

The factors influencing consumer behavior to visit gastronomy tourism destination

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Abstract

Destination image boosts tourist satisfaction and loyalty. Positive emotions predict a better vacation. Studies demonstrate location perception boosts tourist satisfaction. Tourists appreciate places based on their opinions. Tourist behavior is also heavily influenced by happiness. This means that tourist satisfaction and destination perception will encourage repeat visits. Information from many sources may overload modern customers. It involves retrieving information from memory or learning from other sources. Internal and external sources are employed for information search. Internal data includes personal and historical data. External information searches use traditional and digital media, personal referrals, and marketing middlemen. It was thought that knowledgeable buyers would ignore other sources. Tourist decisions are influenced by past experiences and familiarity with a location. When internal sources are scarce,

people turn outside. Marketers may help people build a positive destination image and find real social media information by giving positive information. Social media platforms connect customers, providers, and third parties, affecting image creation, according to research. Symbolic signals like gourmet restaurant ads and social stimuli like friends and family recommendations influenced tourists' perception and willingness to visit. So, social media can help the place obtain global recognition and become a popular resort. Many companies use social media to build a good dining reputation. They do this by offering appealing trip details and encourage favorable word-of-mouth. Online resources help tourists choose a destination and customize their vacation. Quality and quantity of information visitors gather during decision-making affects their desire to visit.

Keywords: Factors, Consumer Behavior, Gastronomy, Tourism, Destination

INTRODUCTION

Tourism refers to the act of breaking away from a monotonous routine and traveling to faraway places in order to find entertainment, leisure, relaxation, and pleasure. During this process, individuals utilize the services provided by businesses (Moon & Chan, 2022; Kaur & Kaur, 2022). This refers to the method by which individuals become captivated by the peacefulness of nature

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by escaping the repetitiveness of their demanding occupation and consumerist lifestyles (Yang, Xu & Hannam, 2022). Therefore, the prevailing mindset of the general public has played a significant role in the swift expansion and varied composition of the tourism sector as a societal framework (Hassan et. al., 2022). Meo et.al. (2022) state that the global growth of tourism in industrialized and developed nations has resulted in economic and employment benefits. Many countries are now reaping economic advantages from the tourism industry, such as increased foreign currency revenue, expanded job opportunities, and a positive impact on the overall gross domestic product of the nation. The objective of this study is to provide insight into the tourism opportunities in Malaysia and explore how the tourist sector can be effectively marketed through the utilization of social networking platforms. Social media or social networking sites can have a substantial impact on the growth of the tourism industry in the present digital era, being widely and effectively used (Rahman et. al., 2022). Social media channels, including Facebook, Instagram, YouTube, and personal blogs, greatly influence the opinions of clients interested in leisure travel to certain destinations. These platforms have enabled the general public to gain a full awareness and knowledge of the destinations, as well as the distinctive experiences that may be enjoyed there. These platforms provide significant visibility for tourist sites and hotels, enabling them to grow their companies.

From a strictly practical perspective, gastronomy and tourism are coming together as rural areas adapt to significant economic shifts by allocating resources to gastronomy items and tourism. The rural regions are driven by the fact that food and beverages contribute to one-third of tourism earnings, a significant amount that attracts the attention of both businesses and governments. Cuisine, as a tourist offering that represents identity and culture, has the power to attract people to visit and immerse themselves in it. This makes it an essential component of cultural and heritage tourism (Moral-Cuadra). Gastronomy tourism can be classified as a form of special interest tourism that revolves around the motivation to explore food. The level of engagement or interest in this type of tourism varies, ranging from no interest in food beyond its basic function of providing sustenance, to a general interest in exploring rural or urban areas through their culinary offerings, to a specific curiosity in experiencing different cuisines, and finally to a high level of interest in gastronomy, which encompasses the exploration of cuisine, gastronomy, or gourmet experiences (Stone, Migacz & Wolf, 2022). As stated by Sutheeshna (2021), the "spatial fixity" of the gastronomy tourism product is essential since travelers need to physically visit the production location in order to fully experience and appreciate the meal, so becoming food tourists. Thus, proponents contend that food tourism entails both the act of consuming and creating a sense of place, as well as indulging in local culinary offerings.

Gastronomy tourism, identified as a tourist macro-niche by Christia & Fine (2022), has emerged as a substantial contributor to the economic growth and job creation in several countries. Wondirad, Kebete, and Li (2021) argue that the development and expansion of gourmet tourism offer numerous prospects for hospitality and tourist organizations. Kivela and Crotts (2006) said that gourmet tourism should be seen as an essential marketing tactic, the significance of which depends on the historical or non-traditional context for high-quality cuisine and wine. This has demonstrated the importance of acknowledging this specialized tourism sector as a substantial contributor to the country's economic well-being. Malaysia's tourist business continues to thrive despite the COVID-19 outbreak, attracting a total of 26.1 million visitors and generating MYR86.14 billion in revenue in 2019 (tourist Malaysia, 2020). The food and beverage industry in

Malaysia recorded MYR11.46 billion in expenditures, reflecting a 1.6% growth compared to the previous year. This suggests that food could play a significant role in attracting tourists to the country. Wondirad, Kebete, and Li (2021) assert that the growing fascination with cuisine and local food research has a substantial impact on tourism income and provides public and financial support to the local community. Furthermore, the inhabitants' and visitors' consumption patterns have been modified due to increased awareness of food quality, health and diet concerns, pervasive food advertising across various social media and platforms, and a growing interest in trying out new cuisines (Hakim, Suryantoro & Rahardjo, 2021). Moral-Cuadra et. al. (2022) support the notion that gastronomy plays a vital role in enhancing the appeal of a tourism site. The Malaysia Tourism Promotion Board (MTPB) has implemented a range of tourism-related activities with the aim of increasing the number of international visitors to Malaysia. To promote Malaysia as a destination for gastronomy tourism, marketers and the Malaysian government have focused on highlighting the local cuisine in promotional materials like travel guides, brochures, and websites (Osman, 2022; Jamaluddin & Ghani, 2022; Nair, 2021; Cakir, M. U., & Özbay, 2021). Furthermore, various cooking-oriented television programs, including those aired on the Asian Food Channel, have portrayed Malaysian cuisine as highly sought-after (Osman, 2022). Questions persist over the effectiveness of the Malaysian government's efforts to market and promote local cuisine on a global scale, as well as the portrayal of the Malaysian culinary identity. Although multiple studies have shown favorable results regarding tourists' acceptance and perceptions of Malaysian food and cuisine (Osman, 2022; Jamaluddin & Ghani, 2022; Nair, 2021; Cakir, M. U., & Ozbay, 2021; Wondirad, Kebete, & Li 2021; Kebete & Li 2021), Malaysian cuisine has not achieved the same level of global recognition as Japanese or Thai cuisine. According to Salman and Hasim (2012), Malaysia is renowned for its picturesque natural landscapes and contemporary urban design, more than its gastronomy. The objective of this study was to identify the determinants that impact the buying choices of consumers who are contemplating Malaysia as a gourmet tourist spot. The study sought to assess the effectiveness of marketing methods, such as promotional materials and domestic tour itineraries, in attracting tourists to visit Malaysia. This study employed quantitative content analysis to examine the elements that impact culinary tourism and their possible influence on tourists' willingness to visit in the aftermath of a pandemic. Furthermore, the study investigated the impact of social media marketing on the relationship between the determinants of culinary tourism and travelers' inclination to visit after a pandemic.

LITERATURE REVIEW

Zhang, Lu, Huang, and Zhang (2022) claim that tourism has grown in certain locations. However, this industry is unevenly distributed between countries, regions, and locales. Mass tourism, with many people and sun-and-sea activities, is seasonal and concentrated. Beach resorts have most tourism facilities (Islamovna, 2021). This model uses a hypothetical cycle, but Hussain (2021) warns tourism developers. It stresses that destinations must handle new issues to survive. Fakfare, Lee, and Han (2022) distinguish between the "old tourist" and the "new tourist." The former are inexperienced, conventional, and mass tourists who prefer package vacations, while the latter are spontaneous, unique, and environmentally conscious. Thus, personalized and adaptable tourism suits "post-Fordist" tourists, who are wealthier, more educated, more adventurous, and more respectful of other cultures and the environment (Cave et al., 2022).

However, the mass tourist model may not fall automatically. This is because destinations are complex enough to handle many development phases (Chen et al., 2022). Some argue that sun-

and-sea destinations and higher expectations, which are mostly based on individual needs, are compatible. They offer opportunities for growth by providing innovations that improve and differentiate the current tourist offerings (Önder & Gunter, 2022). According to Hsu, Liu, and Lin (2022), diversification can include a combination of popular and specialty tourism items to attract new customers and keep existing ones. A niche tourism strategy may help destination managers and planners promote sustainability and attract affluent tourists to boost economic growth (Massidda, Piras, & Seetaram, 2022). Niche tourism can be classified into broad market sectors like cultural, rural, and sport tourism, then into micro-niches. One specialty is culinary tourism.

Food and tourism are linked by numerous terminology, including "food tourism" and "cuisine tourism," "taste tourism," "gourmet tourism," and "restaurant tourism" (Payandeh et al., 2022). Though these names have different meanings, they all refer to travelers who are passionate about food and travel as a result. According to Durmaz, Çayırbaş, and Çöpuroğlu (2022), gastronomy tourism involves visiting to enjoy local cuisine and beverages while also having unique and unforgettable gastronomic experiences. Gourmet visitors must eat while on vacation, raising concerns about their identification. Thus, a gourmet traveler is not a bore because food motivation is crucial to travel (Gupta & Mohta, 2022).

Tourists who prefer relaxed dining are drawn to local cuisine, according to Kattiyapornpong, Ditta-Apichai, and Chuntamara (2022). Thus, it goes beyond simply a tourism niche. In a previous study, Moral-Cuadra, Solano-Sánchez, Menor-Campos, and López-Guzmán (2022) found that culinary-gastronomic food can improve visitor satisfaction and behavior if presented and experienced properly. The studies found that foodies were more cultured and stayed longer than other tourists. The findings suggest that gourmet tourists are desirable in other regions. Research organisations have defined the gastronomic tourist profile (Stone, 2022; Chiu & Huang, 2022; Wan & Choi, 2022). According to study, culinary tourists are usually 30–50 and 51–64. These visitors have better finances and education than other travelers. They are braver and more experienced travelers who are more interested in the local culture. Gourmet travel experiences also account for more of their trip budget. The researchers found very small demographic and travel preferences variations between culinary and non-culinary visitors, indicating that these factors had little impact on food tourism. However, food tourism motivations, culinary assessments, and self-perception as gastronomic tourists differed (Campón-Cerro et al., 2022). According to Vukolic, Gajić, and Penic (2022), modern market segmentation theory emphasizes 'values or benefits' over traditional demographics. Unless non-food-related factors are considered, food tourists may be overestimated. Destination selection is difficult and requires assessing tangible and intangible elements.

According to Vukolic, Gajić, and Penic (2022), culinary tourism is an important industry area that can build customer loyalty. Thus, it can be a viable alternative for emerging destinations that cannot benefit from the traditional "sun and sea" tourism model or lack the necessary natural and cultural resources to attract visitors, as well as established tourist destinations. If food has the potential to influence the travel choices of a large market segment, investing in initiatives to improve and promote food offerings can help destinations rejuvenate tourist arrivals and increase market presence (Yu et al., 2022). The spatial interaction between product and tourist is vital in gastronomic tourism, according to Dewi and Nugroho (2022). Gastronomy tourism requires tourists to be present at the food or drink production site. While exporting and consuming local

produce overseas is possible, gastronomy tourism focuses on eating local food and experiencing the local culture and environment. Thus, culinary tourism can boost local economies, promote food and biodiversity conservation, and preserve local identities. The next subchapter uses relevant literature to examine gourmet tourism, local identity, and destination image.

Food reflects a region's culture, environment, and identity. Consuming natural or traditional cuisine means embracing these features (Suanpang et al., 2022). Just as food can express complex meanings and abstract notions that embody and mirror a place's uniqueness, local cuisine can help develop a tourist destination's brand (Panas et al., 2022). The Mediterranean diet and traditional Mexican cuisine are Unesco intangible cultural heritage due to their cultural significance. National cuisines vary, yet food is becoming more globalized and homogenized, harming originality. Cuisine can help rebrand a location and develop distinctiveness at the national and regional levels because tourism is increasingly focused on true, locally-sourced experiences (OECD, 2012). Re-enacting history, re-approaching what has been lost, and helping to create, innovate, and accept change are part of "individual, collective, and territorial identity." Promoting a specific gastronomic product by conserving skills and techniques does this. al., (2022) food tourism can boost revenue and exposure for local businesses, improve public perception of the region due to its association with high-quality (culinary) products, provide a more distinct local product, and add a layer to the overall experience. To become a top gastronomic destination, countries aim to attract tourists by promoting regional products and enriching their offerings (Yodchim & Bousri, 2022; Indra et al., 2022; García2022).

Research shows that tourists' travel preferences are directly related to a destination's perception, which includes unknown aspects like favorable experiences with unusual cuisine. Del Pilar Leal Londoño, Georgescu-Paquin, and Arcos-Pumarola (2022) suggest that a memorable gastronomic experience can strengthen ties to the region. Thus, local food and cuisine help tourists learn about the destination and have a wonderful experience. Consuming local cuisine also improves tourists' interactions with the local community, making them more likely to return and suggest the place. In conclusion, the author claims that exploring local cuisines creates lasting memories and a profound connection to local attractions.

Before arriving at their destination, culinary vacationers compare their experiences to their pre-travel expectations, which include food flavor and diversity, atmosphere, and customer service (UNWTO, 2012). Thus, visitors who like a destination's food are loyal and more inclined to return, which boosts its reputation. Kattiyapornpong, Ditta-Apichai, and Chuntamara (2022) investigated the relationship between tourists' travel plans and their impressions of each nation's food. Cuisine, restaurants/dining, restaurants/food-related tourism, food-related tourism activities (unique cultural experiences and street markets), and food-related tourism activities (such as cooking classes or farm visits) were evaluated by tourists, and we concluded about their food images and visit intentions. This survey validated the long-standing popularity of their cuisine and well-earned reputations for food and wine excursions. It also supported warm hospitality and reasonable prices.

Ningsih, urgarini, and Nurussahar (2022) recommend analyzing the compatibility of cuisine, food, and tourism with a location's economic growth goals while establishing a gastronomy tourism strategy. Include key agencies and undertake high-quality research and assessment from multiple food and travel perspectives to fully understand food tourism's economic impact. Research is

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essential to understanding tourist demographics, origins, culinary and tourism options, and supply and value networks. Dixit and Prayag (2022) emphasize this argument, which shows that each scenario, including this dissertation, need uniqueness. Food tourism expertise was examined in Norway and Tuscany, Italy. Gastronomy tourism development in relied on scientific food expertise and worldwide managerial/political knowledge, while in Italy it used local food and managerial/political knowledge. Thus, food tourism programmes must be based on each terroir's distinct physical, social, and environmental traits (Roy & Gretzel, 2022). Mohammad, Rahman, and Mayor-Vitoria (2022) propose that tourism and outstanding agriculture may lead to a more environmentally friendly future for rural areas and their peoples. Their analysis found little organised food and tourism production networks in central regions. For tourist use, quality food must be tied to its 'terroir' so that its product-place can be determined "production is inextricably linked" (p. 1482). To succeed, "terroir" stakeholders—farmers, businesspeople, and communities—must collaborate on goals and execution throughout production. This was also found by Sanchez-Caizares and Castillo-Canalejo in Slovenia and Spain (2015). Coordination between restaurants, travel agencies, hotels, locals, and tourists is necessary to create a culinary tourism management system that improves destination competitiveness and regional development. Dining establishments' interactions with other stakeholders are crucial. Also, Guell et al. et al. (2022) examined an effective food tourism strategy based on stakeholder participation. Using sustainability principles (which suggest a successful policy outcome) and a model of emerging gastronomic tourism themes (knowledge exchange and networking, supply chain constraints, fear of change, regionalization of governing bodies and marketing), the authors conclude that food and tourism lack coordination to deliver. Thus, food tourism, marketing, distribution, and policy integration may improve social capital (Janiszewska et al., 2022).

Following the location's distinct qualities and marketing. Due to Janiszewska et al. al., (2022) research shows that visitors should understand food origins. They seek to demonstrate the need to teach visitors about gastronomy as "language and the use of words" may be as significant as taste. Gourmet tourism requires knowledge of food localization, production, and cuisine, as with it, which promotes a cultural approach to gastronomy that considers farmers, animals, and plants and gastronomy's rural roots (Janiszewska et al., 2022). They "educate" guests about local cuisine since they are more likely to form an emotional connection with a place's culture when they are exposed to its history, geography, economy, and cuisine. They also include Seyedabolghasemi et al. al. (2022) defines 'gastro speak' as "a discursal practise embracing all verbal (spoken and written) representation of gastronomy-related topics and situations, and furthermore "aims at the commodification and particularisation of a certain gastronomic identity" to emphasise the importance of knowledge infusion. Seyedabolghasemi et al. al. (2022), gastro talk revitalizes tourism locations' gastronomic identities through "system of cognition."

As crucial as it is, promoting a destination's cuisine involves a range of approaches, each adapted to its goals. Bolles (2022), Schmuckel (2021), Oxenford et al. al., (2021), four Caribbean islands—Aruba, the Dominican Republic, Jamaica, and Martinique—use different marketing and promotional strategies, with Martinique highlighting its cuisine's authenticity, history, and fusions; organic farming and agri-tourism; and the rest focusing to varying degrees on other Caribbean islands' strategies. They also noted that the islands' tourism organizations' strategies must be considered to reach their potential as gastronomic destinations due to a lack of dining offering combinations and, more importantly, provision for different culinary groups, while they pursue

different products and are approached by other promotional materials.

The authors present a set of issues that key stakeholders suggested for an ideal gastronomy tourism initiative, recognizing that success requires a mix of quantitative (economic impacts) and qualitative (visitor satisfaction, return intentions, and cultural sustainability) indicators (Bolles, 2022). These include literature-mentioned indicators. The authors conclude that a clear strategy, strong stakeholder cooperation, unifying leadership, and provisions for revitalising the region's profile, communicating quality standards, and promoting regions as tourists perceive them are essential for the strategic process until it is implemented (Oxenford et al., 2021). Valentina, Turgarini, and Indriastri (2021) highlight the need of cooperating with government, businesses, and local inhabitants to develop marketing plans that maximise a destination's diverse resources and unique local traits. in destination context. Since a destination product is a complex mix of stakeholders and components, Fyall & Leask (2007) emphasize cooperation. Destination management organizations should serve as a unifying force, bringing together all components of the destination to promote effective collaboration (Cankül, & Altıntaş, 2021).

Iakovou, Wardana, GdeSukaatmadja, and Setini (2022) developed a gourmet tourism plan for Central Macedonia, Greece, using a SWOT analysis. The first emphasizes the region's culinary resources, which can spark the desired market segment, while the second empowers local food procurement players by developing strong collaborative networks. The latter action is similarly crucial, according to Kokkranikal and Carabelli (2021), as gastronomy tourist goods and services and the supply of local meals with profound cultural interpretations require specialized hospitality expert training. According to a study by Durmaz et al. (2022), developing food clusters necessitates a clear branding strategy to foster synergistic relationships between agriculture and tourism, capitalizing on local economic, cultural, and environmental strengths to benefit local stakeholders.

The tourism business defines "tourism marketing activities" as national tourist organizations and/or tourist firms' systematic and coordinated international, national, and local efforts. These efforts are done to maximize visitor group and individual satisfaction for sustained tourism growth (Marta, Melnyk & Baran, 2021). Thus, tourist marketing promotes tourism and creates related services to increase it. Tourism marketing relies on an accurate information system to attract customers and encourage them to spend money, enhance local revenues, and promote cyclical cash flow through reinvestigations (Matiza & Slabbert, 2021). Tourism marketing has increasingly relied on market segmentation in recent years. As the foundation of tourism marketing strategies, segmentation has many benefits, including increasing the competitiveness of destinations, attracting a more refined market, revealing market gaps in which new touristic product occasions can be delivered, and discovering new potential customers. Tourism goods are designed to meet tourist needs, which is the ultimate goal. Tourism marketing must create a want or want that drives visitors to choose the place, starting with segmentation. Tourist decisions are affected by several factors, including the economy, thus this impact is limited. Discussing the marketing mix is crucial after segmentation. Tourism uses the 4Ps (Product, Promotion, Price, and Place), although only the first two are important (Sailm, 2022). To maximise profits and entice buyers, the 4Ps of tourism marketing have been changed (Achmad, Wulandari & Marcelino, 2022). Even yet, the 4Ps model cannot fully understand the sector. Tourism marketing relies on understanding potential customers' behaviors, tastes, and travel reasons (Aljubori, 2022). Marketing a destination to tourists should also incorporate its intangible cultural heritage (ICH), which allows visitors to interact with various

cultures and fully appreciate the region's cultural attractions (Mooney & Gewinner, 2022). Thus, a successful tourist destination must provide a favorable experience to attract repeat visits and referrals. Tourist marketing must also consider post-visit behavioural attitudes, which predict effective conduct. The Theory of Rational Action (TRA) is a prominent psychological theory of behavioural intention. The Theory of Reasoned Action by Ajzen and Fishbein (1988) predicts behavior based on attitudes and goals. The outcomes they expect from a behaviour determine their choice (Srivastava et al., 2022). Ajzen & Fishbein 1988 define the theory as behavioural aim, attitude, and subjective criteria. According to the TRA model, behavioural intention, which precedes action, is linked to an individual's attitudes and subjective standards for a certain behaviour (Han, 2021). A behavioral action-oriented attitude and subjective behavior expectancies are reliably associated, according to the TRA (Nguyen, Thanh & Nguyen, 2022). Purpose strength determines behavior (Loureiro, Guerreiro & Han, 2022). TRA explores how cognitive process affects behavior (Ulker-Demirel & Ciftci, 2020). The approach also emphasizes that context variables can change behaviour and attitudes. The concept states that age, gender, race, education, and other factors divide the population into classes with dramatically different life experiences. Thus, different groups may have different views on a behavior (Lama, Pradhan & Shrestha, 2019). TRA, founded 20 years ago, continues to provide a comprehensive framework for marketing studies, particularly on consumers' perceptions that they should or should not consume certain products for reasons other than product quality. It helps devise approaches to change a behavior by explaining why people do it. People choose a behavior based on its effects and their expectations (Passafaro, 2020).

Discussion

Modern clients may feel overwhelmed by the amount of information available across platforms (Song, 2022). It involves intentionally activating memory or acquiring information from other sources (Martins et al., 2022). Information search behavior includes internal and external sources (Zaman, Hasan & Shams, 2022). Individual, personal, and historical experiences can influence internal data. External information search includes print and electronic media, word of mouth, and marketing intermediaries (Tlabela et al., 2022). Consumers with enough internal data were thought to overlook other sources (Kaurav & Gursoy, 2022). Thus, visitors' prior experiences and location information influenced their decisions. Without enough internal resources, people would look outside for information.

Individual motivation might be "push and pull" (Bernard et al., 2022). Internal and external influences conflicted with individuals. These factors affected people's attraction to certain places (Li & Cao, 2022). Two personal traits may also affect information preferences. Demography mostly affects information-seeking. This may depend on age or socioeconomic status (Cai et al., 2022). The second component was the individual's trip characteristics, including length of stay, past travel experience, and group features. All of these factors affect information search effort and sources. According to Mohammad, Rahman, and Mayor-Vitoria (2022), travelers use information sources based on costs and advantages. Zhan et al. discuss information sources and perceived threat. The 2022 study by al. shows a substantial link. To lower the perceived risk of buying intangible products, people may improve their information retrieval approach. Majeed and Ramkissoon (2022) found that people minimize information search activity if it costs. The perceived risk and expense of specific products will considerably influence consumers' information search activities. This method emphasizes the process of seeking information over the

act itself. This involves gathering and using data to make decisions.

On customer behavior, Panas et al. al. (2022) examined geographical, temporal, and operational factors. The geographical aspects affect internal and external information seeking. Past experiences may influence this habit. For instance, someone who has used a product will remember it. This tool can be used to reflect on the past and understand events. If internal experiences disappoint, customers will seek external knowledge. The need to fill emptiness drives people to seek external information (Panas et al., 2022; Kotler & Armstrong, 1994; Murray, 1991). When further information is needed, external search is helpful. Thus, people will seek alternative data sources to meet their needs (Wang & Li, 2022). Acquaintances, family, and reliable sources can provide vital information.

When starting a search, whether continuous or to learn more, people use the temporal dimension search strategy. This happens regardless of search goal. Recognition of a need drives information seeking at this stage (Mohammad et al., 2022). Consumers would research unfamiliar products to get more information. Conversely, people with prior understanding of the products may seek more information to make better price and quality decisions. Liu et al. (2022). Additionally, the information search can be used for future product purchases. If customers were familiar with the products, they may not seek more information (Liang et al., 2022). After selecting an information source, operational information retrieval is used. The information used can influence customers' decisions (Liang et al., 2022). Family and friends are personal sources, salespeople and marketing communications are commercial sources, magazines and newspapers are public sources, and observation and product testing are personal sources. Sun, Law, & Luk (2022; Kotler & Armstrong, 1994). Study by Bui et al. al. (2022) found that consumer demographics affect information source efficacy. Holidaymakers had to investigate their destination before booking. Research requirements depend on the items to be gained. For higher-priced products, substantial research is necessary, especially in international markets (Sano & Romão, 2022). Conscientious consumers also seek further information before making a decision (Berto & Murwani, 2022). Tourists now need to research trips and other tourism-related activities (Yuan et al., 2022). In today's information-saturated world, effective marketing campaigns and promotions must understand how customers actively hunt for information (Yang et al., 2022). Relevant information can help customers make decisions (Briez, Ezzat & Abd Eljalil, 2022).

Client information is crucial to tourism items' success. Customers must assess many information sources before buying (Nugraha, Hamin & Elliott, 2022). Briez, Ezzat, and Abd Eljalil (2022) suggested that most potential visitors would actively seek information. Information sources' quality and credibility affect how people react to it. Visitors usually used multiple sources to evaluate a site. Research is conducted while purchasing pricey items or anticipating higher dangers linked with specific products (Sano & Romão, 2022). Various sources may provide location or destination information. Information sources can be official or informal (Liu et al., 2022). Word-of-mouth from relatives, acquaintances, and fellow travelers with prior experiences is informal. This knowledge lacks organization, yet its reliability depends on the source's communication skills. Meenakshy and Srivastava (2022) said word-of-mouth was as influential as print or electronic media.

Authoritative sources included print and online ads. These formal sources of information serve

distinct groups (Panas et al., 2022). Prior study shows that information source selection depends on several factors. Song (2022) suggested that experts seek out more knowledge than others. Highly educated people searched multiple knowledge sources. These people may use print and digital media (Wang & Li, 2022). People have different levels of curiosity about the information they seek, they said. Some consumers seek external information, while others rely on their expertise. The success of the system relies on client attributes, product expertise, and available items (Sano & Romão, 2022). Wang and Li (2022) suggested that tourist items and trip goals will determine information and communication channels. In another study by Oshriyeh, Ghaffari, and Nematpour (2022), the nature of travel groups, the involvement of extended family and friends, prior visits to the destination, and familiarity with the destination all affect how people search for information.

Some travelers employ internal and external sources (Oshriyeh, Ghaffari, & Nematpour, 2022). Senior and non-senior passengers retrieve information differently. Elderly people are less likely to learn extensively than younger people. He stressed market-based consumer information search patterns in 2022. The needed information must be accurate or complete. For instance, customers that research vacations before booking improve their experience (Nam, 2022). Thus, knowledgeable travelers will be happier. Customers can be categorized by information search and source (Tudoran, 2022). Luo et al. (2022) found that German, French, British, and Japanese tourists to the US used different information search tactics. Travel businesses are British tourists' main source of information, followed by word of mouth. In contrast, Germans and French people were more likely to follow their family and friends' advice, indicating that personal recommendations were the main source of information.

Destination image management requires understanding tourist behaviour (Hunter, 2022). According to Styliadis (2022), a destination's image helps passengers trust other parts of it. The visual appearance of a place is the biggest factor affecting travelers' selections (Choi & Cai, 2022). In contrast, Rao et al. define destination image as "the comprehensive amalgamation of an individual's beliefs, cognitions, and perceptions pertaining to a particular location." Al. (2022) defined destination image as "the amalgamation of factual information, subjective perceptions, preconceived notions, imaginative constructs, and emotional concepts pertaining to a particular destination, as perceived by an individual or a collective." This definition supports the idea that we can identify unique characteristics of a destination's target audience that may attract them. Destination imagery is essential for promoting a location (Liang & Lai, 2022). Nadeau, Wardley, and Rajabi (2022) argue that choosing a primary destination image is crucial for marketing and promoting the destination to a certain target market.

Tourist views of a place's image directly affect their travel selections (Tse and Tung, 2022; Liang & Lai, 2022; Choi & Cai, 2022). Marketers have long known that destination image affects customer behavior (Choi & Cai, 2022). Pereira, Gupta & Hussain (2022) state that the sort of picture will depend on two factors: the location's uniqueness or specialization and the tactics utilized to attract visitors. According to Choi & Cai (2022), visual depiction of a destination is vital in vacation destination selection. Strategically positioning a place to serve a certain market may set it apart (Hunter, 2022). Destination image is crucial to understanding and expressing travel trends and creating successful marketing strategies to assist destinations succeed in a competitive market (Rao et al., 2022).

According to Kovačić (2022), studies across academic fields agree that sensory cues and individual attributes might influence a destination's image. The relationship between inputs, external environment, and prior experience was discovered. Personality qualities were linked to social and psychological behavior. Guthrie and Gale (1991) found that graphics impact consumer decision-making more than product characteristics and perceptions. People choose based on destination impression. Positive reputations attract visitors. Kotler, Bowens, and Makens (2002) say improving one's image is key to competitiveness. Thus, a location's positive impression increases its chances of recruiting tourists and competing with rivals. Baloglu and Mangaloglu (2001) found that information sources affected passengers' perceptions of a site. In particular, travel agency data was essential for foreign travel.

According to Li and Cao (2022), marketers are concerned in tourism destination image since it affects consumer decision-making. A destination or market must execute a segmentation procedure to differentiate its perspective (Penagos-Londoño et al., 2021). This process involves product and service strategy creation and placement. The method of positioning a product is to improve its image among potential buyers (Jose et al., 2022). Location affects self-congruence and travel. Self-congruity is a tourist's self-perception matching their destination image (Deb, 2021). Strangers may see an area differently than locals or regular visitors. Visitor image is a person's opinion of a destination and their likelihood of visiting. This lets destination promoters customize the place's image and reinforce their strategy. Krishna (2021) found that understanding image components might help identify target demographics and place an image for specific market categories. As per Koustoulidou et al. According to al. (2021), strategically governing destinations by emphasizing brand image is essential for positioning them.

Sharma and Nayak (2019) investigate passengers' expectations and contentment with India's tourism reputation. The study examined the discrepancies between expected and actual satisfaction. It was discovered that India's rich cultural legacy boosted positive opinions. Unfortunately, India's tourism reputation has suffered from inadequate safety and infrastructure. India must address these issues and focus its marketing approach on visitor safety and infrastructure. Rittichainuwat et al. aim to reach a goal. Al. (2020) examined Thailand's global tourism image's strengths and weaknesses. The study sought to improve Thailand's image. The Thai Authority of Tourism has promoted Thailand as a safe, welcoming tourist destination with a variety of cultural, natural, historical, and retail attractions. However, Thailand is known for its pollution, traffic, prostitution, and AIDS pandemic. Thus, Thailand needs improve its image to attract more tourists to maintain its status as a worldwide tourism hotspot. Rattichainuwat et al. Et al. (2020) examined how demographic characteristics affect tourists' views of a location and the frequency of visits.

German tourists' views of the US were explored by Merkl (2019). The study examined US perception, image, socio-demographics, and past visits. The study divided passengers into high- and low-probability groups. The study found that the high propensity group perceived the US more favorably than the low propensity group. However, their previous interactions did not affect both German tourist groups. Wu and Liang (2020) examined wine visitor perceptions. His detailed review of wine tourism literature focused on content quality. He evaluated wine tourism promotional material and listed certain visual features. The author concludes that the wine region's

image has shifted from industrial to leisure and tourism.

CONCLUSION

A destination's image will boost tourist satisfaction and loyalty. Positive emotions indicate that tourists will enjoy their trip more. Studies showed that location perception increases visitor pleasure. Tourists' enjoyment depends on their perception of a place. Additionally, visitor pleasure strongly influences tourist behavior. This means that high tourist satisfaction and a positive place perception will attract more returning visitors. Modern customers may feel overwhelmed by information from multiple sources. It is the conscious recovery of information from memory or acquisition of knowledge from external sources. Information search behavior uses internal and external sources. Personal and historical data might be internal data. An external information search involves data from traditional and digital media, personal referrals, and marketing intermediaries. Consumers with enough information were thought to ignore other sources. It has been shown that travelers' prior experiences and familiarity with an area influence their decisions. In the absence of enough internal sources, people turn to outside sources. Marketers may help anyone establish a positive destination image and obtain credible social media information by giving positive information. Social media platforms connect customers, providers, and other third parties, which influences image creation, according to research. Symbolic signals, such as media ads for gastronomic destinations, and social stimuli, such as recommendations and word-of-mouth from friends and family, affected tourists' perception and desire to visit a location. Thus, social media can help the destination gain global exposure and become a popular resort. Many businesses use social media to build a good reputation as a food destination. They do this by offering appealing trip details and encouraging favorable word-of-mouth. Tourists use multiple web sources to choose a destination and customize their vacation. The quality and quantity of information visitors gather during the decision-making process favorably affects their intention to visit.

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