



# The Journal Gastronomy Tourism

Journal homepage:

<https://ejournal.upi.edu/index.php/gastur/index>



## Perceived Risks On Tourist Destination Loyalty In Cavite City Shaped By Food Satisfaction

Jhana Mari Bandellon Lastimoso\*, Kian Angelica B. Locsin, Nathaniela S. Vergara, Jimford U. Tabuyo

De La Salle University-Dasmariñas

\*Correspondence: E-mail: [lastimosojhanamari@gmail.com](mailto:lastimosojhanamari@gmail.com)

### ABSTRACT

The study explores the relationship between tourists' satisfaction with local food and loyalty to Cavite City, Philippines. While shedding light on the mediating role of perceived risks, encompassing COVID-19, man-made and natural related risks, in shaping this relationship. Destination loyalty pertains to the strong desire of tourists to revisit and recommend a destination, whereas satisfaction with local food triggers heightened participation in gastronomic experiences and nurtures destination loyalty, thereby motivating repeat visits. On the other hand, the research also assesses how perceived risks influence the link between tourists' food satisfaction and loyalty to the destination. These perceived risks, spanning COVID-19, man-made, and natural risks, may influence tourists' decision-making and behaviour, impacting their willingness to dine out and destination preferences. The study findings reveal that tourists' satisfaction with local food significantly boosts destination loyalty, even in the presence of potential risks linked to natural disasters and human-induced risks. Moreover, the research highlights the significant impact of perceived risks on tourists' decision-making processes and underscores the necessity for destinations to prioritize their safety image. Destinations can effectively attract and retain tourists in a highly competitive landscape by ensuring satisfaction and fostering loyalty through risk mitigation measures.

© 2024 UPI Journal and Publication Office

### ARTICLE INFO

#### Article History:

Submitted/Received Feb 2024

First Revised March 2024

Accepted Apr 2024

First Available online June 2024

Publication Date June 2024

#### Keyword:

Perceived Risk; Food Satisfaction; Destination Loyalty; Tourists; Cavite City

## 1. INTRODUCTION

Destination loyalty plays a substantial role in accurately predicting tourists' revisit intent (Chen & Chen, 2010). Recent studies hypothesize that tourist loyalty shapes the travelers' perceived satisfaction from experience, expectations, quality service, and costs of tourism products present (Hoang et al., 2022; Nilplub et al., 2016; Sudari et al., 2019). Destination loyalty is also deemed significant due to its contribution to achieving profitability (Yoo & Bai, 2013). To further understand destination loyalty, a study by Lacap (2019a) has demonstrated that tourists who have visited Angeles City, Philippines, tend to associate satisfaction with local food with loyalty towards the destination. Food satisfaction, motivation, and destination loyalty were found to be significantly related by Chen & Huang (2019a). The relationship between these variables emphasizes the importance of considering local cuisine when advertising and promoting the local cuisine of a certain destination (Yasami et al., 2021). Research on the integration of local food has been limited, despite its importance in terms of satisfaction and destination loyalty (Q. Chen & Huang, 2018; Erkmén, 2019; Hernández-Rojas & Huete Alcocer, 2021; Horng et al., 2012). Moreover, Ali et al. (2020) identified the importance of food satisfaction in influencing tourists' willingness to return to a destination, emphasizing how food plays a significant role in the tourism process.

Despite a strong desire to dine out, COVID-19 risk perceptions may deter individuals from visiting restaurants due to increased infection risks (Dedeoğlu & Boğan, 2021a). Research suggests that pandemic-related risk perceptions significantly influence consumers' intention to consume food and alter the link between dining out and restaurant visits (Dedeoğlu & Boğan, 2021). Li et al. (2022) also found that consumers' willingness to consume restaurant products is negatively affected by their perception of pandemic-related risk. However, there is a gap in understanding how the explicit perception of Cavite City's food satisfaction and visitor loyalty is mediated by COVID-19 risk.

The concept of tourist risk perception refers to the perceptions and evaluations of tourists regarding the potential risks associated with their travel destination, activities, and experiences (Hasan et al., 2017). Tourist risk perception, including the fear of natural or man-made disasters (Tourophobia), plays a crucial role in determining satisfaction and destination loyalty Çakar, (2021). Mancini (2022) revealed that there is a direct correlation between risk perception and reduced probability of returning to a destination or recommending it to others. High-risk perception can also deter tourists from participating in local cuisine (Jeaheng & Han, 2020; H. Zhang et al., 2018). Natural disasters and man-made disasters, such as terrorist attacks, impact the safety image of a destination Ma et al. (2020). These perceived risks are important factors to consider in understanding tourists' destination loyalty. It is crucial to understand the relationship between perceived risks and food satisfaction for the tourism industry.

The purpose of this study was to investigate whether tourists' satisfaction with local cuisine is related to their loyalty to the destination. Additionally, the study sought to differentiate itself by exploring how perceived risks might be mediated by this relationship. In inclusion of the perceived risks as the mediating factor, the study used a framework with variables of destination loyalty and food satisfaction. The following research objectives were:

- a. To determine the relationship between food satisfaction and destination loyalty in Cavite City, Philippines.
- b. To determine the effect of tourist risk perception on the relationship between food satisfaction and destination loyalty in Cavite City, Philippines.

Cavite City, located at the northern end peninsula of the province of Cavite, is known for

its historical importance and diverse cuisine. While its proximity to Manila may diminish the diversity of its cuisines, an emerging trend towards local heritage cooking has allowed Cavite to showcase its unique culinary dishes (Cabato, 2018; Orda, 2018). The San Miguel Pure Foods Culinary Center (SMPFCC) established the “Proba: Cavite Comida,” a food crawl tour, which focused on highlighting Cavite as a food destination near Manila, fostering an appreciation for its diverse culinary traditions (Vanzi, 2018). One of the highlighted municipalities in the tour is Cavite City, known for dishes like Pansit Pusit, Pansit Puso, Bibingkoy, Tamales, Calandracas, and Bacalao (Gondra, 2022). Pansit Pusit, made with squid ink, is a popular dish served at Bernie’s Kitchenette, along with Pansit Puso and Buttered Bacalao (Harme, 2021). Another delicacy is Tamales, a pasalubong treat wrapped in banana leaves (Heussaff, 2019). Calandracas, a soup with hamonado bone broth, and Bibingkoy, a glutinous rice treat, are also unique to Cavite City (Casper, 2019; Mendoza, 2018).

On the other hand, the City of Cavite inevitably experienced various natural and man-made risks, which is important in answering whether the tourists will continue to travel despite these risks. With the presence of COVID-19 in the Philippines for three years, Cavite City has accumulated 4,465 COVID cases in the city but with only one active case from March 11 to March 17, 2023, (Cavite Provincial Information Office, 2023). The city is also prone to natural disasters due to its location in a high-risk zone for typhoons and floods and is situated on a major fault line. According to a study by the Philippine Institute of Volcanology and Seismology (PHIVOLCS), the city is located near the Manila Trench, which increases its risk for earthquakes and tsunamis (Juanico, 2015). Furthermore, man-made risk like terrorism is high. According to Deña (2023), it was reported in the City of Cavite in January that there were about seven victims of a grenade blast where it mentions that a gang of teenagers threw a grenade into the city at midnight. Risk situations like these may affect whether tourists visit Cavite City.

## **2. LITERATUR REVIEW**

### **2.1. Destination Loyalty**

Destination loyalty results from tourists’ engagement and attentiveness to places they have visited with different attractions, which could lead to competition in different destinations, further explained through sensory impressions of tourists in the nomological network (Lv et al., 2020). The nomological network of experience cape explained the circumstances in a setting wherein different services were provided through important criteria that make it more comprehensible (Tasci & Pizam, 2020). According to the study of Agapito et al. (2014), sensory impression theory affirmed that people used their different senses to appreciate the world that was seen through their attitudes and behavior, which could alleviate their decision-making. Among different sensory impressions, the haptic impression (e.g., the feeling of the surrounding) helped verify its importance in determining its influence on tourists’ loyalty toward the destination (Fakfare et al., 2021). The current study could either agree or provide contrary evidence to the sensory impression theory in determining the effect of tourists’ satisfaction with food that could affect their loyalty to the destination

### **2.2. Food Satisfaction**

Tourist satisfaction is determined by comparing expectations to actual experiences at the destination (Sangpikul, 2018). In the present study, tourists responding positively to Cavite City’s local food are identified as having a positive reaction to food satisfaction. According to Ullah et al. (2022) the satisfaction derived from food triggers tourists’ active engagement in gastronomic experiences, fostering loyalty toward the destination. Atikahambar et al. (2019)

have similarly established that positive food satisfaction heightens destination loyalty and repeat visits. Furthermore, satisfaction with local restaurants has been found significantly contributes to the promotion of a destination's culinary identity, resulting in return visits and enthusiastic recommendations from visitors (Toudert & Bringas-Rábago, 2019). Notably, the satisfaction experienced from food also assumes a pivotal role in the marketing of a destination's local cuisine (Yasami et al., 2021). The current study aligns with the expectancy-disconfirmation theory, a framework widely acknowledged in customer satisfaction research (Adesina et al., 2022; Chendo, 2019; Hasan et al., 2019; Sudari et al., 2019). The expectancy-disconfirmation theory evaluates a customer's pleasure or discontent in relation to their perceived expectations of goods or services (Oliver, 1980). Thus, the current study hypothesizes that:

H1: Food satisfaction positively affects destination loyalty

## 2.3. Perceived Risks

### 2.3.1. *Perceived Risk of COVID-19*

The worldwide repercussions of the Covid-19 pandemic on the tourism and hospitality sector have resulted in significant adverse outcomes for countries, enterprises, employment, and prospects (UNWTO, 2020). In the study conducted by Li et al. (2022), it was discovered that consumers' recognition of the risk associated with the pandemic has an unfavourable impact on their consumption of restaurant food. COVID-19's unique nature, with no current cure other than vaccines, differentiates its perceived risk from other health hazards (Dedeoğlu et al., 2022a). Dryhurst et al. (2020a) have a prevalent sense of elevated risk perception regarding COVID-19 spanning the continents of Europe, Asia, and North America. Risk perceptions influence decisions regarding the acceptance of dangers and are a significant factor in actions taken before, during, and after a disaster (Rohrmann, 2008). Cui et al. (2016) highlighted risks in the tourism industry, with satisfaction and catastrophic events being interconnected. In addition, Dedeoğlu & Boğan (2021b) revealed that the perceived risks of COVID-19 influence tourists' motivation for dining out and destination preferences. As perceived risk decreases, it becomes a lesser factor in shaping tourists' travel and food consumption decisions (Dedeoğlu et al., 2022b). It is consistent with the findings of Huete-Alcocer & Hernandez-Rojas (2022), which findings underscore the significant role of food satisfaction as a crucial determinant of tourists' perspectives and intentions to revisit. The current study applied the Protection Motivation Theory (Rogers, 1975), which (Dedeoğlu & Boğan, 2021c; Dryhurst et al., 2020b) utilized in previous research to comprehend people's decisions based on the possible risks and consequences to the safety of their health (Clubb & Hinkle, 2015).

### 2.3.2. *Perceived Risk of Natural Disasters*

Natural disasters significantly impact destination loyalty by making affected destinations appear riskier and less attractive to tourists (Genç, 2018). Rosselló et al., (2020) categorized natural risks as geological (earthquakes, volcanic eruptions, landslides) and meteorological (hurricanes, cyclones, floods). These hazards damage infrastructure, disrupt transportation, and threaten tourists' safety (Rosselló et al., 2020). Natural hazards elevate the perceived risk, resulting in a decrease in satisfaction and a diminished inclination for future revisitation (An et al., 2010; Tavitiyaman & Qu, 2013). However, in terms of engagement in the exploration of authentic local cuisine, Dulani et al. (2021) discovered that tourists are willing to take risks when it comes to consuming local food, as they prioritize the experience and the unique cultural aspects of food over potential health risks. Tourists prioritize travel

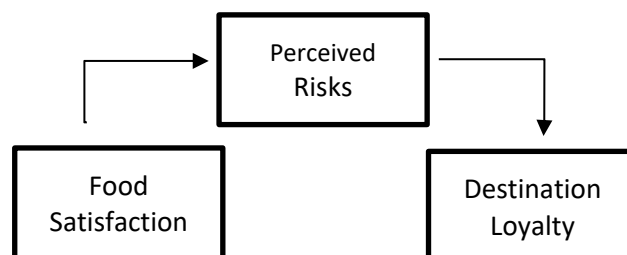
experiences and believe risk can be managed through personal precautions. S. R. Li & Ito (2021) The moderating impact of natural disasters remains an important area of research that Natural disasters can significantly negatively impact destination loyalty, as tourists perceive affected destinations as riskier and less attractive (Genç, 2018).

### 2.3.3. Perceived Risk Made by Man

Disasters caused by humans were divided into three types: those directly linked to security, economics, and politics, which were why the tourism industry was most prone to them (Ma et al., 2020). Terrorism was one of the most common man-made risks that hindered tourism. Corbet et al. (2019) argued that terrorism, specifically violence and/or threat, brought extensive fear to tourists, disrupted different infrastructures and tourism operations in a destination. Despite the reduction of prices for tickets and other tourism products, Liu & Pratt (2017) identified that it was common for tourists to prevent visiting a destination due to a possible history of terrorism. Additionally, there were perceived risks identified by Tavitiyaman & Qu (2013) encompassing psychological, social, physical, and political instability-related risks, along with risks to satisfaction, among various others. These risks were proven to be related to one another as they influenced how people made decisions and added much uncertainty to their consequences. The safety image of a destination had to be prioritized whenever a disaster happens so that the tourists could be satisfied, consequently fostering destination loyalty. Thus, the current research hypothesized that:

H2: The perceived risks have a mediating effect on the relationship between food satisfaction and destination loyalty

## 2.4. Conceptual Framework



**Figure 1.** Conceptual Framework

Figure 1 presents the IV-DV model used in the study to illustrate the hypotheses. The IV-DV model discussed whether the independent variable (IV) had contexts that gave an important function to the dependent variable (DV) (Tabuena, 2021). Specifically, the study investigated how tourists' food satisfaction (IV) influenced their loyalty to the destination (DV). Mediating variables were employed to assess perceived risks, allowing for an analysis of perceived risk's direct and indirect effects on destination loyalty and satisfaction (Chaudhary & Islam, 2021). The upward-pointing arrow represented the mediating effect of perceived risks on the dependent and independent variables. Additionally, Lacap (2019b) introduced additional variables, such as food-related motivation and local food involvement, which were now incorporated as criteria within the food satisfaction construct.

The expectancy-disconfirmation and protection motivation theories (PMT) were utilized in Figure 1 to develop a destination loyalty model. Based on Rogers (1975), the PMT helped understand attitude changes in the face of fear. Shillair (2020) stated that the PMT suggests perceived risks can discourage or encourage participation. The current study examined food satisfaction and destination loyalty within the PMT framework, with perceived risks as the

mediating variable. Consistent with [Soon et al. \(2022\)](#), COVID-19 perceived risks were evaluated using PMT to assess their impact on food safety concerns and motivation for food-related activities. Moreover, the present study utilized the concept of expectancy-disconfirmation theory to understand the food satisfaction variable. The theory of expectancy-disinformation is widely viewed as acceptable in understanding customer satisfaction ([Oh, 1999](#)). The theory enabled an understanding of how satisfaction with local food contributes to destination loyalty. Previous studies, such as [Hui et al. \(2007\)](#) and [Rashad Yazdanifard \(2021\)](#), have utilized the expectancy-disconfirmation theory and found significant impacts of food on overall satisfaction and loyalty. Thus, it was essential to investigate the role of perceived risk and food satisfaction as mediators for developing destination loyalty.

### 3. METHODS

#### 3.1. Research Design

A quantitative method was utilized in the study. Also, it was befitting to use quantitative since the research objectives were to determine whether tourists' food satisfaction affected destination loyalty and to identify if there were mediating effects on these two variables with the perceived risks. The data gathering was through an on-site survey questionnaire given to the selected respondents. The results gathered from the survey helped researchers to describe and answer research problems and hypotheses

#### 3.2. Research Participants

The study took place in Cavite City and focused on the local tourists. The survey assessed how food satisfaction influences destination loyalty and whether there were any mediating effects of perceived risks on the variables. Restaurants offering traditional Caviteño cuisine were chosen as survey sites. Purposive sampling, a non-probability sampling, selected the respondents who had visited Cavite City for at least a day. People who agreed to have visited the city were considered qualified as the respondents. The primary objective of this sampling technique was for the researchers to gather information from participants who suited well to answer the questionnaires based on the research topic. Furthermore, using purposive sampling, the researchers selected local tourists as respondents at each location who had experienced visiting Cavite City during the pandemic, starting from 2020 to the present. The GPower Calculator, a computer statistical software, calculated the sample size of 107 respondents. Using the software, the researchers chose Linear multiple regression for the statistical test and F-test for the test family.

#### 3.3. Data Gathering

The data-gathering tool was a survey questionnaire. Food satisfaction was measured with 19 questions - six (6) questions related to food-related motivation, eight (8) questions related to local food involvement, and five (5) questions for food satisfaction were identified in the studies of [Beer et al., \(2012\)](#); [del Bosque & San Martín, \(2008\)](#); [Kim et al., \(2010\)](#); [Mason & Paggiaro, \(2012\)](#); [McKercher et al., \(2008\)](#); [Sparks, \(2007\)](#); [Žabkar et al., \(2010\)](#) Furthermore, three (3) questions for Destination Loyalty were from the research of [Q. Chen & Huang, \(2019b\)](#) The first twenty-one questions were all summarized by [Q. Chen & Huang \(2019c\)](#), validated, and summarized by [Lacap \(2019c\)](#) The risk perception was divided into three (3) categories, six (6) questions were used in identifying the COVID-19 perceived as per on the study of [Z. Li et al., 2022](#) Four (4) questions were used to understand the perceived risk from man-made risks based on a study by [B. Zhang \(2016\)](#), and four (4) questions were utilized to

identify the perceived risk from natural disasters as interpreted on the studies of [Kellens et al., \(2011\)](#) [Ng, \(2022\)](#) and [Rindrasih, \(2018\)](#).

The pilot testing on ten (10) respondents examined the validity of the questions. For reliability, Cronbach's Alpha evaluated the results of the pilot tests. All questions were accepted after the validity test, which tested the consistency and reliability of their content validity. Furthermore, the data-gathering process involved obtaining consent from respondents who voluntarily took part in the study. The study gathered information from international and local tourists who went to Cavite City from 2020 up to the present. The researchers collected data through an on-site survey where data collection took place through an on-site survey conducted at specific food tourist spots in Cavite City, such as Asao Grill & Restaurant, Lydia's Down-Home Cooking, Regal Dining Catering and Restaurant, Palakainan, Hattydy's Sizzling & Panciteria, and Café Antix. Survey questionnaires were distributed inside local restaurants over six days during weekends.

### 3.4. Statistical Analysis

The study used various statistical techniques to analyze the data collected. The weighted mean determined the overall average, considering the importance of each data point. Linear regression examined the correlation between destination loyalty and food satisfaction, revealing patterns and trends. One-way ANOVA and Percentage were also employed. Regression analysis with mediation analysis explored the correlation between food satisfaction and destination loyalty. Mediation analysis investigated the impact of perceived risks on variable variations and represented data occurrence. STATA version 17 was used for all data analyses based on their suitability for the study.

## 4. RESULTS AND DISCUSSION

### 4.1. Mean Results & Correlations

Table one presents rankings and mean responses on food-related motivation. The highest-ranked item (item one) indicates strong agreement that food influences destination choice (mean: 4.46), while item three has the lowest mean (3.69), suggesting less agreement on food as the sole basis for destination choice. The overall mean for food-related motivation is 4.21, with a standard deviation of 0.60. These findings demonstrate significant motivation regarding food-related factors. They support previous research by [Morris et al. \(2020\)](#) highlighting the impact of cuisine in a local area on selecting a certain destination. Local food is a compelling attraction, not just a supplementary resource. Thus, local food and related experiences significantly contribute to attracting tourists, as supported by [Atikahambar et al. \(2019\)](#), [Björk & Kauppinen-Räsänen \(2017\)](#), and [Su et al. \(2020\)](#). According to the study's findings, food-related motivation also plays a significant role in enhancing tourists' satisfaction in Cavite City. However, as stated by [Stankov et al. \(2019\)](#) it is important that tourists' destination choices can be influenced by various factors, including local cuisine, natural and historical resources, and cultural heritage. This implies that food-related motivation is not the sole reason for visiting a destination.

In Table one, item one received the highest mean rank (4.35), indicating agreement that "Local Food activities in Cavite City" are interesting. However, item seven obtained the lowest mean (3.90), suggesting less agreement and interest in these activities. The composite mean for Food Involvement is 4.12, with a standard deviation of 0.67, indicating a high level of motivation towards food. These findings align with [Sthapit et al. \(2020\)](#), who found that sampling local cuisine drives trips and is a primary activity. Increasing tourist loyalty to a destination is a result of a positive food experience ([J. P. Lacap, 2019d](#); [Ullah et al., 2022](#)).

However, [Morris et al. \(2020\)](#) and [Rousta & Jamshidi \(2020\)](#) suggest that tourists' attitudes towards local food do not impact their motivation to travel, indicating that interest in local food may not influence tourists' motivation to visit or revisit a destination.

Table 1. Mean Results of Food Satisfaction

Descriptive Statistics for Food Satisfaction				
	Mean	Std. Deviation	Verbal Interpretation	Rank
1. Food in Cavite City plays an important role in my destination choice.	4.46	0.63	Agree	1
2. Prior to my trip in Cavite City, I planned food choices to experience local culture.	4.34	0.64	Agree	3.5
	Mean	Std. Deviation	Verbal Interpretation	Rank
3. I decided on destinations to visit only based on the foods I wanted to experience.	3.69	1.07	Agree	6
4. I usually do some research about the local food or restaurants in Cavite City prior to my trip.	4.00	1.01	Agree	5
5. Prior to my trip in Cavite City, one thing I anticipate is eating the food there.	4.34	0.75	Agree	3.5
6. I like trying different styles or types of food during travel in Cavite City.	4.40	0.82	Agree	2
Food-Related Motivation Composite Mean	4.21	0.60	High level of motivation	
1. Local Food activities in Cavite City are Interesting.	4.35	0.78	Agree	1
2. Local Food activities in Cavite City are Appealing.	4.14	0.87	Agree	4
3. Local Food activities in Cavite City are Valuable	4.25	0.80	Agree	2
4. Local Food activities in Cavite City are Exciting.	4.16	0.83	Agree	3
5. Local Food activities in Cavite City are Stimulating.	4.05	0.84	Agree	6
6. Local Food activities in Cavite City are Desirable.	4.02	0.92	Agree	7
7. Local Food activities in Cavite City are Wanted.	3.90	0.84	Agree	8
8. Local Food activities in Cavite City mean a lot to me.	4.09	0.86	Agree	5
Food Involvement Composite Mean	4.12	0.67	High level of motivation	
1. My food experience in Cavite City gave me high satisfaction.	3.99	0.76	Agree	3
2. My choice to taste the local cuisine of Cavite City was a wise one.	4.15	0.85	Agree	2
3. My food experience in Cavite City gave me a sense of joy.	4.19	0.73	Agree	1
4. The food in Cavite City met my expectations.	3.81	0.83	Agree	5
5. My food experience in Cavite City exceeded	3.68	0.84	Agree	6



Descriptive Statistics for Food Satisfaction				
	Mean	Std. Deviation	Verbal Interpretation	Rank
my expectations				
Food Satisfaction Composite Mean	3.96	0.70	Satisfied	4
Overall Food Satisfaction	4.11	0.57	Satisfied	

Furthermore, in Table 1, item three received the highest mean rank for Food Satisfaction (mean: 4.19), indicating joy from the food experience in Cavite City. Conversely, item five obtained the lowest mean (3.68), suggesting less agreement that the food experience exceeded expectations. It indicates overall satisfaction with the food experience that the composite mean for Food Satisfaction is 3.96 and the standard deviation is 0.57. These findings align with those by [Fitrizal et al. \(2021\)](#) and [Zargar & Farmanesh \(2021\)](#), who emphasize that local food plays a critical role in satisfaction and loyalty to destinations. [Ryu & Jang \(2006\)](#) also note that impressive food experiences enhance satisfaction and encourage repeat visits. These results support the expectancy-disconfirmation theory, which explains satisfaction evaluation based on perceived expectations. Overall, the findings demonstrate that local food significantly enhances tourist satisfaction, with a composite mean for Food Satisfaction of 4.11 and a standard deviation of 0.57, highlighting satisfaction with Cavite City’s local cuisine.

Table 2. Mean Results of Destination Loyalty

Descriptive Statistics for Destination Loyalty				
	Mean	Std. Deviation	Verbal Interpretation	Rank
1. I would like to recommend Cavite City to others	4.37	0.781	Agree	1
2. I will spread positive word of mouth about Cavite City.	4.36	0.767	Agree	2
3. I will visit Cavite City again	4.23	0.913	Agree	3
Destination	4.32	0.749	Loyal	

Table 2 shows that respondents generally agree with item number one, indicating their willingness to recommend Cavite City to others, as it received the highest rank. Similarly, respondents generally agree with item number three, expressing their intention to revisit Cavite City, although it received the lowest rank among the statements. The composite mean for destination loyalty is high, indicating a strong level of loyalty among respondents. These findings align with previous research by [Lee & Xue \(2020\)](#), suggesting that recommending the destination and intending to revisit it are indicators of tourist loyalty.

Table 3. Mean Results of Perceived Risk

Descriptive Statistics for Risk				
	Mean	Std. Deviation	Verbal Interpretation	Rank
I am very worried about getting COVID-19.	4.01	1.10	Agree	3
During the COVID-19, I paid more attention to	4.47	0.73	Agree	1

Descriptive Statistics for Risk				
	Mean	Std. Deviation	Verbal Interpretation	Rank
restaurant disinfection & safety measures during the service of the restaurant staff (such as tableware disinfection/contactless thermometer, wearing of mask)				
Around the time of the COVID-19, the frequency of my dining out dropped considerably	4.08	0.88	Agree	2
I am interested in visiting restaurants in Cavite City even without the COVID-19 Vaccine	3.07	1.19	Neutral	5
I'm still willing to go to restaurants during the COVID-19	3.29	1.06	Neutral	4
Covid risk composite mean	3.78	0.50	High Risk	
I will revisit restaurants in Cavite City even if unexpected crimes may happen	2.96	1.04	Neutral	2
I will revisit restaurants in Cavite City even if terrorist attacks can occur and destroy my personal property and lives may happen unexpectedly.	2.44	1.12	Disagree	4
I will revisit restaurants in Cavite City even if unexpected political restrictions may limit the places I am visiting and traveling.	2.93	1.08	Neutral	3
I will revisit restaurants in Cavite City even if traveling expenses may increase according to the change of the price of products and services.	3.19	1.13	Neutral	1
Man-made risk composite mean	2.88	0.93	Neither	
I will revisit restaurants in Cavite City even if unexpected natural disasters, such as floods, landslides, or storms etc. may happen.	2.97	0.95	Neutral	2
I will revisit restaurants in Cavite City even if I am worried that typhoons are dangerous or catastrophic to me	2.76	0.97	Neutral	3
I will revisit restaurants in Cavite City even if I expect great chances of storm surges causing flood	2.57	0.92	Neutral	4
A natural disaster will not influence my decision to revisit restaurants in Cavite City	3.02	1.07	Neutral	1
Natural risk composite mean	2.83	0.87	Neither	
Overall Risk	3.73	0.66	High Risk	

In Table three, item two has the highest mean for perceived Covid-19 risks (mean: 4.47), indicating agreement that the majority of respondents agreed that restaurants disinfected and monitored their safety measures more closely during the pandemic. Conversely, item four had the lowest mean (3.07), indicating a neutral response to visiting restaurants without the Covid-19 vaccine. The composite means for Covid-19 risk is 3.78, with a standard deviation of 0.50, indicating a high level of perceived risk among respondents. These findings align with [Faour-Klingbeil et al. \(2021\)](#), highlighting increased anxiety and awareness of infection risks from various sources since COVID-19 is a subject of uncertainty. The presence of Covid-19 has made

tourists more cautious about revisiting destinations, consistent with findings from Dedeoğlu et al. (2022c) and Li et al. (2022) regarding higher perceived risks due to the pandemic. The findings of Lazaridis et al. (2022) indicate that attitudes toward food improved during the COVID-19 pandemic, despite neutral responses regarding intent to visit during the pandemic. A cultural experience and a sense of well-being were the greatest motivators for tourists to try local cuisine.

Table 3 also indicates that item four has the highest mean rank for Man-made risks, with a mean of 3.19, indicating agreement. The result suggests that respondents neither agree nor disagree with revisiting restaurants in Cavite City if traveling expenses increase due to price changes. Conversely, item two received the lowest mean (2.44), indicating disagreement with revisiting restaurants in Cavite City after terrorist attacks causing property damage and loss of life. The composite mean for Man-made risk is 2.88, with a standard deviation of 0.93, indicating a neutral level of perceived risk among respondents. These findings suggest a neutral stance on revisiting Cavite City in the presence of Man-made risks and disagreement with returning after terrorist attacks. They align with Chahal & Devi's (2017) study, emphasizing the influence of risk perception on destination opinions. Zha's (2016) study also supports these findings, showing that tourists' perceived risks, including unexpected danger, crime, natural disasters, terrorism, and rising expenses, negatively affect their decision to visit a destination. When perceived risk is high, tourists are more likely to alter their choice or postpone their visit.

In addition, Table 3 shows that item four received the highest mean rank for Natural Risks, with a mean of 3.02, indicating a neutral stance among respondents. They neither agree nor disagree with the statement about natural disasters influencing their decision to revisit restaurants in Cavite City. Conversely, item three received the lowest mean (2.57), indicating a neutral response. Most respondents neither agree nor disagree with the statement about revisiting restaurants despite the expectation of storm surges causing floods. The composite mean for Natural Risks is 2.83, with a standard deviation of 0.87, suggesting a moderate level of perceived risk regarding natural risks. These findings align with Chew & Jahari's (2014) study, suggesting that individuals may choose not to revisit a destination if they perceive significant physical risks, such as natural disasters. However, contrasting these findings, Kozak et al. (2007) suggest that natural risks, including disasters, do not substantially influence people's decision to change their travel plans. It is possible that while natural disasters may have a temporary impact, they do not significantly affect long-term travel choices

Table 4. Pearson's Correlations

Variable		Food satisfaction	Destination
1. Food satisfaction	Pearson's r	—	—
	p-value	—	—
2. Destination	Pearson's r	0.614	—
	p-value	< .001	—

Table 4 shows the Pearson correlation coefficient of 0.614, which has a p-value of 0.001, indicating that food satisfaction and destination loyalty are highly correlated. The positive value indicates a direct relationship, implying that as food satisfaction increases, so does destination loyalty, and vice versa. The findings of this research support hypothesis one, stating that food satisfaction positively affects destination loyalty. The findings are backed by

research conducted by Ali et al. (2020), Q. Chen & Huang (2019), Folgado-Fernández et al. (2017), J. P. Lacap (2019e), and Safian et al. (2021). In addition, studies have indicated that when tourists are satisfied with their food at a destination, they are more likely to recommend that destination to others and more likely to return to it later. This, in turn, has a positive impact on their overall satisfaction (Esparza Huamanchumo et al., 2023; X. Li & Qiu, 2023).

#### 4.2. Mediation Analysis

Table 5. Direct effects

		Estimate	Std. Error	z-value	p	95% Confidence Interval	
						Lower	Upper
Food satisfaction	→ Destination	0.709	0.092	7.747	< .001	0.530	0.889

Note. *Delta method standard errors, normal theory confidence intervals, ML estimator.*

Table 5 shows the direct effect, which means the relationship between food satisfaction and destination loyalty accounting for risk factors. The p-value of <0.001 is significant, which means that the relationship is significant, as implied in the correlation value in table four. The estimate or coefficient of 0.709 implies that a one-unit increase in food satisfaction would lead to an increase in destination loyalty by 0.709 units accounting for the risk factor. The mediation analysis indicates that satisfaction with food influences tourists' loyalty to the destination, even considering the risk factor. The results contradict Hypothesis two, which proposed that perceived risks mediate the relationship between food satisfaction and destination loyalty. Thus, findings suggest that tourists who experience greater food satisfaction are inclined to display loyalty to the destination, regardless of how they perceive potential risks linked to it. These results are consistent with prior studies that have explored the connection between food satisfaction and destination loyalty (Chaudhary & Islam, 2021; Cong, 2021). In contrast, a study by Mancini (2022) found that tourists who have a significant perception of risk associated with a destination are less inclined to experience satisfaction, make recommendations, or plan return visits to the place. However, this study is the first to control for the risk factor, thereby offering a more thorough comprehension of the interrelation between these variables.

Table 6. Indirect Effects

	Estimate	Std. Error	z-value	p	95% Confidence Interval	
					Lower	Upper
Food satisfaction → Risk → Destination	0.019	0.021	0.925	0.355	-0.021	0.060

Note. *Delta method standard errors, normal theory confidence intervals, ML estimator.*

Table 6 shows the indirect effect of the risk factor as a mediator between food satisfaction and destination loyalty. The p-value of 0.355 indicates non-significance, suggesting that the risk factor does not influence the relationship between food satisfaction and destination loyalty. This finding contradicts the study by Jiang et al. (2022), which found that perceived risk indirectly affects travel intention through mediating factors. However, it is important to note that perceived risk impacts travel behavior, including destination selection and satisfaction, contrary to the study's results.

Table 7. Total Effects

		Estimate	Std. Error	z-value	p	95% Confidence Interval	
	→ Destination					Lower	Upper
Food satisfaction	→ Destination	0.728	0.090	8.088	< .001	0.552	0.905

Note. Delta method standard errors, normal theory confidence intervals, ML estimator.

Table seven shows the total effect of food satisfaction on destination loyalty without considering the influence of the risk factor. The p-value of <0.001 indicates a significant relationship between food satisfaction and destination loyalty. The coefficient of 0.728 suggests that a one-unit increase in food satisfaction corresponds to a 0.728-unit increase in destination loyalty when not accounting for the risk factor. These findings support hypothesis one, indicating that food satisfaction positively influences destination loyalty. The results are consistent with previous studies by J. P. G. Lacap (2019f) and Ali et al. (2020), which also found a direct relationship between food satisfaction and loyalty to a destination.

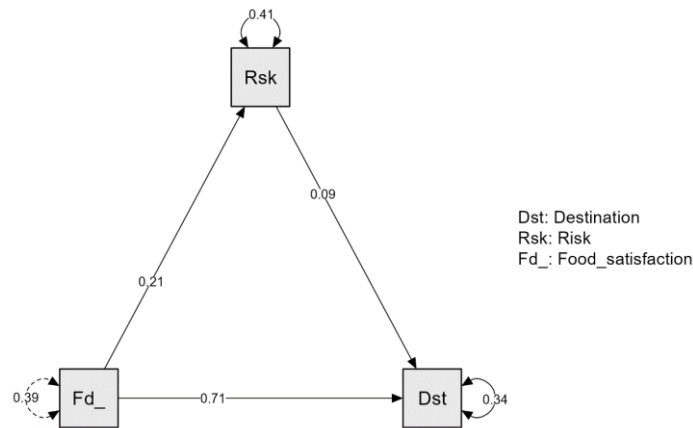


Figure 2. Path Plot

Figure 2 illustrates the relationship between food satisfaction and the risk factor, as well as the relationship between the risk factor and destination loyalty. The path from food satisfaction to the risk factor has a value of 0.21, indicating that an increase in food satisfaction is associated with an increase in the risk factor by 0.21 units. The path from the risk factor to destination loyalty has a value of 0.09, suggesting that an increase in the risk factor leads to a 0.091-unit increase in destination loyalty. These findings imply that higher food satisfaction is linked to higher perceived risks, and an increase in the risk factor is associated with increased destination loyalty. The outcomes are in accordance with the research conducted by Chew & Jahari (2014), revealing that individuals who had previously visited areas affected by a disaster expressed a strong desire to return to those destinations, considering the unique opportunities and distinct experiences during the recovery phase

**5. CONCLUSION**

The research investigated the correlation among tourists’ satisfaction with local food, perceptions of risks, and loyalty to Cavite City. The empirical analysis revealed a positive link between food satisfaction and loyalty to the destination. The results indicate that higher levels of motivation, involvement, and satisfaction derived from culinary experiences significantly fostered heightened loyalty and overall satisfaction toward the destination. The study also explored the mediating influence exerted by perceived risks, encompassing variables such as COVID-19, man-made risks, and natural hazards. Notably, the respondents agreed on the

importance of restaurant safety measures during the pandemic but held neutral attitudes towards visiting restaurants without the COVID-19 vaccine. Moreover, tourists displayed a moderate level of risk perception for man-made and natural risks. The mediation analysis indicated that perceived risks did not influence the interplay between food satisfaction and destination loyalty. The research identified that tourists who were more satisfied with their local food experiences showed a higher inclination towards destination loyalty, regardless of their perceptions of associated risks. The path plot analysis indicated that the perception of risks increased as food satisfaction increased. Furthermore, an increase in the perceived risk factor was observed to correspond with elevated levels of destination loyalty. By offering an in-depth understanding of the interconnection among satisfaction with local food, perceived risks, and loyalty to the destination, the study substantially contributes to the scholarly discourse, producing a more nuanced and comprehensive knowledge of these pivotal facets within tourism research and management.

The study suggests several factors that can benefit tourism in the future. Firstly, strategic marketing initiatives should concentrate on highlighting the gastronomic experiences of Cavite City while enhancing the quality and diversity of available food choices. Enhancing food satisfaction can lead to increased destination loyalty and attract more tourists. One example is optimizing digital platforms to create and engage visually appealing content that showcases the city's various local foods through virtual tours and websites—creating exclusive culinary experiences by partnering with local food establishments, artisans, and producers. The culinary events, workshops, and package deals could be organized in collaboration to highlight the city's distinctive flavours. Develop innovative marketing campaigns designed to stimulate the senses and pique the interest of consumers. Also, consider potential tourists' demographics, interests, and cultural backgrounds. Enhance the personal connection to Cavite City's culinary scene through marketing materials, promotions, and experiences tailored to these distinct groups.

Additionally, addressing restaurant disinfection and safety measures during the COVID-19 pandemic is crucial to building trust and confidence among visitors. Implementing strict protocols can alleviate concerns and create a safer environment for tourists. Ensuring health and safety measures such as health screenings, physical distancing, usage of masks, vaccination, proper hand hygiene, and regular cleaning & disinfection into practice and instilling them in establishments and visitors can alleviate COVID-19 worries and enhance tourists' enjoyment of culinary experiences. The study also emphasizes the importance of long-term resilience planning, considering the moderate risk perception regarding man-made and natural risks. Effectively managing and reducing infrastructure and climate change risks enhances safety perceptions. Effective risk management remains vital, despite perceived risks not mediating food satisfaction and destination loyalty. Enhancing loyalty and satisfaction involves addressing risks and conveying mitigation efforts. Destination marketers should craft strategies to stimulate repeat visits, including loyalty programs, personalized recommendations, and promoting distinctive culinary experiences.

The present study has limitations due to a small sample size of respondents, mainly comprising day tours and local tourists. Future researchers should consider expanding the participant pool to include more overnight and foreign tourists to enhance generalizability. Additionally, investigating further aspects of culinary experiences, including food quality, authenticity, and cultural significance, could provide insights into their influence on overall satisfaction with local cuisine, risk perception, and subsequent impact on destination loyalty. Moreover, it is recommended to conduct additional investigations to delve into the interplay among food satisfaction, destination loyalty, and perceived risks in other destinations to

compare or contrast the results of the present study. Such endeavours would enable comparing or differentiating findings from the current study. Understanding these connections can inform effective marketing strategies in different contexts.

## 6. REFERENCES

- Adesina, K. I., Pelumi, O. O., & Blessing, A. O. (2022). Influence of dining experiences on customers 'satisfaction and loyalty in fine dining restaurants in Abeokuta, Ogun State, Nigeria. *International Journal of Hospitality and Tourism Studies*, 3(1), 20–31. <https://doi.org/10.31559/IJHTS2022.3.1.3>
- Agapito, D., Valle, P., & Mendes, J. (2014). The sensory dimension of tourist experiences: Capturing meaningful sensory-informed themes in Southwest Portugal. *Tourism Management*, 42, 224–237. <https://doi.org/10.1016/j.tourman.2013.11.011>
- Ali, M., Pua, C. H., Ayob, N., & Raza, S. A. (2020a). Factors influencing tourist's satisfaction, loyalty and word of mouth in selection of local foods in Pakistan. *British Food Journal*, 122(6), 2021–2043. <https://doi.org/10.1108/BFJ-11-2018-0728>
- An, M., Lee, C., & Noh, Y. (2010). Risk factors at the travel destination: their impact on air travel satisfaction and repurchase intention. *Service Business*, 4(2), 155–166. <https://doi.org/10.1007/s11628-010-0094-2>
- Atikahambar, Y., Zainal, A., Rahayu, M., & Mokhtar, R. (2019). Quality of food and tourists' satisfaction of penang delicacies in predicting tourists' revisit intention. *International Journal of Academic Research in Business and Social Sciences*, 8(12). <https://doi.org/10.6007/IJARBS/v8-i12/5262>
- Beer, C. L., Ottenbacher, M. C., & Harrington, R. J. (2012). Food tourism implementation in the black forest destination. *Journal of Culinary Science and Technology*, 10(2), 106–128. <https://doi.org/10.1080/15428052.2012.677601>
- Björk, P., & Kauppinen-Räsänen, H. (2017). Interested in eating and drinking? How food affects travel satisfaction and the overall holiday experience. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 9–26. <https://doi.org/10.1080/15022250.2016.1215871>
- Çakar, K. (2021). Tourophobia: fear of travel resulting from manmade or natural disasters. *Tourism Review*, 76(1), 103–124. <https://doi.org/10.1108/TR-06-2019-0231>
- Cavite Provincial Information Office. (2023, March 17). *Corona Virus Disease (Covid- 19) Summary-Cavite*.
- Chahal, H., & Devi, A. (2017). How perceived risk influences image and loyalty relationship in a tourist destination? an Indian perspective. *In Int. J. Leisure and Tourism Marketing*, 5(2).
- Chaudhary, M., & Islam, N. U. (2021). Impact of perceived risk on tourist satisfaction and future travel intentions: a mediation–moderation analysis. *Global Business Review*, 097215092110362. <https://doi.org/10.1177/09721509211036270>
- Chen, C.-F., & Chen, F.-S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chen, Q., & Huang, R. (2018). Local food in China: a viable destination attraction. *British Food Journal*, 120(1), 146–157. <https://doi.org/10.1108/BFJ-03-2017-0135>
- Chen, Q., & Huang, R. (2019). Understanding the role of local food in sustaining Chinese destinations. *Current Issues in Tourism*, 22(5), 544–560. <https://doi.org/10.1080/13683500.2018.1444020>
- Chendo, N. A. (2019). Determinants of customer's satisfaction in the fast-food industry in Anambra State of Nigeria. *Eprajournals*, 5(10), 25–34 <https://doi.org/http://dx.doi.org/10.36713/epra3669>

- Chew, E. Y. T., & Jahari, S. A. (2014). Destination image as a mediator between perceived risks and revisit intention: A case of post-disaster Japan. *Tourism Management*, 40, 382–393. <https://doi.org/10.1016/j.tourman.2013.07.008>
- Clubb, A. C., & Hinkle, J. C. (2015). Protection motivation theory as a theoretical framework for understanding the use of protective measures. *Criminal Justice Studies*, 28(3), 336–355. <https://doi.org/10.1080/1478601X.2015.1050590>
- Cong, L. C. (2021). Perceived risk and destination knowledge in the satisfaction-loyalty intention relationship: An empirical study of European tourists in Vietnam. *Journal of Outdoor Recreation and Tourism*, 33, 100343. <https://doi.org/10.1016/j.jort.2020.100343>
- Corbet, S., O'Connell, J. F., Efthymiou, M., Guiomard, C., & Lucey, B. (2019). The impact of terrorism on European tourism. *Annals of Tourism Research*, 75, 1–17. <https://doi.org/10.1016/j.annals.2018.12.012>
- Cui, F., Liu, Y., Chang, Y., Duan, J., & Li, J. (2016). An overview of tourism risk perception. *Natural Hazards*, 82(1), 643–658. <https://doi.org/10.1007/s11069-016-2208-1>
- Dedeoğlu, B. B., & Boğan, E. (2021). The motivations of visiting upscale restaurants during the COVID-19 pandemic: The role of risk perception and trust in government. *International Journal of Hospitality Management*, 95. <https://doi.org/10.1016/j.ijhm.2021.102905>
- Dedeoğlu, B. B., Mariani, M., Shi, F., & Okumus, B. (2022). The impact of COVID-19 on destination visit intention and local food consumption. *British Food Journal*, 124(2), 634–653. <https://doi.org/10.1108/BFJ-04-2021-0421>
- del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of Tourism Research*, 35(2), 551–573. <https://doi.org/10.1016/j.annals.2008.02.006>
- Deña, C. (2023, January 26). *3 killed, 4 wounded in Cavite City grenade blast*. Manila Bulletin. <https://mb.com.ph/2023/1/26/3-killed-4-wounded-in-cavite-city-grenade-blast>
- Dryhurst, S., Schneider, C. R., Kerr, J., Freeman, A. L. J., Recchia, G., van der Bles, A. M., Spiegelhalter, D., & van der Linden, S. (2020). Risk perceptions of COVID-19 around the world. *Journal of Risk Research*, 23(7–8), 994–1006. <https://doi.org/10.1080/13669877.2020.1758193>
- Dulani, M. A., Mudunkotuwa, M., Sri, R., & Arachchi, S. W. (n.d.). *The Impacts of Tourists' Perceived Risk on Attitude and Behavioral Intention Towards Street Food: A Case Study of Central Colombo*. <http://archive.cmb.ac.lk:8080/research/handle/70130/4663> Journal homepage: <http://tourismleaderssummit.org/jtear/>
- Erkmen, E. (2019). Managing restaurant attributes for destination satisfaction: what goes beyond food? *Administrative Sciences*, 9(1), 19. <https://doi.org/10.3390/admsci9010019>
- Esparza Huamanchumo, R. M., Hernández-Rojas, R. D., Longa-López, R. A., & Cárdenas-Jarama, M. (2023). Gastronomy as an effect of visitor loyalty: the Peruvian (Lima) case. *International Journal of Tourism Cities*, 9(2), 362–376. <https://doi.org/10.1108/IJTC-03-2022-0071>
- Fakfare, P., Cho, G., Hwang, H., & Manosuthi, N. (2021). Examining the sensory impressions, value perception, and behavioral responses of tourists: the case of floating markets in Thailand. *Journal of Travel and Tourism Marketing*, 38(7), 666–681. <https://doi.org/10.1080/10548408.2021.1985042>
- Faour-Klingbeil, D., Osaili, T. M., Al-Nabulsi, A. A., Jemni, M., & Todd, E. C. D. (2021). The public perception of food and non-food related risks of infection and trust in the risk communication during COVID-19 crisis: A study on selected countries from the Arab region. *Food Control*, 121. <https://doi.org/10.1016/j.foodcont.2020.107617>



- Fitrizal, F., Elfiswandi, E., & Sanjaya, S. (2021). The impact of culinary tourism on tourist satisfaction and destination loyalty: Padang city, West Sumatra context. *Jurnal Manajemen Dan Pemasaran Jasa*, 14(1), 135–148. <https://doi.org/10.25105/jmpj.v14i1.8594>
- 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. <https://doi.org/10.1080/15022250.2016.1221181>
- Genç, R. (2018). Catastrophe of environment: the impact of natural disasters on tourism industry. *Journal of Tourism & Adventure*, 1(1), 86–94. <https://doi.org/10.3126/jota.v1i1.22753>
- Gondra, A. (2022, June 7). *Signature Dish Series: Best Food in Cavite*. <https://homeoptions.com.ph/whats-new/blogs/signature-dish-series-best-food-in-cavite>
- Harme, J. N. (2021, February 18). *Cavite City Puts Twist in Bihon with Pancit Choco Ensu Tinta*. <https://thecaviterising.com/cavite-city-puts-twist-in-bihon-with-pancit-choco-ensu-tinta/>
- Hasan, Md. K., Abdullah, S. K., Lew, T. Y., & Islam, Md. F. (2019). Tourists' satisfaction and destination loyalty: a case study on Cox's Bazar beach of Bangladesh. *International Journal of Leisure and Tourism Marketing*, 6(3/4), 174. <https://doi.org/10.1504/IJLTM.2019.103542>
- Hasan, Md. K., Ismail, A. R., & Islam, MD. F. (2017). Tourist risk perceptions and revisit intention: A critical review of literature. *Cogent Business & Management*, 4(1), 1412874. <https://doi.org/10.1080/23311975.2017.1412874>
- Hernández-Rojas, R. D., & Huete Alcocer, N. (2021). The role of traditional restaurants in tourist destination loyalty. *PLoS One*, 16(6), e0253088. <https://doi.org/10.1371/journal.pone.0253088>
- Heussaff, E. (2019). *History On A Plate: Cavite's Heritage Cuisine and Food Tour*. <https://thefatkidinside.com/cavite-food-tour/>
- Hoang, S. D., Pham, T. P., & Tučková, Z. (2022). Tourist motivation as an antecedent of destination and ecotourism loyalty. *Emerging Science Journal*, 6(5), 1114–1133. <https://doi.org/10.28991/ESJ-2022-06-05-014>
- Hong, J.-S., Liu, C.-H., Chou, H.-Y., & Tsai, C.-Y. (2012). Understanding the impact of culinary brand equity and destination familiarity on travel intentions. *Tourism Management*, 33(4), 815–824. <https://doi.org/10.1016/j.tourman.2011.09.004>
- Huete-Alcocer, N., & Hernandez-Rojas, R. D. (2022). Do SARS-CoV-2 safety measures affect visitors experience of traditional gastronomy, destination image and loyalty to a World Heritage City? *Journal of Retailing and Consumer Services*, 69. <https://doi.org/10.1016/j.jretconser.2022.103095>
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism Management*, 28(4), 965–975. <https://doi.org/10.1016/j.tourman.2006.08.008>
- Jeaheng, Y., & Han, H. (2020). Thai street food in the fast growing global food tourism industry: Preference and behaviors of food tourists. *Journal of Hospitality and Tourism Management*, 45, 641–655. <https://doi.org/10.1016/j.jhtm.2020.11.001>
- Jiang, X., Qin, J., Gao, J., & Gossage, M. G. (2022). The mediation of perceived risk's impact on destination image and travel intention: An empirical study of Chengdu, China during COVID-19. *PLoS ONE*, 17(1 January). <https://doi.org/10.1371/journal.pone.0261851>

- Juanico, M. (2015, June 4). Tsunami alert! *Philippine Daily Inquirer*.
- Kellens, W., Zaalberg, R., Neutens, T., Vanneuville, W., & De Maeyer, P. (n.d.). *An Analysis of the Public Perception of Flood Risk on the Belgian Coast*.
- Kim, Y. G., Suh, B. W., & Eves, A. (2010). The relationships between food-related personality traits, satisfaction, and loyalty among visitors attending food events and festivals. *International Journal of Hospitality Management*, 29(2), 216–226. <https://doi.org/10.1016/j.ijhm.2009.10.015>
- Kozak, M., Crofts, J. C., & Law, R. (2007). The impact of the perception of risk on international travellers. *International Journal of Tourism Research*, 9(4), 233–242. <https://doi.org/10.1002/jtr.607>
- Lacap, J. P. (2019). The Effects of Food-Related Motivation, Local Food Involvement, and Food Satisfaction on Destination Loyalty: The Case of Angeles City, Philippines. *Advances in Hospitality and Tourism Research (AHTR)*, 238–257. <https://doi.org/10.30519/ahtr.550600>
- Lazaridis, G., Panaretos, D., & Matalas, A. (2022). The impact of the COVID-19 pandemic on the food-related behaviour of tourists visiting Greece. *Tourism and Hospitality*, 3(4), 816–837. <https://doi.org/10.3390/tourhosp3040051>
- Lee, S. W., & Xue, K. (2020). A model of destination loyalty: integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393–408. <https://doi.org/10.1080/10941665.2020.1713185>
- Li, S. R., & Ito, N. (2021). "Nothing can stop me!" perceived risk and travel intention amid the COVID-19 pandemic: A comparative study of Wuhan and Sapporo. In *Information and Communication Technologies in Tourism 2021* (pp. 490–503). Springer International Publishing. [https://doi.org/10.1007/978-3-030-65785-7\\_47](https://doi.org/10.1007/978-3-030-65785-7_47)
- Li, X., & Qiu, L. (2023). Local food consumption: the trio of motivation, satisfaction, and loyalty. *Journal of China Tourism Research*, 1–22. <https://doi.org/10.1080/19388160.2023.2176960>
- Li, Z., Liang, W., & Luo, J. (2022a). Impact of COVID-19 outbreak risk perception on willingness to consume products from restaurants: Mediation effect of risk attitude. *Sustainability (Switzerland)*, 14(10). <https://doi.org/10.3390/su14106372>
- Liu, A., & Pratt, S. (2017). Tourism's vulnerability and resilience to terrorism. *Tourism Management*, 60, 404–417. <https://doi.org/10.1016/j.tourman.2017.01.001>
- Lv, X., Li, C. (Spring), & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77. <https://doi.org/10.1016/j.tourman.2019.104026>
- Ma, H., Chiu, Y. H., Tian, X., Zhang, J., & Guo, Q. (2020). Safety or travel: Which is more important? The impact of disaster events on Tourism. *Sustainability (Switzerland)*, 12(7). <https://doi.org/10.3390/su12073038>
- Manci, A. R. (2022a). Determining destination risk perceptions, their effects on satisfaction, revisit and recommendation intentions: Evidence from Sanliurfa/Turkey. *Journal of Multidisciplinary Academic Tourism*, 81–96. <https://doi.org/10.31822/jomat.2022-7-1-81>
- Mason, M. C., & Paggiaro, A. (2012). Investigating the role of festivalscape in culinary tourism: The case of food and wine events. *Tourism Management*, 33(6), 1329–1336. <https://doi.org/10.1016/j.tourman.2011.12.016>
- McKercher, B., Okumus, F., & Okumus, B. (2008). Food tourism as a viable market segment: It's all how you cook the numbers! *Journal of Travel and Tourism Marketing*, 25(2), 137–148. <https://doi.org/10.1080/10548400802402404>
- Morris, S., Dwyer, T., & Mulligan, J. (2020a). Destination Management: The Influence of Local

- Food. *The Irish Journal of Management*, 39(2), 99–112. <https://doi.org/10.2478/ijm-2020-0005>
- Ng, S. L. (2022). Effects of risk perception on disaster preparedness toward Typhoons: An application of the extended theory of planned behavior. *International Journal of Disaster Risk Science*, 13(1), 100–113. <https://doi.org/10.1007/s13753-022-00398-2>
- Nilplub, C., Khang, D. B., & Krairit, D. (2016). Determinants of destination loyalty and the mediating role of tourist satisfaction. *Tourism Analysis*, 21(2), 221–236. <https://doi.org/10.3727/108354216X14559233984818>
- Oh, H. (1999). Service quality, customer satisfaction, and customer value: A holistic perspective. *International Journal of Hospitality Management*, 18(1), 67–82. [https://doi.org/10.1016/S0278-4319\(98\)00047-4](https://doi.org/10.1016/S0278-4319(98)00047-4)
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.1177/002224378001700405>
- Rashad Yazdanifard, A. (2021). *The Influence of Customer Perception in Selection of Korean Restaurant in Malaysia Tertiary Education View project Strategic Management View project*. [www.ijmae.com](http://www.ijmae.com)
- Rindrasih, E. (2018). *HUMANIORA Tourists' Perceived Risk and Image of Destinations Prone to Natural Disasters: The Case of Bali and Yogyakarta, Indonesia* (Vol. 2).
- Rogers, R. W. (1975). A protection motivation theory of fear appeals and attitude change. *The Journal of Psychology*, 91(1), 93–114. <https://doi.org/10.1080/00223980.1975.9915803>
- Rohrmann, B. (2008). *Risk Perception, Risk Attitude, Risk Communication, Risk Management: A Concept Appraisal*.
- Rosselló, J., Becken, S., & Santana-Gallego, M. (2020). The effects of natural disasters on international tourism: A global analysis. *Tourism Management*, 79, 104080. <https://doi.org/10.1016/j.tourman.2020.104080>
- Rousta, A., & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73–95. <https://doi.org/10.1177/1356766719858649>
- Ryu, K., & Jang, S. (Shawn). (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. <https://doi.org/10.1177/1096348006287163>
- Safian, S. S. S., Osman, A. A., Wahab, S. N., Othman, N., & Mohammad Azhar, N. A. Z. (2021). The effect of culinary tourism on tourists' loyalty and satisfaction: A comparison analysis between the first and revisit to Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 11(8). <https://doi.org/10.6007/IJARBS/v11-i8/10535>
- Sangpikul, A. (2018). The effects of travel experience dimensions on tourist satisfaction and destination loyalty: the case of an island destination. *International Journal of Culture, Tourism and Hospitality Research*, 12(1), 106–123. <https://doi.org/10.1108/IJCTHR-06-2017-0067>
- Shillair, R. (2020). Protection Motivation Theory. In *The International Encyclopedia of Media Psychology* (pp. 1–3). Wiley. <https://doi.org/10.1002/9781119011071.iemp0188>
- Soon, J. M., Vanany, I., Abdul Wahab, I. R., Abdullah Sani, N., Hamdan, R. H., & Jamaludin, M. H. (2022). Protection Motivation Theory and consumers' food safety behaviour in response to COVID-19. *Food Control*, 138, 109029. <https://doi.org/10.1016/j.foodcont.2022.109029>
- Sparks, B. (2007). Planning a wine tourism vacation? Factors that help to predict tourist behavioural intentions. *Tourism Management*, 28(5), 1180–1192.

- <https://doi.org/10.1016/j.tourman.2006.11.003>
- Stankov, S., Fidan, H., & Teneva, A. (2019). traditional food products as part of the Horeca model in Bulgaria. *2019 International Conference on Creative Business for Smart and Sustainable Growth (CREBUS)*, 1–4. <https://doi.org/10.1109/CREBUS.2019.8840044>
- Sthapit, E., Piramanayagam, S., & Björk, P. (2020). Tourists' motivations, emotions, and memorable local food experiences. *Journal of Gastronomy and Tourism*, 5(1), 17–32. <https://doi.org/10.3727/216929720X15968961037881>
- Su, D. N., Johnson, L. W., & O'Mahony, B. (2020). Analysis of push and pull factors in food travel motivation. *Current Issues in Tourism*, 23(5), 572–586. <https://doi.org/10.1080/13683500.2018.1553152>
- Sudari, S. A., Tarofder, A. K., Khatibi, A., & Tham, J. (2019a). Measuring the critical effect of marketing mix on customer loyalty through customer satisfaction in food and beverage products. *Management Science Letters*, 1385–1396. <https://doi.org/10.5267/j.msl.2019.5.012>
- Tabuena, A. C. (2021). Preliminary methods and illustrative examples in formulating the research frameworks on the research writing process for Senior High School Students. *International Journal of Advance Research and Innovative Ideas in Education*, 7(1), 8–15. [www.ijariie.com](http://www.ijariie.com)
- Tasci, A. D. A., & Pizam, A. (2020). An expanded nomological network of experiencescape. *International Journal of Contemporary Hospitality Management*, 32(3), 999–1040. <https://doi.org/10.1108/IJCHM-12-2018-0988>
- Tavitiaman, P., & Qu, H. (2013a). Destination image and behavior intention of travelers to Thailand: The moderating effect of perceived risk. *Journal of Travel & Tourism Marketing*, 30(3), 169–185. <https://doi.org/10.1080/10548408.2013.774911>
- The Official Website of the Province of Cavite. (2022). *Province of Cavite | Cavite City*. <https://cavite.gov.ph/home/cities-and-municipalities/cavite-city/>
- Toudert, D., & Bringas-Rábago, N. L. (2019). Destination food image, satisfaction and outcomes in a border context: tourists vs excursionists. *British Food Journal*, 121(5), 1101–1115. <https://doi.org/10.1108/BFJ-03-2019-0148>
- Ullah, N., Khan, J., Saeed, I., Zada, S., Xin, S., Kang, Z., & Hu, Y. (2022). Gastronomic tourism and tourist motivation: Exploring Northern areas of Pakistan. *International Journal of Environmental Research and Public Health*, 19(13), 7734. <https://doi.org/10.3390/ijerph19137734>
- UNWTO. (2020). *Tourism and COVID-19 – Unprecedented Economic Impacts*. <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>
- Vanzi, S. (2018, May 31). Cavite Food Crawl. <https://mb.com.ph/2018/05/31/cavite-food-crawl/>
- Yasami, M., Promsivapallop, P., & Kannaovakun, P. (2021). Food image and loyalty intentions: Chinese tourists' destination food satisfaction. *Journal of China Tourism Research*, 17(4), 592–612. <https://doi.org/10.1080/19388160.2020.1784814>
- Yoo, M., & Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management*, 33, 166–177. <https://doi.org/10.1016/j.ijhm.2012.07.009>
- Žabkar, V., Brenčič, M. M., & Dmitrović, T. (2010). Modelling perceived quality, visitor satisfaction and behavioural intentions at the destination level. *Tourism Management*, 31(4), 537–546. <https://doi.org/10.1016/j.tourman.2009.06.005>
- Zargar, P., & Farmanesh, P. (2021). Satisfaction and loyalty in local food festival: Do switching barriers matter? *SAGE Open*, 11(4), 215824402110503.

<https://doi.org/10.1177/21582440211050382>

Zhang, B. (2016). *The Impacts of Perceived Risk and Destination Image on Chinese Visitor's Decision and Destination Loyalty for Visiting Thailand.*

Zhang, H., Li, L., Yang, Y., & Zhang, J. (2018). Why do domestic tourists choose to consume local food? The differential and non-monotonic moderating effects of subjective knowledge. *Journal of Destination Marketing & Management*, 10, 68–77. <https://doi.org/10.1016/j.jdmm.2018.06.001>