

# Exploring Cross-Purchasing in Gastronomic Tourism: Influence of Rituals, Authenticity, and Perceived Value

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## **ABSTRACT**

This study looks at how visitors' experience in gastronomic events impacts subsequent cross-purchases of local food products. It specifically explores how attending food rituals enhances the perceived authenticity of the event, which in turn influences the culinary experience value (both learning and hedonic) for tourists. The study also considers two moderating variables: geographical distance and visitor ethnocentrism.

The empirical research focuses on the celebration of a gastronomic event in which participants taste typical dishes, with the possibility of previously attending a traditional ritual which involves a demonstration of pork cutting and preparation methods. Findings indicate that attending the ritual increases the perception of authenticity, which positively affects the perceived value of the experience. Notably, only the learning value significantly impacts the subsequent cross-purchase of local products. Furthermore, authenticity affects cross-purchasing behaviour, particularly among visitors with higher levels of ethnocentrism or those travelling from more distant regions.

## **KEY WORDS**

Gastronomic events; authenticity; cross-purchasing.

## **TRACK**

Tourism Marketing