

# **EXPERIENTIAL VALUE FROM WET MARKET TO TABLE AFFECTS THE WAY TOURISTS SEEK LOCAL FOOD: MEDIATING EFFECT OF SOCIAL AND ECONOMIC APPEAL**

Miaomiao SHEN<sup>1</sup>, Ning KANG<sup>2</sup> and Yan FENG<sup>3</sup>

1 Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR; mm369039559@163.com

2 Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR; 2109853GBT30002@student.must.edu.mo

3 Faculty of Hospitality and Tourism Management, Macau University of Science and Technology, Avenida Wai Long, Taipa, Macau SAR; yfeng@must.edu.mo

## **ARTICLE HISTORY**

**Received:** 31 July 2024

**Revised:** 14 August 2024

**Published:** 24 August 2024

## **ABSTRACT**

Nowadays, tourists have shifted from merely dining at speciality restaurants to enjoying a more localized dining experience. Some tourists pursue a hands-on “wet market-to-table” approach. They buy fresh ingredients at local wet markets just like residents do, and then have their dishes prepared using authentic cooking techniques at nearby restaurants. To promote gastronomy cities, there is a need to understand what experiential values these tourists pursue and how these values change their way of having local food experience. This study aims to address the research gaps by first developing a measurement scale of market-to-table experiential value and second examining the impact of these values on tourists’ intention to continue market-to-table tourism. This study employs a mixed methods approach across two studies. Through personal interviews with 18 respondents, three dimensions comprising 18 items of market-to-table experiential value (socio-cultural value, authentic value, aesthetical value) were identified. A questionnaire survey was conducted to examine the relationships between these three experiential values, tourists’ attitudes (social and economic appeal), and subsequent behaviour (willingness to continue market-to-table tourism). This study introduces a new form of food tourism - market-to-table tourism, presenting a new perspective for future research. Additionally, this study develops a measurement scale of market-to-table experiential value, providing researchers with a tool to conduct their future research. This study also uncovers the mechanism that influences tourists to continue their market-to-table tourism, helping the promotion of gastronomy destinations as well as spreading local food culture, ultimately contributing to the cultural and economic development of the tourist destinations.

**Keywords:** Food Tourism, Wet Market, Local Food, Value-Attitude-Behavior Theory, Social Appeal, Economic Appeal

**CITATION INFORMATION:** Shen, M., Kang, N., & Feng, Y. (2024). Experiential Value from Wet Market to Table Affects the Way Tourists Seek Local Food: Mediating Effect of Social and Economic Appeal. *Procedia of Multidisciplinary Research*, 2(8), 73.