Cogent Business & Management

ISSN: 2331-1975 (Online) Journal homepage: www.tandfonline.com/journals/oabm20

Motivations that predict satisfaction and loyalty in the behavior of attendees at a gastronomic festival

Mauricio Carvache-Franco, Ana Elizabeth Gómez-Burns, Orly Carvache-Franco & Wilmer Carvache-Franco

To cite this article: Mauricio Carvache-Franco, Ana Elizabeth Gómez-Burns, Orly Carvache-Franco & Wilmer Carvache-Franco (2026) Motivations that predict satisfaction and loyalty in the behavior of attendees at a gastronomic festival, Cogent Business & Management, 13:1, 2745219, DOI: 10.1080/23311975.2026.2745219

To link to this article: https://doi.org/10.1080/23311975.2026.2745219

© 2026 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group

Published online: 15 Oct 2026.

Submit your article to this journal

View related articles

View Crossmark data

Full Terms & Conditions of access and use can be found at
https://www.tandfonline.com/action/journalInformation?journalCode=oabm20

COGENT BUSINESS & MANAGEMENT
2026, VOL. 13, NO. 1, 2745219
https://doi.org/10.1080/23311975.2026.2745219

HOSPITALITY AND TOURISM | RESEARCH ARTICLE

OPEN ACCESS

Motivations that predict satisfaction and loyalty in the behavior of attendees at a gastronomic festival

Mauricio Carvache-Franco[a,b], Ana Elizabeth Gómez-Burns[c], Orly Carvache-Franco[d] and Wilmer Carvache-Franco[e]

[a]Universidad Bolivariana del Ecuador, Durán, Ecuador; [b]Graduate School of Business, Universidad ESAN, Lima, Peru; [c]Departamento de Ciencias Económicas y Empresariales, Universidad Católica San Pablo, Arequipa, Perú; [d]Universidad Espíritu Santo, Samborondón, Ecuador; [e]Facultad de Ciencias Sociales y Humanísticas, Escuela Superior Politécnica del Litoral, ESPOL, Guayaquil, Ecuador

ABSTRACT

Food festivals contribute to the development and preservation of a destination's cultural traditions. This study analyzes the Festisabores gastronomic festival in Arequipa (Peru) and sets the following objectives: (i) to identify demand motivations; (ii) to establish the motivations that predict demand satisfaction; and (iii) to determine the motivations that predict loyalty among gastronomic festival attendees, considering variables such as revisit intention, recommendation, and positive word of mouth. The study was conducted in situ with 405 valid questionnaires. The quantitative techniques used include Exploratory Factor Analysis and multiple regression analysis. The results reveal five motivational dimensions, namely art, learning, entertainment, novelty, and local food. Learning and entertainment are the motivational dimensions that most strongly predict and influence satisfaction and loyalty among attendees of the gastronomic festival. The results contribute to academic literature and provide marketing guidelines for gastronomic festival organizers.

ARTICLE HISTORY
Received 3 July 2026
Revised 8 September 2026
Accepted 3 October 2026

KEYWORDS
Motivations; satisfaction; loyalty; events; gastronomy

SUBJECTS
Events; Events Behaviour/Experience; Tourism Marketing

1. Introduction

Food was identified by the World Tourism Organization (UNWTO, 2012) as an important leisure experience. Local cuisine is a set of representations, beliefs, knowledge, inherited practices, and learning processes associated with food and shared by individuals within a given culture or social group (Contreras & Gracia, 2011), which makes local gastronomy a significant tourism resource (Björk & Kauppinen-Räisänen, 2016).

Food festivals have become established as a relevant typology within gastronomic and event tourism, as they combine culinary, cultural, and social experiences within a temporally bounded setting. Gastronomic festivals play a fundamental role in promoting economic growth and facilitating cultural exploration (Zhang & Zhang, 2025). Analyzing the motivations that drive attendance at this type of event is essential to understanding visitor behavior, optimizing experience design, and strengthening destination competitiveness. In general terms, motivations can be defined as the internal and external factors that influence the decision to participate in a gastronomic tourism event (Crompton, 1979; Hall et al., 2016).

Visitor satisfaction is considered a key construct for evaluating the performance and sustainability of gastronomic festivals, as it reflects the extent to which the lived experience meets or exceeds attendees' expectations. The literature indicates that motivations act as psychological antecedents that shape the perception of the experience and, consequently, the level of satisfaction achieved during the event (Lee et al., 2004). Festival loyalty is a crucial factor in measuring the success of any festival (Pramanik & Islam,

CONTACT Wilmer Carvache-Franco wcarvach@espol.edu.ec Facultad de Ciencias Sociales y Humanísticas, Escuela Superior Politécnica del Litoral, ESPOL, Campus Gustavo Galindo Km 30.5 Vía Perimetral, Guayaquil, 090902, Ecuador

© 2026 The Author(s). Published by Informa UK Limited, trading as Taylor & Francis Group
This is an Open Access article distributed under the terms of the Creative Commons Attribution License (http://creativecommons.org/licenses/by/4.0/), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited. The terms on which this article has been published allow the posting of the Accepted Manuscript in a repository by the author(s) or with their consent.

2026). Marketing initiatives aimed at fostering and maintaining repeat visitation may represent a central concern, as they largely depend on regular attendees of festivals that are held seasonally or periodically (Kim et al., 2018). In loyalty literature, most studies consider satisfaction and/or quality, as these components reflect affective and cognitive evaluations, respectively, of tourists' experiences at the destination (Ali et al., 2019). Given the growth of gastronomic festivals at both local and international levels, and the objective of fostering visitor loyalty, loyalty has become increasingly important (Girish & Chen, 2017; Tanford & Jung, 2017).

In this context, FestiSabores, held every year in the city of Arequipa, Peru, is considered the most important gastronomic event in southern Peru. The event is organized by the Arequipa Gastronomic Association (AGAR). Arequipa, known as the "White City," stands out as a pioneer in the organization of gastronomic festivals. Peruvian cuisine, particularly that of Arequipa, is showcased at this major event alongside other entertainment activities, attracting attendees from other regions of Peru as well as international visitors.

Overall, motivations at food festivals are multidimensional and dynamic, integrating gastronomic, cultural, social, emotional, and symbolic components. Their analysis provides a solid theoretical basis for understanding visitor behavior and for designing management and promotional strategies to maximize the experience and sustainability of this type of tourism event. However, it is necessary to establish which motivations predict satisfaction and loyalty at gastronomic festivals to provide management guidelines and advance academic literature.

Despite the growing academic interest in gastronomic festivals, an important research gap remains regarding the role of attendees' motivations in explaining post-experience behavioral outcomes. Previous research has largely focused on identifying and classifying the motivations for attending food festivals or on examining the relationship between satisfaction and loyalty. Comparatively less attention has been devoted to determining which specific motivational dimensions predict satisfaction and different manifestations of loyalty. This distinction is relevant because loyalty is not a single behavioral outcome but can be expressed through revisit intention, recommendation, and positive word of mouth, and the motivations driving each of these responses may differ.

Furthermore, previous studies have reported heterogeneous motivational structures and inconsistent effects across festivals and geographical contexts, suggesting that findings from one event cannot necessarily be generalized to others. Addressing this gap is particularly relevant in the context of Latin American gastronomic festivals, where empirical evidence remains comparatively limited despite the strong relationship between gastronomy, cultural heritage, and destination attractiveness. Therefore, examining FestiSabores in Arequipa provides an opportunity not only to identify the motivational structure of attendees in a distinctive gastronomic and cultural setting, but also to determine the relative predictive capacity of these motivations for satisfaction and multiple dimensions of loyalty. In doing so, the study extends the literature from the descriptive identification of festival motivations toward an explanatory perspective on how motivations translate into favorable post-consumption behavioral responses, while providing evidence that can support more effective festival management and marketing strategies.

At present, few studies have identified the motivations that predict satisfaction and loyalty at gastronomic festivals, and the limited findings to date report mixed results. Therefore, to shed light on this gap in the academic literature, this study proposes the following objectives: (i) to identify the motivations of gastronomic festival demand; (ii) to establish the motivations that predict demand satisfaction at gastronomic festivals; and (iii) to determine the demand motivations that predict loyalty at gastronomic festivals, considering variables such as revisit intention, recommendation, and positive word of mouth.

2. Literature review

2.1. Food festivals

Tourism festivals are characterized by their short duration and annual celebration in limited spaces (Kim et al., 2014). These events, when combined with other attractions, significantly shape a destination's image and enhance its attractiveness (Çakmak et al., 2023). Festivals are commonly classified into four

categories of interest: leisure and participation, sociology, community development, and tourism (Okech, 2011). Gastronomic festivals fall within the leisure and participation category and are considered among the most popular types (Wan & Chan, 2013). There are three key elements in organizing a gastronomic festival: taste, place, and tradition (Organ et al., 2015). In this sense, Li et al. (2010) define food-themed events and festivals as gatherings where visitors of all ages and residents come together to enjoy themselves and disconnect from daily routines. Likewise, according to Lee and Arcodia (2011), gastronomic festivals are events centered on culinary activities that encompass themes related to food culture. Gastronomic festivals contribute to regional and national development; therefore, they should be given priority to ensure the sustainability of destinations (Keskin, 2021).

2.2. Motivations in food festivals

Motivation is generally defined as the psychological and biological needs and desires that stimulate, direct, and integrate individual behavior (Park et al., 2008). The motivations of those who attend gastronomic festivals differ from those of non-gastronomic festivals (Topole et al., 2021). The motivations of gastronomic festival attendees not only depend on the theme of the event but are also influenced by other factors, such as the region, the event location, and the sociodemographic characteristics of the attendees (Park et al., 2008).

Several studies on gastronomic festivals have analyzed attendees' motivations from different perspectives. For example, in the context of food and wine festivals, a study conducted at a regional wine festival in a Midwestern state of the United States (Yuan et al., 2005), applying the push and pull model, identified services and the festival program as push motivations, while pull factors included socialization, enjoyment, and relaxation. At another food and wine festival in South Beach, Miami Beach, Florida, Park et al. (2008) identified motivations such as the desire to taste new wines and foods, enjoy the event, enhance social status, escape daily routines, meet new people, spend time with family, and meet famous chefs and wine experts. Similarly, Lee and Kwon (2021) found motivations related to socializing with other visitors who share similar interests, novelty seeking (such as enjoying diverse activities and memorable experiences), the festival program, and pleasure. Likewise, Kabiraj et al. (2021) identified motivations at the Dalian International Wine and Gastronomy Festival in China, including tasting food and purchasing wine, attending special activities, and experiencing wine culture. Secondary motivations included socialization, family bonding, escaping routine, and thrill seeking. In this field, O'Regan et al. (2017), also at the Dalian International Wine and Gastronomy Festival in China, identified motivations such as the wine festival itself, restoring balance through a unique event, strengthening ties with family and familiar groups, and exploring culture through interaction and socialization.

From the perspective of food festivals with beer, Novais et al. (2024) identified motivations at the Oktoberfest Festival in Munich, including socialization, escape/relaxation, festive atmosphere, beer and food, music and fun, experiencing Bavarian culture, connecting with Oktoberfest traditions, and the uniqueness of Oktoberfest. Likewise, Hermann et al. (2019) found the following motivations at a craft beer festival in South Africa: entertainment and socialization, loyalty, gastronomy, and novelty. Krajíčková and Šauer (2018) analyzed two events held in the Czech Republic: PivniFest in Pilsen and the Valtice Wine Markets. The identified dimensions were taste, experience, social status, change, people, family, and inspiration.

Meanwhile, in food festivals, other studies have also emerged, such as that of Kim et al. (2010) at a food event in the Southwestern United States, where, applying the push and pull model, push factors included knowledge and learning, fun, and relaxation with family, while pull factors comprised area quality and value, event quality, and food variety. Using the same model, Smith et al. (2010) identified food, event novelty, and socialization as push motivations, whereas food products, support services, and core services were identified as pull motivations.

In other studies on motivations for gastronomic festivals that have not focused on the push-and-pull model but instead examined the construct from a general perspective, several authors have identified similar motivational dimensions, albeit with some variations. For instance, Hazel and Zhang (2021) identified motivations at the Macao Gastronomy Festival in China, including cultural exploration, escape/relaxation, socialization, and family bonding. Similarly, Chang (2011) identified motivations at the Old

Town Spring Festival in Texas (United States) as tasting wine, experiencing novelty or escape, savoring food and exploring different cuisines, socializing, and appreciating art. Along the same lines, Carvache-Franco et al. (2023) found motivations related to escape/novelty of the event, socialization, food, knowledge, art, and local food at the Red Crab Festival in Ecuador. Likewise, Carvache-Franco et al. (2025) identified motivations at the Bahrain Food Festival on the eastern coast of the Persian Gulf, including local gastronomy, art, entertainment, socialization, and escape and novelty. Furthermore, in another recent study, Kılıçarslan and Kılıçarslan (2025) at the Alaçatı Herb Festival in Turkey identified motivations including cultural exploration, escape, socialization, and novelty/regression.

From the present debate, it is clear that motivations for attending gastronomic festivals are diverse and that no single motivational construct applies to all of them. To date, among the various motivations identified, the most recurrent are food, social aspects, culture and art, escape, learning, and entertainment. Given the continuing diversity of motivations among gastronomic festival attendees, the first research question arises:

RQ1: What are the motivations underlying the behavior of gastronomic festival attendees?

2.3. Relationship between motivations, satisfaction, and loyalty at food festivals

The level of satisfaction emerges from a complex data-processing process that compares expectations with the experience after purchasing or consuming a service or good (Oliver, 1999). Studying tourists' motivation, in general, is crucial for predicting future travel patterns on the one hand and for improving tourism services and destinations on the other, thereby ensuring higher levels of tourist satisfaction and return visitation (Hwang et al., 2020). Loyalty is most frequently defined in terms of behavioral intentions (Mason & Paggiaro, 2012), including the intention to revisit a festival (Choo et al., 2016) and to recommend it (Croes & Lee, 2015). Loyalty encompasses a set of repurchase-related behaviors performed by consumers, which can be categorized into repurchase intention, word-of-mouth, and electronic word-of-mouth (WOM/eWOM), willingness to pay more, and recommendation (Budianto, 2019; Lee et al., 2001).

In this regard, the relationship between satisfaction and loyalty has been examined in numerous festival studies. In a study conducted by Budianto (2019), satisfaction and loyalty were found to be positively and statistically correlated. Several authors have confirmed the link between the reasons for visiting a gastronomic festival and loyalty (Crespi-Vallbona & Dimitrovski, 2016; Dimitrovski & Crespi-Vallbona, 2017; Vesci & Botti, 2019). Regarding gastronomic events and festivals, some studies have shown that loyalty is influenced by satisfaction, service performance, festival attributes and perceptions, destination image, destination brand, visitor experience, and motivation (Kruger & Viljoen, 2021; Lee et al., 2017; Tanford & Jung, 2017).

In this way, few previous studies have examined the influence of motivations on satisfaction and loyalty at gastronomic festivals. For example, Tanford and Jung (2017) argued that festival activities (program, entertainment, and thematic activities) and the environment (atmosphere, convenience, and facilities) are the most important determinants of satisfaction and loyalty. Two perceptions were evaluated: cost/value and service quality. The analysis revealed that cost/value is important for both satisfaction and loyalty, whereas service quality is relatively less important. Satisfaction with the festival is strongly related to loyalty. Similarly, Smith et al. (2010) found that food products, support services, and core services were pull motivations and had a significant predictive effect on overall satisfaction. A study on the Macao Gastronomy Festival found that motivations such as escape, relaxation, family bonding, socialization, and cultural exploration affect the perceived value of the event, which, in turn, influences visitor loyalty (Hazel & Zhang, 2021).

Kim et al. (2010), in their study of the 15th Gwangju Kimchi Festival in Gwangju, South Korea, found that food neophobia negatively affected satisfaction and loyalty. In contrast, food involvement is positively related to both loyalty and satisfaction. Along the same lines, Vesci and Botti (2019) found that food and beverage quality, reliable information, and staff service strongly motivate visitors' intention to revisit small culinary festivals in Italy. Likewise, the study by Wan and Chan (2013) revealed that the attributes of the Macao Food Festival (location, venue facilities, food, service, atmosphere, timing, entertainment, and size) influence participants' intentions. In a recent study, Carvache-Franco et al. (2025)

found that the escape and novelty factor was the most relevant predictor of loyalty, followed by entertainment.

Based on the literature review, it can be established that prior findings on the motivations that predict satisfaction and loyalty at gastronomic festivals remain limited. Most studies have focused on demonstrating that satisfaction influences loyalty at festivals. The existing body of research remains scarce, yields mixed results, and has not yet reached a standardized consensus. Thus, the second research question arises:

Previous research has often examined satisfaction as an intermediate mechanism linking the festival experience with later loyalty-related responses. The present study, however, follows a different analytical purpose. Rather than testing a mediation sequence, it examines which motivational dimensions are associated with satisfaction and which are associated with each loyalty outcome when these responses are considered separately. This distinction is consistent with the study's objective of comparing the relative predictive role of the motivational factors across different post-experience responses.

RQ2: Which motivations predict satisfaction and loyalty in the behavior of gastronomic festival attendees?

3. Study context

The study is contextualized within the FestiSabores gastronomic festival, an event that, since its creation in 2007, has established itself as the main meeting space between culinary tradition and innovation in southern Peru. The FestiSabores 2024 in Arequipa took place from Thursday, October 31st to Sunday, November 3rd, 2024, for four days, in the Plaza de Yanahuara, Arequipa, a historic setting that reinforces the city's cultural heritage identity.

This edition stood out for offering a comprehensive celebration of Arequipa's gastronomy, balancing ancestral traditions with the contemporary. Among the most notable activities was the grand final of the "I Batán Competition – Llatan Edition," a program designed to preserve and showcase skill in the use of this pre-Hispanic utensil, a symbol of cultural heritage. Moreover, the program included live cooking demonstrations, tastings, and interactive spaces with culinary experts.

The festival's gastronomic offering presented a rich fusion of Arequipa's and traditional Peruvian cuisine, enabling participants to sample typical dishes such as *chupe* and *rocoto relleno*, as well as traditional desserts like queso helado. At the same time, innovation was encouraged through proposals that applied contemporary techniques to native ingredients such as regional cheeses and chili peppers, reaffirming Arequipa's role as a destination where flavor, culture, and tradition converge.

4. Methodology

The study was approved by ethics committee of the Escuela Superior Politécnica del Litoral (ESPOL) and reg. no. CERT-PI-CEIE-001-2023, dated June 12, 2023. As part of the ethical procedures, the questionnaire included an informed consent statement, which participants provided in writing. As part of the present study, a questionnaire was designed to achieve the proposed objectives. The research instrument consisted of three sections. The first section examined sociodemographic variables; these were measured using closed-ended questions and were drawn from the study by Lee et al. (2018). These variables relate to age, education, professional activity, travel companion characteristics, and daily expenditures.

The second section addressed the scale of motivations for attending a gastronomic festival. This scale consisted of 18 items adapted from the studies by Chang (2011) and Carvache-Franco et al. (2023). These items were rated on a five-point Likert scale, where 1 represented the least important and 5 the most important. The internal consistency of this scale was rigorously evaluated, yielding a Cronbach's alpha of 0.906, indicating strong reliability.

The third section focused on satisfaction and loyalty. Overall satisfaction was measured using a single item. This item was rated on a five-point Likert scale, ranging from 1 = "least satisfied" to 5 = "most satisfied." Revisit intention, recommendation, and positive word of mouth were also measured separately, using one item for each outcome. These behavioral-intention items were rated on a five-point Likert scale, ranging from 1 = "very unlikely" to 5 = "very likely." Because satisfaction and the three loyalty-related

outcomes were treated as individual indicators rather than multi-item scales, internal-consistency coefficients such as Cronbach's alpha are not applicable to these measures. The items were adapted from Kim and Park (2017). The questionnaire was prepared in Spanish and English, pilot-tested with 40 participants, and its wording was refined to improve clarity and ease of understanding.

Sample collection was conducted from October 31 to November 3, 2024, at the FestiSabores gastronomic festival, held annually at Yanahuara Plaza in the city of Arequipa, Peru. The key dates for data collection were the start of FestiSabores on November 3rd and the end of the food festival on the same day. The surveys were then validated and entered into the SPSS system between November 15th and December 5th, 2024. The data was analyzed from January 10th to March 20th, 2025. This important Peruvian gastronomic event, organized by the Arequipa Gastronomic Association (AGAR), brought together restaurants, picanterías, and entrepreneurial ventures to celebrate traditional and signature cuisine, with free admission.

A non-probability convenience sample was used among adults (18+) attending FestiSabores who voluntarily agreed to participate. The questionnaires were administered at different times and locations throughout the event, with the aim of reaching attendees with diverse characteristics and avoiding the concentration of data collection at a single location or during a specific time period. A total of 405 valid questionnaires.

To identify the motivational dimensions, an exploratory factor analysis was conducted using principal component extraction and Varimax rotation. The Kaiser criterion was applied, retaining factors with eigenvalues greater than 1. Varimax rotation was selected to obtain a clearer factor structure and facilitate the interpretation of the dimensions, while maintaining orthogonal factors for subsequent analyses. Factor loadings below 0.50 were suppressed. The suitability of the data for factor analysis was assessed using the Kaiser–Meyer–Olkin (KMO) measure and Bartlett's test of sphericity, the latter being used to determine whether the correlation matrix differed significantly from an identity matrix. The variance explained by the factor solution and the internal consistency of the identified dimensions were also examined. Finally, the factor scores derived from the rotated solution were used as independent variables in the regression analyses for satisfaction and each loyalty variable.

The regression models were estimated separately for satisfaction, revisit intention, recommendation, and positive word of mouth. This choice was made because the study was designed to compare the contribution of the motivational dimensions to each outcome, not to test a causal mediation model. Accordingly, satisfaction was not specified as a mediator between motivations and loyalty. A mediation framework, including SEM or PLS-SEM, would address a different research question and is therefore proposed as an extension for future research.

5. Results

5.1. Sample profile

The sample was composed mainly of married individuals (90.6%). A total of 63.2% were between 21 and 40 years old, 60% had a university-level education, and 22.2% were employed in administrative positions. A considerable proportion of respondents (31.4%) visited the gastronomic festival for the first time; however, the majority had attended it previously. Most participants attended the festival with friends (55.6%). Attendees reported varied income levels, with most daily expenditures per person ranging from USD 21 to USD 60. See Table 1.

5.2. Motivations of the gastronomic festival

The factor loadings indicate how strongly each item is related to its corresponding factor, while the eigenvalues show the contribution of each retained factor and the explained variance indicates the proportion of total variance accounted for by each dimension. Taken together, the five retained factors explain 53.409% of the total variance. All reported loadings were at least 0.50. The KMO value was 0.80 and Bartlett's test of sphericity was significant ($p < 0.05$), supporting the suitability of the data for factor analysis. The 18-item motivational scale showed strong internal consistency (Cronbach's alpha = 0.906).

According to the results shown in Table 2, the first factor was labeled Art, as it is related to art exhibitions, artists, and musicians. The second dimension was termed Learning, as it involves

Table 1. Sample profile.

Variable		Frequency	Percentage
Marital Status	Married	367	90.6
	Others	38	9.4
Age	21-30 years	132	32.6
	31-40 years	124	30.6
	41-50 years	99	24.4
	51-60 years	25	6.2
	Over 61 years	25	6.2
Educational Level	Secondary education	54	13.3
	University	243	60.0
	Postgraduate / Master's / Doctorate	108	26.7
Occupation	Manager	40	9.9
	Merchant or entrepreneur	28	6.9
	Employee / Administrative	90	22.2
	Freelancer	32	7.9
	Homemaker	31	7.7
	Public sector worker	19	4.7
	Service worker	15	3.7
	Professor / Researcher	16	4.0
	Retired	7	1.7
	Unemployed	5	1.2
	Others	56	13.8
	Students	66	16.3
Number of Times Attending the Festival	First time	127	31.4
	Two times	112	27.7
	Three times	79	19.5
	More than four times	87	21.5
Companions at the Festival	Alone	31	7.7
	With family	135	33.3
	With friends	225	55.6
	Others	14	3.5
Monthly Income Level	Less than S/. 1,874 ($500)	99	24.4
	From 1,878 to 3,748 ($501 hasta $1,000)	79	19.5
	From S/0.3,752 to S/0.5,622 ($1,001 hasta $1,500)	97	24.0
	FromS/0.5,626 to S/0.7,496 (US$1.501 a 2.000)	81	20.0
	From S/0.7,500 to S/0.9,370 ($2,001 a $2,500)	42	10.4
	From S/0.9,374 to S/0.11,244 ($2,501 a $3000)	5	1.2
	More than S/0.11,244 ($3000)	2	0.5
Average Daily Expenditure per Person	Less tan S/0.75 (US$20)	74	18.3
	From S/0.79 a S/0.150 (US$21 - US$40)	164	40.5
	From S/0.154 to S/0.225 ($41 a $60)	135	33.3
	From S/0.229 to S/0.300 ($61 a $80)	29	7.2
	From S/. 304 a S/0.375 ($81 a $100)	2	0.5
	More than S/0.375 ($100)	1	0.2

exchanging ideas with specialists, increasing knowledge of local foods, and experiencing food preparation. The third factor was labeled Entertainment, as it relates to enjoyment and fun. The fourth dimension was called Novelty, as it is associated with trying local food and exploring new restaurants. The fifth factor was labeled Local Food because it relates to learning about and exchanging ideas about local foods.

5.3. Motivations and satisfaction at the gastronomic festival

Multiple regression analysis was used to examine the most important motivational predictors of attendees' satisfaction at the gastronomic festival. See Table 3.

According to Table 3, all motivational dimensions (factors) showed a significant relationship ($p < 0.05$) with satisfaction, except for the Local Food dimension. Therefore, four dimensions were found to predict or influence attendees' satisfaction at the gastronomic festival.

The most influential predictor of satisfaction was Learning ($\beta = 0.225$), followed by Novelty ($\beta = 0.223$). This indicates that attendees who were more strongly motivated by learning (increasing gastronomic knowledge and experiences) and novelty (trying new locally prepared food) reported higher levels of satisfaction at the gastronomic festival.

The tolerance values of 1.000 are consistent with the way the predictors were generated. The regression models used factor scores from a Varimax-rotated solution, so the retained factors are orthogonal

Table 2. Motivations for the gastronomic festival (factor analysis).

Variable	Art	Learning	Entertainment	Novelty	Local food
To view art exhibitions	0.787				
To see artists and musicians	0.716				
To purchase handicrafts	0.604				
To observe other festival attendees	0.532				
To exchange ideas with food specialists		0.732			
To satisfy my food-related curiosity		0.720			
To increase my knowledge of local foods		0.615			
To experience how food is prepared		0.541			
To enjoy the festive atmosphere			0.746		
For fun			0.698		
To rest and relax			0.657		
To have a change from my daily routine			0.527		
To try local food				0.774	
To explore new restaurants				0.601	
To purchase food products				0.577	
To learn about local foods					0.762
To exchange ideas about local foods.					0.596
For the variety of things to see and do					0.548
Eigenvalues	4.002	2.030	1.330	1.160	1.092
Explained Variance (%)	22.232	11.280	7.386	6.444	6.067

Table 3. Motivations and satisfaction at the gastronomic festival.

Variable	Beta	t	Sig.	Tolerance
Art	0.142	3.097	0.002	1.000
Learning	0.225	4.910	0.000	1.000
Entertainment	0.192	4.174	0.000	1.000
Novelty	0.223	4.862	0.000	1.000
Local Food	0.029	0.642	0.521	1.000
(Constant)		135.219	0.000	

Table 4. The motivations and the return to the gastronomic festival.

Variable	Beta	t	Sig.	Tolerance
Art	0.058	1.296	0.196	1.000
Learning	0.143	3.173	0.002	1.000
Entertainment	0.320	7.101	0.000	1.000
Novelty	0.251	5.578	0.000	1.000
Local Food	−0.004	−0.082	0.935	1.000
(Constant)		119.414	0.000	

and therefore uncorrelated with one another. Thus, the reported tolerance values do not indicate an estimation problem; rather, they reflect the absence of multicollinearity among the motivational factors entered in the models.

5.4. Motivations and revisit intention at the gastronomic festival

Multiple regression analysis was used to examine the most important motivational predictors of revisit intentions at the gastronomic festival. See Table 4.

According to the results presented in Table 4, the Learning, Entertainment, and Novelty dimensions showed a significant relationship ($p < 0.05$) with revisit intentions to the gastronomic festival. Therefore, these three dimensions predicted or influenced attendees' intentions to return to the gastronomic festival.

The most influential predictor of revisit intention was Entertainment ($\beta = 0.320$), followed by Novelty ($\beta = 0.251$). This indicates that attendees who were more strongly motivated by entertainment (enjoyment and fun) and novelty (trying new locally prepared food) reported higher intentions to return to the gastronomic festival.

5.5. Motivations and recommendation intention at the gastronomic festival

Multiple regression analysis was used to examine the most important motivational predictors of recommendation intentions for the gastronomic festival. See Table 5.

Table 5. Motivations and recommendations of the gastronomic festival.

Variable	Beta	t	Sig.	Tolerance
Art	0.166	3.540	0.000	1.000
Learning	0.203	4.325	0.000	1.000
Entertainment	0.162	3.455	0.001	1.000
Novelty	0.143	3.049	0.002	1.000
Local Food	0.055	1.176	0.240	1.000
(Constant)		91.605	0.000	

Table 6. Motivations and positive word of mouth at the gastronomic festival.

Variables	Beta	t	Sig.	Tolerance
Art	0.080	1.692	0.091	1.000
Learning	0.139	2.962	0.003	1.000
Entertainment	0.234	4.980	0.000	1.000
Novelty	0.179	3.804	0.000	1.000
Local Food	0.082	1.741	0.082	1.000
(Constant)		96.576	0.000	

According to the results presented in Table 5, all motivational dimensions showed a significant relationship ($p < 0.05$) with recommendation intentions for the gastronomic festival, except for the Local Food dimension. Therefore, four dimensions predicted or influenced attendees' recommendation intentions.

The most influential predictor of recommendation was Learning ($\beta = 0.203$), followed by Art ($\beta = 0.166$). This indicates that attendees who were more strongly motivated by learning and art exhibited higher intentions to recommend the gastronomic festival.

5.6. Motivations and positive word of mouth at the gastronomic festival

Multiple regression analysis was used to examine the most important motivational predictors of positive word of mouth about the gastronomic festival. See Table 6.

According to the results presented in Table 6, the Learning, Entertainment, and Novelty dimensions showed a significant relationship ($p < 0.05$) with positive word of mouth about the gastronomic festival. Therefore, these three dimensions predicted or influenced attendees' positive word of mouth regarding the gastronomic festival.

The most influential predictor of positive word of mouth was Entertainment ($\beta = 0.234$), followed by Novelty ($\beta = 0.179$). This indicates that attendees who were more strongly motivated by entertainment and novelty exhibited higher intentions to say positive things about the gastronomic festival.

6. Discussion

The first objective of this study was to identify the main motivational dimensions associated with attendance at gastronomic festivals. The empirical results allowed the identification of five distinct factors: art, related to participation in performances; learning, associated with learning about food; entertainment, linked to enjoyment and fun; novelty, related to seeking new experiences; and local food, connected to the tasting of local gastronomic products. These dimensions are consistent with previous studies, which have identified the artistic dimension as a relevant element in festivals with cultural components (Carvache-Franco et al., 2023; Chang, 2011). Similarly, entertainment motivation has been recognized as a key factor in contemporary gastronomic festivals (Carvache-Franco et al., 2025). Likewise, the novelty dimension aligns with the motivation identified by Lee and Kwon (2021), namely, the exploration of diverse experiences and the escape from daily routines. The gastronomic motivation for local food has been linked to its consumption and enjoyment (Carvache-Franco et al., 2023, 2025; Chang, 2011). These findings suggest that attendees exhibit diverse motivations for participating in gastronomic festivals, which depend on the specific characteristics of the event, its theme, programming, and territorial context.

The second objective of the study was to analyze the motivational dimensions that significantly predict satisfaction at gastronomic festivals. The results indicate that Learning is the primary motivation predicting satisfaction, followed by Novelty. Identifying the motivations that influence satisfaction at gastronomic festivals is essential; however, previous findings have been mixed. For example, Tanford and Jung (2017) argued that festival activities, such as programming and entertainment, influence satisfaction. Consequently, examining the motivations that determine satisfaction not only provides relevant empirical evidence for academic literature but also offers a solid foundation for the planning and sustainable management of gastronomic festivals in competitive tourism contexts.

These findings should be interpreted in light of the analytical design adopted here. Although satisfaction is frequently positioned in the literature as a pathway through which earlier experience-related factors can shape loyalty, the present analysis did not test that indirect mechanism. Instead, the separate regressions show how the motivational dimensions relate independently to satisfaction and to each loyalty outcome. This approach makes it possible to compare the pattern of predictors across outcomes, while leaving the possible mediating role of satisfaction to be examined in a structural model in future research.

The third objective of the study was to determine the demand motivations that predict loyalty toward gastronomic festivals, as measured by revisit intention, recommendations, and the generation of positive opinions. The findings show that Entertainment is the most important predictor of both revisit intention and positive word of mouth, followed by Novelty. Regarding recommendations, Learning emerged as the strongest predictor at food festivals. These results suggest that attendees particularly value festivals that offer innovative and attractive experiences that generate positive emotions and differentiate from other events. Although previous studies have identified multiple factors influencing loyalty to gastronomic festivals—such as Carvache-Franco et al. (2025), who found that the escape and novelty factor was the most relevant predictor of loyalty, followed by entertainment—the results of the present study indicate that Learning and Entertainment motivations play an especially significant role. Therefore, this study contributes to academic literature by demonstrating that learning and entertainment enhance loyalty among gastronomic festival attendees.

As theoretical implications, overall, this research makes a significant contribution to academic literature by identifying and validating five specific standardized motivational dimensions, particularly Learning and Entertainment, that directly influence satisfaction and loyalty among gastronomic festival attendees, which had not been identified in previous studies. The results confirm that motivations not only affect visitor behavior but also vary with factors such as infrastructure, programming, culinary offerings, and service quality, thereby reinforcing the importance of integrating motivational analysis into the planning and strategic management of these events.

As a practical implication, identifying the motivations that drive attendance at gastronomic festivals is highly important for organizing companies, sponsors, and stakeholders in the tourism and gastronomic sectors, as it enables the event's value proposition to align with the real expectations of the target audience.

Likewise, understanding which motivations most strongly influence satisfaction and loyalty—such as Learning and Entertainment—enables organizations to prioritize investments in those event attributes that generate greater satisfaction and, consequently, strengthen visitor loyalty and the festival's brand value. From a strategic perspective, this information contributes to improving resource allocation efficiency, developing more precise marketing strategies, and fostering long-term relationships with attendees, thereby increasing the competitiveness and economic sustainability of gastronomic festivals.

In this regard, to enhance Learning, it is recommended to offer culinary workshops and to present photographs and historical narratives about the creation of the different dishes featured at the festival. Showcasing new recipes and the variety of foods that can be prepared would be an effective strategy to increase learning. To enhance Entertainment, organizers could hire hosts and offer fun activities such as dance performances, contests, and raffles. Games and competitions that incorporate food-related elements can also be incorporated into gastronomic festivals.

7. Conclusions

Gastronomic festivals are planned, temporary events that articulate a territory's culinary offerings with cultural, social, and recreational expressions, to generate experiences centered on the consumption, appreciation, and dissemination of local or themed gastronomy.

Studying the satisfaction and loyalty of gastronomic festival attendees is essential to understanding the effectiveness of these events as tourism and cultural products, as well as to ensuring their long-term sustainability. The tourism and event management literature indicates that visitor satisfaction reflects the overall evaluation of the lived experience. At the same time, loyalty is manifested through subsequent behaviors, such as revisit intention, recommendations, and positive word of mouth. In this context, the present study aimed to identify the motivations that predict satisfaction and loyalty at gastronomic festivals, thereby contributing to destination development and the academic literature.

The findings show that Learning and Entertainment are the motivational dimensions that most strongly predict and influence satisfaction and loyalty among attendees at the gastronomic festival. Likewise, Novelty is an important dimension that influences both satisfaction and loyalty. Therefore, activities and services related to learning, entertainment, and novelty should be enhanced at the gastronomic festival. In this way, attendee satisfaction and loyalty would be improved, leading to higher revisit rates. Additionally, recommendations and positive comments would attract more first-time visitors to the festival.

As theoretical implications, five differentiated dimensions were identified jointly that had not appeared together in previous findings: art, learning, entertainment, novelty, and local food. It was also found that learning and entertainment are the dimensions that most strongly predict satisfaction and loyalty, which represents a contribution to the scientific literature, as these findings had not been previously identified.

As practical implications, the present results guide gastronomic festival managers in better preparing events and increasing attendance and revenues, thereby contributing to the preservation of the destination's gastronomic heritage.

Regarding the limitations, the results reflect a single edition of the festival, so attendance patterns and evaluations may change from one year to another. The study also relied on convenience sampling, which limits the extent to which the findings can be generalized beyond the participants surveyed. A further limitation is that overall satisfaction, revisit intention, recommendation, and positive word of mouth were each measured with a single item; consequently, internal-consistency reliability cannot be assessed for these outcomes. Future studies could use multi-item measures and test a more comprehensive structural model in which satisfaction is examined as a possible mediator between motivations and loyalty. Such an extension would allow the direct and indirect relationships among these constructs to be evaluated within SEM or PLS-SEM.

Author contributions

CRediT: **Mauricio Carvache-Franco**: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Software, Validation, Visualization, Writing – original draft, Writing – review & editing; **Ana Elizabeth Gómez-Burns**: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Validation, Visualization, Writing – original draft, Writing – review & editing; **Orly Carvache-Franco**: Conceptualization, Formal analysis, Investigation, Methodology, Software, Validation, Visualization, Writing – original draft, Writing – review & editing; **Wilmer Carvache-Franco**: Conceptualization, Data curation, Formal analysis, Investigation, Methodology, Validation, Visualization, Writing – original draft, Writing – review & editing.

Disclosure statement

No potential conflict of interest was reported by the authors.

About the authors

Mauricio Carvache-Franco is a professor and researcher at the Bolivariana University of Ecuador and the ESAN University of Peru. He has a Ph.D. in Business Administration and Management from the Polytechnic University of Valencia, Spain. His research interests include marketing, consumer behavior, digital marketing, innovation, sustainability, and tourism marketing. (E-mail: smcarvachef@ube.edu.ec).

Ana Elizabeth Gómez-Burns holds a PhD in Economics and Business from the San Francisco Xavier School. Since 2011, she has been a faculty member at San Pablo Catholic University, where she also serves as Coordinator of the Marketing academic area within the Department of Economic and Business Sciences. She has specialized training in

Digital Marketing Strategies from the Kellogg School of Management. Her research interests include creativity, marketing, entrepreneurship, and innovation (E-mail: agomez@ucsp.edu.pe).

Orly Carvache-Franco holds a Ph.D. in Strategic Business Administration from CENTRUM – Pontifical Catholic University of Peru. He has a Master of Business Administration with a specialization in Data Analysis from Saint Leo University in the USA and an MBA from the University of Quebec, Canada. He is a research professor in the areas of business innovation, marketing, business analytics, and sustainability (E-mail: ocarvach@hotmail.com).

Wilmer Carvache-Franco is a Professor and Researcher at the Faculty of Social and Humanistic Sciences of the ESPOL Polytechnic University, Guayaquil, Ecuador. He has a Ph.D. by the Rovira i Virgili University of Spain. His research interests focus on marketing, innovation, tourism marketing and sustainability (E-mail: wcarvach@espol.edu.ec).

ORCID

Mauricio Carvache-Franco http://orcid.org/0000-0003-3639-9263
Ana Elizabeth Gómez-Burns http://orcid.org/0000-0002-2787-7801
Orly Carvache-Franco http://orcid.org/0000-0002-3108-9410
Wilmer Carvache-Franco http://orcid.org/0000-0001-5420-1092

Data availability statement

An anonymized version of the dataset can be made available by the corresponding author upon reasonable request, subject to the ethical conditions applicable to the study. If required by the journal's data-sharing policy, the authors will also consider depositing the anonymized dataset in an appropriate public repository to support transparency and reproducibility.

References

Ali, M., Puah, C. H., Ayob, N., & Raza, S. A. (2019). Factors influencing tourists' satisfaction, loyalty, and word of mouth in the selection of local foods in Pakistan. *British Food Journal*, *122*(6), 2021–2043. https://doi.org/10.1108/BFJ-11-2018-0728

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, *28*(1), 177–194. https://doi.org/10.1108/IJCHM-05-2014-0214

Budianto, A. (2019). Customer loyalty: Quality of service. *Journal of Management Review*, *3*(1), 299–305. https://doi.org/10.25157/jmr.v3i1.1808

Çakmak, E., Isaac, R. K., & Butler, R. (Eds.). (2023). *Changing practices of tourism stakeholders in Covid-19 affected destinations*. Channel View Publications. https://doi.org/10.21832/9781845418762

Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., Villagómez-Buele, C., & Arteaga-Peñafiel, M. (2023). Motivation and segmentation of gastronomic events: Festival of the Red Crab in Ecuador. *Annals of Leisure Research*, *26*(1), 27–43. https://doi.org/10.1080/11745398.2020.1830421

Carvache-Franco, M., Hassan, T., Carvache-Franco, O., Bagarić, L., & Carvache-Franco, W. (2025). Motivations and their influence on loyalty in food festivals. *Cogent Arts & Humanities*, *12*(1), 2483581. https://doi.org/10.1080/23311983.2025.2483581

Chang, W. (2011). A taste of tourism: Visitors' motivations to attend a food festival. *Event Management*, *15*(2), 151–161. https://doi.org/10.3727/152599511X13082349958190

Choo, H., Ahn, K., & F. Petrick, J. (2016). An integrated model of festival revisit intentions: Theory of planned behavior and festival quality/satisfaction. *International Journal of Contemporary Hospitality Management*, *28*(4), 818–838. https://doi.org/10.1108/IJCHM-09-2014-0448

Contreras, J., & Gracia, M. (2011). *Alimentação, sociedade e cultura* (Mayra Fonseca e Barbara Atie Guidalli, Trad.). Editora Fiocruz.

Crespi-Vallbona, M., & Dimitrovski, D. (2016). Food markets visitors: A typology proposal. *British Food Journal*, *118*(4), 840–857. https://doi.org/10.1108/BFJ-11-2015-0420

Croes, R., & Lee, S. H. (2015). Women at a music festival: Biological sex defining motivation and behavioral intentions. *Event Management*, *19*(2), 275–289. https://doi.org/10.3727/152599515X14297053839818

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, *6*(4), 408–424. https://doi.org/10.1016/0160-7383(79)90004-5

Dimitrovski, D., & Crespi-Vallbona, M. (2017). Role of food Neophilia in food market tourists' motivational construct: The case of La Boqueria in Barcelona, Spain. *Journal of Travel & Tourism Marketing*, *34*(4), 475–487. https://doi.org/10.1080/10548408.2016.1193100

Girish, V. G., & Chen, C.-F. (2017). Authenticity, experience, and loyalty in the festival context: Evidence from the San Fermin festival, Spain. *Current Issues in Tourism*, *20*(15), 1551–1556. https://doi.org/10.1080/13683500.2017.1296821

Hall, S., Oriade, A., & Robinson, P. (2016). Assessing festival attendees' behavioral intentions through perceived service quality and visitor satisfaction. *Event Management*, *20*(1), 27–40. https://doi.org/10.3727/152599516X14538326024955

Hazel, X. Y., & Zhang, Y. G. (2021). Explaining the behaviors of culinary event attendees: A path model from motivation to behavioral intentions. *Event Management*, *25*(2), 201–211. https://doi.org/10.3727/152599519X15506259856282

Hermann, U. P., Boshoff, L., & Ncala, T. T. (2019). Understanding beer festival attendee motivations to a craft beer festival in South Africa. *Journal of New Generation Sciences*, *17*(2), 18–30.

Hwang, J., Asif, M., & Lee, K.-W. (2020). Relationships among country image, tour motivations, tour quality, tour satisfaction, and attitudinal loyalty: The case of chinese travelers to Korea. *Sustainability*, *12*(8), 3182. https://doi.org/10.3390/su12083182

Kabiraj, S., Upadhya, A., & Vij, A. (2021). Exploring the factors affecting the behavioral intention of visitors in wine festival: The case of China Dalian international wine and dine festival. *Business Perspectives and Research*, *9*(3), 352–369. https://doi.org/10.1177/2278533721989521

Keskin, E. (2021). Gastronomi festivalleri [Gastronomy festivals]. In Ö. Yayla & H. Çetiner (Eds.), *Turizm alanında güncel konular ve yaklaşımlar [Current topics and approaches in tourism]* (pp. 29–40). Çizgi Kitabevi Yayınları.

Kılıçarslan, Ö., & Kılıçarslan, D. (2025). Could similar clusters have different perceptions? Motivation segmenting of local food festival. *Journal of Policy Research in Tourism, Leisure and Events*, *17*(1), 214–230. https://doi.org/10.1080/19407963.2022.2119991

Kim, K.-H., & Park, D.-B. (2017). Relationships among perceived value, satisfaction, and loyalty: Community-based ecotourism in Korea. *Journal of Travel & Tourism Marketing*, *34*(2), 171–191. https://doi.org/10.1080/10548408.2016.1156609

Kim, S. S., Choe, J. Y. J., & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing & Management*, *9*, 320–329. https://doi.org/10.1016/j.jdmm.2018.03.006

Kim, Y. G., Suh, B. W., & Eves, A. (2010). The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals. *International Journal of Hospitality Management*, *29*(2), 216–226. https://doi.org/10.1016/j.ijhm.2009.10.015

Kim, Y. H., Duncan, J. L., & Jai, T.-M. (2014). A case study of a southern food festival: Using a cluster analysis approach. *Anatolia*, *25*(3), 457–473. https://doi.org/10.1080/13032917.2014.912245

Krajíčková, A., & Šauer, M. (2018). Differences in motivation of food festivals visitors–A view from the Czech Republic. *Geographica Pannonica*, *22*(3), 189–200. https://doi.org/10.5937/gp22-17050

Kruger, M., & Viljoen, A. (2021). Terroir wine festival visitors: Uncorking the origin of behavioural intentions. *Current Issues in Tourism*, *24*(5), 616–636. https://doi.org/10.1080/13683500.2019.1667310

Lee, C. K., Lee, Y. K., & Wicks, B. E. (2004). Segmentation of festival motivation by nationality. *Tourism Management*, *25*(1), 61. https://doi.org/10.1016/S0261-5177(03)00060-8

Lee, I., & Arcodia, C. (2011). The role of regional food festivals for destination branding. *International Journal of Tourism Research*, *13*(4), 355–367. https://doi.org/10.1002/jtr.852

Lee, J., Lee, J., & Feick, L. (2001). The impact of switching costs on the customer satisfaction-loyalty link: Mobile phone service in France. *Journal of Services Marketing*, *15*(1), 35–48. https://doi.org/10.1108/08876040110381463

Lee, S., Bruwer, J., & Song, H. (2017). Experiential and involvement effects on the korean wine tourist's decision-making process. *Current Issues in Tourism*, *20*(12), 1215–1231. https://doi.org/10.1080/13683500.2015.1050362

Lee, T. H., Jan, F. H., Tseng, C. H., & Lin, Y. F. (2018). Segmentation by recreation experience in island-based tourism: A case study of Taiwan's Liuqiu Island. *Journal of Sustainable Tourism*, *26*(3), 362–378. https://doi.org/10.1080/09669582.2017.1354865

Lee, W., & Kwon, H. (2021). The influence of personal involvement on festival attendees' revisit intention: Food and wine attendees' perspective. *Sustainability*, *13*(14), 7727. https://doi.org/10.3390/su13147727

Li, M., Cai, L. A., Lehto, X. Y., & Huang, J. (.) (2010). A missing link in understanding revisit intention: The role of motivation and image. *Journal of Travel & Tourism Marketing*, *27*(4), 335–348. https://doi.org/10.1080/10548408.2010.481559

Mason, M. C., & Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. *Tourism Management*, *33*(6), 1329–1336. https://doi.org/10.1016/j.tourman.2011.12.016

Novais, M. A., Humpe, A., Le, T. H., Arcodia, C., & Berchtenbreiter, R. (2024). Authenticity and visitor motivations: Segmenting visits at the Munich Oktoberfest. *Event Management*, *28*(6), 843–861. https://doi.org/10.3727/152599524X17095118412126

O'Regan, M., Choe, J., & Yap, M. (2017). Attendee motivations at an international wine festival in China. *Event Management*, *21*(4), 448–460. https://doi.org/10.3727/152599517X14998876105774

Okech, R. N. (2011). Promoting sustainable festival events tourism: A case study of Lamu Kenya. *Worldwide Hospitality and Tourism Themes*, *3*(3), 193–202. https://doi.org/10.1108/17554211111142158

Oliver, R. L. (1999). Whence consumer loyalty? *Journal of Marketing*, *63*(4_suppl1), 33–44. https://doi.org/10.1177/00222429990634s105

Organ, K., Koenig-Lewis, N., Palmer, A., & Probert, J. (2015). Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices. *Tourism Management*, *48*, 84–99. https://doi.org/10.1016/j.tourman.2014.10.021

Park, K., Reisinger, Y., & Kang, H. (2008). Visitors' motivation for attending the south beach wine and food festival, Miami Beach, Florida. *Journal of Travel & Tourism Marketing*, *25*(2), 161–181. https://doi.org/10.1080/10548400802402883

Pramanik, S. A. K., & Islam, M. R. (2026). Festival attractiveness and loyalty: Mediating effects of festival attachment. *Journal of Policy Research in Tourism, Leisure and Events*, *18*(3), 787–808. https://doi.org/10.1080/19407963.2025.2457753

Smith, S., Costello, C., & Muenchen, R. (2010). Influence of push and pull motivations on satisfaction and behavioral intentions within a culinary tourism event. *Journal of Quality Assurance in Hospitality & Tourism*, *11*(1), 17–35. https://doi.org/10.1080/15280080903520584

Tanford, S., & Jung, S. (2017). Festival attributes and perceptions: A meta-analysis of relationships with satisfaction and loyalty. *Tourism Management*, *61*, 209–220. https://doi.org/10.1016/j.tourman.2017.02.005

Topole, M., Pipan, P., Gašperič, P., Geršič, M., & Kumer, P. (2021). Culinary events in the Slovenian countryside: Visitors' motives, satisfaction, and views on sustainability. *Acta Geographica Slovenica*, *61*(1), 107–125. https://doi.org/10.3986/AGS.7617

UNWTO. (2012). *International tourism highlights*. World Tourism Organization.

Vesci, M., & Botti, A. (2019). Festival quality, theory of planned behavior and revisiting intention: Evidence from local and small italian culinary festivals. *Journal of Hospitality and Tourism Management*, *38*, 5–15. https://doi.org/10.1016/j.jhtm.2018.10.003

Wan, Y. K. P., & Chan, S. H. J. (2013). Factors that affect the levels of tourists' satisfaction and loyalty towards food festivals: A case study of Macau. *International Journal of Tourism Research*, *15*(3), 226–240. https://doi.org/10.1002/jtr.1863

Yuan, J., Cai, L. A., Morrison, A. M., & Linton, S. (2005). Segmenting wine festival attendees: A factor-cluster approach. *Tourism Review International*, *8*(4), 297–309. https://doi.org/10.3727/154427205774791500

Zhang, S., & Zhang, D. (2025). Factors affecting food waste at food festivals: The moderating effect of "Camera Eats First". *Journal of Sustainable Tourism*, *33*(2), 357–379. https://doi.org/10.1080/09669582.2024.2345693