



## The Effect of Local Food Consumption Motivation Factors to Travel Intention of Gastronomic Purpose from the Perspective of Construal Level Theory

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### Abstract

This study aims to identify the effect of local food consumption motivation factors (cultural experience, excitement, interpersonal relationship, emotional appeal and health concerns) on travel intention for gastronomy tourism according to the construal levels of individuals. In this context, the universe of the research is limited to the Russian tourists who perform the most tourism activities in Turkey as well as the American tourists who perform the most tourism activities in the world. Convenience sampling method is used in the selection of the sample group. A survey form is used to collect data from the sample group. The survey form consists of 4 parts. The hypotheses in the research model are analyzed with descriptive statistical methods. The result of the study displays that local food consumption motivation factors have an effect on travel intention for gastronomy according to the construal levels of individuals. This effect is higher at low construal level than at high construal level.

### Article Type

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