

# CULINARY TOURISM EXPERIENCES: THE EFFECT OF ICONIC FOOD ON TOURIST INTENTIONS

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## **Abstract**

ABSTRACT The aim of this research is to analyse whether iconic food continues to be a pull factor of a destination once the visitor has tried it. Since a destination's value determines the intention to return and recommend, we examine the moderating effect of the type of culinary experience: individuals who have tried the iconic food versus those who have not, but who have enjoyed other local food dishes. Results indicate that iconic food reinforces the effect of perceived value on the intention to repeat the experience, while a generic experience with the local cuisine favours the intention to recommend.

**Keywords:** *Iconic food; sensorial experience; behavioural intentions*

**Track:** Tourism Marketing