

EVALUATING GASTRONOMY SENSORY EXPERIENCES  
OF SARAWAK LAKSA AS ALTERNATIVE DESTINATION IMAGES

NORFAZIRAH KUSIN

A dissertation submitted in partial fulfilment of the  
requirements for the award of the degree of  
Master of Science (Tourism Planning)

Faculty of Built Environment and Surveying  
Universiti Teknologi Malaysia

FEBRUARY 2022

## DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

In the Name of Allāh, the Most Gracious, the Most Merciful

I dedicate this thesis to my dear family, who have always believed in, encouraged, and supported me through the ups and downs of this journey.

*Encik Kusin and Puan Zainab,*  
my wonderful parents,

*Muhammad Abdul Haq,*  
my adoring husband,

*Aisy El Ziyad and Ariq El Zaeem,*  
my two adorable sons, and

*Wadhihah, Mu'iz, and Hanif,*  
my wonderful siblings.

I am truly blessed and thank you for everything.

## ACKNOWLEDGEMENT

Alhamdulillah, all praises be to Allah the Almighty on whom ultimately with His willing and blessing giving me the opportunity in completing this thesis. I interacted with a wide range of people during my studies and thesis preparation, including researchers, academics, and professionals. They have contributed to the growth of my understanding and thinking. I'd like to express my deepest gratitude to my thesis supervisor, Dr. Syed Muhammad Rafy Bin Syed Jaafar, for his support, valuable direction, advice, criticism, and encouragement carried me through all the stages of writing thesis.

Furthermore, I would like to acknowledge Bahagian Biasiswa, Kementerian Pengajian Tinggi Malaysia (KPTM), for funding my Master's degree studies.

My fellow postgraduate classmates should also be thanked for their assistance. My sincere gratitude also goes out to all of my colleagues and those who have provided assistance on several times. Their points of view and suggestions are indeed useful. Unfortunately, given this short space, it is impossible to list them all. My entire family deserves my gratitude.

## **ABSTRACT**

Local cuisine plays a vital role in tourist destinations, serving as an attraction for tourists looking for distinctive gastronomic and tourism experiences. Sarawak tourism and also its reputable local cuisine, Sarawak Laksa, can use dining experiences to excite all five senses, specifically taste, smell, sight, touch, and texture, to enhance experiences. It is uncommon to investigate the relevance of sensory and dining experiences in terms of sensory preferences and their reflection on destination images via social media as part of the research design in the context of gastronomy tourism. The aim of the research to determine the elements of Sarawak Laksa in gastronomy tourism that are unique and specific to Sarawak., as well as to explore the usage of various sensory appeals and its emerging significance in building alternative destination images for gastronomic tourist destinations. A qualitative approach was used to collect data on actual consuming (in situ) experiences from 25 user-generated contents (UGC) in the supplementary video via the online YouTube platform. According to the findings, the sense of taste and uniqueness is the most dominant of Sarawak's own Laksa sensory dining experience, which also includes novelty and emotion elements. The data indicate 19 profoundly important sub-themes: an abundance of spices, authenticity, prawny flavor and spiciness, robust herbaceous, aromatic, coconut aroma, colorful, attractive, diversity of ingredients, doneness, freshness, consistency, crunchiness, and slurp. Furthermore, unique and gratification signify novelty, whereas nostalgic and signature feelings represent emotion in the context of a dining experience. These findings are based on sensory experiences, which have the greatest potential to affect good tourist evaluation and subsequent online exposure. In the context of gastronomic tourism, this study indicates that Sarawak Laksa has the potential to become a signature identity as an alternative that integrates the tourist's image to Sarawak's identity.

## ABSTRAK

Masakan tempatan memainkan peranan penting dalam destinasi pelancongan, berfungsi sebagai tarikan bagi pelancong yang mencari pengalaman gastronomi dan pelancongan yang tersendiri. Pelancongan Sarawak dan juga masakan tempatan yang terkenal, Laksa Sarawak, boleh menggunakan pengalaman ketika menjamu selera untuk merangsang semua lima deria, khususnya rasa, bau, penglihatan, sentuhan, dan tekstur, untuk meningkatkan pengalaman. Menerokai kaitan pengalaman deria dan makan dari segi pilihan deria dan refleksi mereka pada imej destinasi melalui media sosial sebagai sebahagian daripada reka bentuk penyelidikan dalam konteks pelancongan gastronomi adalah terhad. Tujuan penyelidikan ini adalah untuk mengenal pasti ciri keistimewaan makanan Laksa Sarawak yang unik dan khusus untuk pelancongan gastronomi di Sarawak, serta meneroka penggunaan pelbagai tarikan deria dan kepentingannya dalam membina imej alternatif sebagai sebuah destinasi berkonsepkan pelancongan gastronomi. Pendekatan kualitatif digunakan untuk mengumpul data mengenai pengalaman sebenar (ketika itu) dari 25 kandungan yang dihasilkan pengguna (UGC) dalam video melalui platform YouTube dalam talian. Menurut penemuan itu, rasa dan keunikan adalah deria yang paling dominan dalam pengalaman ketika menjamu Laksa Sarawak, yang juga termasuk unsur-unsur novelti dan emosi. Data menunjukkan 19 sub-tema yang sangat penting: banyak rempah, keaslian, rasa udang dan pedas, herba yang kuat, bau aroma kelapa, persembahan makanan yang berwarna-warni, menarik, kepelbagaian bahan, kesempurnaan, kesegaran, konsistensi, kerangupan, dan hirupan. Tambahan pula, unik dan kepuasan menandakan sesuatu yang pengalaman yang baharu, manakala nostalgia dan perasaan sebagai tanda mewakili emosi dalam konteks pengalaman menjamu makanan. Penemuan ini berdasarkan pengalaman deria, yang mempunyai potensi terbesar untuk mempengaruhi penilaian pelancong yang baik dan pendedahan dalam talian. Dalam konteks pelancongan gastronomi, kajian ini menunjukkan bahawa Laksa Sarawak berpotensi menjadi tanda identiti sebagai alternatif yang mengintegrasikan imej pelancong kepada identiti Sarawak.

## TABLE OF CONTENTS

	<b>TITLE</b>	<b>PAGE</b>
	<b>DECLARATION</b>	<b>iii</b>
	<b>DEDICATION</b>	<b>iv</b>
	<b>ACKNOWLEDGEMENT</b>	<b>v</b>
	<b>ABSTRACT</b>	<b>vi</b>
	<b>ABSTRAK</b>	<b>vii</b>
	<b>TABLE OF CONTENTS</b>	<b>viii</b>
	<b>LIST OF TABLES</b>	<b>xi</b>
	<b>LIST OF FIGURES</b>	<b>xii</b>
	<b>LIST OF ABBREVIATIONS</b>	<b>xiii</b>
	<b>LIST OF APPENDICES</b>	<b>xiv</b>
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	<b>1</b>
1.1	Introduction	1
1.2	Research Background	1
1.3	Problem statement	5
1.4	Research Questions	7
1.5	Research Aim and Objectives	8
1.6	Significant of study	8
1.7	Study approach	9
	1.7.1 Phase 1– Preliminary Literature Review	10
	1.7.2 Phase 2 – Building a research method	11
	1.7.3 Phase 3 - Data Collection and Analysis	12
	1.7.4 Phase 4 – Conclusion	13
1.8	The study’s scope	13
1.9	Limitation of study	14
1.10	Structure of thesis	14
1.11	Summary of chapter	15

<b>CHAPTER 2</b>	<b>LITERATURE REVIEW</b>	<b>17</b>
2.1	Introduction	17
2.2	Gastronomy and Tourism Experiences	17
	2.2.1 Creative Cities of Gastronomy	20
2.3	Role of Sensory in Tourism Experiences	22
2.4	Sensory Experiences and Dining Experiences	24
2.5	User- generated content in Tourism Experiences	25
2.6	Local Cuisine as Gastronomic Identity for Destination Images	27
2.7	Summary of chapter	30
<b>CHAPTER 3</b>	<b>RESEARCH METHODOLOGY</b>	<b>31</b>
3.1	Introduction	31
3.2	Background of study	31
	3.2.1 Sarawak and its Authentic Cuisine	33
	3.2.2 Sarawak Laksa	34
	3.2.3 History of Sarawak Laksa	36
3.3	Conceptual framework	37
3.4	Research Design	40
3.5	Data collection	43
	3.6.1 Qualitative approach	44
	3.6.2 Primary data	46
	3.6.3 Secondary data	47
	3.6.4 Sampling	48
	3.6.5 Validity data	49
	3.6.6 Reliability data	50
3.7	Method of data analysis	50
3.8	Chapter Summary	52
<b>CHAPTER 4</b>	<b>ANALYSIS AND FINDINGS</b>	<b>53</b>
4.1	Introduction	53
4.2	Profile of sources	53
4.3	Tasting Experience: Sensory Experience of Sarawak Laksa	55

4.3.1	Taste	55
4.3.2	Smell	57
4.3.3	Sight	58
4.3.4	Texture	59
4.3.5	Sound	60
4.4	Uniqueness of Food Experience	60
4.4.1	Novelty (Manifest)	60
4.4.2	Emotion (Latent)	62
4.5	Summary of findings	63
<b>CHAPTER 5</b>	<b>DISCUSSION AND CONCLUSION</b>	<b>65</b>
5.1	Introduction	65
5.2	Discussion of findings	65
5.3	Contribution of study	72
5.3.1	Theoretical Contribution	72
5.3.2	Managerial Implication	73
5.4	Recommendation of future research	74
5.5	Conclusion	75
<b>REFERENCES</b>		<b>77</b>



## LIST OF TABLES

TABLE NO.	TITLE	PAGE
Table 4.1	Sample Profiles	54

## LIST OF FIGURES

<b>FIGURE NO.</b>	<b>TITLE</b>	<b>PAGE</b>
<b>Figure 1.1</b>	Front page report of UCCN Kuching City of Gastronomy	4
<b>Figure 1.2</b>	The study flowchart	10
<b>Figure 2.1</b>	Tourism Experience Phases.	19
<b>Figure 2.2</b>	Gastronomy Identity Model	29
<b>Figure 3.1</b>	Map of Sarawak, Malaysia	32
<b>Figure 3.2</b>	Sarawak Laksa been honoured as the best Asian food.	35
<b>Figure 3.3</b>	Sarawak Laksa as a “Breakfast of Gods”	36
<b>Figure 3.4</b>	Sarawak Laksa	37
<b>Figure 3.5</b>	Conceptual Framework for this study	39
<b>Figure 3.6</b>	Summary of Research Framework	42
<b>Figure 3.7</b>	Flow of Data Collection Process	45
<b>Figure 3.8</b>	Social Media User Penetration in Malaysia	46
<b>Figure 3.9</b>	A Flowchart of Screening Data Sampling	49
<b>Figure 3.10</b>	Steps in Thematic Analysis	51
<b>Figure 5.1</b>	Summary of Findings	71

## **LIST OF ABBREVIATIONS**

UNWTO	-	United Nations World Tourism Organization
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
UCCN	-	UNESCO Creative City Network
UGC	-	User - Generated Content
eWOM	-	Electronic Word of Mouth
WOM	-	Word of Mouth
VLOG	-	Video Blog or Video Log

## LIST OF APPENDICES

<b>APPENDIX</b>	<b>TITLE</b>	<b>PAGE</b>
Appendix A	Online Observation Checklist	93
Appendix B	User-Generated Contents' Review Form	94

# CHAPTER 1

## INTRODUCTION

### 1.1 Introduction

Overview of the research is provided in this chapter on evaluating gastronomy sensory experiences of Sarawak Laksa as alternative destination images. This chapter starts with an overview of the research and a problem statement in order to focus on the tourist sensory experience through consumption of Sarawak Laksa as local food cuisine in the context of gastronomy destination images. In addition, this chapter expands on the study's significance, approach, scope, and thesis organization.

### 1.2 Research Background

According to the United Nations World Tourism Organization (UNWTO), gastronomy tourism is defined as follows: an activity involving tourists' food-related experiences while travelling. The search for unique experiences is becoming more intense as global competition between tourist destinations increases (UNWTO, 2017). Most probably countries using local food cuisine to sell historic and as marketable identities to attract tourists and pleasure them with curiosity (Long, 2004). Essentially, gastronomic tourism is a link between a destination and tourists that allows them to learn more about a place's culture and culinary offerings as well as a growing component of a destination's image identity (Marine-Roig et al., 2019). This indicates that a diverse range of destinations around the world have established food as their signature attraction (Björk et al., 2016; Folgado-Fernández et al., 2017). According to Naruetharadhol et al. (2020), gastronomic tourism is considered to be a component of cultural tourism attractions since it has the potential to attract tourists and provide them with a unique tourism experience (Robinson & Getz, 2014). As gastronomy plays a big role as a strong tourism attraction in a tourism destination, food does indeed have

a strong influence on a country's economic growth (Hjalager & Corigliano, 2000). In addition to providing delight through food tasting, gastronomy tourism also plays a crucial educational function within the destination's culture and has the capability to raise sustainability (Long,2013).

Previous research indicates the importance of food in tourism, as food consumption on the trip covers the cost 40% or one-third of the total travel budget, which contributes to the economic development of the countries (Boyne et al., 2003). To portray the destination's culture, gastronomy tourism is an important feature that should not be disregarded. (Timothy, 2011). Tasting as well as consumption of local cuisine is a vital aspect of the tourism experience, as stated by Hjalager and Richards (2002). Local foods and drinks also help tourists discover traditional cuisine with unique flavours based on previous study done by Fields, (2002); Ryu and Jang, (2006); Sparks, (2007). The expected market size, growth, and economic development contribution of gastronomic or food tourism research keeps researchers and practitioners interested.

Sensory appeals of food, such as sight, smell, sound, taste, and texture, are always the most essential drivers for consumers to evaluate the quality of a product, particularly when it comes to food consumption and tasting. Understanding the behavior of the senses is becoming increasingly important during the consumer's decision-making process. Humans constantly use them to produce and generate perceptions of the stimuli around them, and these impressions are gathered and analyzed, culminating in the creation of knowledge about the stimuli (Yoon & Park, 2012). People who eat local food may have both positive and negative emotions, like frustration, dissatisfaction, satisfaction, happiness, enjoyment, and optimism (Mak et al., 2012b). Westbrook & Oliver, (1991) claimed that all those are caused by food consumption.

Therefore, local cuisine is used by many tourist attractions across the world to convince travelers to visit their eateries because it is authentic, distinctive and has been passed down through the generations (UNWTO, 2017). Previous research on food-related emotions has focused on backpackers (Falconer, 2013), specific places (Edwards et al., 2013), festivals (Organ et al., 2015), eateries (Jang & Ha, 2015), rural contexts (Sthapit, 2017), particular attraction (Sthapit, 2017) and unpleasant feelings

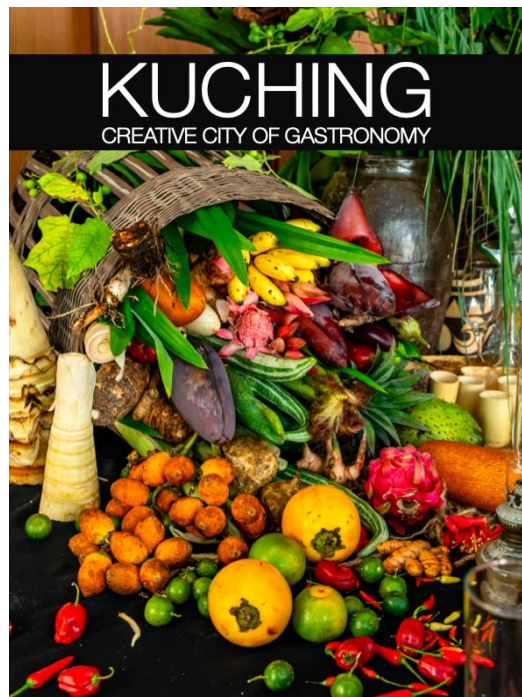
(Jin et al., 2020). Another food consumption by tourists is focused on the foodscape by (Björk & Kauppinen-Räsänen, 2019) and its impact on other constructions by (Piramanayagam et al., 2020). In addition, based on (Sthapit, 2019), studies on the emotional elements of local cuisine experiences are lacking.

In the concept of experience economy, Larsen et al. (2008) describe experience as a noun and a verb. By noun, experience as the observation and direct involvement in an event. In this perspective, researchers believe that experience equals pleasure. In other hand, the authors describe experience as a verb as undergoing an emotional sensation. Before the event, there are personal expectations, emotional reactions, and memories and remembrance (after the event). In this situation, the experience is designed by the tourists but defined in location and time. However, consumers in the fastest growing experience economy, according to Pine and Gilmore (1998), are looking for one-of-a-kind, unforgettable, and sensation-filled long-lasting experiences. Experiences with local culture and cuisine, according to Chandralal and Valenzuelas (2013), strengthen vacation memories.

According to Dițoiu et al. (2014), the tourist experiences sensations and emotions throughout the entire experience (pre-consumption, real consumption, and post-consumption), which might contribute to the establishment of some strong and unique attachments with the destination. When these connections are made, the image of a place is formed. Sensory experience is thought to be an important part of this study, because it might connect the image a tourist perceives with the sensory signatures for destination. Moreover, Dițoiu et al. (2014) clarified sensory experience is a destination placement strategy that serves as a medium between the destination's identity and image, between "having the product on stage" and its consumption. As cited by (Govers and Go, 2009), customers are drawn into social activities and interactions through experiences that engage their senses, emotions, and thoughts.

As stated by Raji et al., (2017), Malaysia is known as one of the best tourism destinations which serves as a melting pot of various foods from diverse cultures and ethnicities. Food is a crucial feature of the culinary attraction of a particular destination in Malaysia, as it is in other nations. Each ethnic group is believed to have its own distinct and different food that would appeal to tourists. Due to its many ethnic groups, races, cultural habits, and beliefs, Malaysia is a gastronomic heaven (Abdul Karim,

2011). Considering Sarawak is Malaysia's largest multi-cultural state in Malaysia, with more than 30 ethnic groups and a diverse range of distinctive cultures in terms of traditional costume, music, lifestyles, dialects, religion, and especially their own distinctive cuisines (Attila, 2007), a similar study would be ideal. In addition, Leong et al. (2012) claimed that the uniqueness and originality of exotic food has increased interest among international tourists because Malaysia offers both mixed local and international foods from around the world.



**Figure 1.1** Front page report of UCCN Kuching City of Gastronomy

(Sources website: [www.kuchingcreativecity.com](http://www.kuchingcreativecity.com))



### **1.3 Problem statement**

Gastronomy is a valuable resource in the value and distinction of locations, and gastronomy tourism has grown into a separate market niche. (UNWTO, 2017). Tourists who travel specifically for the purpose of finding authentic cuisine and gastronomy spend more than the ordinary tourist because they value gastronomy as a means of socializing and exchanging experiences (Daries et al., 2018). It is revealed in the Tourism Satellite Account in 2019, Food and Beverage is the second highest contribution (with 18%) from RM 240.2 billion in the context of main components of the tourism expenditure to Malaysia economy. Gastronomic tourism, once considered a niche industry, is now allegedly acknowledged as a crucial component in attracting more international travelers (Jalis et. al, 2009). Furthermore, local food cuisine has been discovered to be an important aspect of the tourism system and a crucial component of the tourism experience. (Chang, 2011). As a result, an increasing number of cultural recognition and commercial discovery, rural tourism locations are encouraging the rehabilitation and promotion of local gastronomy. (Zhang et al., 2019).

In gastronomy tourism, technology can be used to promote authenticity and a storytelling about the people and things in local areas (UNWTO, 2018a; 2018b). Malaysia has become a popular destination for international tourists looking to appreciate 'the art of eating' as a result of the uniqueness of Malaysian culinary delicacies (Zainal et al., 2010). Relevant to communication, gastronomy in tourism allows destinations to construct a narrative in a more suggestive and emotional manner, allowing them to reach a much more demanding and hyper-connected customer. According to UNWTO, the use of technology has also made it easier for the local community and travelers to participate in the creation of this phenomenon. Travel accessibility is revolutionizing all aspects of travel arranging, notably online markets and digital platforms (Euromonitor International, 2014; Sotiriadis & Nduna, 2019).

Researchers and professionals remain to be interested in gastronomic or food tourism research due to the anticipated global demand and evolution, as well as the regional economic significance. International tourists are interested in learning about unique local delicacies and are more likely to try traditional meals, according to Jalis

et al., (2009), which can enhance their experience and create a more enjoyable holiday atmosphere when visiting Malaysia. Nonetheless, the developing field of gastronomy tourism study is in its infancy (Balderas-Cejudo et al., 2019; Berbel- Pneda et al., 2019). Based on previous studies, gastronomic tourism experiences can be classified according to a number of factors, including geographic tourist attraction (Kivela & Crofts, 2006), preparation of food, culture and consumption, culinary style and gastronomic consumers (Roozbeh et al., 2013), quality of the food (Silkes, 2012), diverse culture, interpersonal, enjoyment, food taste, and health issues (Kim & Eves, 2012). As a consequence, Ling et al. (2010), tourists can observe and taste a variety of local cuisines while dining in Malaysia, particularly at hawker stalls and night markets.

Because tourism is the hub of information sector Werthner and Klein, (1999), it is critical for tourism destinations or businesses to give high-quality material for online marketing, particularly in social media, where its popularity is steadily growing. There is a gap in the utilisation of secondary data derived from big data and social media (Naruetharadhol et al., 2020). This knowledge gap must be filled in order for a greater knowledge of the value of digital marketing and communications in boosting gastronomy tourism in order to entice, interact, and develop relationships with gastronomic tourists' to be accomplished (Dixit, 2019). Additionally, (Changlu, 2016) claimed that social media as a tourism information and services plan could be used to dominate the behavioral intentions of tourists.

Besides, according to (Omar et al., 2015), the qualities of local Malaysian food can influence a tourist's intention to purchase. Tourists typically learn about a shared cultural cuisine through ads, social media, and word of mouth, most commonly from other tourists. As a result of the use of social media and user-generated content, gastronomic tourism demands additional support in digital transformation. It means that gastronomy tourism has the potential to revitalize regional gastronomies, food heritage, and unique foodways, thereby increasing community pride among residents and providing tourists with an authentic experience. (Kim et al., 2019). However, there is a rising difficulty in terms of promotion and implementing performance methods. (UNWTO, 2017).

Although a few reviews of literature on previous research such as (Attila, 2007), (Langgat et al., 2011), (Nading, 2015), and (Sageng et al., 2020) have studied the ethnic food on Sarawak Cuisine on tourists' perceptions of local gastronomy, they did not focus on gastronomic tourist sensory experience that profited in the development of sensory signatures for the destination as well as destination images. None of the studies listed above in the context of Sarawak local food cuisine place a strong emphasis on gastronomic tourist experiences that are evaluated on a sensory level. Sarawak Laksa was chosen to be investigated in the context of sensory experience for the aim of this research since it is one of the most popular local cuisines in Sarawak and is currently recognised as Best Asian Food on the Taste Atlas website.

#### **1.4 Research Questions**

The problem statement generated a set of questions to obtain understanding into gastronomy sensory experience, particularly thus in perspective of Sarawak Laksa cuisine. As a result, following are the research questions in this study were addressed:

1. What are the distinctive features in local food of Sarawak Laksa that influence the sensory experience?
2. In what aspects does local food of Sarawak Laksa appeal to tourists' sensory experiences?
3. What is the ultimate tourist sensory experience of consuming Sarawak Laksa in regards to gastronomic destination images?

## **1.5 Research Aim and Objectives**

This study's aim is to determine the elements of Sarawak Laksa in gastronomy tourism that are unique and specific to Sarawak. Based on the research questions, three research objectives were created. The study's objectives were:

1. To identify the distinctive features of gastronomy that influence significantly to tourists' sensory experiences.
2. To explore the sensory appeals based on the tourists' sensory experience.
3. To describe the sensory experience of tourists in connection to images of gastronomy destinations.

## **1.6 Significant of study**

This research will contribute to the development of a comprehensive tourist sensory experiences conceptual framework, a systematic approach, as well as theoretical values for the comprehensive sensory experience of a tourist in relation to gastronomy tourism. As a consequence, this research will add to the body of academic research while also allowing for the exploration of sensory experience. This research has validated the requirement for present academic research to investigate the critical role senses of the human in enhancing tourism encounter understanding into its intensity. This would lead to a more comprehensive understanding of tourists' perceptions through their senses, resulting in values and preferences, as well as strategic promotional and marketing efforts.

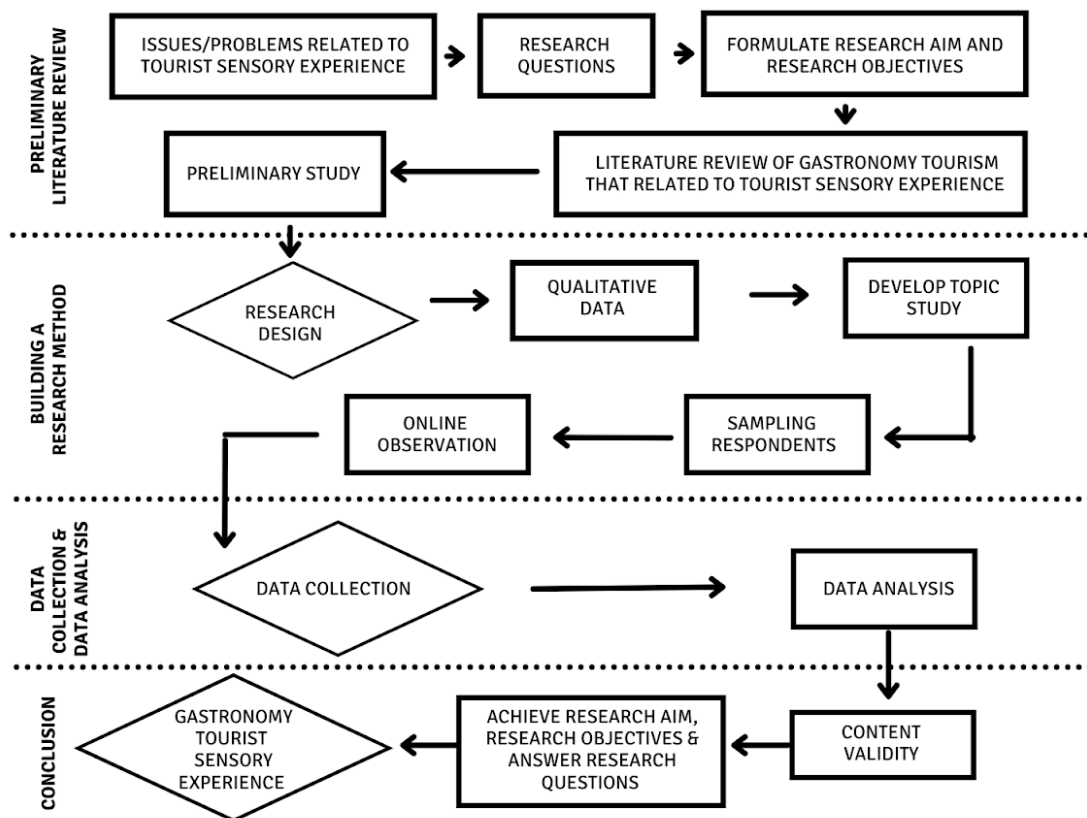
Many countries around the world are renowned for their gastronomic diversity. The UNESCO Creative Cities Network (UCCN) was founded in 2004 in response to growing interest in gastronomy as a cultural feature of the destination, embracing gastronomy as among the intangible heritage aspects encouraging destination development via creativity and culture (Xiaomin, 2017). In view of Malaysia's tourism industry, the values would enhance Sarawak's portrayal, as embodied by Kuching City's image as a member of the UCCN and a Culinary Centre in Sarawak. Sarawak's

capital, Kuching, which is an example of an increasingly popular gastronomic destination in the state of Sarawak, as stated in (The Star, 2021), has become Malaysia's first city to be approved into the UNESCO Creative Cities Network (UCCN) in the field of gastronomy. Following the publication of this article, Datuk Seri Abdul Karim Rahman Hamzah, Minister of State for Tourism, Arts, and Culture, expressed his delight at this incredible accomplishment, indicating that it will have a tremendous impact on local socioeconomic development (The Star, 2021).

A systematic approach to evaluating the unique components of gastronomy in relation to the sensory experience of the tourist would emerge in values that contribute to the exploration of the tourist experience. As a consequence, tourists' perceptions of an outstanding experience and its connection to gastronomy tourism offerings might be improved as a result of engaging and participating in tourism-related activities by sensory experience. In summary, this research helps provide values for exploring tourist experiences and evaluations of local gastronomy tourism offerings that result in tourism experience sustainability.

## **1.7 Study approach**

The research is carried out in four phases: literature review, development of research method, a data collection and analysis stage, and a discussion with conclusion. The four phases in this study are included in the figure below (as indicated in Figure 1.2).



**Figure 1.2** The study flowchart

### 1.7.1 Phase 1– Preliminary Literature Review

To begin, a comprehensive assessment is essential to literature on experience and gastronomy in numerous fields of research, for example as gastronomy, psychology, culinary and food development, marketing, and tourism, the researcher set out to find insights. To evaluate previous literature, a collection of primary and secondary resources was used, including associated agency reports, journals, and articles from travel publications, websites, and other promotional materials. This phase's objective was to establish contact utilising the existing trends in scholarly literature as well as the tourism industry, with a particular emphasis on Malaysia and Sarawak. During this phase, the establishment of a conceptual framework was completed in accordance with the research purpose, questions, and objectives.

Additionally, this phase has facilitated a significant volume of information in terms of advancement associated features to tourists' sensory experiences, which may be influenced by elements of local food cuisine, particularly in the case of gastronomy destination images.

Review of prior study publications for example (Attila, 2007, Langgat et al., 2011, Nading, 2015, and Sageng et al., 2020) has studied the ethnic food on Sarawak Cuisine on the perception of tourists. In spite of the fact that Sageng et al., (2020) conducted a study on how the way of Sarawak ethnic food cuisine was prepared and served in appreciating the traditional way to maintain the unique flavor of Sarawak, the study did not focus on how the characteristics of the characteristics of Sarawak's local cuisine may have an impact on the values regarded from the point of the tourist sensory experience. Thus, the current study provided an opportunity for further research into the potential of gastronomy on local food features from the perspective of the unfulfilled tourist sensory experience.

### **1.7.2 Phase 2 – Building a research method**

A significant part of this study is identifying the research goal, research questions and research objectives, with the scope of the study. It is necessary to have a thorough understanding of past research as well as the chosen subject area in order to completely understand the data that will be collected. Understanding the research background and study area, in addition to the research question, might assist the researcher in planning how to create this study. The research's scope of this study is determined and outlined in relation towards its defined goal and objectives in order to identify what data is to be collected. The scope of the study is further developed in this chapter, as previously stated in the previous section. As a result of the selection of a research purpose, research questions, and research objectives, as well as a study's scope, the research method that will be used during the data collection and analysis is determined.

### **1.7.3 Phase 3 - Data Collection and Analysis**

Data collection approach for this research is directed by the researcher's conceptualization of the research design. The research design is based on a previous academic study on the influence of tourist sensory experience on destination image, with some modifications made to ensure applicability for this study. The critical nature of precise data collection is critical for the integrity of this research. Briefly, this research uses both primary and secondary data collection methods. The primary data is obtained based observation through online platform in the context of gastronomy tourism sensory experience of Sarawak local food cuisine. Before researcher conduct further study data collection, a deep understanding regarding the phenomenon of gastronomic tourism sensory experience that related with Sarawak local food cuisine is first been activated. Chapter 3 of this dissertation discusses the data collection method in detail.

A qualitative data approach was primarily employed to research and document the five senses elements influenced by Sarawak Laksa local food cuisine. To answer the research questions outlined before, understanding and methodological approaches are required. Secondary data is obtained by reviewing previous academic academics' publications, journal articles, and reviews, reports on tourism and newspapers as well as magazines related. The data analysis undertaken to assist the researcher organise the findings from various data received during data collection. Moreover, this phase enables the researcher to accomplish the study. As stated by Braun and Clarke (2012), using thematic analysis to gain a better understanding of the experiences, thoughts, and behaviors represented in a dataset when conducting research is appropriate.

Within five months, the online observation was completed, and a total of 25 accounts of user-generated content (UGC) from the YouTube media platform were employed for data collection and analysis. The data was subjected to thematic analysis in order to allow for the interpretation of the findings to be produced. Using inductive thematic analysis, the qualitative data of tourist sensory experiences were analyzed and coded as well as sorting into theme and sub-theme to produce a final result. In order to validate each variable and item of tourist's sensory experience in the research area, a content validity approach was used in conjunction with construct validation to



complete the validation process. This study focuses on determining alternative Sarawak destination images using tourist sensory experience.

#### **1.7.4 Phase 4 – Conclusion**

Here, the dissertation summarizes the data analysis findings and discusses the most important ones. Eventually, some literature reviews that return up the statement are associated to the discussions. Following the data analysis and validation phase of content validity, it was expected that the explanations of the findings would indeed be relevant to the research questions topics, hence fulfilling the research aim and the research objectives. The study will be able to reveal the sensory experience of tourists in the context of gastronomic tourism, specifically in response to Sarawak's local cuisine, as an outcome of these interpretations.

#### **1.8 The study's scope**

In the context of gastronomic tourism, the study of tourists' sensory experiences mainly in the UNESCO Creative Cities Network (UCCN), is still in its early stages, particularly in Malaysia. The concept of tourist sensory experience perspectives in evaluating acceptance values towards Sarawak Laksa local food cuisine was utilised to highlight the relevance of investigating something as important as tourist experience. In reality, it would have a significant impact on the development of values and pride in the uniqueness of gastronomic tourism offerings, which are constantly affected by the sensory experiences of tourists. As a result, the study's scope remained solely focused on tourists' perceptions with gastronomy elements to better understand their evaluation of having Sarawak Laksa through their five senses of sight, smell, sound, taste, and texture.

## **1.9 Limitation of study**

Despite the attempt to alleviate problems with the study, there are still some limitations. First, all respondents are gathered from online social media platforms hence making the results specifically to only from user-generated contents preferences of sensory experience. Furthermore, the research's main major constraint in terms of selection and data collecting is that it is restricted to an online social media platform for gastronomic tourism in Sarawak. As a result, due to differences in gastronomy tourism products, tastes and cultural preferences, and difficulties at each place, the approaches can be generalized to other platforms or destinations. The data obtained for this study solely includes textual information about the gastronomy experience of eating Sarawak Laksa; no other information, such as trip types, was included. Quantitative data from respondents' profiles, as well as their eating habits and preferences, may be included in a future study to uncover demographic-specific segmentation. Future research could include sampling and data collection from other online platforms for gastronomy tourism in other countries or other tourism research areas, as well as the features and behaviour of reviewers for further investigation.

## **1.10 Structure of thesis**

This thesis study is divided into five chapters. In the first chapter, the general focus is explained, as well as an overview of the entire structure of the thesis. There are brief descriptions of the research background and related issues, after which the research questions and research objectives are developed.

In Chapter 2, further discuss on the thorough detail reviews by referring to the research of earlier literature, scholarly papers, publications, journals and articles, tourism reports, and a few additional online references. The reviews assist the researcher and prospective viewers in getting a better understanding of the study's topics. Begin with multidisciplinary approaches to investigate the tourist sensory experience, which is highly integrated in tourism literature. Furthermore, it emphasizes the significance of each sensory perception in appreciating gastronomic product

offerings as well as the framework of tourist sensory experience pertaining to local food cuisine. The chapter proceeds with a review of Sarawak's background, which brings knowledge of its authentic and unique gastronomy offering, and especially how this state has been nominated as UNESCO Creative Cities Network (UCCN) that represents Kuching City as the center of culinary, along with challenges and issues relating to Sarawak's gastronomy food exploration and its uniqueness in terms of gastronomy tourism.

The methodology used to perform this research is explained in depth in Chapter 3. This chapter provides a critical overview of the study method's planning and organization in order to meet the research's objectives. This chapter expands on the approach of collecting primary and secondary data. The data analysis method used in generating the procedure has also been elaborated.

Chapter 4 presents the study's analysis and findings based on the obtained data. This chapter summarizes the results of a detailed study of the data. This chapter also includes several discussions on the study's findings, which are then validated by the findings of prior similar fields of experts. Furthermore, the findings of this chapter will be used to enhance knowledge and values of gastronomy tourism from the perspectives of tourists' sensory experiences.

The final section, as in Chapter 5, presents the study's conclusion. Addresses the research questions in order to achieve the research objectives, then concludes and summarizes the findings. It also examines the study's significance and limitations, as well as future research on what could be best to advance tourists' sensory experiences.

### **1.11 Summary of chapter**

This chapter describes a study on tourist sensory experiences at gastronomic destinations. As a consequence, research questions and research objectives were created in order to better comprehend tourist sensory experience when consuming gastronomic local food offers. This chapter is critical since it highlights the major components of the research and will act as the main direction for the researcher throughout the completion of this thesis.

## REFERENCES

- Abdullah, R., Arifin, A., Samsudin, A., Bachok, S., Zahari, H. (2021). The Issues and Challenges Faced by Malay Cuisine in the Foreign Market. *Universiti Teknologi Mara (UiTM). Journal Intelek* Vol. 16, Issue 2.
- Abdul Karim, N. I. (2012). Ramadan bazaar, international tourists' attraction and disseminating information behavior. *Universiti Teknologi MARA*.
- Agapito, D., Mendes, J., & Valle, P. (2013). Conceptualizing the sensory dimension of tourist experiences. *Journal of Destination Marketing & Management*, 2(2), 62-73.
- Alias, N., Abd Razak, S. H., Elhadad, G., Mat Noh, N. R., Kunjambu, K., Muniandy, P. (2013). A content analysis in the studies of YouTube in selected journals. 13<sup>th</sup> International Educational Technology Conference. *Procedia - Social and Behavioral Sciences* 103 (2013) 10 – 18.
- Antón, C., Camarero, C., Laguna, M., & Buhalis, D. (2019). Impacts of authenticity, degree of adaptation and cultural contrast on travellers' memorable gastronomy experiences. *Journal of Hospitality Marketing & Management*, 28(7), 743–764. <https://doi.org/10.1080/19368623.2019.1564106>
- Attila, E. (2007). *Discovering North Borneo. A travelogue on Sarawak & Sabah by the author-graphic design-publisher*. National Library of Australia, Canberra, record ID: 4272798.
- Aubrey, S. (2018). Bourdain made Sarawak Laksa known to the world. *The Borneo Post*. Retrieved from <https://www.theborneopost.com/2018/06/10/bourdain-made-sarawak-laksa-known-to-the-world/>
- Auvray M & Spence C. (2008). The multisensory perception of flavor. *Consciousness and Cognition* 17(3):1016-1031.
- Balderas-Cejudo, A., Patterson, I., & Leeson, G. W. (2019). Senior foodies: A developing niche market in gastronomic tourism. *International Journal of Gastronomy and Food Science*, 16, 100152. <https://doi.org/10.1016/j.ijgfs.2019.100152>

- Barr, A. and Levy, P. (1984). *The Official Foodie Handbook*. Arbor House Publishing Company. Bell D, Valentine G. (1997). *Consuming geographies: we are where we eat*. London: Routledge.
- Baum, T. (2019). Bridging the gap: making research ‘useful’ in food, tourism, hospitality and events—the role of research impact. *The Study of Food, Tourism, Hospitality and Events*, Springer, Singapore (2019), pp. 157-166
- Berbel-Pneda, J. M., Palacios-Florencio, B., & Ramirez-Hurtado, J. M. (2019). Gastronomic experience as a factor of motivation in the tourist movements. *International Journal of Gastronomy and Food Science*, 18, 100171. <https://doi.org/10.1016/j.ijgfs.2019.100171>
- Bertella, G. (2011). Knowledge in food tourism: The case of Lofoten and Maremma Toscana. *Current Issues in Tourism*, 14 (4), 355–371. <https://doi.org/10.1080/13683500.2010.489638>
- Björk, P., Björk, P., Kauppinen-Räsänen, H., & Kauppinen-Räsänen, H. (2016). Local food: a source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177-194.
- Björk, P., & Kauppinen-Räsänen, H. (2019). Destination foodscape: A stage for travelers’ food experience. *Tourism Management*, 71, 466–475.
- Bojanowski V & Hummel T. (2012). Retronasal perception of odors. *Physiol Behav*, doi: 10.1016/j.physbeh.2012.03.001.
- Boniface, B. & Cooper, C. (2009). *Worldwide destinations. The geography of travel and tourism*. 5th ed. Oxford: Butterworth-Heinemann
- Borbasi S, Jackson D, Wilkes L. (2005). Fieldwork in nursing research: positions, practicalities and predicaments. *Journal of Advanced Nursing* 51:493–501
- Boswijk, A., Thijssen, T. and Peelen, E. (2005), *A new perspective on the experience economy: Meaningful experiences*. The European Centre for the Experience Economy, The Netherlands.
- Boyatzis RE. (1998). *Transforming qualitative information: thematic analysis and code development*. Thousand Oaks (CA): Sage.
- Boyne, S., Hall, D. and Williams, F., (2003). Policy, Support and Promotion for Food-Related Tourism Initiatives. *Journal of Travel & Tourism Marketing*, 14(3-4), pp.131-154.
- Braun V, Clarke V. (2006). Using thematic analysis in psychology. *Qual Res Psychol*. 3(2):77–101.

- Braun V, Clarke V. (2012). Research designs: Quantitative, qualitative, neuropsychological, and biological. Chapter: Thematic Analysis. Vol 2., Ed. (1). Publisher: American Psychological Association.
- Brochado, A., Rita, P., Oliveira, C., & Oliveira, F. (2019). Airline passengers' perceptions of service quality: themes in online reviews. *International Journal of Contemporary Hospitality Management*, 31 (2), 855–873.
- Butler, R. (1992). Alternative Tourism: The Thin Edge of the Wedge. In V. L. Smith, & W. R. Eadington (Eds.), *Tourism Alternatives: Potentials and Problems of Tourism* (pp. 31-46). USA: International Academy for the Study of Tourism. <https://doi.org/10.9783/9781512807462-006>
- Campbell, T. (1996). Technology, multimedia, and qualitative research in education. *Journal of Research on Computing in Education*, 30(9), 122-133
- Caru, A., & Cova, B. (2008). Small versus big stories in framing consumption experiences. *Qualitative Market Research: An International Journal*, 11(2), 166–176. <https://doi.org/10.1108/13522750810864422>
- Chan, N., & Guillet, B. (2011). Investigation of social media marketing: How does the hotel industry in Hong Kong perform in marketing on social media websites? *Journal of Travel & Tourism Marketing*, 28(4), 345–368. <https://doi.org/10.1080/10548408.2011.571571>
- Chandralal, L. & Valenzuela, F. R. (2013). Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*. 1. 177-181. 10.7763/JOEBM. 2013.V1.38.
- Chang, R.C.Y.; Kivela, J.; Mak, A.H.N. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tour. Manag.* 32, 307–316
- Changlu, C. (2016). Social Media and its Influence on Destination Image, Tourist Satisfaction and Behavioral Intentions of Tourist Visiting Shanghai. Mid-Sweden University. *Tourism Studies*, 15 ECTS
- Chen, J. and Rosenthal, A., (2015). *Modifying Food Texture*. 1st ed. Woodhead Publishing ISBN 978-1-78242-333-1, pp. Pages 3-24
- Chen T., He, J., & Xu, D. (2021) Travel vlogging practice and its impacts on tourist experiences, *Current Issues in Tourism*, DOI: 10.1080/13683500.2021.1971166

- Cohen, E., & Avieli, N. (2004). Food in tourism, attraction and impediment. *Annals of Tourism Research*, 31(4), 755–778. <https://doi.org/10.1016/j.annals.2004.02.003>
- Clont, J. G. (1992). The concept of reliability as it pertains to data from qualitative studies. Paper Presented at the annual meeting of the South West Educational Research Association. Houston, TX
- Craig, AD (2003). Interoception: the sense of the physiological condition of the body. *Current Opinion in Neurobiology*, 13 (4), 500-505.
- Creswell, J. W. (2005). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research*. Upper Saddle River, New Jersey: Pearson Education, Inc.
- Creswell, J. W., & Creswell, J. D. (2017). *Research design: Qualitative, quantitative, and mixed methods approaches*. Sage publications.
- Cutler, S., & Carmichael, B. (2010). The Dimensions of the Tourist Experience. In M. Morgan, L. Lugosi & J.R.B. Ritchie (Eds.) *The Tourism and Leisure Experience: Consumer and Managerial Perspectives* (pp.3-26). UK: Channel View Publications.
- Damáso, A. (2003). Feelings of Emotion and the Self. *Annals of the New York Academy of Sciences*, 1001, 253-261.
- Daries, N.; Ferrer-Rosell, B.; Cristobal-Fransi, E.; Marine-Roig, E.(2018) Posturing or enjoying the gastronomic experience? Effects of reputation and experience in the recommendation of upscale restaurants. *Cuad. Tur.*, 42, 605–608.
- Denzin, N. K., & Lincoln, Y. S. (1994). *Handbook of qualitative research*. Thousand Oaks, CA: SAGE.
- Digital 2021. We Are Social. (2021). Retrieved 7 June 2021, from <https://wearesocial.com/digital-2021>.
- Dițoiu, M.-C., Stăncioiu, A.-F., Teodorescu, N., G., Onișor, L.-F., Radu, A.-C. (2014). “Sensory experience – between the tourist and the marketer”, *Theoretical and Applied Economics*, Volume XXI (2014), No. 12(601), pp. 37-50
- Dixit, S. K. (2019). *The Routledge handbook of gastronomic tourism*. Routledge.
- Domestic Tourism Survey 2019 by State. dosm.gov.my. (2019). Retrieved 7 June 2021, from <https://www.dosm.gov.my/v1/index.php?r=column/pdfPrev&id=UVZoQXZWUmhUaGxadW95RWdBL2QxZz09>.

- Du Rand, G. E., & Heath, E. (2006). Towards a framework for food tourism as an element of destination marketing. *Current Issues in Tourism*, 9(3), 206-234.
- Edwards, J., Hartwell, H. and Brown, L., (2013). The relationship between emotions, food consumption and meal acceptability when eating out of the home. *Food Quality and Preference*, 30(1), pp.22-32.
- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, 68, 250–263. <https://doi.org/10.1016/j.tourman.2018.03.025>
- Euromonitor International. (2014). Passport report on travel and sharing economy.
- Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of sustainable tourism*, 16(2), 150-167.
- Everett, S. and Slocum, S., (2013). Food and tourism: an effective partnership? A UK-based review. *Journal of Sustainable Tourism*, 21(6), pp.789-809.
- Falconer, E. (2013). Transformations of the backpacking food tourist: Emotions and conflicts. *Tourist Studies*, 13(1), 21–35.
- Fatanti, M.N.; Suyadnya, W.I. (2015). Beyond User Gaze: How Instagram Creates Tourism Destination Brand? *Procedia Soc. Behav. Sci.*, 211, 1089–109
- Fields, K. (2002). Demand for the Gastronomic Tourism Product: Motivational Factors. *Tourism and Gastronomy*. London and New York: Routledge.
- Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2017). Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92-110.
- Ganesh, K.S., Ganapati, B.S. (2021). Analysis of User-Generated Contents in Digital Media towards Gastronomic Tourism Experiences: Sentimental and Locational Approach. *Turkish Online Journal of Qualitative Inquiry (TOJQI)*. Volume 12, Issue 9: 4170-4175.
- Garg, R., Chhikara, R. (2019). Power of the scent: Exploring the role of sensory appeals on consumer product attitude. *Journal of Business and Management*, 25(2), September, 25-41. DOI: 10.6347/JBM.201909\_25(2).0002.
- Getz, D., Robinson, R., Andersson, T., & Vujicic, S. (2014). *Foodies and food tourism: Goodfellow Publishers Oxford*.
- Getz, D. and Robinson, R. N. S. (2014) *Foodies and Food Events*. *Scandinavian Journal of Hospitality and Tourism*, 14 (3), 315-330.



- Golafshani, N. (2003) 'Understanding Reliability and Validity in Qualitative Research', *The Qualitative Report*, 8(4), pp. 597–607.
- Govers, R., Go, F. (2009). *Place Branding: Glocal, Virtual and Physical Identities, Constructed, Imagined and Experienced*. UK: Palgrave Macmillan
- Gnoth, J. (1997). Tourism Motivation and Expectation Formation. *Annals of Tourism Research*, 24 (2), 283-304.
- Guest S, Catmur C, Lloyd D, Spence C. (2002). Audiotactile interactions in roughness perception. *Experimental Brain Research* 146(2):161–171 DOI 10.1007/s00221-002-1164-z.
- Guidelines for the Development of Gastronomy Tourism (2019) Guidelines for the Development of Gastronomy Tourism. Doi: 10.18111/9789284420957.
- Hall, C. M. (2006). Introduction: Culinary tourism and regional development: From slow food to slow tourism? *Tourism Review International*, 9(4), 303–305. <https://doi.org/10.3727/154427206776330580>
- Hall, C. M. (2020). Improving the recipe for culinary and food tourism? The need for a new menu. *Tourism Recreation Research*, 45(2), 284–287. <https://doi.org/10.1080/02508281.2019.1694243>.
- Hall, C. M., & Mitchell, R. (2001). Wine and food tourism. In N. Douglas & R. Derret (Eds.), *Special interest tourism* (pp. 307–329). Wiley.
- Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food tourism around the world* (pp. 1–24). Routledge.
- Hammitt, W.E.; Backlund, E.A.; Bixler, R.D. (2006). Place bonding for recreation places: Conceptual and empirical development. *Leis. Stud.*, 25, 17–41.
- Harrington, R.J. (2005). Defining Gastronomic Identity: The Impact of Environment and Culture on Prevailing Components, Texture and Flavors in Wine and Food. *Journal of Culinary Science & Technology*, 4 (2/3), 129-152.
- Hjalager, A. M., & Richards, G. (2002). *Tourism and gastronomy*. Routledge.
- Hjalager, A., and Corigliano M.A. (2000). Food for tourists: determinants of an image. *International Journal of Tourism Research*. 2: 281-293

- Hornig, J., & Tsai, C. (2012). Culinary tourism strategic development: An Asia-Pacific perspective. *International Journal of Tourism Research*, 14(1), 40–55. <https://doi.org/10.1002/jtr.834>
- Jalis, M. H., Mohd Zahari, M. S., Zulkifly, M. I. & Othman, Z. (2009). Malaysian gastronomic tourism products: Assessing the level of their acceptance among the Western tourists. *South Asian Journal of Tourism and Heritage*, 2, 31-44.
- Jang, S., & Ha, J. (2015). The Influence of Cultural Experience: Emotions in relation to authenticity at ethnic restaurants. *Journal of Foodservice Business Research*, 18(3), 287–306.
- Jin, H., Lin, Z., & McLeay, F. (2020). Negative emotions, positive actions: Food safety and consumer intentions to purchase ethical food in China. *Food Quality & Preference*, 85, 103981.
- Jin, N., Line, N. D. & Ann, S. H. (2015). The full service dining experience: An assessment of the generation specific determinants of customer loyalty. *Journal of Foodservice Business Research*, 18(4), 307-327.
- Johns, N., & Pine, R. (2002). Consumer Behavior in the Food Service Industry: A Review. *International Journal of Hospitality*, 21, 119-134.
- Karunarathne, A. & Dassanayake, H.C. (2019). Better dining experience to ensure revisit intention: moderating effect of generation type. Kuala Lumpur International Business Economics and Law Conference.
- Kauppinen-Raisanen, H., Gummerus, J., & Lehtola, K. (2013). Remembered eating experiences described by self, food, place, time, and scape. *British Food Journal*, 115(5), 666–685. <https://doi.org/10.1108/00070701311331571>
- Kim, J., & Fesenmaier, D.R. (2017). Sharing Tourism Experiences. *Journal of Travel Research*, 56, 28 - 40.
- Kim, Y., & Eves, A. (2012). Construction and Validation of a Scale to Measure Tourist Motivation to Consume Local Food. *Tourism Management*, 33, 1458-1467. <http://dx.doi.org/10.1016/j.tourman.2012.01.015>
- Kim, S., Park, E., Fu, Y., & Jiang, F. (2021). The cognitive development of food taste perception in a food tourism destination: a gastrophysics approach. *Appetite*, 165, 105310. <https://doi.org/10.1016/j.appet.2021.105310>
- Kim, S.; Park, E.; Lamb, D. (2019) Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists. *Tour. Manag. Perspect*, 29, 176–186

- Kim, J., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal Of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality and Tourism Research*, 30(3), 354–377. <https://doi.org/10.1177/1096348006286797>
- Kleynhans, H.C. (2003). Leisure tourists' satisfaction regarding their meal experience at Lesedi Cultural Village. Masters in Consumer Science, Pretoria, University of Pretoria.
- Koo, L.C., Tao, F.K.C. & Yeung, J.H.C. (1999). Preferential segmentation of restaurant attributes through conjoint analysis. *International Journal of Contemporary Hospitality Management*, 11(5):242-253.
- Krishna, A. (Ed.) (2010). *Sensory Marketing*. New York: Routledge.
- Krishna, A. and Schwarz, N. (2014), Sensory marketing, embodiment, and grounded cognition: A review and introduction. *Journal of Consumer Psychology*, 24, 159–168
- Kyriakaki, A., Stavrinoudis, Th., Doumi, M., Proiou, E. and Meni, D. (2016). Tourist satisfaction and destination loyalty. The case of Turkish visitors on the island of Chios, 3rd International Cesme - ChiosHistory, Culture and Tourism Symposium, 3-5 November, Ege University, Izmir, Turkey.
- Laing, J., & Frost, W. (2013). Food, wine ... heritage, identity? Two case studies of Italian diaspora festivals in regional Victoria. *Tourism Analysis*, 18(3), 323–334. <https://doi.org/10.3727/108354213X13673398610817>
- Lai, M.Y., Lattimore, C.K. and Wang, Y. (2017). Food and cuisine image in destination branding: Toward a conceptual model. *Tourism and Hospitality Research* 0(0) 1–14. DOI: 10.1177/1467358417740763
- Langgat, J., Salehuddin, M., Zahari, M., & Mansor, N. A. (2011). The Alteration Of Sarawak Ethnic Natives' Food: It's Impact To Sarawak State Tourist
- Larsen, J.; Ek, R.; Buhl, S. and Kjær, M.O., (2008), A dynamic framework of tourist experiences: space-time and performances in the experience economy, *Scandinavian Journal of Hospitality and Tourism*, 8(2), pp.122-140
- Larsen, S. (2007). Aspects of Psychology of the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, 7 (1), 7-18.

- Li, Y., Xu, X., Song, B., & He, H. (2020). Impact of Short Food Videos on the Tourist Destination Image—Take Chengdu as an Example. *Sustainability*, 12(17), 6739. <https://doi.org/10.3390/su12176739>
- Ling, S., (2021). Kuching is first Malaysian city on Unesco's creative cities list for gastronomy. *The Star*, [online] Available at: <<https://www.thestar.com.my/news/nation/2021/11/18/kuching-is-first-malaysian-city-on-unesco039s-creative-cities-list-for-gastronomy>> [Accessed 2 December 2021].
- Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in hospitality and tourism management. *Tourism Management*, 29(3), 458–468. <https://doi.org/10.1016/j.tourman.2007.05.011>
- Long, L. (2004). *Culinary Tourism (Material Worlds)*. Lexington, KY: The University Press of Kentucky.
- Long, L.M. (2013). Culinary Tourism. In *Encyclopedia of Food and Agricultural Ethics*; Springer: Dordrecht, The Netherlands; pp. 1–8.
- MacCannell, D. (1973). Staged Authenticity: Arrangements of Social Space in Tourist Settings. *Am. J. Sociol.* 79, 589–603.
- Macnamara, J. (2015). *Creating an ‘architecture of listening’ in organizations: The basis of engagement, trust, healthy democracy, social equity, and business sustainability*. Sydney, NSW: University of Technology Sydney.
- Mak, A., Lumbers, M., & Eves, A. (2012a). Globalization and food consumption in tourism. *Annals of Tourism Research*, 39(1), 171–196. <https://doi.org/10.1016/j.annals.2011.05.010>
- Mak, A., Lumbers, M., Eves, A., & Chang, R. (2012b). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928–936. <https://doi.org/10.1016/j.ijhm.2011.10.012>
- Mamat, N. S. (2020, February 6). Resipi Nasi Lemak Bunga Telang rangkul emas, julang nama chef Malaysia di Ireland!. *Astro Awani*. <https://www.astroawani.com/gaya-hidup/resipi-nasi-lemakbunga-telang-rangkul-emas-julang-nama-chef-malaysia-di-ireland-230015>
- Marine-Roig, E., Ferrer-Rosell, B., Daries, N., & Cristobal-Fransi, E. (2019). Measuring Gastronomic Image Online. *International Journal Of Environmental Research And Public Health*, 16(23), 4631. <https://doi.org/10.3390/ijerph16234631>

- Medhekar, A., Wong, H., & Hall, J. (2020). Health-care providers perspective on value in medical travel to India. *Tourism Review*. <https://doi.org/10.1108/TR-06-2019-0276>
- Merriam, S. B. (1998). *Qualitative research and case study applications in education*. San Francisco: Jossey-Bass.
- Michelle E. Kiger & Lara Varpio (2020): Thematic analysis of qualitative data: AMEE Guide No. 131, *Medical Teacher*, DOI: 10.1080/0142159X.2020.1755030
- Minihan, C. (2014). *Exploring the culinary tourism experience: An investigation of the supply sector for brewery and restaurant owners*. Colorado State University Press
- Moginon, D.F., See, T.P., & Saad, M. (2012). Indigenous food and destination marketing. *Indigenous food and destination marketing*. In Z. Artinah, M. R. Salleh, H. Rahmat, T. C. Chemah & A. Rozita (Eds.), *Current Issues in Hospitality and Tourism: Research and Innovations* (pp. 355-358). Concorde Hotel, Kuala Lumpur Malaysia: Taylor & Francis Group, London, UK (CRC Press/Balkema).
- Mulhall, A. (2003). In the field: notes on observation in qualitative research. *Journal of Advanced Nursing* 41:306–13
- Nading, N. (2015). *Domestic tourist's perception of Sarawak ethnic native's food*. Universiti Teknologi Malaysia.
- Naruetharadhol, P., Gebombut, N. & Villace T. (2020). A bibliometric analysis of food tourism studies in Southeast Asia. *Cogent Business and Management*, 7(1), 1–15. <https://doi.org/10.1080/23311975.2020.1733829>
- Neill, L., Johnston, C., & Losekoot, E. (2016). New ways of gazing: The refractive gaze. *International Journal of Tourism Anthropology*, 5(1–2), 138–151. <https://doi.org/10.1504/IJTA.2016.076852>
- Neuman, L. (2006). *Social research methods: Qualitative and quantitative approaches* (6<sup>th</sup> Ed.). London: Pearson Education.
- Newbold, C., Boyd-Barrett, O. and Van Den Bulck, H., (2002). *The Media Book*. London: Arnold (Hodder Headline)
- Nicoletti, S., Medina-Viruel, M.J., Di-Clemente, E., Fruet-Cardozo, J.V. (2019). Motivations of the culinary tourist in the city of Trapani, Italy. *Sustainability*, 11 (9), p. 2686

- Okumus, B., Koseoglu, M. A., & Ma, F. (2018). Food and gastronomy research in tourism and hospitality: A bibliometric analysis. *International Journal of Hospitality Management*, 73, 64–74. <https://doi.org/10.1016/j.ijhm.2018.01.020>
- Omar, S. R., Ab Karim, S., & Omar, S. N. (2015). Exploring international tourists' attitudes and perceptions: In characterizing Malaysian Heritage Food (MHF) as a tourism attraction in Malaysia. *International Journal of Social Science and Humanity*, 5(3), 321.
- Omar, S.R., Ab Karim, S., Isa, S.S., Omar, S.N. (2019). Enlivening the effect of tourists' knowledge and involvement on Malaysian heritage food (MHF) towards food tourism image in Malaysia. *Int. J. Tour. Hosp. Manag. Digit. Age*, 3 (1), pp. 23-42
- 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.
- Ozdemir, B., & Seyitoglu, F. (2017). A conceptual study of gastronomical quests of tourists: Authenticity or safety and comfort? *Tourism Management Perspectives*, 23, 1 –7. <https://doi.org/10.1016/j.tmp.2017.03.010>
- Pan, S., & Ryan, C. (2009). Tourism sense-making: The role of the senses and travel journalism. *Journal of Travel & Tourism Marketing*, 26(7), 625–639.
- Pandey A., Kumari N., Chouhan P. (2020). Impact of Food Vlogging on consumers' perception-with special reference to Bilaspur City. *Journal of Xi'an University of Architecture & Technology*, ISSN No: 1006-7930, vol. XII, Issue V, Page No: 1287.
- Pearson, D., & Pearson, T. (2017). Branding food culture: UNESCO creative cities of gastronomy. *Journal of Food Products Marketing*, 23(3), 342–355. <https://doi.org/10.1080/10454446.2014.1000441>
- Peralta, R., 2019. How vlogging promotes a destination image: A narrative analysis of popular travel vlogs about the Philippines. *Place Branding and Public Diplomacy*, 15(4), pp.244-256.
- Perullo, N. and Montanari, M., (2016). Taste as experience. ISBN 9780231173483.
- Pine, J., & Gilmore, J.H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76 (4), 97-105.

- Piramanayagam, S., Sud, S., & Seal, P. P. (2020). Relationship between tourists' local food experiences, satisfaction and behavioural intention. *Anatolia*, 31(2), 316–330.
- Pratt, S., Suintikul, W., & Agyeiwaah, E. (2020). Determining the attributes of gastronomic tourism experience: Applying impact-range performance and asymmetry analyses. *International Journal of Tourism Research*, 22(5), 564–581. <https://doi.org/10.1002/jtr.2356>
- Prayag, G., Gannon, M. J., Muskat, B., & Taheri, B. (2020). A Serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, the physical environment and service quality. *International Journal of Contemporary Hospitality Management*, 32(6), 2453–2472. <https://doi.org/10.1108/IJCHM-10-2019-0897>
- Putra, M. (2019). Gastronomy Tourism: Local Food and Sustainable Tourism Experience - Case Study Cirebon. In *Proceedings of the 1st NHI Tourism Forum - Enhancing Innovation in Gastronomic for Millennials*, pages 19-29 ISBN: 978-989-758-495-4. DOI: 10.5220/0009196500190029.
- Qian, J., Law, R. and Fan, D., (2020). Exploring tourists' experience at private social dining: Dimensionality and satisfaction. *International Journal of Tourism Research*, 22(6), pp.776-787.
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297–305. [https://doi.org/10.1016/S0261-5177\(03\)00130-4](https://doi.org/10.1016/S0261-5177(03)00130-4)
- Raajpoot, N.A. (2002). TANGSERV: a multiple item scale for measuring tangible quality in food service industry. *Journal of Foodservice Business Research*, 5(2):109-127.
- Raji, M., Ab Karim, S., Ishak, F., & Arshad, M. (2017). Past and present practices of the Malay food heritage and culture in Malaysia. *Journal of Ethnic Foods*, 4(4), 221-231. <https://doi.org/10.1016/j.jef.2017.11.00>
- Renko S., Peštek A., Činjurević M. (2014). Tourist perceived image of local cuisine: The case of Bosnian food culture. *Br. Food J.*; 116:1821–1838.
- Richards, G. (2015). Evolving gastronomic experiences: From food to foodies to foodscapes. *Journal of Gastronomy and Tourism*, 1(1), 5–17. <https://doi.org/10.3727/216929715X14298190828796>

- Richards, G. (2012) Food and the tourism experience: major findings and policy orientations. In Dodd, D. (ed.) *Food and the Tourism Experience*. OECD, Paris, pp. 13-46.
- Roosbeh, B.H., Ng, S.I, & Boo, H.C. (2013). Effect of food experience on overall satisfaction: Comparison between first-time and repeat visitors to Malaysia. *International Food Research Journal*,20(1), 141-146.
- Rosi M. (2014). Branding or sharing? The dialectics of labeling and cooperation in the UNESCO creative cities network. *City Cult Soc.* <https://doi.org/10.1016/j.ccs.2014.05.002>.
- Ryu & Jang. (2006). Intention to experience local cuisine in a travel destination: The modified Theory of Reasoned Action. *Journal of hospitality & Tourism Research*, 30(4), 507-516
- Sanchez-Canizares, S. M., & Lopez-Guzman, T. (2012). Gastronomy as a tourism resource: Profile of the culinary tourist. *Current Issues in Tourism*, 15(3), 229–245. <https://doi.org/10.1080/13683500.2011.589895>
- Sammels, C. A. (2014). Haute Traditional Cuisine: How UNESCO's list of intangible heritage links the cosmopolitan to the local. In R. I. Brulotte & M. A. Di Giovine (Eds.), *Edible identities: Food as cultural heritage* (pp. 141–158). Routledge.
- Sageng, C.W., Kasa, M., Pudun, J.M. & Ramli, N. (2020). Sarawak Cuisine: An Overview and Its Identity. *Journal of Tourism, Hospitality & Culinary Arts*, 12(3), 15-30
- Schmitt, B.H. (1999) Experiential Marketing. *Journal of Marketing Management*, 15, 53-67. <http://dx.doi.org/10.1362/026725799784870496>
- Schreier, M. (2012). *Qualitative Content Analysis in Practice*. Sage Publications, London.
- Seale, C. (1999). Quality in qualitative research. *Qualitative Inquiry*, 5(4), 465-478.
- Sfandla, C., & Bjork, P. (2013). Tourism experience network: Co-creation of experiences in interactive processes. *International Journal of Tourism Research*, 15(5), 495–506. <https://doi.org/10.1002/jtr.1892>
- Sheldon, P. J. (2020). Designing tourism experiences for inner transformation. *Annals of Tourism Research*, 83, 102935. <https://doi.org/10.1016/j.annals.2020.102935>



- Sheperd, K. (2021). UCCN Kuching City of Gastronomy [Ebook] (1st ed.). Retrieved from [http://kuchingcreativecity.com/wp-content/uploads/2021/06/UCCN\\_KUCHING\\_REPORT\\_hr.pdf](http://kuchingcreativecity.com/wp-content/uploads/2021/06/UCCN_KUCHING_REPORT_hr.pdf)
- Silkes, C., 2012. Farmers' Markets: A Case for Culinary Tourism. *Journal of Culinary Science & Technology*, 10(4), pp.326-336.
- Sloan, E. A. (2013). The Foodie Phenomenon. *Food Technology*, 2: 18.
- Smith, M. (2007). *Sensory History*. Oxford: Berg.
- Sotiriadis, M. D., & Nduna, L. T. (2019). Digital platforms for collaborative gastronomy. In S. K. Dixit (Ed.), *The Routledge handbook of gastronomic tourism* (pp. 312–321). Routledge.
- Sparks, C. (2007). What's wrong with globalization? Volume: 3 issue: 2, page(s): 133-155. University of Westminster, UK. DOI.org/10.1177/1742766507078413
- Spencer, D.M. (2013). Effectiveness of intra-destination television advertising of tourist attractions and facilities. *J. Destin. Mark. Manag.* 2, 155–164.
- Stajcic, N. (2013). Understanding culture: Food as means of communication. *Hemisph. Stud. Cult. Soc.*, 28, 77–87.
- Statista. (2021). Global YouTube audience 2021 |. Retrieved 8 February 2022, from <https://www.statista.com/statistics/805656/number-youtube-viewers-worldwide/>
- Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: An investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4–5), 333–353.
- Sthapit, E., Björk, P., & Coudounaris, D. (2017). Emotions elicited by local food consumption, memories, place attachment and behavioural intentions. *Anatolia*, 28(3), 363–380.
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, 57 (8), 1121-1132.
- TasteAtlas. (2021). Sarawak laksa | Traditional Soup from Kuching |. Retrieved 8 December 2021, from <https://www.tasteatlas.com/sarawak-laksa>
- Ten, M., (2021). Traditional food website ranks Sarawak Laksa as best Asian food. *The Borneo Post*, [online] Available at: <https://www.theborneopost.com/2021/10/07/traditional-food-website-ranks-sarawak-laksa-as-best-asian-food/> [Accessed 7 November 2021].

- Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: Five cases. *British Food Journal*, 109(9), 721–734. <https://doi.org/10.1108/00070700710780698>
- Timothy, D. J., & Ron, A. S. (2013). Understanding heritage cuisines and tourism: Identity, image, authenticity, and change. *Journal of Heritage Tourism*, 8(2–3), 99–104. <https://doi.org/10.1080/1743873X.2013.767818>
- Timothy, D. J. (2011). *Cultural heritage and tourism: An introduction (Vol. 4)*: Channel View Publications.
- Thomas, D., (2006). A General Inductive Approach for Analyzing Qualitative Evaluation Data. *American Journal of Evaluation*, 27(2), pp.237-246.
- Trochim, W.M.K. (2006). Research methods knowledge base. from <http://www.socialresearchmethods.net>
- UNESCO. (2006). *Towards Sustainable Strategies for Creative Tourism: discussion report of the planning meeting for the 2008 International conference on creative tourism*. Santa Fe, USA: UNESCO.
- UNESCO Creative Cities Network [UCCN]. (2016). *The Creative Cities Network: A global platform for local endeavor*. Retrieved from [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Creative\\_cities\\_brochure\\_en.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CLT/pdf/Creative_cities_brochure_en.pdf).
- Vaismoradi, M., Turunen, H. and Bondas, T., 2013. Content analysis and thematic analysis: Implications for conducting a qualitative descriptive study. *Nursing & Health Sciences*, 15(3), pp.398-405.
- Walls, A., Okumus, F., Wang, Y., & Kwun, D. (2011). An epistemological view of consumer experiences. *International Journal of Hospitality Management*, 30 (1), 10-12.
- Wang, Y., Huang, S., & Kim, A. (2015). Toward a framework integrating authenticity and integrity in heritage tourism. *Journal of Sustainable Tourism*, 23 (10), 1468–1481. <https://doi.org/10.1080/09669582.2015.1047375>
- Werthner, H., & Klein, S. (1999). *Information technology and tourism: A challenging relationship*. Springer-Verlag Wien.
- Westbrook, R. and Oliver, R., (1991). The Dimensionality of Consumption Emotion Patterns and Consumer Satisfaction. *Journal of Consumer Research*, 18(1), p.84.

- Whitehead D. & Lopez V. (2013). Chapter 7: Sampling Data and Data Collection in Qualitative Research (4<sup>th</sup> Ed.) Publisher: Elsevier – Mosby
- Wooliscroft, B., & Ganglmair-Wooliscroft, A. (2009). Co-production in memorable service encounters: Three hot chocolates in Belgium. In A. Lindgreen, J. Vanhamme, & M. B. Beverland (Eds.), *Memorable customer experiences: A research anthology* (pp. 149–158). Farnham, UK: Gower Publishing Company.
- World Tourism Organization. (2017), *Affiliate Members Report, Volume Sixteen - Second Global Report on Gastronomy Tourism UNWTO*, Madrid
- World Tourism Organization (2018), *UNWTO Tourism Highlights, 2018 Edition*, UNWTO, Madrid, DOI: <https://doi.org/10.18111/9789284419876>.
- Xiaomin, C. (2017). “City of Gastronomy” of UNESCO Creative Cities Network: From international criteria to local practice. *Social Systems Studies*, 55-67.
- Yılmaz, G., Kılıçarslan, D., & Caber, M. (2020). How does a destination’s food image serve the common targets of the UNESCO creative cities network? *International Journal of Tourism Cities*, 6(4), 785–812. <https://doi.org/10.1108/IJTC-07-2019-0115>
- Yoon, S. J., & Park, J. E. (2012). Do sensory ad appeals influence brand attitude? *Journal of Business Research*, 65(11), 1534-1542.
- Youssef, K., Leicht, T., & Marongiu, L. (2019). Storytelling in the context of destination marketing: An analysis of conceptualizations and impact measurement. *Journal of Strategic Marketing*, 27(8), 696– 713. <https://doi.org/10.1080/0965254X.2018.1464498>
- Yu, C., & Sun, R. (2019). The role of Instagram in the UNESCO's creative city of gastronomy: A case study of Macau. *Tourism Management*, 75, 257-268. <https://doi.org/10.1016/j.tourman.2019.05.011>
- Zainal, A., Zali, A. N., & Kassim, M. N. (2010). Malaysian gastronomy routes as a destination. *Journal of Tourism, Hospitality & Culinary Arts*, 2(24), 15-24.
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12), 3437. <https://doi.org/10.3390/su11123437>
- Zohrabi, M. (2013). Mixed Method Research: Instruments, Validity, Reliability and Reporting Findings. *Theory and Practice in Language Studies*, 3(2), 254-2