎</p>	<p>啤酒等各种酒：</p> <p>瓶装啤酒： 6.5- 7.5 澳元每人 瓶装苹果酒：6.5 澳元每人 饮料： 3 澳元每人 红牛： 5 澳元每人 运动饮料： 6.5 澳元每人</p>
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1. 请根据以上信息，依照它对您的吸引程度，在与您观点对等的数字上打勾。

	毫无吸引 力	不太有吸 引力	不知道	有点吸引 力	很有吸引 力
	1	2	3	4	5
食物风格	1	2	3	4	5
口味	1	2	3	4	5
食物多样性	1	2	3	4	5
服务质量	1	2	3	4	5
卫生条件	1	2	3	4	5
价格	1	2	3	4	5
便利性	1	2	3	4	5
用餐环境（气氛）	1	2	3	4	5

2. 如果您来澳洲旅游，您会到类似的餐馆用餐吗？

绝对不会	也许不会	不知道	也许会	非常可能
1	2	3	4	5

3. 以下哪些因素会对您决定是否到类似餐馆用餐产生极大的影响？（请不要超过三个）

- | | |
|-----------|------------------|
| (1) 食物风格 | (6) 价格 |
| (2) 口味 | (7) 便利性 |
| (3) 食物多样性 | (8) 用餐环境（气氛） |
| (4) 服务质量 | (9) 其他（请列出）..... |
| (5) 卫生条件 | |

D: 请根据您在国外旅游时对食物的认知, 打勾标示出 您对下列观点的同意程度 (每个观点只给出一个答案)。

	非常不同意	可能不同意	不知道	可能同意	非常同意
在国外旅游时, 我会担心所买的食品是否物有所值。					
在国外旅游时, 我宁愿花钱购买我较熟悉的食品。					
在国外旅游时, 我会担心服务人员会因为我是游客而欺骗我。					
在国外旅游时, 花钱买自己不了解的食品是有风险的。					
在国外旅游时, 我会担心吃了不熟悉的食品有生病的危险。					
在国外旅游时, 我担心用餐时可能会得传染病。					
在国外旅游时, 我担心食用我不熟悉的食物会对我的健康造成某种程度的影响。					
在国外旅游时, 我担心食品的口味不合乎我的期待。					
在国外点餐时, 我觉得很难找到合适我的食物。					
在国外用餐时, 我会担心不知道如何正确地使用餐具。					
在国外旅游时, 餐厅的服务人员会讲跟我一样的语言是很重要。					
在国外旅游时, 我会担心用餐时可能存在有交流问题。					
在国外旅游时, 我与他人不会有交流问题。					
在国外旅游时, 如果我需要与别人交流, 领队对我很重要。					
在国外旅游时, 当我在餐厅点菜时, 配有图画说明的菜单会有帮助。					
在国外旅游时, 我会因对菜单的误解而买到我不想要的食品。					
在国外旅游时, 当在餐厅用餐, 我会考虑其他人是怎么看我的。					
在国外旅游时, 我会担心我对食物的态度会影响其他人的选择。					
亲戚朋友可能会不喜欢我从国外为他们买的食品。					
在国外旅游时, 我会选择多数人都买的食品类型。					

E. 个人资料

1. 年龄:

2. 性别: (1) 男 (2) 女

3. 学历。如果您处于求学阶段, 请给出您所取得的最高学历。

(1) 高中学历以下

(5) 大学毕业

(2) 高中毕业

(6) 研究生毕业

(3) 专科毕业

(7) 博士毕业

(4) 大学在读

(8) 其他

4. 请勾画出您的月收入。

(1) 无收入

(5) ¥4500~~ ¥5999

(2) <¥1500

(6) ¥6000~~ ¥7499

(3) ¥1500~~ ¥2999

(7) ≥ ¥7500

(4) ¥3000~~ ¥4499

(8) 其他

5. 您目前的职业是_____ (请写出)。

Appendix D

Chinese restaurant scenarios and questionnaire for Australian Respondents



James Cook University

Research Study “**Consumer preferences towards food tourism: A cross-cultural comparison and risk-perception application**”.

You are invited to participate in a research study focusing on **tourists’ food preferences while travelling overseas**. The purpose of this study is to examine how peoples’ risk-perception and novelty-seeking affect their food choices while travelling in another country.

This study is a part of a doctoral project by Shu-yun Chang and supervised by Dr. Laurie Murphy and Professor Philip Pearce at James Cook University, Townsville.

You are invited to participate in this study by completing the following written questionnaire. All information that you give will be treated confidentially and anonymously.

If you are willing to partake in this study, your consent and participation is completely voluntary and if at any time you choose to discontinue and withdraw your participation from this study, you may do so. Should you decide to withdraw from this study, your written responses will be destroyed and will not be used in further analysis. The questionnaire may take 15-20 minutes to complete.

A report of the study’s findings will be written and may be submitted for publication. However, the participant’s confidentiality and anonymity will be maintained. No information identifying any individual participant will be evident in such a report.

Any questions you may have will be answered before you begin participation. If at any stage you have any further queries regarding the proposed study, you may contact Ms. Shu-Yun Chang on 07-47814719, or Dr. Laurie Murphy on 07-47814347.

Post: Tourism Program, School of Business, James Cook University, Townsville, QLD, Australia (4811)

Web: <http://www.jcu.edu.au>

A. Past travel experiences and future travel intentions

1. Have you ever travelled to a foreign country?

- No. **(PLEASE GO DIRECTLY TO QUESTION 2)**
- Yes

➤ How many times have you visited the following areas in the past 5 years:

Asia ___ Europe ___ Africa ___ Americas ___ Pacific region ___

2. Have you ever visited China?

- No. **(PLEASE GO DIRECTLY TO QUESTION 3)**
- Yes

➤ with who did you travel on your last trip to China?

- Alone
- With friends
- With family
- With a partner

➤ how did you arrange your last trip to China?

- A fully inclusive package tour
- A partially packaged tour with transport and accommodation only
- Non-packaged/independent travel

3. How likely is it that will you travel to China in the next 2 years?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> |
| 1 | 2 | 3 | 4 | 5 |
| Not at all | | Neither | | Very |
| Likely | | | | Likely |

4. How likely is it that will you travel to China in the next 5 years?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> |
| 1 | 2 | 3 | 4 | 5 |
| Not at all | | Neither | | Very |
| Likely | | | | Likely |

5. If you were to visit China, with whom would you most likely travel?

- Alone
- With friends
- With family
- With a partner

6. If you were to visit China, what sort of travel arrangements would you most likely make?

- A fully inclusive package tour
- A partially packaged tour with transport and accommodation only
- Non-packaged/independent travel

7. If you were to visit China, how likely is it that you would participate in a gourmet tour or visit a brewery/winery?

- | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> |
| 1 | 2 | 3 | 4 | 5 |
| Not at all | | Neither | | Very |
| Likely | | | | Likely |

Part B. According to your general travel preferences, please indicate your agreement with each of the following statements on a scale of “1=strongly disagree” to “5=strongly agree” (please tick one only)

	Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree
I prefer travelling to countries where the people are of the same ethnic group as mine					
I prefer travelling to countries where the culture is similar to mine					
I prefer travelling to countries where there are international hotels					
I prefer travelling to countries where they have the same tourist infrastructure as in my country.					
I prefer travelling to countries where there are restaurants I am familiar with					
I prefer travelling to countries where they have the same transportation system as in my country					
I prefer travelling to countries that are popular tourist destinations					
I put high priority on familiarity when thinking of travel destinations					
I prefer travelling to countries with well-developed travel industries					
I prefer being on a guided tour when travelling in a foreign country.					
I prefer making all of my major arrangements through travel agencies when travelling in a foreign country					
I prefer travel agencies to take complete care of me, from beginning to end, when travelling in a foreign country					
I prefer starting a trip with no pre-planned or definite timetables when travelling in a foreign country.					
I prefer starting a trip with no pre-planned or definite routes when travelling in a foreign country.					
I prefer associating with the local people when travelling in a foreign country					
I prefer living the way the people I visit live by sharing their shelter, food, and customs during my stay.					
I prefer seeking excitement of complete novelty by engaging in direct contact with a wide variety of new and different people.					
If I find a place that particularly pleases me, I may stop there long enough for social involvement in the life of the place to occur.					
I prefer making friends with the local people when travelling in a foreign country					
I prefer having as much personal contact with the local people as possible when travelling in a foreign country					

Following are some questions about your preferences and interests in food while travelling. Please indicate your agreement with each of the following statements on a scale of “1=strongly disagree” to “5=strongly agree” (please tick one only)

	Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree
I prefer purchasing local food products to take back home					
I prefer buying cookbooks with local recipes to take back home					
I prefer visiting a local farmer’s market					
I prefer dining at restaurants serving regional specialities					
I prefer sampling local foods					
I prefer dining at restaurants serving distinctive cuisines					
I prefer visiting a brewery					
I prefer going to local brew pubs					
I prefer visiting wineries					
I prefer dining at high quality restaurants					
I prefer taking an advance reservation to dine at a specific restaurant					
I prefer going to a restaurant just to taste the dishes of a particular chef					
I prefer dining at chain restaurants					
I prefer dining at fast food outlets					
I prefer eating at places serving food I am familiar with					

Part C. Based on your food preferences while travelling overseas,

Restaurant A



This is a western style fast food restaurant, which provides a cosy and relaxed dining environment with a variety of sandwiches, salads, cakes and drinks. It provides both take-away and dine-in services. You can enjoy your meal and read fashion magazines or newspapers. Menu examples:

Soups	Meals	Drinks
Creamy mushroom soup 2.5 AUD Tomato & bacon soup 2.5 AUD Pumpkin soup 2.5 AUD	Pizza 3~6 AUD Burger/ sandwich 1.5~4 AUD Pasta 3~4 AUD Salad 2.5~5 AUD	Fruit juice 1.5~2.5 AUD Soft drinks 1.5~3.5 AUD Coffee 3.5~ 4.5 AUD

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant B



The Chinese emperor style restaurant serves food originating from the royal kitchen in sterling, china and crystal place settings and gives diners a royal treat. It used to serve 108 kinds of dishes according to historical records. You will be surprised at the remarkably wide array of foods. Prices range from moderate to very expensive.

Menu examples: 20~80 AUD per person

Entrée	Mains	Dessert
Slices of tripe in soy sauce Patterned hors d' oeuvres Sweet and sour cucumber Hot-sour cabbage Duck-webs in mustard Pea seedlings deer-tail soup	Fried walnut and duck Shark's fin with crab meat Squirrel-shaped mandarin fish Monkey mushroom Ox-kidney in casserole	Lotus seeds in syrup Almond junket Sesame-seed cookies cake with meat filling Steamed cakes of corn flour

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing 1	Somewhat not appealing 2	Neither 3	Somewhat appealing 4	Very appealing 5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely 1	Somewhat unlikely 2	Neither 3	Somewhat likely 4	Very likely 5
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant C



This restaurant is in a reputed international hotel, which has a luxurious design and interior with spectacular artworks. It provides extensive food styles, you can choose a set menu, a la carte or buffet. You will experience tranquil music while eating. You will have very hospitable staff and well-experienced chefs providing you with the best possible food. Menu example: Buffet: 40 ~ 85 AUD /pp

<p>Entrée Half dozen pacific oysters natural Warm corzetti pasta salad with asparagus, chili & chives Oven roasted pork belly with sweet & sour cherries</p>	<p>Main course Grilled fillet of beef sautéed carrots & béarnaise sauce Crispy skin spatchcock with linguini, spinach & buttered leeks Oven baked atlantic salmon with parsley crust</p>	<p>Dessert Soft centered chocolate pudding with double creme & macerated strawberries Sauternes poached pear with cinnamon ice cream Crème Brulee with almond toffee</p>
--	--	--

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant D



These are worldwide international fast food chain restaurants, which supply food quickly and provide minimal service (eg. McDonalds, K.F.C., and Pizza Hut). They usually provide standardized food, service and atmosphere with a fixed price. It is convenient for you to take away or dine-in based on your preferences. Trading hours are also convenient for you from morning to night, or even 24 hours.

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant E



This restaurant usually provides Chinese style food for tour groups. You will have a set menu (usually 8 dishes and one soup) arranged by a travel agent. You will get a certain number of dishes to share with your group, and only have limited time to finish your meal due to the tight schedule. The atmosphere is often noisy and crowded. Menu example: 10 AUD per person

Fried chicken in special style	Fried vegetables
Steam shrimps	Dim sum
Beef and dried day lily in hot pot	Fish Broth
Steamed red barnacle with bean sauce	Fruit platter
Fried rice Yangzhou style	

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5
1	2	3	4	5

3. What factors would strongly influence on your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant F



A food court is a type of indoor plaza, often found in shopping malls and airports, with adjacent counters of multiple food vendors and providing a common area for self-serve dining. Patrons order their meals at one of the many counters, then carry the meal to the common dining area. Consumers have a wide scope of choices in relation to their diet and preferences.

Menu examples:

Hong Kong style pork with rice (5AUD)	Pork rib rice (3.5 AUD)	Sushi (each 0.5 ~1.5 UD)
Stew pork (3AUD)	Pork soup noodle (2 AUD)	Curry beef rice (3.5 AUD)
Eel rice (7 AUD)	Curry beef rice (3.5 AUD)	Sweet soups (1~1.5 AUD)
Fried beef noodles (3.5 AUD)	Cold noodle (3.5 AUD)	Mixed bean frappe (1.5~2 AUD)

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant G



This teahouse is a two-story building restaurant with two stone lion statues acting as guards. Customers can watch all kinds of traditional Chinese performances, such as Chinese opera, cross talk, and story telling with drum accompaniment, and enjoy their time over tea with delicious traditional Chinese snacks and meals.

Menu examples: All kinds of snacks 2 AUD/dish, performance entry fees: 1.5-10 AUD

<p>Appetizers and Soups Eggrolls Crabmeat Rangoon Won ton Chicken & corn chowder Hot and sour</p>	<p>Entrees Steamed Spareribs Steamed BBQ pork buns Shredded chicken fun roll Steamed scallop dumpling Sweet and sour pork</p>	<p>Snakes & All kinds of tea Rolling donkey Tea cookies Sesame rice dumpling Sweet cream buns</p>
--	--	--

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant H



These are Chinese local fast food restaurants where provide you with convenient service at an affordable price from morning till night. They offer you a local flavour of typical Chinese food with a modern atmosphere. You can choose your preference from a variety of set menus and either dine-in or take-away.

Menu examples: 4~6AUD

Dumplings	Noodles	Rice
Buns + soy bean milk/soup	Pickles +Beef noodles+ fruit salad	Pickles+3 cold dishes + rice+ fruit
Deep-fried twisted +soy bean milk/soup	Pickles +Pork noodles+ fruit salad	Pickles+3 cold dishes +rice soup+ fruit
Dough sticks +soy bean milk+ soy bean milk/soup	Pickles + Cold noodle + fruit salads	
Dumplings+ soup		

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant I



This is a western restaurant in China that is not star-rated, serving varieties of beef, steak, chicken and seafood in a casual and unsophisticated ambience. The Smiling waiter holding the meat to be barbecued in front of you will politely tailor the meat to your specific demand. Menu example: 13~~20 AUD /pp

Entrée	Main course	Dessert
Chips 2.5 AUD Onion rings 2.5 AUD BBQ pork sausage 2 AUD each Garden salad 2.5 AUD	Shamrock pepper steak 12.5 AUD Angus T-bone steak 20 AUD The Carnivore pizza 10 AUD Salami pizza 11 AUD	Fruit salad 2.5 ~5 AUD Apple pie 2.5~3.5 AUD Ice cream 2.5~6 AUD Coffee/tea 3.5~10 AUD

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing 1	Somewhat not appealing 2	Neither 3	Somewhat appealing 4	Very appealing 5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely 1	Somewhat unlikely 2	Neither 3	Somewhat likely 4	Very likely 5
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | |

Restaurant J



Western-style pubs in China provide beverages, food, and entertainment for a wide range of ages, functions, events, tastes and styles. It is the most popular place for young people to get together with friends. The atmosphere is often noisy, crowded and smoky. At the bar you'll find a wide selection of wines by the glass, beers on tap and even a cocktail list. Menu examples:

Entrée	Main	Wine
Peanuts (2.5 AUD)	Spaghetti (5 AUD)	Beer (2.5~5 AUD)
Popcorn (2.5 AUD)	Pizza (5~6 AUD)	Red wine (4~15 AUD)
Chips (2.5 AUD)	Pork/chicken + rice (6~10 AUD)	White wine (4~15 AUD)
Watermelon seeds (2.5 AUD)	Steak (10~20 AUD)	Cocktails (6~10 AUD)

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. Please identify the factors would most strongly influence your decision of whether or not to eat at a restaurant like this?

- | | |
|---------------------|----------------------------|
| (1) Food style | (6) Price |
| (2) Taste of food | (7) Convenience |
| (3) Variety of food | (8) Atmosphere |
| (4) Service | (9) Other (please specify) |
| (5) Hygiene | ... |

Restaurant K



Street vendors can be seen scattered in urban spaces and streetscapes and usually are available at any time of the year. You can find a wealth of products at a range of prices, and you can negotiate for the price. They can tailor the flavour to each customer's taste. In front of a food stall, you may feel amazed at the skilful performances of vendors. Menu examples:

- | | |
|---|----------------------------------|
| Fried steam bread/buns (0.2 AUD) | Soy bean milk (0.2 AUD) |
| Steamed dumplings/buns (0.2 AUD) | Greasy tea (0.2 AUD) |
| Fried mutton with Xijiang spice (0.35 AUD) | Fried chestnut (1.5 AUD/ per kg) |
| Squid/seafood kebabs (0.35 AUD) | Fried ice cream (1 AUD) |
| Egg flat cake (0.35 AUD) | Cold noodle (0.5 AUD) |

1. The following questions refer to the restaurant described above. Please rate how appealing you think the restaurant might be to you on the following aspects by circling the appropriate number.

	Not at all appealing	Somewhat not appealing	Neither	Somewhat appealing	Very appealing
	1	2	3	4	5
Food style	1	2	3	4	5
Taste of food	1	2	3	4	5
Variety of food	1	2	3	4	5
Service	1	2	3	4	5
Hygiene	1	2	3	4	5
Price	1	2	3	4	5
Convenience	1	2	3	4	5
Atmosphere	1	2	3	4	5

2. How likely is it that you would want to eat at a restaurant like this if travelling in China?

Not at all likely	Somewhat unlikely	Neither	Somewhat likely	Very likely
1	2	3	4	5

3. What factors would strongly influence on your decision of whether or not to eat at a restaurant like this?

- | | |
|--|--|
| <ul style="list-style-type: none"> (1) Food style (2) Taste of food (3) Variety of food (4) Service (5) Hygiene | <ul style="list-style-type: none"> (6) Price (7) Convenience (8) Atmosphere (9) Other (please specify) |
|--|--|
-

Part D: The following questions related to some concerns or issues you may have regarding food when travelling in another country. Please indicate your agreement with each of the following statements on a scale of “1=strongly disagree” to “5=strongly agree” (please tick one only)

	Strongly disagree	Somewhat disagree	Neither	Somewhat agree	Strongly agree
I worry if the food I bought is not value for money					
I would rather spend money on food that I am familiar with					
I worry the shopkeepers would cheat me because I am a tourist					
It will not be a good idea to spend my money on buying some food I do not know					
I may get sick from food that I am not familiar with					
There is a possibility of getting infectious diseases					
Potential health problems are a concern					
I worry that the taste of food might not be what I expected.					
When I order food overseas, I feel it might be hard to find food which is suitable for me					
I worry about using the cutlery improperly while I am eating.					
It is important that staff at restaurants can speak the same language as mine.					
I have concerns about having possible communication problems					
A tour leader is very important to me if I needed to communicate with people while travelling.					
A pictorial menu is useful when I am ordering food in a restaurant while travelling.					
I might get something that I do not want due to misunderstanding the menu					
I would consider what other people think of me, if I dine in an improper restaurant					
I worry my food attitude would affect others' food choices					
Friends and relatives may dislike the food I bought for them					
I would buy the type of food that everyone buys					

Part E

1. Age ____

2. Gender: Male Female

3. Highest level of education attained. If you are currently undertaking study, please indicate only the highest level of education completed to date:

- Less than high school degree
- High school degree
- Technical/ vocational
- Current university student

- University graduate
- Post-graduate
- Masters/ Doctorate
- Other

4. Please indicate your current monthly income level

- No income
- Less than 500AUD
- \$501 ~ \$ 2,000 AUD
- \$2,001 ~ \$3,500 AUD

- \$3,501 ~ \$5,000 AUD
- \$5,001 ~ \$6,500 AUD
- \$6,501 ~ \$8,000 AUD
- Other..... (Please specify)

5. What is your current occupation?

- Executive
- Professional
- Tradesperson
- Retail/marketing
- Skilled worker

- Labour/farmer
- Student
- Office/clerical
- Retired
- Other..... (Please specify)

Appendix E

Summary of the Most Appealing Attribute as Considered by Three Chinese clusters

Restaurant Rating 1~5	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere
Exotic fast food							O=3.71 E=3.74 G=3.82	
Local high-level								G=4.44 O=4.23 E=4.20
International Hotel chain								O=4.34 E=4.20 G=4.34
International Fast food							O=4.05 E=4.04 G=4.00	
Tour group						O=3.56 E=3.49 G=3.72		
Food court			O=4.14 E=4.16 G=4.11					
Authentic style								O=4.17 E=4.17 G=4.28
Local fast food						O=3.63 E=3.71 G=3.86		
Exotic high-level				O=3.84				G=4.03 E=3.77
Pubs	E=3.73							G=3.80 E=3.73 O=3.38

Appendix F

Summary of the Most Appealing Attributes as Considered by Australian Clusters

Types of Restaurant	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere
1~5 rating								
Exotic							O=3.97	
fast food							E=3.70	
Local								E=4.14
high-level								O=3.92
International				E=3.86	O=4.31			
hotel chain								
International							E=3.68	
fast food							O=3.98	
Tour group						E=3.81		
						O=3.79		
Food court							E=3.91	
							O=3.96	
Authentic								E=4.55
style								O=4.09
(teahouse)								
Local						O=3.82	E=4.12	

fast food			
Exotic			O=3.42
high-level			E=2.58
Pubs		O=3.38	
		E=2.87	
Street		O=3.62	E=4.29
vendors			

Summary of the Most Influential Attributes as Considered by Australian Clusters

% Yes of Attributes which influence dining decision								
Types of Restaurant	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere
Exotic fast food						E=53.3		
						O=58.5		
Local high-level	E=67	O=66.7			O=66.7			

(emperor
style)

International O=50.5 E=57

Hotel chain

International O=78.7

Fast food E=63.6

Tour group E=58.2

O=57

Food court E=71

O=69.1

Authentic E=76.4

style O=68.5

(teahouse)

Local O=54.3 E=67.4

(Chinese)

fast food

Exotic E=53.7

high-level O=62.6

Pubs E=66.3

O=61.6

Street O=61.1 E=57.5

vendors

Appendix G

Cultural Comparison Tables

The Tables in Appendix G summarize the appealing attributes which are significant or strongly significant between the two cultures in each type of restaurant. Only strongly significant differences between groups where p- value $\leq .001$ are reported. For the purposes of the following Tables Australian respondents are represented by the letter 'A' and the letter 'C' for Chinese.

Table G.1 Summary of the appealing attributes which are significant or strongly significant between the two cultures

Types of Restaurant (1-5 rating)	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future Dining intention
Exotic fast food				A=3.04	A=3.34	A=3.70		A=2.87	
				C=2.68	C=2.74	C=3.05		C=2.37	
Local high-level restaurant	C=3.80							C=4.25	C=3.80
	A=3.40							A=3.40	A=3.40
International hotel chain								C=4.29	
								A=3.67	
International fast food			C=2.60	C=3.30	C=3.60			C=3.08	C=3.24
			A=2.21	A=2.80	A=2.97			A=2.03	A=2.73
Tour group restaurant	A=3.37			A=2.90	A=3.10		A=3.36		
	C=3.02			C=2.42	C=2.60		C=2.94		
Food court	C=3.99	C=3.91	C=4.14						
	A=3.26	A=3.21	A=3.39						
Authentic style						A=4.05	A=3.73		
						C=2.71	C=3.02		
Local fast food									
Exotic high-level restaurant	C=3.34	C=3.43	C=3.48	C=3.74	C=3.72			C=3.82	
	A=2.82	A=2.85	A=2.76	A=3.24	A=3.08			A=2.94	
Pubs	C=3.53	C=3.42	C=3.53	C=3.36	C=3.31			C=3.63	C=3.54
	A=2.42	A=2.50	A=2.39	A=2.62	A=2.61			A=2.92	A=2.87

Only strongly significant differences between groups where p- value $\leq .001$ are reported.

Table G.2 Comparison of the Most Appealing Attributes in Each Restaurant Scenario as determined by both Cultures

Types of Restaurant (1-5 rating)	Food style	Flavour	Variety	Service quality	Hygiene	Price	Convenience	Atmosphere	Future Dining intention
Exotic fast food							A=3.77 C=3.71		
Local high-level								C=4.25 A=4.0	C=3.80 A=3.40
International hotel chain					A=4.03			C=4.29	
International fast food							C=4.01 A=3.75		C=3.24 A=2.73
Tour group restaurant						A=3.77 C=3.56			
Food court			C=4.14				A=3.95		C=3.98 A=3.47
Authentic style								A=4.32 C=4.18	A=4.09 C=3.78
Local fast food							A=3.90 C=3.84		
Exotic high-level restaurant				A=3.24				C=3.82	
Pubs						A=3.11		C=3.63	C=3.54 A=2.87

Table G.3 Comparison of the Most Influential Attribute in Each Restaurant as determined by both Cultures

Type of Restaurant	Food Style (%)	Flavour (%)	Variety (%)	Service Quality (%)	Hygiene (%)	Price (%)	Convenience (%)	Atmosphere (%)
Exotic fast food	A=58.9					C=55.7		
Local high-level	A=64.0							
International hotel chain	A=60.6					C=54.9		
International fast food							A=71.0	
							C=53.9	
Tour group		C=46.1				A=58.8		
Food court	C=62.2							A=72.4
Authentic style	C=62.2							A=72.4
Local fast food		C=42					A=60.2	
Exotic high-level	A=57.9	C=46.1						
Pubs								A=64.6
								C=55.7