



**REGIONAL FOOD DESTINATION ATTRACTIVENESS:
AN EXPLORATION OF**
food day-tripper
PREFERENCES

DR GULJIRA MANIMONT : PROFESSOR JULIET MEMERY : DR THILINI ALAHAKHOON



Let's meet **THE TEAM**

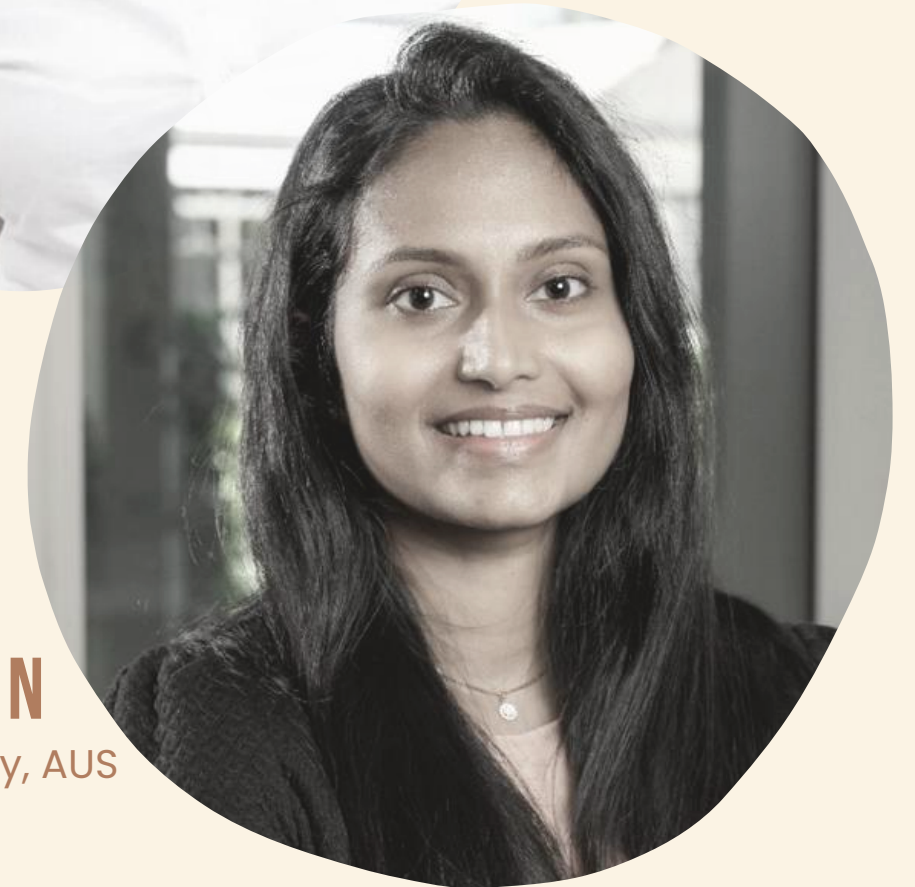
PROFESSOR JULIET MEMERY
Bournemouth Univesrity, UK



DR GULJIRA MANIMONT
Bournemouth Univesrity, UK



DR THILINI ALAHAKOON
Queensland University of Technology, AUS



a little bit of
THE BACKGROUND

DESTINATION COMPETITIVENESS AND THE NEED FOR ATTRACTIVENESS

Today's consumers are spoilt by choice – only Top of Mind destinations with **attractive destination attributes** can attract their attention.

Attractiveness, encompassing various factors such as natural and cultural resources, infrastructure, services, and marketing efforts, **serves as a catalyst for a destination's competitiveness** (Wang et al., 2022).

REGIONAL FOOD DESTINATIONS

Food tourism is a growing trend that attracts travellers who seek unique culinary experiences in **different regions**.

The importance of **local cuisine** in influencing destination choice, leading many destinations to promote and brand their local cuisine as a major attraction (Lai et al., 2017).

FOODIES AND THEIR FOOD DAY-TRIPPING

This shift in travel behaviour has given rise to a new market segment called 'food day-trippers' who plan **their day trips to nearby destinations** to experience local food (Robinson & Getz, 2013; Manimont et al., 2022).



Why
IS THIS IMPORTANT?

Why IS THIS IMPORTANT?

ATTRIBUTE IMPORTANCE AND THE INFLUENCE OF TRAVEL SITUATIONS ON FOOD DESTINATION ATTRACTIVENESS (Alahakoon et al., 2021; Pike et al., 2021).

- Different attributes hold **different significant weight** in determining their destination choice across various situations.
 - *When the time is short, but the distance is greater, what is the most important attribute to you?*

PRACTICAL FACTORS LARGELY OVERLOOKED

- Proximity
- Perceptions of value
- Time constraints
- The level of sacrifice required
 - **The distance decay theory**

(Botti et al., 2008; Pearce, 2020; Kah et al., 2016; Wynen, 2013)

WHAT IF FOOD-DAY TRIPPERS ARE **NO LONGER INTERESTED** IN FOOD ATTRIBUTES?

(Mckercher & Lew, 200; Herington et al., 2013; Manimont et al., 2022; Wang et al., 2022).



A need to understand the specific travel behaviours and **motivations** of food travellers, as well as the unique destination **attributes** that **appeal** to them.

So what's?
ABOUT IT

Research aim

To explore regional food destination attractiveness by investigating how food destination **attributes connect back** to food day-trippers' **preferences**.

RO 1



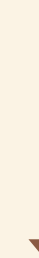
RO 2

To explore the salient attributes that **represent food destination attractiveness** from the food day-tripper perspective.



Attributes that are **important to consumers** when they are considering to visit a food destination for a day trip.

To explore how **personal values** shape food day-trippers' attribute preferences.



Using values in brand positioning is an opportunity to meaningfully **connect the destination to consumers' life priorities**

This approach offers benefits to the demand side politics of destination marketing organisations (DMOs) decision making since a **value-based** proposition here can **subsume** a broader range of **attributes**.

(Alahakoon et al., 2021; Pike et al., 2021).

how
DID WE DO IT?

how
DID WE DO IT?

These results were then **aggregated** to understand regional food destination attractiveness as defined by food day-trippers.

REPERTORY TEST

Personal Construct Theory:

Individuals as scientists who create their own ways of **seeing the world**. (Kelly, 1955)

A technique used to elicit attributes using similarity/difference statements.

To elicit food destination image **attributes** local travellers, consider as salient for food-day tripping.

LADDERING ANALYSIS

A technique used to understand how attributes connect to individual selves by looking at *attributes --> consequences --> values* (Rokeach, 1973).

To understand the reasoning behind their preferences by exploring the resulting **consequences** and **personal values** that drive their decisions.



**ZOOM INTERVIEWS, 20 FOODIES
DORSET AND HAMPSHIRE, UK**

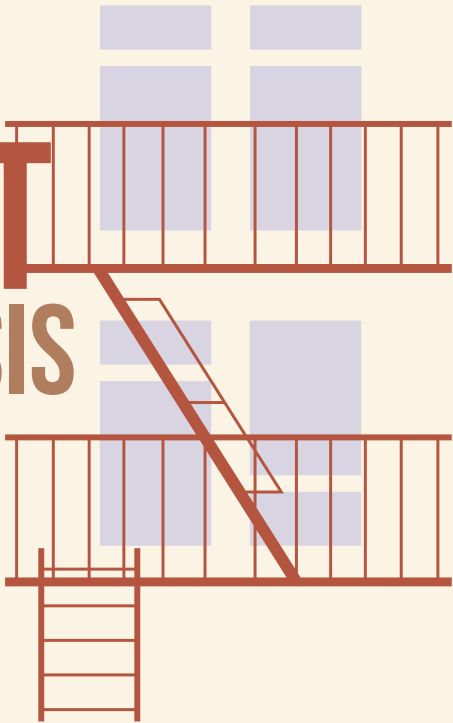
how

DID WE DO IT?

- **No repeat rule.**
- No right or wrong answers – not a test.
- **9 elements/destinations presented in triads** based on the balanced incomplete design formula (Burton & Nerlove, 1976).
- Although two elements could be differentiated between, without a reference to similarity, the difference would probably represent a chaotic heterogeneity (Pike & Kotsi, 2016).

REPERTORY TEST

LADDERING ANALYSIS



1. Bridport

2. Christchurch

3. Dorchester

Q1

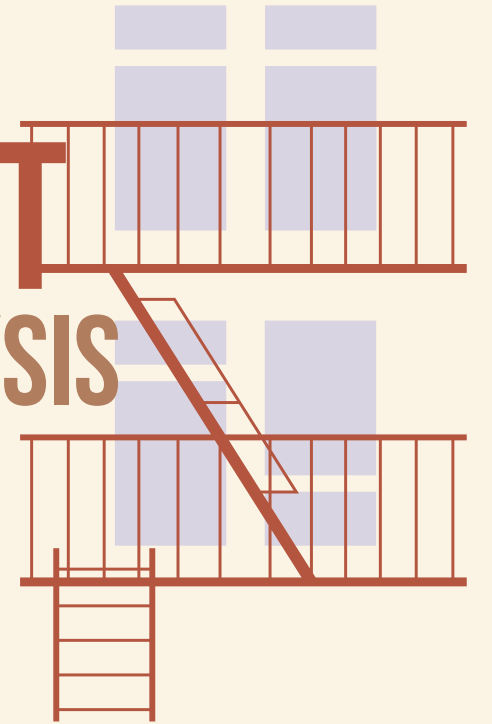
When thinking about local destinations to visit for food experiences in Dorset or Hampshire for a day trip, *in what important way are two of these alike, but different to the third?*

6th							
1,2,3	4,5,6	7,8,9	1,4,7	2,5,8	3,6,9	1,5,9	2,6,7
3,4,8	1,6,8	2,4,9	3,5,7	3,4,5	6,7,8	9,1,2	3,6,9
4,7,1	5,8,2	3,7,2	4,8,9	5,6,1	3,8,1	4,6,2	5,7,9

how
DID WE DO IT?

REPERTORY TEST

LADDERING ANALYSIS



1. Bridport

2. Christchurch

3. Dorchester

Happiness
(V)

Easy to get there
(C)

Closer to home
(A)

Q2

Why is that important to you?

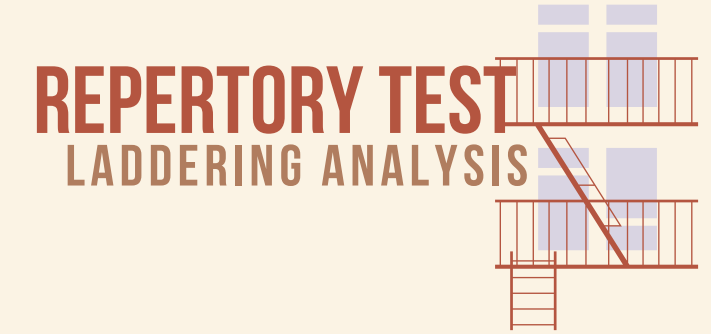
Once the attribute is elicited, Q2 is posed to **ladder up** to arrive at **consequences** and **personal values**.

This link can be further explained through an example from food day-tripping itself where being closer to home (**A**) as an attribute leads to the ease of getting there (**C**) for food day-trippers who value happiness (**V**).

how
DID WE DO IT?

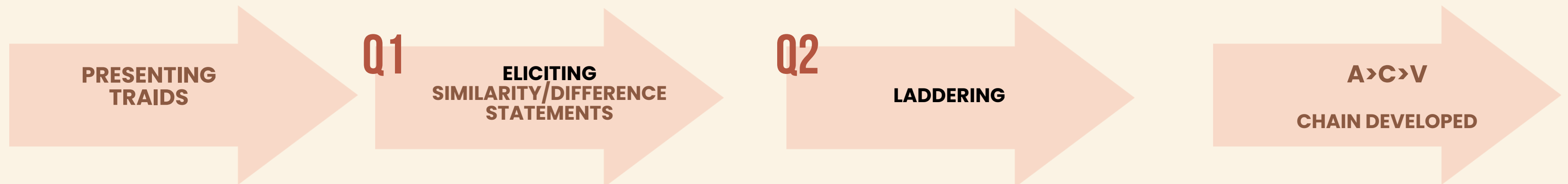
Illustration – Jay

(male, 18–30 years of age, Zoom)



When thinking about local destinations to visit for food experiences in Dorset or Hampshire for a day trip,
in what important way are two of these alike, but different to the third?

**Seaside town –
why is that important to you?**



Interviews averaged a duration of 20 minutes with each participant facing an average of 6 triads (Triad no. 3–6–9).

Similar – seaside town

4. Lyme Regis

5. Lymington

6. Poole

4. Lyme Regis

6. Poole

Different – near the forest

5. Lymington

Seaside town
(A)

Refresh/recharge/relax
(C)

Happiness
(V)

What
DID WE FIND OUT?

What
DID WE FIND OUT?

To explore salient **attributes** that represent food destination attractiveness from the food day-tripper perspective.

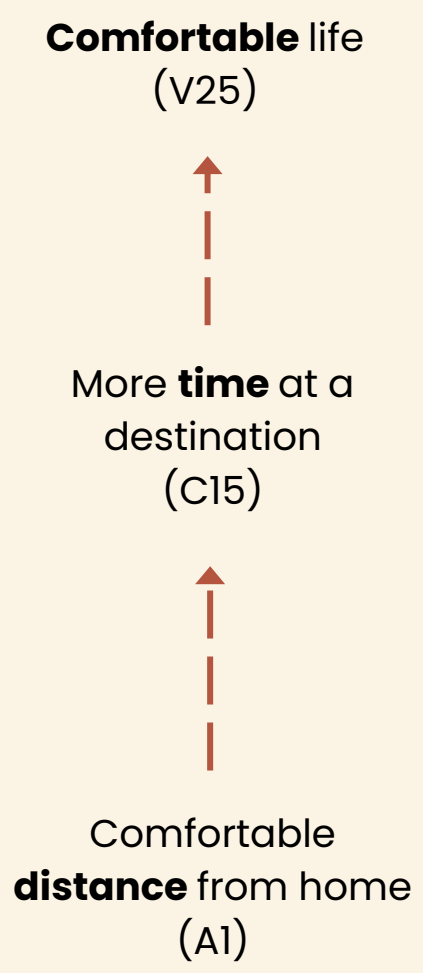
DESPITE THE COMMON PROPOSITION THAT
FOOD-RELATED ATTRIBUTES ARE
PRIORITISED WITHIN THIS CONTEXT,
PROXIMITY IS A SALIENT CONSIDERATION
FOR REGIONAL FOOD DESTINATION
ATTRACTIVENESS

Category	Label	Description	Count (out of 20)
Personal values	V23	Happiness	15
	V24	Excitement	12
	V25	Comfortable life	12
	V26	Sense of security	11
	V27	Wisdom	10
	V28	Inner harmony	8
	V29	Sense of accomplishment	8
	V30	Freedom	5
	V31	A world of beauty	3
	V32	Sense of belonging	2
Consequences	C13	Engaging in new food experiences	15
	C14	Developing a feeling of security/freedom	14
	C15	More time at the destination	11
	C16	Escaping from routine life	10
	C17	Variety in experiences	10
	C18	Reconnecting with history and origins	7
	C19	Appreciating nature	4
	C20	Good value for money	3
	C21	Connecting with locals	2
	C22	Refresh/recharge/relax	2
Attributes	 A1	Comfortable distance from home	15
	 A2	Close to the sea/beach	12
	A3	History	10
	A4	Previously visited	9
	A5	Natural landscape and attractions	8
	A6	Familiarity	7
	A7	Not previously visited	7
	A8	Urban and city atmosphere	6
	 A9	Local markets, events and festivals	5
	A10	Lots to see and do	5
	 A11	High-end and quality of restaurants and cafes	5
	 A12	Local specialty stores and food	5

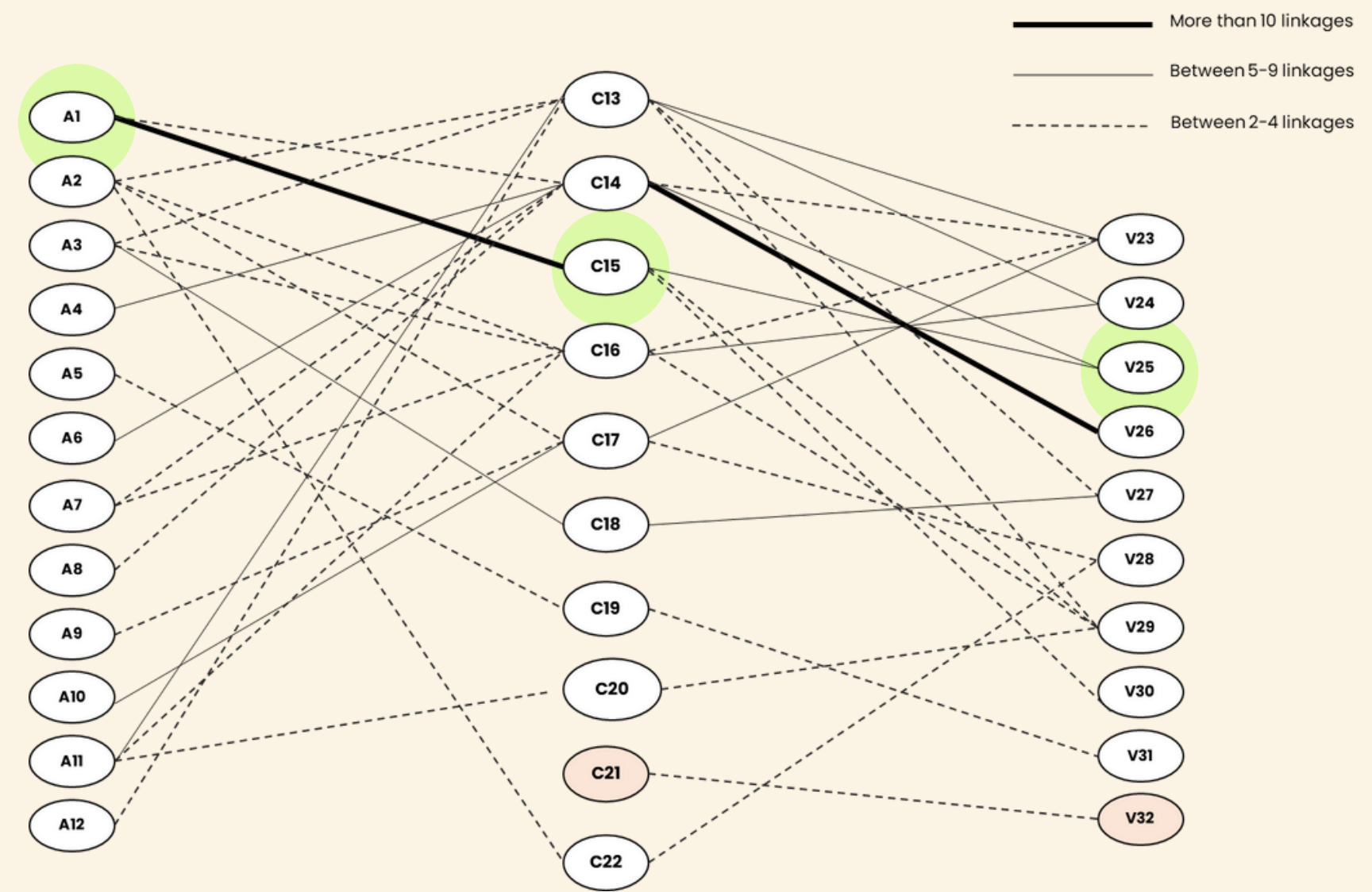
What
DID WE FIND OUT?

RO 2

To explore **personal values** that shape food day-trippers' attribute preferences.



This illustration of the **most dominant orientation** shows how a food destination **attribute connects back to the personal value** of food day-trippers.



THE HIERARCHICAL VALUE MAP (HVM) PROVIDES AN OVERVIEW OF HOW PERSONAL VALUES DRIVE PERCEPTIONS OF REGIONAL FOOD DESTINATION ATTRACTIVENESS THROUGH THE BENEFITS OF DESTINATION ATTRIBUTES.

What's next?

What DID WE FIND OUT?

For better comprehension, the **four HVMs** were developed based on the earlier identifies attributes.

Four perceptual orientations that shape food day-trippers' attribute preferences

Proximity-based attributes



**Comfortable distance
from home (A1)**

Comfortable life

Sense of accomplishment

Inner Harmony

Non-food related experiential attributes



History (A3)

Wisdom

Happiness

Sense of security

A world of beauty

Food-related experiential attributes



**High-end & quality of
restaurants and cafes (A9)**

Happiness

Sense of accomplishment

Excitement

Novelty-familiarity considerations



**Previously visited (A4)
Not previously viisted (A7)**

Happiness

Sense of security

Comfortable life

Excitement

This categorisation enhances comprehension by presenting the **dominant perceptual orientations** within this context.

IMPLICATIONS

for theory and practice

UNDERSTANDING THE **REASONS BEHIND THEIR CHOICES** CAN PROVIDE VALUABLE INSIGHTS INTO THIS SEGMENT AND GUIDE DESTINATION MARKETING STRATEGIES

The personal **value-based perceptual orientations** that shape the decision-making process of food day trippers.

FOOD DAY-TRIPPERS MUST **WEIGH THE PERCEIVED BENEFITS** OF A FOOD EXPERIENCE AGAINST THE **TIME AND EFFORT** REQUIRED TO REACH A DESTINATION.

Creating food destinations that are in close proximity to consumers' residences can enhance destination attractiveness while also reducing the carbon footprint of food travellers.

LIMITED ACCESSIBILITY MAY DRIVE FOOD DAY TRIPPERS TO CHOOSE **DESTINATIONS THAT ARE CLOSER** TO THEIR RESIDENCES.

Research on **spatial design** plays a crucial role in developing food destinations and enhancing the attractiveness of regional food destinations.

next STEPS

IFMRS edition
Prague 2023

PROJECT 01

The influence of food destination **attributes on food photograph** viewing behaviour on social media: a food day-tripper perspective.

PROJECT 02

Quantitative research to investigate how the **proximity** and **clustering** of food destinations influence **visitors' decisions** to visit multiple locations within a single trip.

PROJECT 03

Packaging and assortment layouts strategies in reducing **ugly** food waste.

The British Academy

COMFOCUS

IFMRS edition
Prague 2023

Let's work TOGETHER

Sustainable
consumption

PROFESSOR JULIET MEMERY
Bournemouth University, UK



Visual
attention

DR GULJIRA MANIMONT
Bournemouth University, UK



Behavioural change
for social good

DR THILINI ALAHAKOON
Queensland University of Technology, AUS



- Alahakoon, T., Pike, S., & Beatson, A. (2021). Transformative destination attractiveness: an exploration of salient attributes, consequences, and personal values. *Journal of Travel and Tourism Marketing*, 38(8), 845–866. <https://doi.org/10.1080/10548408.2021.1925616>
- Botti, L., Peypoch, N., & Solonandrasana, B. (2008). Time and tourism attraction. *Tourism Management*, 29(3), 594–596. <https://doi.org/10.1016/J.TOURMAN.2007.02.011>
- Herington, C., Merrilees, B., & Wilkins, H. (2013). Preferences for destination attributes: Differences between short and long breaks. In *Journal of Vacation Marketing* (Vol. 19, Issue 2, pp. 149–163). <https://doi.org/10.1177/1356766712463718>
- Kah, J. A., Lee, C. K., & Lee, S. H. (2016). Spatial-temporal distances in travel intention-behavior. *Annals of Tourism Research*, 57, 160–175. <https://doi.org/10.1016/j.annals.2015.12.017>
- Kelly, G. A. (1955). The psychology of personal constructs. In *Clinical diagnosis and psychotherapy*.
- Lai, M., Khoo-Lattimore, C., & Wang, Y. (2017). Food and cuisine image in destination branding: Toward a conceptual model. <https://doi.org/10.1177/1467358417740763>, 19(2), 238–251. <https://doi.org/10.1177/1467358417740763>
- Manimont, G., Pike, S., Beatson, A., & Tuzovic, S. (2022). Culinary destination consumer-based brand equity: exploring the influence of tourist gaze in relation to FoodPorn on social media. *Tourism Recreation Research*, 1–20. <https://doi.org/10.1080/02508281.2021.1969623>
- Mckercher, B., & Lew, A. A. (2003). Distance Decay and the Impact of Effective Tourism Exclusion Zones on International Travel Flows. <https://doi.org/10.1177/0047287503254812>
- Pike, S., Kotsi, F., Oppewal, H., & Wang, D. (2022). Determining the Importance of Stopover Destination Attributes: Integrating Stated Importance, Choice Experiment, and Eye-Tracking Measures. *Journal of Hospitality and Tourism Research*, 46(1), 125–146. <https://doi.org/10.1177/1096348020980818>
- Robinson, R., & Getz, D. (2013). Food Enthusiasts and Tourism: Exploring Food Involvement Dimensions. *Journal of Hospitality and Tourism Research*, 40(X), 1–24. <https://doi.org/10.1177/1096348013503994>
- Rokeach, M. (1973). The measurement of value and value systems. In *In The nature of human values*. Fress Press (Vol. 32, Issue 4). <https://doi.org/10.1086/267645>
- Wang, D., Kotsi, F., Mathmann, F., Yao, J., & Pike, S. (2022). Short break drive holiday destination attractiveness during COVID-19 border closures. *Journal of Hospitality and Tourism Management*, 51, 568–577. <https://doi.org/10.1016/j.jhtm.2022.05.013>
- Wynen, J. (2013). Explaining travel distance during same-day visits. *Tourism Management*, 36, 133–140. <https://doi.org/10.1016/j.tourman.2012.11.007>