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## Understanding Visitor Experience and Its Impact on Culinary Festivals: A Systematic Literature Review

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### ABSTRACT

This systematic literature review synthesizes the existing research on culinary festivals, focusing on their visitor experience and festival impact. The employs ADO and TCM framework to systematically address the research questions: (1) success factors and the impact of culinary festivals; (2) examining future studies address gaps in culinary festivals. The antecedents considered include visitor motivations, festival attributes, and host characteristics, while the decisions encompass strategic planning, operational management, and stakeholder engagement. The outcomes are categorized into two main dimensions: (1) success factors of culinary festivals, such as visitor satisfaction, behavioral loyalty, festival reputation, and service quality; and (2) impact of culinary festivals, including economic benefits, destination branding, cultural preservation, and community development. Beyond immediate event success, culinary festivals also generate significant economic impact through job creation, support for local producers, and enhanced regional tourism. Additionally, these events contribute to cultural preservation and community cohesion, fostering a sense of place and identity. This synthesis provides a comprehensive foundation for future research and practical strategies in culinary festival management.

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## 1. INTRODUCTION

Culinary festivals have emerged as critical drivers of cultural preservation, economic growth, and tourist engagement globally. They serve as platforms to showcase regional cuisine, promoting local culture (Jaydalal, 2024), foster culinary innovation (Hatidah et al., 2025; Jaydalal, 2024), business network expansion (Hatidah et al., 2025), and strengthen community bonds (Jaydalal, 2024). Some literatures exposes how culinary festival can play a role in food security education and sustainability (Hadiana, et al., 2025). Furthermore, tourism promotion will be carried out by the festivals while supporting regional economic development (Hatidah et al., 2025). Food festivals have the potential to enhance the city's image or destination branding, these festivals serve as effective branding tools by leveraging local cultural elements and utilizing digitalization for promotion (Mau et al., 2024).

Over the past decade especially before the COVID-19 pandemic, research focused on the initial literature concerning impacts, profiling of attendees, and festival management (Wilson et al., 2017) their role in promoting cultural authenticity, destination branding, memorable gastronomic experiences, and enhanced tourist behavioural intentions (Hatidah, 2025; Mau et al., 2024). Subsequently, the literature evolved towards a shift to experiential tourism (Ardine et al, 2019) and the empowerment of micro, small, and medium enterprises (MSMEs). After the COVID-19 pandemic, there is robust literature supporting the evolution from experiential tourism and MSME empowerment, through digitalization and hygiene post-pandemic, to the current focus on sustainability and technology integration in tourism and culinary festivals. These trends are well-documented in both academic studies and industry reports from 2020–2025 (NCCO, 2025; Smartguide, 2024; Zou et al., 2021).

Despite the growth of festival research, studies remain scattered across disciplines, lacking integration and comprehensive frameworks (Wilson et al., 2017). However, critical gaps persist such as: Limited cross-cultural comparisons of authenticity perceptions in culinary festivals, such as the lack of systematic comparative literature regarding the experience of different culinary festivals (Getz & Page, 2016). Existing studies on sustainability in culinary festivals, highlight critical gaps in understanding the cultural, emotional, and temporal dimensions of sustainability adoption. While quantitative frameworks like the Bio-Circular-Green (BCG) model provide structural insights, the lack of qualitative depth—such as ethnographic observations or longitudinal data—limits comprehension of how community identity, consumer behaviours, and sustainability practices evolve in response to external pressures like digitalization or shifting tourism trends. Furthermore, current research often isolates case studies geographically, neglecting comparative analyses across diverse cultural contexts. This SLR addresses these gaps by synthesizing fragmented insights and proposing a dual focus: (1) integrating qualitative methodologies to decode success factors and impact of culinary festivals, and (2) examining future studies address gaps in culinary festivals. By systematically mapping these dimensions, the review will provide a holistic framework to assess long-term impacts of visitor behaviours and sustainability initiatives to guide future research in culinary festivals.

## 2. LITERATURE REVIEW

### 2.1. Culinary Festival

Culinary festival is an event that specifically offers local cuisines and beverages of a destination to the visitors (Kodas, 2023). Others describe it as a gastronomy festival which involves a unique interplay of historical narratives, cultural, and environmental influences (Harrington, 2008; Kusumah, 2025).

## 1.2 The Roles of Culinary Festival

There are five key points that highlight the significance of culinary festivals: celebrating local cuisine, driving culinary tourism, fostering culinary innovation, enhancing community engagement, supporting local food producers (Jaydalal, 2024). When integrated with local resources and traditions, culinary festivals also play a role in food security education and sustainability (Hadiana et al., 2025).

Culinary festivals enhance the cultural vitality of communities globally, fostering economic growth, deeper cultural interactions, and greater social unity. Supporting and celebrating these events can create enduring benefits for both local communities and the wider culinary scene (Jaydalal, 2024).

## 1.3 Success Factors

Several studies have identified key success factors for culinary festivals. Cross-sector collaboration is one of the critical factors for organizing a successful culinary festival (Mau et al., 2024). In addition, financial and technological support for local artists, along with the use of cultural narratives in promotional efforts, are also considered important for attracting tourists, particularly younger and international visitors (Mau et al., 2024).

## 3. METHODS

### 3.1 Systematic Review

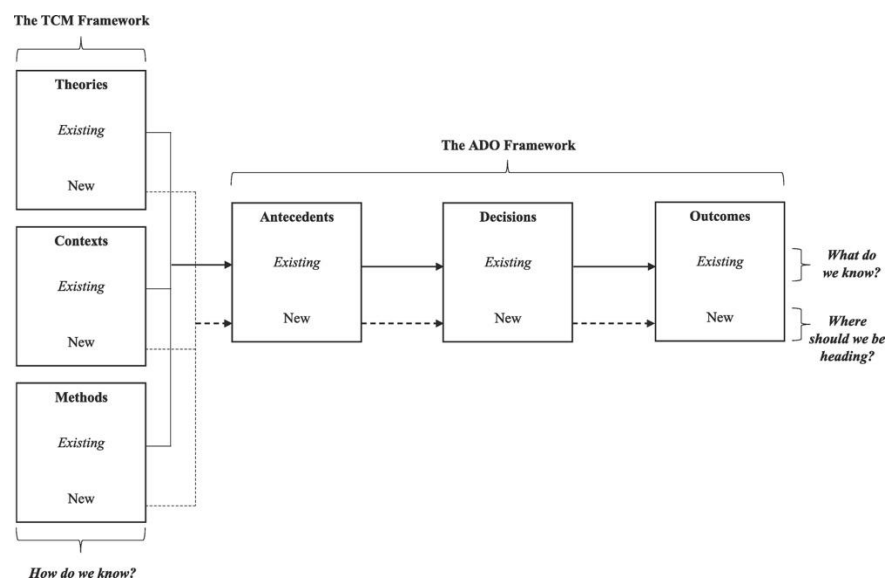
This study employed a structured systematic literature review grounded in a theoretical framework to address research questions. Systematic review is a form of secondary research that is thorough, precise, and systematic methods to collect, evaluate, and synthesized existing studies on a specific topic (Hulland, 2020; J. Paul, 2020). The systematic review used to address questions in the context of: visitor experiences and success factors in the field of culinary festivals.

Systematic review can be conducted in four ways : (1) domain-based reviews, focused which focus on a topical domain which can be conducted in structured reviews, framework-based review, bibliometric reviews, hybrid reviews, or theory-based development reviews; (2) theory-based reviews focus on analyzing the role of specific theory; (3) method-based reviews are dedicated to analyze the method used in a subject area; (4) meta-analytical reviews are conducted to assess statistics of prior empirical research in a subject area (Lim, W. M., 2021; A.W. Hao, 2020; J. Paul M. F.-C., 2020; Lim, 2020). This paper was developed with domain-based review in order to reveal the theories, constructs, contexts, and methods used on prior research in the field of culinary festivals (Lim, W. M., 2021).

### 3.2 Framework

Two theoretical frameworks used in this paper: TCM framework (theory, context, method) and ADO framework (antecedents, decisions, and outcomes). TCM framework was established by Paul et al. (2017). In this framework, theories explain the viewpoints that scholar use to guide their studies; contexts describe the specific situations being studied; and methods show how data is collected and analyze to develop the research. The ADO framework created by Paul and Benito (2018). They explain that antecedents are the reason why does or does not do something; decision describes the action that people choose to take or not take; while outcomes are the results or judgements that come after those actions or inactions (Lim et al., 2021). The combination of TCM and ADO framework provides a comprehensive and structured way to review studies, identify research gaps, and suggest

future directions. This combination framework can leverage the good part of each frameworks and fix their weak spots.

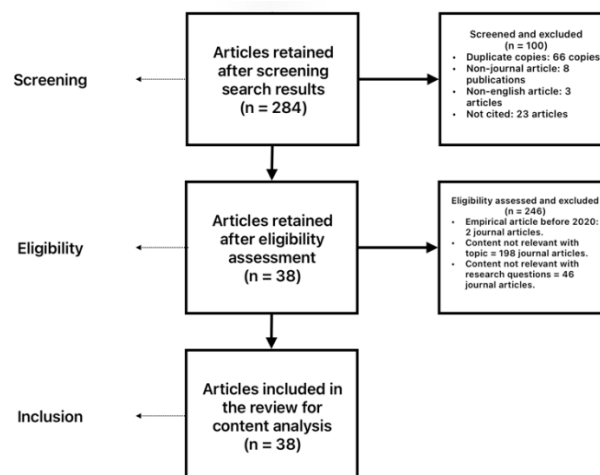


**Figures 1.** The combination of ADO-TCM framework for conducting systematic reviews

Source: *Paul and Benito (2018) and Paul et al. (2017) in Lim, W. M., et al. (2020)*

### 3.3 Procedure

The preferred reporting items for systematic reviews and meta-analyses (PRISMA) protocol is applied to curate a collection of articles relevant to experiences and success factors in the fields of culinary festivals. There are four stages of the protocol, which consists of: identification, screening, eligibility, and inclusion to provides a clear guideline for the reviewing process as presented on Figure 2.



**Figures 2.** Flowchart of the article selection process based on PRISMA protocol.

Source: *Lim, W. M et al (2021)*

The identification stage was carried out after four considerations: (1) source type, (2) search quality and relevance, (3) search period, (4) search keyword. First, there were only articles published in journals in terms of source type. Second, articles related to the topic and published on indexed journals (Scopus, Web of Science) academic databases (Semantic Scholar), and those accessible via Google Scholar and Publish or Perish included, in terms of search quality and relevance. Third, only academic articles published on the period of 2019-2025 used, to keep the data updated and contribute to scholarship advancement. Fourth, the keywords “culinary festival”, “gastronomy festival” were utilized to accommodate various

vocabulary in several countries, in terms of search keyword.

The screening stage involved removing 66 duplicate articles, excluding 8 non-journal articles, deleting 3 articles in language other than English or Indonesian, also eliminating 23 uncited articles. After this screening stage, there were 284 articles remained.

The next stage was the eligibility stage. At this stage, articles were assessed based on year of empirical data, the relevance of their topic, furthermore the articles should be relevant with this research questions. As a result, 246 articles were eliminated, leaving 38 articles to the next stage of review (inclusion stage).

The 38 articles moving to inclusion stage to be analyzed guided by the TCM and ADO framework to address the research questions. TCM and ADO framework used for ensuring the content analyses rigorous and systematic. This review involved extracting, coding, and organizing data from included articles (J. Paul G. B., 2018; Lim, W. M., 2021). Following that, the results and discussion develops a protocol focusing on: (1) bibliometric aspects of authorships, citations, year of publish, and publishers; (2) theories, contexts, and methods of prior articles in terms of experiences and success factors of culinary festivals; (3) antecedents, decisions, and outcomes on prior culinary festivals research.

## 4. RESULTS AND DISCUSSION

### 4.1 Most Cited Articles

Among the top ten articles reviewed, the most cited article is authored by Yang, F. X., et al (2020). The article has received 128 citations as of June 11, 2025. The article is titled *The Role of Food Festivals in Branding Culinary Destinations*. Based on the journal sources and publishers, it can be described that this paper is grounded in the most current and impactful scholarship. The journal sources are mostly about tourisms, events, and food research. The publishers also have good reputation. Elsevier, Taylor & Francis, and SAGE are widely recognized for their significance presence and influence in academic publishing (Peeref, 2023). In other words, this paper involved several impactful articles from the globally trusted journals.

Table 1. Ten Most Articles Cited in The Review

| Author(s)                                          | Total Citation (s) | Year | Journal Source                                                | Publisher        |
|----------------------------------------------------|--------------------|------|---------------------------------------------------------------|------------------|
| Fiona X. Yang, I. Wong, Xiuchang Tan, Dongqiang Wu | 128                | 2020 | <i>Tourism Management Perspectives</i>                        | Elsevier         |
| FC Hsu, E Agyeiwaah, I Lynn, L Chen                | 114                | 2021 | <i>Journal of Hospitality and Tourism Management</i>          | Elsevier         |
| Oman Culha                                         | 75                 | 2020 | <i>Journal of convention &amp; event tourism</i>              | Taylor & Francis |
| M Kruger, A Viljoen                                | 44                 | 2021 | <i>Current Issues in Tourism</i>                              | Taylor & Francis |
| E Beckman, F Shu, T Pan                            | 40                 | 2020 | <i>International Journal of Event and Festival Management</i> | emerald.com      |
| Darvishmotevali, M., Tajeddini, K., & Altinay, L.  | 30                 | 2023 | <i>Journal of Convention &amp; Event Tourism</i>              | Taylor & Francis |
| Valsaraj Payini, Badrinarayan Srirangam            | 30                 | 2020 | <i>British Food Journal</i>                                   | emerald.com      |

| Author(s)                                                                                                               | Total Citation (s) | Year | Journal Source                                                           | Publisher            |
|-------------------------------------------------------------------------------------------------------------------------|--------------------|------|--------------------------------------------------------------------------|----------------------|
| Ramaprasad, Jyothi<br>Mallya, Megha Sanil,<br>Vidya Patwardhan<br>CK Pai, T Lee, S Kang                                 | 27                 | 2021 | <i>International Journal of Environmental Research and Public Health</i> | mdpi.com             |
| Carvache-Franco, M.,<br>Carvache-Franco, O.,<br>Carvache-Franco, W.,<br>Villagómez-Buele, C., &<br>Arteaga-Peñafiel, M. | 23                 | 2023 | <i>Annals of Leisure Research</i>                                        | Taylor & Francis     |
| M Lefrid, EN Torres                                                                                                     | 22                 | 2022 | <i>Journal of Vacation Marketing</i>                                     | journals.sagepub.com |

Source: Researcher, 2025

## 4.2 Theory

Theories provide the conceptual foundation for understanding phenomena, generating hypotheses, and interpreting findings. Theories act as a compass for scholars, offering direction as they seek answers to their research questions and work toward achieving their goals (Lim, W. M., 2021). In total, 55 different theoretical lenses used to frame the 38 journal articles reviewed. The theories are divided into six thematic topics: experience and value, social and cultural, emotional and psychological, motivation and behavior, entrepreneurship and marketing, also event and tourism specific theme as seen on Table 2.

Table 2. Thematic Theory in the Review

| Topic                       | Theories                                                                                                                                                                                                                                                                                                                              |
|-----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Experience and value        | Experience Economy Theory, Experiential Value Theory, Customer Experience Management, Memorable Experience Theory, Tripartite Experience Framework, Service Quality (SERVQUAL) Theory, Expectation-Confirmation Theory                                                                                                                |
| Social and cultural         | Cultural Heritage Theory, Bordieu's Theory of Social Distinction, Cultural Diplomacy/Soft Power Theory, Sense of Community Theory, Slow Food Movement Principles, Social Capital Theory, Social Construction of Food, Social Construction of Experience, Social Exchange Theory, Social Identity Theory, Social Representation Theory |
| Emotional and psychological | Elaboration Likelihood Model, Emotional Response Theory, Enduring Involvement Theory, Food Neophobia Theory, Gender Theory, Existential Authenticity Theory, Involvement Theory, Network Theory, Personal Involvement Theory, Place Attachment Theory, Risk Perception Theory, Trust Theory, Well-Being Theory                        |
| Motivation and behavior     | Push-Pull Motivation Theory, Motivation-Opportunity-Ability (MOA) Theory, Behavioral Intention Model, Consumer Behavior Theory, Domain-Specific Innovativeness (DSI) Theory, Elaboration Likelihood Model (ELM), Practice Theory, Stimulus-                                                                                           |

| Topic                          | Theories                                                                                                                                                                                                                                                                |
|--------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                | Organism-Response Paradigm, Theory of Planned Behavior (TPB)                                                                                                                                                                                                            |
| Entrepreneurship and marketing | Aaker's Brand Equity Theory, Destination Branding Theory, Destination Image Theory, Destination Image Theory, Artisan Entrepreneurship Theory, Gartner's Destination Image Formation Model, Loyalty Theory, Place Branding Theory, Segmentation Theory, Terroir Concept |
| Event and Tourism Specific     | Event Tourism Theory, Festivalscape Theory, Festival Typology Theory, Food Tourism Theory, Rural Tourism Theory, Tourist Motivation Theory                                                                                                                              |

Source: Researcher, 2025

In hospitality, especially in culinary industry, experience of customers was largely determined by the service quality (Dimapilis, J. B., 2025; Culha, 2020). Most culinary business aim to attract more customers by offering attentive service and high-quality food (value) (FC Hsu, 2021), which help build customer loyalty and increases satisfaction or experience (Rane, 2023).

The theoretical research, such as consider all aspects of experience, including the conative (behavioral), affective (emotional), and cognitive dimensions on prior research are the way to answer the research gaps on event-tourism, especially on culinary festivals (Getz, 2016). Those research help to better understand the nature of experience and in the same time identify what makes event-tourism experiences both memorable and transformative.

Not only marketing topics, event especially culinary festivals should do more research about visitor behaviors. The prior research explored motivation theory (Yang, F. X., 2020), behavioral intention model (Y Hazel Xu, 2021), stimulus-organism-response paradigm, theory of planned behavior (Kruger, 2019) in order to understand what visitors need. This research helps the organizers, food producers, vendors, local communities, and government about what visitors want, what visitor try to find, what experience they are looking for. The findings of those prior research could develop more service and experience to build visitors satisfaction. The satisfaction of visitors will shape intentions to revisit or recommend festivals (Kruger, 2019).

Each theory in every topic has its relevance to the research context. Authors gave strong reasons and evidences about it. Therefore, those theories can be implemented on the future research question or phenomenon.

#### 4.3 Context

Contexts describe the specific situations being studied, summarize the setting and why it is important for the research. The 38 reviewed articles generated from 15 different countries. The highest number of articles came from Turkey (7 articles), United States of America (6 articles), China (4 articles), followed by Indonesia (3 articles), India (3 articles), and the other countries.

Beside the origin country, the festivals also gave a different nuance on the review. Culinary festivals or gastronomy festivals have been frequently held as a branding tool for culinary tourism (Yang, F. X., 2020; Carvache-Franco, 2020; Çekiç, 2023). From festival themes, it can deliver information about the local food and beverage showed in each country.

The participants on the prior research mostly from the point of view of visitor. Different

terms were used across the literature to describe this group, some authors named it as attendee, while others called them as tourist. In this paper, author use “visitor” term as people who come to the festivals. The second participant were the local vendors, or local businesses, or local producers. They were included the food agent, food providers, and the farmers who attend the festival as seller or exhibitor. This paper use “food producer” to represent the vendor groups. The next participant of the research were the local communities. Regional tourism authorities such as government and destination marketing organization (DMO) as the policymaker represented as “authorities” in this paper. The other important to be discussed in the festival research are the organizers and sponsors. However, only one paper explored about sponsors in the reviewed articles (Y. Ian, 2021). Participants in the reviewed studies include domestic and international respondents.

Table 3. Contextual Coverage in the Review

| Countries     | Festival Theme                        | Participants       |
|---------------|---------------------------------------|--------------------|
| Turkey        | Asian food festivals                  | Visitor/Attendee/  |
| United States | Craft beer and food festival          | Tourist            |
| of America    | Food festivals                        | Local vendors /    |
| China         | Gastronomic Festival of the Red Crab  | businesses /       |
| Indonesia     | International Dates Festival          | producers /        |
| India         | International Gastronomy Festival     | participants: food |
| Spain         | Local culinary heritage               | agent, food        |
| Serbia        | Macau International Food Festival     | providers,         |
| Poland        | Madens Folkemøde                      | farmers            |
| Iran          | Olive Festival                        | Local              |
| Equador       | Orange Blossom Carnival               | communities        |
| South Africa  | Plum Fair                             | Regional tourism   |
| Cyprus        | Seafood Festival                      | authorities/munic  |
| New Zealand   | Slow Food Festival                    | ipal               |
| Egypt         | Trujillo’s National Cheese Fair       | authorities/policy |
| Denmark       | Wellington on a Plate (WOAP) festival | makers/governm     |
|               | Wine Festivals                        | ent/Destination    |
|               |                                       | marketing          |
|               |                                       | organizations      |
|               |                                       | (DMOs)             |
|               |                                       | Festival           |
|               |                                       | Organizers         |
|               |                                       | Sponsors           |

Source: Researcher, 2025

#### 4.4 Methods

Methods show how data is collected and analyzed to develop the research. On the reviewed articles, the methods discussed are about the research approach, data sources, and data analysis. The research approach mostly used were quantitative approach with survey as primary data source. The next research approach were qualitative approach, mix-method approach, and experimental approach. The data sources used were survey, interview consist of semi-structured interview and in-depth interview. The other data source was quantitative text mining, this method used for analyzed festival names and online descriptions (e.g., websites, social media) for festival forms, styles, functions, and their diversity associations (Kesgin, M., 2022). Scenario planning on the other hand used as data sources to map how external drivers (e.g., climate change, technology) impact food

festivals on experimental approach research (Y. Ian, 2021).

Table 4. Research Methods

| Research Approach                                                                        | Data Sources                                                                                                      | Data Analysis                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Quantitative Approach, Qualitative Approach, Mix-method Approach, Experimental Approach. | Survey, Interview (Semi-Structured Interviews, In-depth interviews), Quantitative Text Mining, Scenario Planning. | Descriptive statistics, Partial Least Squares Structural Equation Modeling (PLS-SEM), Structural Equation Modeling (SEM), Clustering Analysis (implied K-means), Pearson's Chi-square, Spearman's Correlation/Spearman's Rho, Factor Analysis, Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), Multiple regression, Cronbach's Alpha.<br><br>Content Analysis, Thematic analysis, Comparative Analysis, Classification Framework, Bourdieusian Lens, Descriptive Analysis, Text Mining |

Source: Researcher, 2025

#### 4.5 Antecedents

Antecedents refer to the underlying reasons that explain why individuals do or do not engage in certain behaviors (Lim, 2020). In this paper, the antecedents are categorized into eleven theory-based classifications. This categorization is intended to make it easier to see the origin of the scientific based used.

Table 5. Antecedents Explored in the Review

| Theoretical Base                    | Antecedents Explored                                                                                                                                                                                                                                                                                                             | Participants                                           |
|-------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Motivation Theory                   | Push motivation (cultural exploration, desire to try innovative dishes, socialization opportunities, health/wellness interest, escape from routine), pull motivation (novelty, food quality, festival reputation, presence of famous chefs, educational activities, interactive activities), enduring involvement, time pressure | Visitor                                                |
| Consumer Behavior Theory            | Prior knowledge<br>Personal Relevance; Behavioral Intentions (revisit, recommend); Prior Experience; Repeat intention; Sociodemographic Factors (Education level, income, age, gender, education level, prior knowledge, income level)                                                                                           | Visitor, Organizer, Authorities<br>Visitor             |
| Social Capital and Community Theory | Social capital<br>Social Interaction; Sense of Community; Cultural Attachment<br>Local Food Agents' Narratives                                                                                                                                                                                                                   | Local Communities<br>Visitor<br>Visitor, Food Producer |
| Experiential Value Theory           | Experiential Value; Perceived Value; Memorable Food Experience; Food Experience; Experience<br><br>Value Drivers (Taste, diversity, naturalness)                                                                                                                                                                                 | Visitor<br><br>Visitor, Organizer, Food Producer       |
| Authenticity                        | Existential Authenticity; Personal Value,                                                                                                                                                                                                                                                                                        | Visitor                                                |

| Theoretical Base                       | Antecedents Explored                                                                                                                                                                            | Participants                                         |
|----------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| and Cultural Theory                    | Perceived Terroir Authenticity, Authenticity                                                                                                                                                    |                                                      |
|                                        | Cultural Identity (artisanal techniques, family recipes, heritage)                                                                                                                              | Food Producer, Authority                             |
|                                        | Cultural Preservation                                                                                                                                                                           | Food Producer, Local Communities                     |
| Psychological Well-Being Theory        | Hedonic and Eudaimonic Well-being; Emotional Attachment; Satisfaction; Trust in Festival                                                                                                        | Visitor                                              |
| Food and Culinary Theory               | Food Involvement; food neurophobia; Domain-specific Innovativeness; food authenticity; food quality; food innovation and variety; food nutrition and hygiene; food taste and flavor; food price | Visitor                                              |
| Place and Destination Theory           | Culinary destination image; destination recommendation intention                                                                                                                                | Visitor                                              |
|                                        | Mobility; global trend                                                                                                                                                                          | Visitor, Food Producer, Authority, Local Communities |
|                                        | Branding Needs                                                                                                                                                                                  | Authority, Organizer                                 |
|                                        | Tourism Potential                                                                                                                                                                               | Food Producer, Authority, Local Communities          |
| Service Quality                        | Program/Festival Design                                                                                                                                                                         | Visitor, Organizer                                   |
|                                        | Staff; Facilities/ Amenities; Place/Venue; Hospitality; Convenience; Exhibitor's Service                                                                                                        | Visitor                                              |
| Risk and Sustainability Theory         | Risk probability; risk importance; sustainability practices                                                                                                                                     | Visitor                                              |
|                                        | Sustainability demands                                                                                                                                                                          | Food producer                                        |
|                                        | Safety perception; Commercialization pressure                                                                                                                                                   | Visitor, organizer                                   |
| Innovation and entrepreneurship theory | Technological immersion                                                                                                                                                                         | Food producers, organizer, authority                 |
|                                        | Artisan entrepreneurship challenges; industry demand                                                                                                                                            | Food organizer                                       |

Source: Researcher, 2025

Motivation theory emerged as one of the most frequently referenced frameworks in the reviewed literature. The antecedents included the push-pull motivation theory, enduring involvement, and time pressure which visitors had to attend the culinary festivals. Gastronomy festivals feature 8 key themes that influence travel motivation: organic foods, local cuisines, local beverages, products with geographical indications, street foods, the curiosity about different cultures, innovative practices, and well-known chefs (Çekiç, 2023). Visitor's desire to seek for novelty, explore local cuisine, cultural experiences are positively related to pleasure experience (Woojin, L, 2021; Yang, F. X., 2020). Additionally,

socialization motivation has an impact on pleasure experience, risk probability, and risk importance (Woojin, L, 2021). Emotional bonds of the visitors with local communities, shared local activities further enhance visitors' sense of belonging and satisfaction (Kusumah, 2025).

Event perceived value from the point of view of visitors was significantly positive effected by: event motivational factors extracted via EFA (cultural exploration, escape/relaxation, socialization, and family togetherness) (Y Hazel Xu, 2021). On the other hand, gastronomy festivals also include many factors that shape the value perception, such as taste, diversity, attractiveness, difference, naturalness (Çekiç, 2023). Those positive event perceived value will affect visitor's satisfaction and behavioral intentions toward the event (Y Hazel Xu, 2021).

Furthermore, escape or relaxation is found to have direct effects on both event satisfaction and event behavioral intentions (Y Hazel Xu, 2021). Pleasure experience, in turn, has a positive influence on both physical and intangible service satisfaction; however, risk probability is only related to physical service, and risk importance is related to intangible service satisfaction (Woojin, L., 2021).

The role of sensory immersion, such as lively market settings or vibrant market experiences and the distinctive taste of traditional dishes are crucial in strengthening cultural connection (Kusumah, 2025).

#### 4.6 Decisions

Decision on the ADO framework describes the action that people choose to take or not take (Lim, 2020). The decisions are the vision of organizing culinary festivals, therefore this paper categorized the decisions into five decisions element. This category was created based on their role during culinary festivals.

Table 6. Decisions Explored in the Review

| Decisions Element       | Theories Explored                                                                                                                                                                     |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Organizer Decisions     | Strategic Planning Decision: Program/Festival Design; Staff; Facilities/Amenities; Place/Venue; Branding Needs; Technology Integration; Safety Perception; Commercialization Pressure |
|                         | Operational Decision: Exhibitor's Service; Diversity of Offerings; Cultural Exploration; Sense of Community; Social Interaction                                                       |
| Food Producer Decisions | Product and Service Decisions: Food Quality; Food Innovation and Variety; Food Nutrition and Hygiene; Food Taste and Flavor; Food Price; Authenticity                                 |
|                         | Business Strategy Decisions: Sustainability Practices; Cultural Preservation; Artisan Entrepreneurship Challenge; Local Food Agents' Narratives                                       |
| Authority               | Policy and Regulatory Decisions: Tourism Potential; Cultural Goals; Economic Goals; Mobility; Global Trend; Pandemic Impact                                                           |
|                         | Infrastructure and Support Decisions: Branding Needs; Cultural Identity; Sustainability Demands                                                                                       |
| Community Decisions     | Participation & Engagement Decisions: Social Capital; Cultural Preservation; Tourism Potential; Cultural and Economic Goals                                                           |
| Collaborative Decisions | Cultural Attachment; Destination Recommendation Intention; Experience; Cultural Identity; Sustainability Demands; Safety Perception                                                   |

| Decisions<br>Element | Theories Explored |
|----------------------|-------------------|
| (Multi-Stakeholder)  |                   |

Source: Researcher, 2025

Furthermore, these decisions can be the basis for determining more successful culinary festival management in terms of strategic planning, operational management, product or service, and policy and regulation. In terms of strategic planning, the organizers and authorities should ensure the program design, venue selection, its facilities and safety need, branding and marketing, and technology integration. In the operational management, the organizers should pay attention on staff hiring, vendor management, and safety protocols. Product and service also very important things to pay attention to, especially for local food and beverage producers who has to look after their product and service quality, pricing, and innovation in the same time. The authorities need to pay attention to the tourism development and cultural preservation. Among all, it is the duty of all stakeholders to improve social capital building, participation strategies, while also maintaining environmental practices and adopt technology.

These decisions are interconnected and require coordination among all stakeholders (Visitors, Food Producers, Authorities, Organizers, and Local Communities) to ensure successful culinary festival management that balances economic, cultural, and social objectives.

4.7 Outcomes

Outcomes are dependent factors explored by the articles reviewed. On the ADO framework, outcomes are the results or judgements that come after those actions or inactions (Lim, 2020). Based on the ADO framework analysis, culinary festival outcomes n be categorized into two outcomes dimensions. Those outcomes divided into culinary festival success factors and festival impacts.

Success factors of culinary festivals encompass internal performance metrics that directly measure festival effectiveness, including festival loyalty, behavioral loyalty, festival satisfaction, behavioral intentions (revisit and recommendation), customer delight, service delight, and festival reputation (Yang, F.X., 2020; FC Hsu, 2021; Culha, 2020; Kruger, 2019). Research on Wellington on a Plate demonstrates that successful culinary festivals achieve high visitor satisfaction and loyalty through strategic management of key success factors such as product (food and beverage) quality, program (entertainment), also comfort facilities (venue and amenities).

In addition, impact of culinary festivals refers to broader external effects that extend beyond the festival itself. It includes economic impact, destination branding enhancement, cultural preservation, regional development, and community development (Yang, F. X., 2020; Kruger, 2019; Carvache-Franco, 2020; Woojin, L, 2021; Kesgin, M., 2022).

5. CONCLUSION

In conclusion, this systematic literature review demonstrates that culinary festivals play a pivotal role in both destination branding and regional development by leveraging local gastronomic heritage to attract visitors and stimulate economic activity. By applying the ADO and TCM frameworks, the review systematically identifies the key antecedents, decisions, and outcomes that shape festival success and impact. The findings reveal that successful festivals are those that prioritize visitor satisfaction, behavioral loyalty, and

service quality, while also fostering broader benefits such as economic growth, cultural preservation, and community engagement. Studies from diverse contexts, including Wellington on a Plate and Kerala food festivals, illustrate the multifaceted value of culinary festivals as both experiential products and catalysts for sustainable tourism development. The integration of local food traditions with innovative event management strategies emerges as a critical factor for maximizing the positive outcomes of culinary festivals. This review highlights the need for continued research into the dynamics of festival management and the evolving expectations of festival-goers, as well as the importance of stakeholder collaboration in achieving both immediate and long-term success. Ultimately, culinary festivals serve as powerful tools for promoting regional identity, supporting local economies, and enhancing the overall visitor experience.

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