



A Study on the Food Preferences of Chinese Seniors During Ecotourism in Thailand

Guiyu Su and Prin Laksitamas

Business Administration Program in Marketing, Siam University, Bangkok, Thailand

E-mail: suguiyu0@gmail.com, ORCID ID: <https://orcid.org/0009-0001-2965-6017>

Corresponding author E-mail: prinsiam@gmail.com, ORCID ID: <https://orcid.org/0000-0002-7789-5362>

Received 04/11/2024

Revised 30/11/2024

Accepted 05/01/2025

Abstract

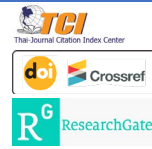
Background and Aims: This study aims to explore the impact of different demographic factors and food preferences on ecotourism in Thailand. Through a questionnaire survey of 440 tourists, the effects of demographic factors such as gender, age, education level, income, marital status, and food preference on ecotourism participation were analyzed, aiming to provide a theoretical basis for ecotourism marketing and product design.

Methodology: The study used questionnaires to collect data from 440 visitors, covering demographic factors and food preferences. Statistical analysis methods, including one-way analysis of variance (ANOVA), T-test, and confirmatory factor analysis (CFA), were used to analyze the factors influencing ecotourism participation.

Result: The results show that, in addition to education level, other demographic factors such as gender, age, income, marital status, and activity type have no statistically significant impact on ecotourism. Education level has a significant impact on ecotourism participation, and a higher education level is more likely to encourage tourists to participate in ecotourism. In terms of food preference, nutrition, organic, ornamental, and local factors all have a significant impact on tourists' food choices, especially nutrition factors have the most significant impact on food choice, followed by organic, ornamental, and local factors also have a certain impact.

Conclusion: Based on the research results, education level is an important factor affecting tourists' participation in ecotourism, and food preference factors, especially nutrition and organicity, have a significant impact on tourists' food choices. It is recommended that ecotourism-related parties take full account of tourists' education level and food preferences in product design, marketing, and service optimization, especially in terms of providing nutritious, organic food and dining options with local characteristics, and enhancing personalized services to improve tourists' satisfaction and participation.

Keywords: ecotourism in Thailand; Chinese seniors; Food Preference



Introduction

In recent years, ecotourism, as a sustainable form of tourism, has gained widespread attention around the world. According to the data from the World Tourism Organization, the global ecotourism market share is growing at a rate of about 10%-15% per year, and its proportion in the entire tourism market is increasing year by year (Turner et al., 2021). Ecotourism not only allows tourists to get close to nature but also greatly promotes the environmental protection of the destination and the progress of the local community (Stalmirska, 2020).

With the rapid development of tourism, the number of Chinese tourists to Thailand continues to rise. Statistics from the Tourism Authority of Thailand show that in recent years, Chinese tourists have accounted for more than 30% of international tourists in Thailand, becoming an extremely important source group for Thailand's tourism industry (Rousta & Jamshidi, 2020). In this context, it is essential to have a thorough understanding of the travel behaviors and preferences of Chinese tourists in Thailand. Food preference, as a key factor affecting tourist experience and choice, has gradually become a core issue in the field of ecotourism research (Mariani et al., 2022).

As a world-famous eco-tourism destination, Thailand attracts a large number of international tourists with its abundant natural resources and unique culture. However, there is a lack of systematic research on Chinese tourists' food preferences and related behaviors during eco-tourism in Thailand. In particular, the influence of food preference factors, such as nutrition, organic, local, and ornamental, on ecotourism has not been comprehensively and deeply analyzed. Therefore, studying the food preferences of Chinese tourists in Thailand and analyzing the correlation between these preferences and ecotourism participation can not only help enhance the charm of Thailand's ecotourism and enhance its competitiveness in the 5%-8% ecotourism share of the international tourism market but also provide a scientific reference basis for the formulation of relevant policies (Guachalla, 2021).

Objectives

The purpose of this study is to explore the influencing factors of Chinese tourists' food choice preferences in eco-tourism in Thailand and to analyze how these factors affect tourists'





travel behavior. Specifically, the study identifies potential influencing factors by analyzing the role of demographic factors (such as gender, age, education, income, and marital status) in tourists' choice of whether or not to participate in ecotourism in Thailand. At the same time, the study also discusses the specific effects of food preference factors such as nutrition, ornamental, organic, and local on tourists' food choices, and verifies how food preference factors affect tourists' ecotourism behavior through the structural equation model. Through these studies, it is expected to provide a scientific basis for Thailand's tourism industry, optimize the design of tourism products, improve tourist satisfaction, and promote the sustainable development of ecotourism.

Literature Review

Research on ecotourism and tourist behavior

In the field of tourism today, ecotourism has attracted much attention due to its sustainability characteristics. In recent years, many scholars have focused on it, trying to reveal the mystery of tourist behavior. Payandeh et al. (2022) found through an in-depth empirical study that tourists have diversified motivations for choosing eco-tourism. Relaxation is a very common motivation, and the fast pace of life in modern society makes people eager to relieve physical and mental pressure in a quiet and natural eco-tourism environment. For example, many urban white-collar workers choose to go to forest ecological scenic spots to walk and rest in the fresh air, away from the hustle and bustle of the city. Getting in touch with nature is also an important motivation, as tourists are keen to experience the wonder and beauty of nature for themselves and appreciate unique ecological landscapes, such as rare plants and animals in tropical rainforests, and magnificent views of mountains and valleys. Cultural experience also occupies a prominent position in eco-tourism. Tourists can experience the unique local folk culture, traditional handicrafts, and historical sites in different eco-tourism destinations, which not only enriches their tourism experience but also promotes the exchange and inheritance between different cultures. In addition, the motivation to participate in environmental protection activities has become increasingly prominent. More and more tourists are aware of their responsibility for environmental protection in the process of tourism, and they are willing to actively participate in





environmental protection practices such as beach cleaning and forest vegetation protection, to contribute to the sustainable development of eco-tourism destinations (Ma et al., 2023).

Leung & Cai (2021) focused on the many factors that affect tourists' behavior. In terms of personal characteristics, age, gender, education level, income level, etc., tourists' behavior in ecotourism may be different. For example, younger and more educated tourists may be more inclined to explore on their own and participate in in-depth and experiential ecotourism projects; Elderly tourists may prefer more relaxed and safe sightseeing eco-tourism activities. The attraction of the tourist destination is also a key factor, which covers the uniqueness of the natural landscape, the richness of cultural resources, the completeness of tourism facilities, and the quality of tourism services (Hsu & Scott, 2020). An ecotourism destination with rich biodiversity and perfect tourism-supporting facilities will undoubtedly attract more tourists and encourage them to carry out more diversified tourism behaviors, such as extending stay time and increasing consumption of items. These research results have laid a solid theoretical foundation for a comprehensive and in-depth understanding of the basic behavior patterns of tourists in ecotourism, and have lit a beacon for subsequent studies, guiding scholars to further explore the complex relationship between ecotourism and tourist behavior (Soonsap et al., 2023).

Food preference and travel behavior

Food plays an indispensable role in the tourism experience, just like a bright color in tourism activities, which profoundly affects tourists' travel choices and experiences. Marozzo et al. (2022) deeply explored the close relationship between food preference and individual characteristics of tourists. From the perspective of personality, extroverted tourists who are brave enough to try new things are often more willing to taste novel foods with exotic characteristics, and they regard food as an important window to explore different cultures and regional customs. For example, in ecotourism in Southeast Asia, such tourists may actively try local insect delicacies or specialty fermented foods, while more conservative tourists may prefer to choose familiar food types. The cultural background has a more significant impact on food preferences. Tourists of different nationalities and regions have completely different food choice tendencies when traveling due to the edification of food culture in their growing environment (Ong et al., 2022). For example, Chinese tourists are used to rice, pasta, and other staple foods, and may look for Chinese



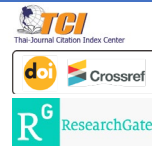


restaurants or similar dining places when traveling abroad; Western tourists, on the other hand, are more comfortable with bread, steak, and other foods, and may have more demand for local Western-style restaurants or international chains when traveling in Asia. In the tourism planning stage, tourists will determine the itinerary according to the food characteristics of the destination, and even list it as a must-visit place because of the unique cuisine of a region (Amel et al., 2022). In the tourism process, they will also determine the grade, place, and frequency of food consumption according to food preferences.

Dimitrovski et al. (2024) further emphasized the special importance of food selection in the context of ecotourism. In ecotourism, tourists' requirements for food are not only limited to satisfying the enjoyment of their taste buds, but also pay more attention to the health, environmental protection, and cultural connotations behind it. Nutrient-rich food can provide sufficient energy support for tourists in long-term outdoor activities and exploration, such as protein-rich nuts, fresh fruits, etc., which have become essential snacks in many eco-tourists' backpacks. Local special food is an important medium for tourists to feel the local ecological culture, taste the local traditional farm dishes, and the national characteristics of the food, which can let tourists have a deep understanding of the local agricultural production mode, food sources, and the evolution of food customs. Organic food is in line with the concept of sustainable development of eco-tourism. Tourists' choice of organic food is not only a concern for their health but also a support for environmental protection and the ecological balance of eco-tourism destinations. Hendrikx and Lagendijk (2022) further added that tourists' food preference is a multi-dimensional and complex psychological and behavioral phenomenon. In addition to taste and satisfaction, health factors encourage tourists to prioritize low-fat, low-sugar, and high-fiber foods; Environmental factors make tourists tend to support food products with environmentally friendly production methods and packaging materials; Cultural identity allows tourists to find resonance with their own cultural background or novel cultural experience in the process of food tasting. Such multi-dimensional food preferences are intertwined and jointly shape tourists' food consumption behavior and overall tourism experience in the process of travel (Kim et al., 2024).

The relationship between food preference and eco-tourism





With the deepening of ecotourism research, the internal relationship between food preference factors and ecotourism has gradually become the focus of research. Ansari et al. (2022) found through a large-scale questionnaire survey and field interview that tourists' preference for a healthy diet, eco-friendly food, and local specialty food has a very significant impact on their choice of eco-tourism. When it comes to healthy eating, tourists are prioritizing destinations that offer fresh, natural, no-add-ingredient food when planning an eco-tourism trip. For example, some rural ecotourism destinations known for organic agriculture attract many tourists who are concerned about healthy eating because they offer a large number of freshly picked organic vegetables, fruits, and healthy grain products. Eco-friendly foods, such as seafood caught in sustainable fisheries and poultry and meat produced in environmentally friendly farming practices, have also become important factors for tourists to choose eco-tourism destinations. This reflects the tourists' increasing sense of responsibility and concern for ecological and environmental protection while enjoying delicious food (Zimmerer et al., 2021). Local special food is a unique business card of an eco-tourism destination. Tourists tend to yearn for the unique food culture of a certain region, such as sushi from Japan and pizza from Italy (Tse & Tung, 2022). These local special foods are closely connected with the local ecological environment, agricultural production, and cultural tradition, and become one of the important attractions to attract tourists to experience eco-tourism.

The research of Bhumiwat and Ashton (2020) further confirms this trend, pointing out that in the modern tourism market, more and more tourists consider the availability of sustainable, healthy, and organic food as an important decision-making basis when selecting eco-tourism destinations. This consumption trend has prompted the managers and practitioners of ecotourism destinations to re-examine the design and development of tourism products. To meet the needs of tourists, eco-tourism destinations need to innovate and optimize their catering services. On the one hand, it is necessary to strengthen cooperation with local farmers, fishermen, and food producers to ensure that the ingredients are fresh, organic, and local. On the other hand, the concept of ecotourism should be reflected in the environmental construction and service methods of catering places, such as the use of environmentally friendly tableware, the advocacy of appropriate ordering, and the information display of food sources and production processes.



Only in this way can the eco-tourism destination stand out in the fierce market competition, attract more tourists to come to achieve the sustainable development of the eco-tourism industry, and also better inherit and carry forward the local food culture and ecological culture (Chin, 2021).

Conceptual Framework

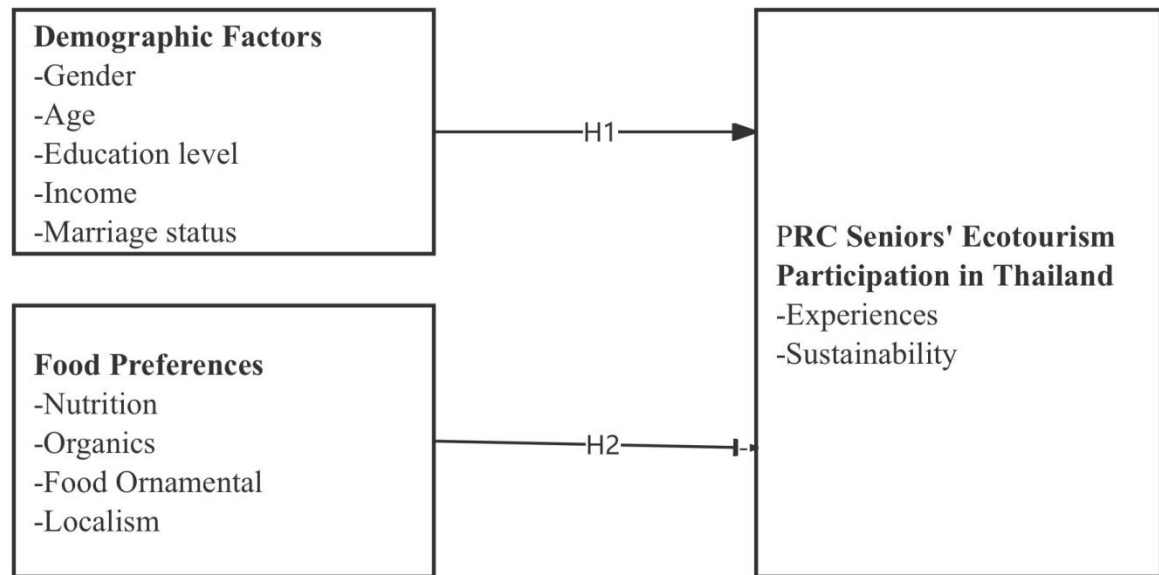


Figure 1: Research Framework

Methodology

The collected data will be used for descriptive analysis using SPSS (version 29.0) statistical software. AMOS (version 26.0) statistical software was used for further analysis. Key indicators included summary variance and freedom of freedom (χ^2/df) (less than 3.0), goodness of Fit index (GFI) (greater than 0.9), adjusted Goodness of Fit index (AGFI) (greater than 0.9), and comparative Goodness of Fit Index (CFI) (greater than 0.9), approximate root-mean-square error (RMSEA) (less than 0.1) and root-mean-square residual (RMR) (greater than 0.9), and the model was analyzed using second-order confirmatory factor analysis (CFA) techniques (Dimitrovski et al., 2024). CFA evaluation aims to determine the reasonableness of the model and provide an understanding of the applicability of SEM analysis (Yang & Xia, 2022).

This study adopts a stratified random sampling method, taking Chinese elderly aged 60 and above from the Shanghai area participating in Thailand ecotourism as the research objects. Through multi-step processes such as literature review, semi-structured interview, online pretest, and preliminary investigation, it adopts a comprehensive strategy combining qualitative and quantitative methods. This paper analyzes the food preference and sports preference of elderly tourists and their impact on Thailand's ecotourism.

The Amos formula is used to determine the sample size; that is, the minimum sample size is estimated by multiplying the number of observed variables in the model by a factor (usually around 15-20). The model in this study had 22 observed variables, and the recommended sample size was calculated to be 440.

SPSS 29.0 and AMOS 23.0 software were used for data analysis, including confirmatory factor analysis (CFA), correlation analysis, multiple linear regression analysis, and structural equation modeling (SEM). In SEM analysis, the index of goodness of fit is evaluated. These include Chi-square statistics (χ^2), degrees of freedom (df), normalized Chi-square values (CMINDF), P-values, Goodness of Fit index (GFI), adjusted Goodness of Fit index (AGFI), root mean square residual (RMR), approximate error root mean square (RMSEA), gauge fit index (NFI), value-added fit index (IFI), and comparative fit index (CFI), noncanonical fit index (TLI), reduced Goodness of Fit index (PGFI), Reduced canonical Fit Index (PNFI), and critical sample size (CN) to ensure a good fit of the model to the data for further interpretation and inference (Fusté-Forné & Jamal, 2020).

Results

Descriptive statistical analysis

1. Demographic analysis (n=440)

In terms of gender, 37.0% (162) were male and 63.0% (277) were female. In terms of age distribution, the largest number of participants were in the 65-70 age group, accounting for 71.9% (316 people), 20.2% (88 people) in the 60-65 age group, and 5.2% (22 people) and 2.8% (12 people) in the 70-75 and over 76 age group, respectively. In terms of education, 65.7% (289) had a bachelor's degree or above, 25.7% (113) had a high school degree or below, and 8.5% (37) had a master's degree or above. In terms of income, 67.6% (297 people) had a monthly income of

5,001-7,000 yuan, 27.2% (119 people) had an income of 3,001-5,000 yuan, 2.8% (12 people) had an income of less than 3,000 yuan, and 2.4% (10 people) had an income of more than 7,000 yuan. In terms of marital status, 69.8% (307 people) were married with children, 26.3% (115 people) were single and living with their families, and other categories (single living alone and married without children) accounted for a relatively small proportion.

2. Food preference factors

Table 2 shows the perception of 440 respondents on different food preference factors. The study showed that nutritional factors, especially the importance of food to health and attention to nutrition information on food labels, received high agreement, with mean values of 3.51 and 3.56, respectively, ranking high. The preference for organic foods also received some recognition, especially from respondents who thought organic foods had more natural ingredients (mean 3.43). In terms of appreciation, respondents generally believe that the color, presentation, and decoration of food are crucial to the attractiveness of food, among which "decorative food is more attractive" ranks first, with an average value of 3.78. In addition, respondents also showed a preference for local food, especially for food from different cultures, and the perception that food has important symbolic significance, with mean values of 3.55 and 3.58, respectively. Overall, nutrition, organic, ornamental, and local factors all had a significant impact on respondents' food choices.

Statistical analysis

1. Demographic factors

Table 1 shows the influence of different demographic factors on ecotourism visits in Thailand. According to the statistical test results, gender (T-test, $p=0.860$), age (univariate analysis of variance, $p=0.075$), income (univariate analysis of variance, $p=0.769$), marital status (univariate analysis of variance, $p=0.800$), and activity type (T-test, $p=0.496$) have no significant impact on ecotourism. Meaning there was no statistically significant difference in these factors. Only education level (one-way ANOVA, $p<0.001$) has a significant effect on ecotourism, indicating that education level plays an important role in choosing whether to participate in ecotourism.

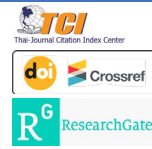


Table 1: The Summary Results on the Influence of Demographic Factors on Ecotourism Visiting Thailand

Demographic factors	Method	Sig.	Cultural Difference
Gender	t-test	0.860	-
Age	One-way ANOVA	0.075	-
Educational level	One-way ANOVA	<.001	√
Income	One-way ANOVA	0.769	-
Marriage status	One-way ANOVA	0.800	-
Activities	t-test	0.496	-

“ - ” No different effects at the statistical significance of 0.05

“ √ ” Having different effects at the statistically significant level of 0.05.

2. Internal correlation of food preference factors

The results showed that there were significant positive correlations among the internal indexes of each factor ($p < 0.01$). Among the nutritional factors, the correlation coefficients ranged from 0.549 to 0.589, indicating a moderate degree of correlation among the indicators. The correlation of organic factors was higher, with correlation coefficients ranging from 0.580 to 0.614, indicating a closer correlation between the indicators. The correlation of ornamental factors was relatively weak, with correlation coefficients ranging from 0.481 to 0.532, but it was still statistically significant. Local factors have the highest correlation, with correlation coefficients ranging from 0.589 to 0.621, and the correlation among indicators is particularly close. On the whole, the significant correlation within each factor shows that different indicators of each factor can better reflect the overall characteristics of the factor, and provides a solid foundation for subsequent research.

3. Confirmatory Factor Analysis (CFA)

Food preference was measured with 20 observed variables (NUT1, NUT2, NUT3, NUT4, ORG1, ORG2, ORG3, ORG4, FOR1, FOR2, FOR3, FOR4, LOC1, LOC2, LOC3, LOC4,). As shown in Figure 2.



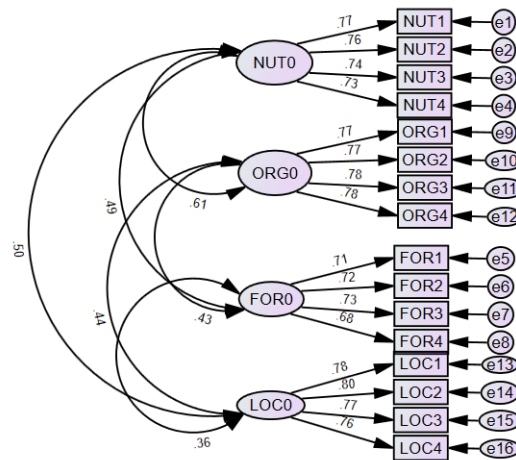


Figure 2: CFA Analysis of Food Preferences

The evaluation of the measurement model showed a good fitness index ($\chi^2=119.3$; $P = 0.071 > 0.05$; $RMSEA = 0.016 < 0.1$; $RMR = 0.032 < 0.05$; $GFI = 0.983 > 0.90$; $AGFI = 0.976 > 0.90$; $NFI = 0.981 > 0.90$; $RFI = 0.976 > 0.90$; $CFI = 0.996 > 0.90$). All these indices exceeded the established benchmarks of acceptable model fitting, indicating that the measurement model has high reliability and validity in measuring the food preferences of Chinese seniors in Thailand's ecotourism.

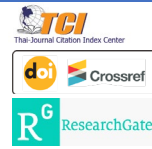
4. Factor loading

H2: The influence of food-related factors on FOOD

Factor load analysis showed that food-related factors had a significant impact on FOOD (food selection). The factor load of NUT (nutrition) was 0.80 ($CR=13.487$, $p<0.001$), indicating that nutrition played a key role in food selection. The factor load of ORG (organic) was 0.66 ($CR=12.790$), indicating that consumers also attach high importance to organic. The factor loads of FOR (ornamental) and LOC (local) were 0.51 and 0.53, respectively, which were slightly lower but still statistically significant ($p<0.001$). These results show that nutrition is the most representative feature of food choice, followed by organic, ornamental, and local also influence consumers' choice preferences to some extent.

5. Goodness of Fit

The index of goodness of fit of the model shows excellent performance. Chi-square statistics are 131.0, $df=49$, $CMIN/DF=2.126 (<3)$, indicating that the model has a reasonable



structure and can explain the data relationship well. Other indicators, such as $GFI=0.976$, $AGFI=0.961$, $CFI=0.969$, etc., are higher than the recommended standard of 0.90, indicating a high degree of fit of the model. The RMR and RMSEA values of 0.030 and 0.044 were both lower than 0.05, which further verified the good fit of the model. These fitting results show that the hypothesis model can effectively reflect the potential structural relationship of food-related factors to FOOD, and the analysis results have high reliability.

Discussion

This study examines the influence of demographic factors and food preferences on ecotourism visits in Thailand and further evaluates the influence of food preferences through confirmatory factor analysis (CFA).

First of all, regarding the influence of demographic factors, gender, age, income, marital status, and activity type did not show a significant influence on ecotourism participation in Thailand. This shows that these factors have no significant distinguishing effect on tourists' decisions of whether to participate in eco-tourism. Notably, education level has a significant effect on ecotourism participation ($p<0.001$), suggesting that groups with higher education levels may be more active in ecotourism participation. Education level may enhance individuals' cognition of the value of ecotourism, thus promoting their participation behavior.

Secondly, regarding the internal correlation of food preference factors, the study found that there is a significant positive correlation among the indicators of various food preference factors, especially the high correlation between nutrition and organic factors, indicating that these factors are interrelated and jointly affect the decision-making of consumers in the process of food selection. Although the correlation between ornamental and local factors is slightly weaker, it is still statistically significant, indicating that visual and cultural factors also have a certain impact on consumers' food choices.

Further confirmatory factor analysis (CFA) revealed that food-related factors had a significant impact on FOOD choice (FOOD). Nutritional factors play the most critical role in food selection, followed by organic, while ornamental and local factors also influence consumers' food choices to a certain extent. Factor load analysis results showed that the nutrient (NUT) factor had





a factor load of up to 0.80, indicating that it contributed the most to food selection. The organic (ORG) factor load was 0.66, indicating a higher consumer interest in organic food, although its effect was less significant than that of nutritional factors. Ornamental (FOR) and localism (LOC), although less influential, were still statistically significant at 0.51 and 0.53, respectively, further verifying the role of these factors in food choice.

Finally, each index of goodness of fit indicates that the model has a good fit. Chi-square statistics, CMIN/DF, GFI, CFI, and other indicators all meet the good fitting criteria, which further proves the rationality of the model structure and the reliability of the research results.

In summary, through the analysis of demographic factors and food preference factors, this study reveals the important role of education level in ecotourism and the dominant role of nutrition factors in food selection. This provides strong support for the subsequent market segmentation and consumer behavior research of ecotourism. At the same time, the results of confirmatory factor analysis also provide a scientific basis for understanding the influence of food preference factors on food selection and promote in-depth exploration in this field.

Recommendation

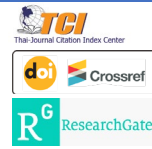
Based on the discussion results of this study, the following are some suggestions for ecotourism and food preference factors:

Strengthen the promotion and guidance at the educational level

Since education level has a significant impact on ecotourism participation, it is suggested that ecotourism promotion activities can pay more attention to the publicity and guidance of groups with lower education levels. Awareness of the value of ecotourism can be raised through education and training, especially among those with low and medium education levels, to stimulate their interest in ecotourism. In addition, for tourists at different levels of education, customized publicity strategies can be designed to increase their willingness to participate.

Optimize the nutritional and organic characteristics of food choices.

Nutritional and organic factors play an important role in food choices, and it is suggested that catering services in Thailand's ecotourism destinations could focus more on providing nutritious and organic-certified food. Destinations can work with local farms to ensure fresh and healthy ingredients while promoting awareness and willingness to choose organic food through



clear labeling and promotion. In addition, educational displays of nutrition and food health information could be considered to help visitors make healthier food choices.

Pay attention to the ornamental and local food.

Although the effects of attractiveness and locality on food choice were relatively small, they were still statistically significant. Therefore, ecotourism destinations are advised to put more thought into the presentation and presentation of food. For example, enhance the visual appeal of food through beautiful food decoration, attention to food color, and dish design. At the same time, strengthen the promotion of local special food, so that tourists can experience the cuisines of different cultures and regions, increase their sense of identity with local culture, and enhance the overall experience of eco-tourism.

Design personalized travel products for different food preferences.

Ecotourism operators can design more personalized tourism products based on different tourists' preferences for nutrition, organic food, ornamental, and local factors. For example, low-calorie, organic, nutrient-rich food packages targeted at health and nutrition-conscious travelers. For those who enjoy local character and culture, a visit to a local farm or food workshop can be arranged to provide a local culinary experience. This personalized service can increase tourists' satisfaction and promote their return visits and recommendations.

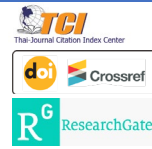
Strengthen market segmentation and data analysis.

Due to the limited influence of demographic factors on the choice of ecotourism, it is suggested that more detailed market segmentation and data analysis can be carried out in the future to understand the specific needs of different groups in ecotourism. For example, the consumer behavior data of tourists can be obtained through questionnaires, in-depth interviews, and other means to further analyze the preferences of various tourists, optimize the service content of ecotourism, and enhance the accuracy and competitiveness of the market.

Continuous optimization of models and evaluation methods

The confirmatory factor Analysis (CFA) model and goodness-of-fit index used in this study have shown a good fit, but to further improve the accuracy and practicability of the study, it is recommended to continue to optimize the model in the future. For example, more influential factors, such as tourists' behavioral motivation and psychological needs, can be included to further improve the ability to predict ecotourism participation behavior.





References

- Amel, S. K., Saddek, P. G., & Soufiane, S. A. (2022). Slow ecotourism as a strategy for alternative ecotourism development in light of the COVID-19 pandemic - Jijel State case study. *Elementary Education Online*, 21(1), 108-108.
- Ansari, Z. A., Bashir, M., & Pradhan, S. (2022). Impact of coronavirus outbreak on travelers' behavior: Scale development and validation. *International Journal of Ecotourism Cities*, 8, 658-674.
- Bhumawat, A., & Ashton, A. S. (2020). Wellness ecotourism development: Spa for health in the hotel industry and tourist perception. *Journal of Ecotourism Quarterly*, 2(3-4), 54-66.
- Chin, M. H. (2021). Cherry blossoms, COVID-19, and the opportunity for a healthy life. *The Annals of Family Medicine*, 19(1), 63-65.
- Dimitrovski, D., Starčević, S., & Marinković, V. (2024). Which attributes are the most important in the context of the slow food festival? *Leisure Sciences*, 46(3), 340-358.
- Fusté-Forné, F., & Jamal, T. (2020). Slow food ecotourism: An ethical microtrend for the Anthropocene. *Journal of Ecotourism Futures*, 6(3), 227-232.
- Guachalla, A. (2021). Plant-based diets and destination image: A holistic approach. *Journal of Ecotourism and Cultural Change*, 20(1-2), 157-176.
- Hendriks, B., & Lagendijk, A. (2022). Slow Food as one in many: A semiotic network approach to the geographical development of a social movement. *Environment and Planning E: Nature and Space*, 5(1), 169-188.
- Hsu, F. C., & Scott, N. (2020). Food experience, place attachment, destination image, and the role of food-related personality traits. *Journal of Hospitality and Ecotourism Management*, 44, 79-87.
- Kim, D., Ryu, J., Lim, H. S., & Kwon, Y. S. (2024). Development of a cooking method for senior-friendly food using fruits suitable for older adults with masticatory dysfunction. *Nutrition Research and Practice*, 18(2), 223-238.
- Leung, X. Y., & Cai, R. (2021). How pandemic severity moderates digital food ordering risks during COVID-19: An application of prospect theory and risk perception framework. *Journal of Hospitality and Ecotourism Management*, 47, 497-505.
- Ma, X., Zhang, L., Yang, L., & Wang, R. (2023). Tourist ethnocentrism and ecotourism intentions during a political crisis. *Journal of Ecotourism and Cultural Change*, 21(1), 71-93.





- Mariani, M., Cerdan, C., & Peri, I. (2022). Cultural biodiversity unpacked, separating discourse from practice. *Agriculture and Human Values*, 39(2), 773-789.
- Marozzo, V., Meleddu, M., & Abbate, T. (2022). Sustainability and authenticity: Are they food risk relievers during the COVID-19 pandemic? *British Food Journal*, 124(12), 4234-4249.
- Ong, Y. X., Ito, N., & Sun, T. (2022). Risk and destination perceptions of Wuhan, China, since the COVID-19 pandemic. *Anatolia*. 2022,1-15.
- Payandeh, E., Allahyari, M. S., Fontefrancesco, M. F., & Surujlale, J. (2022). Good vs. fair and clean: An analysis of slow food principles toward gastronomy ecotourism in Northern Iran. *Journal of Culinary Science & Technology*, 20(1), 51-70.
- Rousta, A., & Jamshidi, D. (2020). Food ecotourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73-95.
- Soonsap, P., Ashton, A. S., & Lee, T. J. (2023). The Role of Slow Food in Destination Image Development. *Asian Journal of Business Research*, 13(1), 1-10.
- Stalmirska, A. M. (2020). Cultural globalization and food in urban destination marketing. *Tourism Geographies*, 1-19. doi:10.1080/14616688.2020.1857429
- Tse, S., & Tung, V. W. S. (2022). Measuring the valence and intensity of residents' behaviors in host-tourist interactions: Implications for destination image and destination competitiveness. *Journal of Travel Research*, 61(3), 565-580.
- Turner, D., Ting, H., Wong, M. W., Lim, T. Y., & Tan, K. L. (2021). Applying a qualitative approach in business research. *Asian Journal of Business Research*, 11(3), 1-14.
- Yang, H., & Xia, L. (2022). Leading the sharing economy: An exploration of how perceived value affects customers' satisfaction and willingness to pay by using DiDi. *Journal of Global Scholars of Marketing Science*, 32(1), 54-76.
- Zimmerer, K. S., Duvall, C. S., Jaenicke, E. C., Minaker, L. M., Reardon, T., & Seto, K. C. (2021). Urbanization and agrobiodiversity: Leveraging a key nexus for sustainable development. *One Earth*, 4(11), 1557-1568.

