

# Reviewing Food as a Tourism Product

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Food has emerged as one of the motivations for people to travel and has an important multiplier effect in tourism destinations. As people are willing to travel for food, good food adds value to a destination's image. Additionally, food has been a key attraction to any destination and is widely featured in promotional literature by many destinations. This phenomenon is one of the signs to show the potential of food as a tourism product. Arguably, people travel just to taste and experience the originality as well as the authenticity of the foods at the chosen destination. This growth in interest in local products is linked to their regional or local heritage and is valuable for the tourism industry. The main purpose of this paper is to explore the potential of food as a tourism product by analysing previous literature and documents pertaining to food tourism to identify and distinguish the potential of food as an image for the marketing of destinations. The findings summarised its relevance to tourism research in three main themes: 1) clear image in representing a destination; 2) authentic local food experience; and 3) policies in promoting food tourism. There is a need for future research in this area, particularly from the perspective of finding out, if and how, the authenticity and characteristics of the local food potentially strengthens the attractiveness of tourist destinations.

**Key words:** *Food tourism, Destination image, Tourism attraction, Gastronomy.*

## Introduction

Recently, gastronomy tourism has been identified as one of the motivators of travel (Wadas et al., 2004). It can be part of the tourism offering, particularly for areas not blessed with natural attractions (Kivela, Crofts, & research, 2006). Tourists, who are purely travelling because of the destination's food and visitors who are keen gastronomes but gastronomy is not their main reason for travelling, would often judge a destination upon that food. This phenomenon has attracted researchers to study a different aspect of gastronomic tourism which includes factors that influence the meal experience (Hegarty, Barry, Folliot, & O'gorman, 2009), lifestyle analysis (Hjalager, 2004) and destination marketing.

Malaysia continues to be one of the world's leading tourist destinations, with an increase in tourist arrivals year by year. Tourist arrivals to Malaysia in 2016 registered a hike of 4.0 per cent compared to the same period in 2015. The country received 26.8 million tourists compared to 25.95 million tourists in 2017 (Malaysia, 2018). Statistics also show that more and more tourists are travelling to Malaysia for reasons other than leisure. It has shown an increase in the expenditure on food and beverage from 8.180 million in 2013 to 10.927 million in 2017 (Malaysia, 2018). The Malaysia Tourism Promotion Board (MTPB) has recently collaborated with the Malaysia External Trade Development Corporation (MATRADE) and developed joint campaigns, as well as annual events, specifically to promote Malaysian cuisine as one of the country's tourist attractions. The "Malaysian Kitchen Programme" is an international promotional cuisine program strategised by MATRADE as a platform in introducing Malaysian cuisine and local commodities worldwide. Similarly, the "Fabulous Food 1Malaysia" campaign was launched by the Ministry of Tourism, Arts and Culture (MOTAC) in 2009 and organised the three Malaysian cuisine annual promotional events; the "Malaysia International Gourmet Festival" (MIGF), the "ASEAN Heritage Food Trail with Chef Wan", and the "Street and Restaurant Food Festival". In addition, the Department of Heritage Malaysia (DHM) released its 100 Malaysian Heritage Foods List in December 2009. This list was expanded to 151 in October 2013. In other words, much effort has been put into promoting the local food and uplifting food as a pivotal element of the tourism product.

In this line of thought, researchers also emphasised that the culinary culture of the target destination played a significant role in the travel experience (Gençer & Şahin, 2015), it was a critical part of developing a tourist destination (Kim, Yuan, Goh, Antun, & Technology, 2009) and it adds value to the destination's image. Local food may function as a destination trigger due to the local food it serves and for the anticipated culinary-gastronomic experiences (Björk & Kauppinen-Räsänen, 2013). This signifies the importance of food as an element of attraction in Malaysia, thus creating an important segment to study. However, the challenge is to explore if the local food potentially emerges as a strong tourism product and eventually becomes the image of the destination.

## Literature Review

### *The Need for Food*

Food has a different meaning for different people. People may see it as a physiological need (Tikkanen, 2007), valuable heritage, culture of society (Corigliano & Baggio, 2003) or as a religious symbol (Giorda, Bossi, Messina, & Risteco, 2014). People who are entertaining guests view food as a sign of hospitality. Therefore, food has an unquestionable importance to human life, specifically in three aspects:

- 1) Food is an important part of the physiological need of people in their life(Tikkanen, 2007).
- 2) Food has been an important component of society and is an essential motivation for most human activities, such as social eating, meeting, ceremony, rituals, trips and religions(Giorda et al., 2014).
- 3) The food a nation consumes reflects its culture, history and heritage of society (C Michael Hall et al., 2003; Jalis, Zahari, Izzat, & Othman, 2009).

Abraham Maslow suggested that the human behaviour is motivated to fulfil basic needs before moving on to other needs or more advanced needs. His hierarchy of needs model is often displayed as a pyramid, with the lowest or base levels of the pyramid being our most basic needs and more complex needs are at the top of the pyramid. The model explains that human desire can be either need or want among humans, depending on the person's requirement. On this note, food is important and is a basic need for humans to continue their life in which without food, people cannot live. It is also a part of the activity of travel for some people.

All basic needs are at the starting point of the theory and are known as physiological drives. The physiological needs must receive sufficient satisfaction before security needs emerge. Security needs must receive sufficient satisfaction before belongingness needs emerge, and so forth.

According to (Satter & Behavior, 2007b), it has been useful to apply Maslow's concepts to understand food selection and acquisition. Satter's Hierarchy of Food Needs applies Maslow's principles to explain food management drives or motivators and ranks them in the order of basic importance for an individual. In this line of thought, psychological and safety needs are among the basic requirements of a human being, including foods. Similarly, at the lowest levels of Satter's Hierarchy of Food Needs, humans are driven by hunger and anxiety about getting enough to eat (Satter & Behavior, 2007a). At this point, the prime motivation for food is merely for sustaining and survival.

The second level of Satter's Hierarchy of Food Needs is about the subjective issue of acceptability. It may relate to nutritional quality, social norms about food selection and the way food is acquired. This means that people take food, not due to the threat of hunger, but consideration is given based on the safety of the food and the regular food they consume as comfort food. Fulfilling this acceptance of regular food, people seem to ensure the availability of adequate food for future meals on an ongoing basis and often for the allocation of budget for food purchases.

Based on the psychological need in Maslow's Hierarchy of Needs, people travel to undertake food hunting and are concerned about with whom they will travel. They will travel with the one they love and are attached to, and it is known as the belongingness level. This level could

be equal to the Good Tasting Food level of Satter's model (Lohse et al., 2007). This means, once food security is adequately addressed, appetite again becomes salient and food choices are often influenced by aesthetic and gustatory considerations. As overeating or binge eating is often not due to physical hunger, the behaviour could be driven from another level of needs.

After fulfilling the three bottom levels of the needs, people may look for self-esteem. Food could motivate people to search for prestige and the feeling of accomplishment. This line of thought is similar to Satter's Hierarchy of Food Needs — the Novel Food level. People will experiment with different and unfamiliar food. However, the feeling of fear of waste can influence individuals to avoid or unlikely to choose new food items and what more, food prepared in an unfamiliar way.

The higher level of the psychological need in Maslow Hierarchy of Needs is self-actualisation where people achieve one's full potential, including creative activities. On the other hand, the apex of Satter's Hierarchy of Food Needs is Instrumental Food. At this level people choose food for a specific reason. This can be for the purpose of achieving a desired physical, cognitive, or spiritual outcome (Satter & Behavior, 2007a).

**Figure 1.** Satter's Hierarchy of Food Needs





### ***Food and Tourism***

Food, like other factors such as accommodation, transportation and attraction, is a fundamental element of the tourist product (Reynolds, Balota, Delgado, Amani, & Fischer, 1994). Previously, people travelled, and they needed food to eat. However, nowadays, the need has changed whereby people are willing to travel because of food. People go for the authentic food experience and are prone to experiment with new flavours that they are introduced to during travel trips. According to (Frochot & marketing, 2003), the consumption of food allows people to achieve most of their travel desires in relation to enjoyment, relaxation, status, education, and lifestyle. In other words, food is more than a form of substance (C. Hall & Sharples, 2003) and can either be a primary or secondary motivation for tourists (Wadas et al., 2004). This is clearly shown that people will travel for food due to the food itself or travel for another reason but still searching for food at the same time.

The term “food tourism” is defined as the visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivation for travel (Colin Michael Hall & Mitchell, 2001).

Food has a great influence in attracting tourists to a destination (Brokaj, 2014). This is agreed by (Strohacker, Galarraga, & Williams, 2014) who mention that food remains as a star attraction, actually replacing the location as the destination brand. (Southwood & Henderson, 2009) posits that the food tourism segment is already popular in the tourism industry and has good prospects. Similarly, the local food arguably plays a more important role in the tourist experience (Huang, Li, Su, & Kong, 2015). It is the current trend of the international tourist to experience the local food during their vacation. In other words, one of the primary reasons for ‘food tourists’ to travel, is due to the visitors’ quest to find food authenticity and unique experiences as part of their effort to be close to the host culture.

From the perspective of Malaysia, there is strong association between the local food and the development of the tourism industry, as these two sectors have a mutually beneficial relationship. As stated by (Zainal, Zali, Kassim, & Arts, 2010), the promotion of local cuisine may represent the nation, and at the same time strengthen the country’s image and identity. Even though Malaysia has limitations in terms of area, natural resources, and other enabling factors in tourism, Malaysia realises that there are still many advantages that can be capitalised as the motivational factors for tourists to visit Malaysia. With the slogan, “Truly Asia, Malaysia”, Malaysia should focus on exploring the richness in culinary culture to support the tourism development (Jalis et al., 2009). Malaysia is not only capable to promote its local food, but it can also be served as a one stop hub for all Asian food. It is also important to note that Malaysia has similarities in terms of the types of cuisine and basic ingredients within the South



East Asian countries, especially Indonesia and Brunei. Hence, Malaysia could represent Asia because of these similarities, particularly in the use of ingredients, cooking methods and taste.

As local food contributes to a destination's identity, and an integral part of the travel experience for many travellers, it is another sign that food has a great potential to be a tourism product in Malaysia. Since this country is a multicultural country, Malaysia has a variation of food and is strongly influenced by the differences in ethnicity such as the Malay, Chinese and Indian. Table 1 shows the list of popular food in Malaysia, as reported by the Malaysia Heritage Food (MHF).

**Table 1:** List of popular MHF

<i>Rice</i>	<i>Side Dishes</i>	<i>Sauce/Ulam</i>
Nasi ayam	Ayam percik	Pekasam
Nasi kerabu	Asam pedas	Tempoyak
Nasi lemak	Rendang	Sambal belacan
Nasi himpit	Gulai tempoyak ikan patin	Kerabu manga muda
Nasi ulam	Serunding	Cencaluk
Nasi goreng kampung	Kari kepala ikan	Sambal gesek ikan bilis
Ketupat	Botok-botok ikan	Sambal tumis
Lemang	Gulai lemak umbut	Pajeri
	Gulai lemak cili padi	Budu
<i>Noodles</i>	Gulai asam rom	Acar
Mee goreng mamak	Kurma daging/ayam	Halwa
Laksa	Hinava/umai	
Yee Sang	Ayam panggang	<i>Local cakes</i>
Char kuey teow	Daging dendeng	Penderam
Mee kari	Masalodeh	Karipap
	Telur pindang	Kuih lopez
<i>Bread/wheat</i>		Bahulu
Lempeng	<i>Cracker/Snacks</i>	Ondeh-ondoh
Roti jala	Otak-otak	Epok-epok
Roti canai	Sata	Kuih keria
Putu mayam	Pulut panggang	Kuih bingka
Tosai	Yong tau foo	
	Satay	<i>Sweets</i>
<i>Porridge</i>	Pisang goreng	Bingka ubi
Bubur As-sura	Keropok lekor	Wajik
Bubur kacang hijau	Ubi kayu	Seri kaya
Sagu gula Melaka		Dodol
	<i>Drinks</i>	Lempok durian
	The Tarik	Laddu
	Cendol	Tapai
	Air batu campus (ABC)	Agar-agar
	Air selasih	

(Sources: Omar, Karim, and Omar, 2015)

Food tourism is not a new tourism product, however there is limited research investigating the extent to which food tourism is used as a unique selling point to represent a destination, especially in Malaysia. Malaysia has various gastronomy products that can be offered to tourists. However, it still remains a great challenge to establish Malaysia's position as a world renowned culinary tourism destination that can attract foodies from around the world. This is an important gap to be address. By understanding the factors contributing to food tourism, it would help food suppliers at restaurants, cafés, food trucks, food courts, hawkers, street food and food events to have better plans for their business. This can occur when they understand the tourist's needs and expectations in terms of their food preferences and concerns. Marketing food tourism services could also emphasise the needs and motives in their marketing communications for the potential food tourists (Tikkanen, 2007).

## **Methods**

Food image has begun to influence tourist behaviour, so understanding the food image of a destination is important. This paper aims to review the potential of food as a tourism product in Malaysia. The aim of this paper was achieved through the analysis of different research findings related to food tourism in Malaysia. The findings from the literatures were then grouped based on the specific themes. Fifteen journals related to food tourism in Malaysia between 2006 until 2017 were assessed.

## **Discussion**

Based on the review of the literature, the study of food as a tourist product shows various findings. The findings summarised its relevance to tourism research in three main themes: 1) clear image in representing a destination; 2) authentic local food experience; and 3) policies in promoting food tourism.

### ***Clear Image in Representing a Destination***

(Ab Karim, 2006) posits that a destination's food image and type of information sources are important in determining travelers' intentions to visit a particular destination. In this line of thought, Malaysia possesses clear images of Malaysian food and tourists. Tourists are satisfied with the food images but there is still a space to improve the images of the food. They also added that food attributes to the overall satisfaction and this will impact on their behavioural intentions. In a study by (Jalis et al., 2009), tourists perceived Malaysia as offering great choices of food, snacks and beverages of good taste and as having a unique food culture and identity. This means that food can be used in addition to other tourism products as a catalyst to generate business and boost the local economy.



### ***Authentic Local Food Experience***

The current trend of international tourists indicates a preference towards being involved in more tangible activities, such as experiencing the local food during their vacation (Yusoff, Zahari, Kutut, Sharif, & Sciences, 2013). Additionally, according to (Omar, Ab Karim, Omar, & Humanity, 2015), tourists, especially the international tourist, prefer to indulge in comfortable restaurants as compared to stall selections to enjoy the local food. In relation to this, (Shukri, 2017) who studied unfamiliar food consumption among Western tourists in Malaysia, captured tourists' variety seeking behaviour in uncertainty by demonstrating that emotion is used to reduce perceived risk and increased perceived control to influence tourists' intention to consume food. This implies that tourist eating behaviour can be flexible and adaptive, even in terms of consuming unknown food.

On a different note, food experiences should also enhance both the rural destination's tourism appeal and distinctiveness and the local food production chain (Jalis et al., 2009).

### ***Policies in promoting food tourism***

As identified five key strategies can be used to boost Malaysia, including through food tourism. The government can focus on promoting a food trail, culinary classes, certification and feature Malaysian food through the online platform. Similarly, through a content analysis of previous literature reveal that all local cuisine marketing efforts embarked through the different platforms demonstrate the seriousness of the Malaysian Government in promoting the country as a food tourist destination. The Malaysian Government, through relevant tourism policies, has substantially driven local cuisine utilisation as part of the tourism products and experiences offered in Malaysia. Continuous cooperation and support from relevant tourism and hospitality representatives, as well as strategic food marketing initiatives, were the essence of its success.

### **Conclusion**

Food and travel have become a trend in many countries around world, and destinations are capitalising their potential to promote their cuisine as a unique product. This study aims to provide insight in exploring food as a tourism product in Malaysia. Using secondary data of previous literature, it can be concluded that food tourism is a lucrative segment to explore because food has great influences on tourists, and it can become a strong attraction to a destination. Beyond this, food has a great opportunity to be known as a tourism product with all the support from government, food services, tour operators and others. Following this review, we will embark on the primary data collection to identify the key enablers in venturing into food tourism. The findings will contribute to gastronomy tourism literature and provide a practical guide to authorities and industry players in planning and developing food tourism. It



also will help to establish a better understanding towards food as one of the tourism products in supporting and materialising the slogan, “Truly Asia, Malaysia”.



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**Table 2:** Analysis of previous literature

Authors	Title	Methods	Findings	Limitation	Future Research
Muhammad Shahrin Ab Karim (2006)	Culinary tourism as a destination attraction: An empirical examination of the destination's food image and information sources.	Questionnaires and Focus Group	Destinations' food image and type of information sources were important in determining travellers' intention to visit a particular destination.	<p>L1: The results of this study cannot be generalised to the whole population because of the convenience sampling procedure or non-probability sample.</p> <p>L2: The study was only conducted online.</p> <p>L3: It was quite obvious that the respondents had not visited all the countries in the study.</p> <p>L4: The findings were limited to only three destinations: France, Italy, and Thailand.</p> <p>L5: The variables used in this study were limited to the objectives of the study.</p>	<p>FR1: Understand how destinations can effectively use the factors suggested in this study and apply them in their destinations' marketing strategy.</p> <p>FR2: performed at the designated destinations to have better findings.</p> <p>FR3: compare the image of first-time visitors versus repeat visitors of a particular destination.</p> <p>FR4: compare travellers from different countries.</p> <p>FR5: should conduct at least four focus group sessions so that a comparison can be made from one group to another.</p>

				L6: The respondents' degree of familiarity with the countries was questionable.	
M. Shahrim Ab. Karim, Bee-Lia Chua, Hamdin Salleh (2009)	Malaysia as a Culinary Tourism Destination: International Tourists' Perspective	Descriptive Research Design	Malaysia possesses clear images of Malaysian food and tourists are satisfied with the food images but there is still space to improve the images of the food. Food is attributed to overall satisfaction and this will impact tourists' behavioural intentions.	L1: Does not represent all tourists in Malaysia. L2: Sample consisted of tourists at the airport. L3: Tourists are not totally focused on food.	FR1: Wider sample of foreign tourists. FR2: Advocates the use of triangulation "multiple operationism" method. FR3: The investigation of differences of perception across various groups.
Siti Radhiah Omar, Shahrim Ab Karim, and Siti Nazirah Omar (2015)	Exploring International Tourists' Attitudes and Perceptions: in Characterizing Malaysian Heritage Food (MHF) as a Tourism Attraction in Malaysia.	Face to Face Interview	International tourists preferred a comfortable experience in a restaurant rather than a stall selection for food enjoyment.	L1: Time constraint (small sample size). L2: Researcher is a neophyte and experiences lacking.	N/A
Mohd Hairi Jalis, Mohd Salehuddin Mohd Zahari, Muhammad Izzat & Zulhan	Western Tourists Perception of Malaysian Gastronomic Products	Questionnaires	Food experiences should enhance both the rural destination's tourism appeal and distinctiveness and the local food production chain.	L1: Majority of respondents participating in this study were among the western tourists who were waiting	FR1: Looking at the boarder scope, especially on the other minority ethnic groups' gastronomy. FR2: Western tourists' level of

Othman (2009)				for international flight departures to their countries compared to transit passengers. L2: Location of data collection (limited at KLIA)	consumption of the Malaysian food, beverages and food culture.
Mohd Hairi Jalis, Mohd Salehuddin Mohd Zahari, Muhammad Izzat & Zulhan Othman (2009)	Malaysian Gastronomic Tourism Product: Accessing the level of their Acceptance among the Western Tourist.	Questionnaires	Perceived that Malaysia offers great choices of food, snacks and beverages of good taste and as having a unique food culture and identity. Food can be used in addition to other tourism products as a catalyst to generate business and boost the local economy.	L1: Majority of respondents participating in this study were among the western tourists who were waiting for international flight departures to their countries compared to transit passengers. L2: Location of data collection (limited at KLIA).	Looking at the boarder scope, especially on the other minority ethnic groups' gastronomy.
Mohd Hairi Jalis, Deborah Chea, Kevin Markwell (2014)	Utilising local cuisine to market Malaysia as a tourist destination	Content Analysis	All local cuisine marketing efforts demonstrate the Malaysian Government's seriousness in promoting the	N/A	N/A



			country as a food tourist destination.		
Mohd Hairi Jalis (2016)	An analysis of the integration of local cuisine into international destination marketing strategies for Malaysia.	Archival and empirical data sources	The Malaysian Government, through relevant tourism policies, has substantially driven local cuisine utilisation as part of the tourism products and experiences offered in Malaysia. Continuous cooperation and support from relevant tourism and hospitality representatives, as well as strategic food marketing initiatives, were the essence of its success.	L1: The specific context of the case studies limits the applicability of the findings for other countries or tourist destinations that do not have government-led food marketing campaigns. L2: The challenges were to identify international tourists, especially those who came from Asian regions. L3: Limitations in adopting a qualitative research approach, especially the capability to generalise the findings, which are	FR1: Identify and justify their case study selection based on specific theory. FR2: Focus on comparison cases between two or more tourist destinations with similar food marketing campaigns so as to provide more theoretical and practical insight on the local cuisine marketing strategies and practices. FR3: Expand the study scope and look into other countries. FR4: Identify and examine the social networks between and within the organising team.

				restricted to the study participants. L4: Time and financial constraints. L5: Limited access to certain information and documents.	
Nuraisyah Md. Yusoff, Mohd Salehuddin Mohd Zahari, Mohd Zain Mohd Kutut and Mohd Shaazali Mohd Sharif (2013)	Is Malaysian Food Important to Local Tour Operators?	Face to Face Interview	Current trend of the international tourists which are seeking more tangible activities as they are eager to experience the local food during their vacation.	N/A	N/A
Vivien Laykian Lim, Nurul Natasha Norzan and Zarifah Mohd Zain (2009)	Tourists' Perceptions towards Malaysian Foods.	Questionnaire	Western tourists are interested in experiencing Malaysian food because of the Malaysian culture and Asian travellers are enjoying Malaysian food because of social factors. Tourists are satisfied with Malaysian food due to the many interesting activities involving food.	N/A	N/A

Zulaikha Zakaria, Ratna Khuzaimah Mohamad and Wardah Mohamad (2012)	“Boosting Malaysian Tourism – The Food Way!”	Content analysis	Five key strategies are proposed to boost Malaysia including food trails, on-line promotions, quality certification, culinary classes and packages and community involvement.	N/A	N/A
Mahiah Said, Faridah Hassan, Rosidah Musa and Rahman (2013)	Assessing Consumers’ Perception, Knowledge and Religiosity on Malaysia’s Halal Food Products.	Questionnaires	Consumers’ perception and their level of knowledge and religiosity differs, although more than 94 per cent of the respondents are Muslim. Almost half of the consumers have a high level of religiosity.	L1: Sample size was quite small (limited resources and time). L2: Does not reflect the population breakdown of the Muslim consumer in Malaysia. L3: Specific dimension.	Scrutinise the different Muslim consumers’ ethnics, culture and nationality.
Amrul Asraf Mohd-Any, Nurul Shahnaz Mahdzan, Chua Siang Cher (2013)	Food choice motives of different ethnics and the foodies segment in Kuala Lumpur	Questionnaires	The top three factors of food choice motives were price, convenience and sensory appeal. Ethnicities did not differ in their food choice motives, except for familiarity between Malays and Chinese. Foodies and non-foodies displayed significant differences in their food choice motives,	L1: The scope is confined to only Malays, Chinese and Indians in Kuala Lumpur. L2: Certain groups are excluded (without internet and age).	FR1: Examine the differences between foodies and non-foodies within each ethnic group. FR2: Explore the role of women in food choices for home consumption. FR3: Linkage between slow food and foodies.

			specifically in regards to balanced diet, mood and sensory appeal.		
Yasmin Hassan (2009)	Local cuisines in the Marketing of Tourism Destinations: The Case of Kelantan.	Content Analysis	When using food in destination marketing, some expertise and knowledge is essential, not only in marketing destination but also in local cuisine, as well as in the socio-cultural characteristics of potential tourists.	L1: Not much evidence as to what type of food is related to the tourists, either travelling primarily for food or another need.	FR1: Decision-making by tourists who primarily go on holiday for food. FR2: Looking at brochures and website design by tour operators and hotels (to see extent of how local cuisine are being promoted).
Roosbeh, B.H., <a href="#">Siew Imm Ng</a> and <a href="#">Huey Chern Boo</a> (2013)	Effect of food experience on overall satisfaction: comparison between first-time and repeat visitor to Malaysia.	Questionnaires	There are significant differences between first-time and repeat visitors in terms of their food experience. Traditional food preparation was an important factor to tourists' overall satisfaction for both first-time and repeat visitors.	L1: Respondents are only at KLIA, and some in KL. L2: Only investigated the differences between first-time and repeat visitors.	FR1: Survey should be carried out of current site. FR2: Look into differences in cultures. FR3: Identify motivating factors. L4: Examine other factors in tourists' satisfaction.
Wan Hafiz Wan Zainal Shukri (2017)	Unfamiliar Food Consumption among Western Tourists in Malaysia: Development of the Integrated Model	Semi-structured interviews through content analysis	Fast and rapid emotional affects influence Western tourists' variety seeking behaviour (VSB), in their effort to reduce perceived risk and increase perceived control.	L1: The study may have overlooked other elicitation factors, which may explain all the possible emotions experienced	FR1: Explore additional factors and further refine the main factors identified in this study to reveal new information on emotions and tourists' VSB by reviewing other research areas such as



				<p>by participants.</p> <p>L2: The findings may be limited to British and German independent tourists and cannot fully represent other Western tourists from different nationalities or package tourists.</p> <p>L3: This study follows food as impediments, specifically for Western tourists, by using the qualitative approach and adopting a case study restricted to two locations in Malaysia. For developing the integrated model, it may create potential issues with transferability of theories in other studies.</p> <p>L4: The researcher</p>	<p>psychology, risk, hospitality, sociology and food research.</p> <p>FR2: There may be other categories of negative emotions, such as sadness, which can be further examined.</p> <p>FR3: Adopt another approach to measure emotions, including standardised questionnaires such as the Positive Affect and Negative Affect Scale (PANAS), and Mood States-POMS to replicate the findings</p>
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				acknowledges that although the data collection was carried out based on participants' most recent or present experiences, relying on individual self-reporting may raise issues on memory biases and the lack of reliability.	
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