

# Research on Food Tourism Consumer Types and Characteristics

Haiming Chen, Shanshan Wu

College of Tourism and Historical Culture, Zhaoqing University, Zhaoqing, 526000, China

---

**Abstract:** In recent years, food tourism has received increasing attention. This study conducts empirical exploration, targeting food tourism consumers in Guangdong Province, and collected 350 questionnaires using the questionnaire survey method. The data was analyzed using spss22.0 software for descriptive analysis, reliability and validity testing, cluster analysis, and difference analysis. Ultimately, food tourism consumers were divided into four types: general food tourism, food enthusiasts, food experience, and food exploration. Their characteristics were summarized. The study also identified the demand characteristics of tourists based on different genders, ages, and monthly incomes. Furthermore, suggestions were made for the development of differentiated food product designs, the development of characteristic foods that align with tourist destinations, improving the quality of food tourism products, and extending the food tourism industry chain.

**Keywords:** Gastronomy tourism; consumption characteristics of gastronomy tourism; Variance analysis.

---

## 1. Introduction

The six elements of tourism are eating, accommodation, transportation, sightseeing, shopping, and entertainment. As one of the six elements, "eating" undoubtedly occupies an important position when consumers choose tourist destinations. From the perspective of tourist destinations: cuisine is a major component of the image of a tourist destination. Cuisine can become an important representative image of a city. For example, when people talk about Guangzhou, they think of dim sum, and when they talk about Chongqing, they think of hot pot. Conversely, many people associate stinky tofu with Changsha and wrapped steamed rice with Zhaoqing. From this, it can be seen that cuisine plays an important role in shaping the image of tourist destinations, and it is also the most direct name card to showcase the image of a region.

In recent decades, our country's economy has made significant progress, and the tourism industry has also entered a period of rapid development. Tourists are increasingly demanding higher standards of travel experience and quality during their trips. Cuisine is not only a pleasure in tourists' material life but also a carrier in their spiritual and cultural life. Good food can not only alleviate tourists' hunger but also enhance their sense of pleasure. Especially at a time when tourists are placing more emphasis on the enjoyment of spiritual civilization, cuisine is undoubtedly one of the important attractions in tourism and is a primary or even core element in the travel experience. At the same time, food is a powerful means and an important channel for marketing tourist destinations. Therefore, in recent years, tourism practitioners and government agencies in various places have intensified their development of local cuisine. This includes the shooting of urban documentaries, the popular recording of short videos, and personal life documentation, among others. Many people choose food as a major selling point and promotional aspect. From the perspective of tourists: Thanks to the swift development of the culinary tourism industry, food plays an increasingly influential role in tourists' choice of travel destinations. Local specialty dishes are an important reference for tourists when selecting a destination, and for

some, the experience of tasting cuisine is even the sole motivation for traveling. As an indispensable part of the tourist experience, the satisfaction of culinary tourists with local food directly or indirectly affects their evaluation of the entire travel process, and even influences their overall assessment of the tourist destination.

With the boom of food tourism, the academic community has begun to explore this topic. It is worth noting that in recent years, the literature on food tourism research in our country has shown a rapid growth trend, reflecting the activeness and importance of research in this field [1]. At the same time, Cohen and Avieli explored the attractiveness and obstacles of food in tourism, providing a theoretical foundation for understanding the multidimensional nature of food tourism [2]. In fact, food tourism, as an important branch of the tourism field, began its theoretical research in France in the 1950s, mainly based on wine and farm tourism, with contributions also from rural tourism. Entering the 21st century, with the convening of the first international conference on local specialty cuisine and local characteristic tourism, research on food tourism has gradually gained attention, and has increasingly appeared in mainstream tourism journals. LONG defines food tourism as the process by which tourists participate in cross-border food consumption, production, and display [3]; while domestic scholars like Zhang Caileng were the first to propose developing local specialty cuisine as a tourism project [4].

For food tourism, its motivations include tasting food, experiencing food culture, and socializing, among others [5]. Crompton believes that tourism motivation is the inner desire to stimulate tourists' interest and participation in tourism activities [6]. In food tourism, tasting specific foods or experiencing related tourism products often becomes the key motivation for choosing a tourist destination [7]. Domestic scholars such as Tang Yunyun and others have classified the food tourism motivations of tourists in the Nanjing Confucius Temple Scenic Area and found that they have a positive impact on tourism satisfaction, behavior, and intentions [8].

With the rise of food tourism, the types of food tourists have gradually attracted attention. Hjalager divided tourists into existential and recreational types based on their food

experiences and consumption preferences [9]. Meanwhile, S.S. Shenoy categorized food tourists based on their level of participation in food activities, into food-focused, experience-focused, and regular tourists, with food-focused tourists showing the highest level of participation [10]. Domestic scholars, such as Wang Hui and others, also classified tourists in Guangzhou and pointed out the characteristics of food tourists [11]. This study mainly refers to Shenoy's classification basis to distinguish different types of food tourism consumers.

Currently, gourmet tourism has achieved new developments, and research on it needs to be based on the specific conditions of current developments to fill the gaps in past studies with new research perspectives. This paper reviews the foundational research on gourmet tourism consumers over the years. Through empirical research, it analyzes the types and characteristics of gourmet tourism consumers. Firstly, the aim is to identify the types and characteristics of gourmet tourism consumers to provide references for relevant tourism managers and practitioners in developing gourmet tourism and in targeting the creation of gourmet tourism products. Secondly, research on gourmet tourism consumers is still not comprehensive, and this paper aims to supplement the perspective for related gourmet tourism studies. Thirdly, by analyzing the types and characteristics of gourmet tourism consumers, relevant optimization strategies are proposed to offer constructive ideas and suggestions for tourism practitioners.

## 2. Research methods

This paper distributes survey questionnaires to food tourism consumers in Guangdong Province through platforms such as wjx, thereby collecting data and organizing primary materials.

This questionnaire selects Guangdong Province as the research site, and the designed questionnaire content is specifically divided into two aspects for research. One aspect is the investigation of the basic situation of the research subjects, mainly including information such as gender, occupation, and monthly income. The other aspect of the survey questionnaire is based on the viewpoints of Zeng Guojun, Liu Mei, and others who pointed out that the locality of diet is the source of food and is the best expression of local identity under the trend of globalization [12]. Referring to Shenoy's classification method for gourmet tourists, it mainly draws on the measurement scale design of scholars Zhang Jun and Hou Bing [13]. A total of 12 items were designed, of which four items - dining at restaurants that provide local cuisine, preferring local cooking methods, being willing to try ingredients unique to the local area, and being willing to taste the local signature dishes of the restaurant - investigate the support of gourmet tourism consumers for the locality of gourmet tourism activities. Being willing to visit food production bases, being willing to participate in food collection, and being willing to watch or participate in the food preparation process are three items that investigate the support of gourmet tourism consumers for the participatory nature of gourmet tourism activities. Preferring fresh food and preferring green and ecological ingredients are two items that investigate the support of gourmet tourism consumers for the healthiness of gourmet tourism activities. Liking to dine in places with a good environmental atmosphere, liking to appreciate performances during the dining process, and being interested in food with legendary stories are three items that

investigate the support of gourmet tourism consumers for the cultural aspects of gourmet tourism activities. This part uses the Likert 5-point scale measurement. Options 1-5 represent the different degrees of response made by gourmet tourism consumers according to their own situations for specific items, ranging from "strongly disagree" to "disagree" to "neutral" to "agree" to "strongly agree".

This paper provides empirical evidence and data support for the empirical research. In addition to distributing and collecting questionnaires through Wanjuanxing, WeChat, and QQ, questionnaires were also distributed and collected on social media communication software such as Weibo and Douban. A total of 350 questionnaires were collected. By using statistical analysis software such as SPSS22.0 and employing quantitative analysis research methods, the collected valid questionnaire data were not only subjected to descriptive statistical analysis, reliability analysis, and validity analysis, but also underwent cluster analysis, difference analysis, etc., to draw corresponding research conclusions.

## 3. Data analysis

### 3.1. Sample Demographics

Based on the analysis of the questionnaire data, the demographic characteristics can be determined, reflecting the distribution of the respondents in this survey. The mean value represents the central tendency, while the standard deviation indicates the fluctuation. In terms of gender, the results show 164 males, accounting for 47%, and 186 females, accounting for 53%. In age distribution, there are 28 individuals aged 18 and below, accounting for 8%; 252 individuals between the ages of 19-44, accounting for 72%; 44 individuals aged 45-59, accounting for 13%; and 26 individuals aged 60 and above, accounting for 7%. In terms of education level, the majority of the food tourism consumers surveyed have a bachelor's degree, totaling 232 people, accounting for 66%. The fewest have a education, totaling 15 people, accounting for 4%. Others include 21 people with postgraduate degrees or higher, accounting for 6%; 26 people with high school education, accounting for 7%; and 56 people with associate degrees, accounting for 16%. In terms of occupation, there are 28 people working in government institutions, accounting for 8%; 48 people working in companies, accounting for 14%; 21 people who are business owners, accounting for 6%; 22 people who are freelancers, accounting for 6%; 26 retirees, accounting for 7%; 195 students, accounting for 56%; and 10 people in other categories, accounting for 3%. In terms of monthly income, there are 202 people earning below 3000, accounting for 58%; 70 people earning between 3001-5000, accounting for 20%; 34 people earning between 5001-8000, accounting for 10%; 24 people earning between 8001-10000, accounting for 7%; and 20 people earning above 10000, accounting for 6%.

### 3.2. Reliability and Validity Testing

The reliability analysis results showed that the standardized reliability coefficient for the locality dimension was 0.886, the participation dimension had a standardized reliability coefficient of 0.836, the health dimension had a reliability coefficient of 0.858, and the cultural dimension had a standardized reliability coefficient of 0.787, with an overall reliability coefficient of 0.942. The reliability of each dimension scale and the overall scale is very high. The

coefficient result of the KMO test was 0.948. The coefficient of the KMO test ranges between 0-1, where a value closer to 1 indicates better validity of the questionnaire. Through the significance of the spherical test in the above table, it can be seen that the significance result of this questionnaire test is infinitely close to 0, indicating that the questionnaire has good validity.

### 3.3. Cluster analysis

This study employs the k-means method for rapid

classification of 350 research samples, categorizing them into 3-5 clusters through comparative experiments. It was found that a setting of 4 clusters was relatively reasonable (as shown in Table 1). Accordingly, 43 tourists were classified into type 1, 143 into type 2, 91 into type 3, and 73 into type 4. By calculating the average value of each option for each type of tourist and based on the average scores of each type, the tourists are labeled as general gourmet travel type, gourmet enthusiast type, gourmet experience type, and gourmet exploration type.

**Table 1.** Cluster analysis results

Variable \ Type	Type 1: Common Gastronomy Tourism	Type 2: Food-loving type	Type 3: Food Experience	Type 4: Food Exploration
Dine at restaurants offering local cuisine	1.86	4.34	4.11	4.04
Preference for local cooking	1.74	4.01	3.65	3.34
Attempts to local ingredients unique to the area	1.72	4.43	4.26	3.86
Tast local signature dishes at the restaurant	1.65	4.42	4.4	4.12
Willingness to visit food production sites	1.72	4.14	3.27	2.44
Willing to participate in food collection	1.56	4.21	3.69	2.59
Willingness to watch or engage in the preparation of food	1.58	4.34	4.23	3.36
Preference for fresh food	1.56	4.45	4.68	4.07
Preference for green and ecological ingredients	1.58	4.48	4.45	4.12
Preference for dining in places with a good ambiance.	1.7	4.4	4.54	4.32
Loves to watch shows while dining	1.7	4.21	2.71	3.36
Interest in foods with legendary origins	1.58	4.33	3.71	3.88

Note: Averages are on a Likert 5-point scale (1 = Strongly Disagree and 5 = Strongly Agree)

Type 1: General Gourmet Tourism. It can be seen from Table 1 that the scores of this type of tourist for each item are very low, mostly below 2 points, indicating that these tourists have a bland reaction to various gourmet tourism-related activities and are not very enthusiastic. Participating in gourmet tourism-related activities is just to satisfy their physiological needs and alleviate hunger. It is not for the purpose of obtaining a better tourism experience. Such tourists are unlikely to play a positive guiding role between the tourism subject and the gourmet object.

Type 2: Gourmet Enthusiast. As can be seen from Table 1, the scores of this type of traveler for each item are very high, mostly above 4 points, indicating that these travelers have a warm response and strong willingness to participate in various food tourism-related activities. Any food tourism-related activities have a strong attraction for them, and they are willing to experience all aspects of food tourism activities. Such travelers are easily able to play the positive guiding role of the tourism subject and the food object.

Type 3: Gourmet Experience. From Table 1, it can be seen that the scores of this type of tourist are relatively balanced, fluctuating between 3-5 points. This indicates that these tourists treat food-related activities as part of their travel experience. They gave higher scores to fresh food, environments with a good atmosphere, green and ecological ingredients, and trying local signature dishes, suggesting that

they value the experience of gourmet tourism.

Type 4: Gourmet Exploration. It can be seen from Table 1 that these tourists have higher scores for fresh food, places with a good ambiance, eco-friendly ingredients, dining at restaurants that offer local cuisine, and trying local signature dishes. This indicates that these visitors pay more attention to the experience of "tasting food" itself, and they are more interested in gourmet food with local characteristics. They also usually place more emphasis on the quality of products and services provided by gourmet tourism, and have higher requirements for the types of gourmet tourism products.

### 3.4. Analysis of variance

The difference test is conducted through several testing methods to study the differences of variables in different dimensions. In this research, based on the characteristics of the data, we mainly employ the independent sample t-test and one-way analysis of variance. The analysis steps are implemented using the SPSS 22.0 version.

#### 3.4.1. Independent sample t-test

Through independent sample t-test analysis, the differences in various dimensions with respect to gender can be determined.

The significance test of the difference in locality based on gender is 0, which is significantly less than 0.05. This indicates that there are differences in the support of food

tourism consumers of different genders for dining at restaurants that offer local cuisine, local cooking methods, trying ingredients unique to the local area, and sampling the local signature dishes of the restaurant. Based on the mean values, it can be seen that the support of females is significantly higher than that of males. This suggests that with the advancement and development of the times, female food tourism consumers place more emphasis on experiencing local specialty foods compared to males, in order to obtain food experiences that differ from daily life.

The significance test of the difference in participation by gender is 0.045, which is significantly less than 0.05. This indicates that there are differences in the support of food tourism consumers of different genders for participating in ingredient collection, visiting ingredient production bases, and watching or participating in the process of food production. According to the mean values, the support of women is slightly higher than that of men, indicating that women have a higher willingness to participate in food activity experiences than men.

The significance test of the difference in healthiness based on gender is 0, which is significantly less than 0.05. This indicates that there are differences in the support for fresh food and green ecological ingredients among food tourism consumers of different genders. According to the mean values, the support of females is higher than that of males, suggesting that female food tourism consumers place more emphasis on obtaining excellent food tourism experiences and pay more attention to the quality and standard of food provided in tourist destinations compared to males.

The significance test of the cultural differences in gender is 0, which is significantly less than 0.05. This indicates that there are differences in the support for watching performances during meals and having foods with legendary stories among different genders of food tourism consumers. According to the mean values, the support of females is higher than that of males, suggesting that females pay more attention to the entertainment and cultural functions attached to food activities than males.

### **3.4.2. Analysis of Age Differences**

Through the results of one-way analysis of variance, it can be seen that there are differences in all four dimensions with age. Because the significance test result is 0, which is significantly less than 0.05.

According to the results of multiple comparisons, it can be seen that the locality, participation, health, and culture of food tourism consumers aged 18 and below are less than those aged 19-59. Food tourism consumers aged 60 and above also have smaller scores in these aspects compared to those aged 19-59. According to these results, it can be seen that food tourism consumers aged 19-59 pursue a comprehensive and multi-faceted food tourism experience. The tourists aged 18 and below and those aged 60 and above generally belong to the age groups of adolescents and the elderly. Due to their limited life experience, adolescents do not yet have a broad cognition, so most of them do not have a specific concept of local characteristic food tourism activities. The elderly have already gained considerable knowledge about local characteristic food activities due to their own life experience, so general food activities are less likely to interest them. Moreover, their physical condition greatly affects their willingness to participate in food tourism activities. Therefore, tourists aged 18 and below and those aged 60 and above have smaller values in various dimensions of food tourism

compared to those aged 19-59. Food tourism consumers aged 19-59 are in their prime years, with certain financial resources, leisure time, and physical conditions to engage in food tourism activities. Moreover, due to the pressures of studying, living, and working, their willingness to relieve stress and relax through food tourism-related activities is relatively prominent. Therefore, their participation intention is also stronger compared to other age groups.

### **3.4.3. Analysis of Income Difference**

The one-way analysis of variance can be concluded that among the four dimensions, the locality and participation have differences in monthly income, for their significance test results are 0.039 and 0.011 respectively, which are obviously less than 0.05. The health and cultural dimensions do not have significant differences in monthly income, as their significance levels are both greater than 0.05.

Based on the results of multiple comparisons, it can be concluded that food tourism consumers with a monthly income below 3000 have a lower locality score than those with a monthly income of 5001-8000. From this result, it can be inferred that food tourism consumers with a monthly income of 5001-8000 pay more attention to experiencing local specialty food activities and the culture of local specialty foods than those with a monthly income below 3000. This indicates that people with a monthly income of 5001-8000 tend to prefer trying local delicacies, getting closer to local life, and experiencing local living.

The participation of food tourism consumers with a monthly income below 3000 is less than that of food tourism consumers with a monthly income of 3001-8000. According to this result, it can be concluded that food tourism consumers with a monthly income of 3001-8000 pay more attention to the personal experience during the food activity process, and relax their body and mind during the participation process. Moreover, food tourism activities with high participation are generally moderately priced, which meets the consumption needs of this group. The participation of food tourism consumers with a monthly income above 8001 is less than that of food tourism consumers with a monthly income of 5001-8000. According to this result, it can be concluded that food tourism consumers with a monthly income of 5001-8000 value the participation function of food tourism activities more than those with a monthly income above 8001, and they can participate wholeheartedly in the food tourism activity process to experience deeply, bringing a sense of novelty different from daily life. This fulfills their sense of novelty, experience, and interaction towards local characteristic food activities.

## **4. Research conclusions and recommendations**

### **4.1. Research conclusion**

(1) The study explores and identifies four types of food tourism consumers: general food tourism enthusiasts, food hobbyists, food experience seekers, and food exploration enthusiasts.

In recent years, food tourism has emerged as a growing type of tourism, attracting increasing attention from all walks of life. This study enriches the content of food tourism research through empirical exploration of the types and characteristics of food tourism consumers. Based on the results of cluster analysis, this study ultimately segments tourists participating in food tourism activities into four types:

general food tourism, food enthusiasts, food experience, and food exploration. It also summarizes the distinct characteristics of the four different types of food tourists.

(2) Different types of food tourism consumers have different attitudes towards participating in food tourism-related activities.

Among them, ordinary gourmet tourism-type travelers participate in food tourism-related activities just to satisfy their physiological needs. For food enthusiast-type travelers, all food tourism-related activities have a strong attraction for them. Gourmet experience-type travelers regard food tourism-related activities as a part of the travel experience they gain during their trip. Gourmet exploration-type travelers focus on the experience gained from "tasting food" itself.

(3) The attitudes toward participating in food tourism-related activities are different among food tourism consumers with different gender, age, and monthly income.

In order to further understand the compositional characteristics of gourmet tourism consumers, a differential analysis was conducted based on gender, age, and monthly income. The results indicate that female gourmet tourism consumers pay more attention to experiencing local specialty foods compared to males, are more willing to participate in food-related activities, place a greater emphasis on obtaining excellent gourmet tourism experiences, and are more concerned about the entertainment and cultural functions associated with food activities. Gourmet tourism consumers aged between 19-59 are more willing to participate in related gourmet tourism activities compared to those aged 18 and below and those aged 60 and above. Gourmet tourism consumers with a monthly income of 5001-8000 pay more attention to experiencing local specialty food activities and local food culture than those with a monthly income below 3000. Meanwhile, gourmet tourism consumers with a monthly income of 3001-8000 value the personal experience during food activities more than those with a monthly income below 3000. Furthermore, gourmet tourism consumers with a monthly income of 5001-8000 place more importance on the participatory function of gourmet tourism activities than those with a monthly income above 8001.

## 4.2. Recommendations

(1) Develop differentiated gourmet tourism products to meet the needs of different groups

From the empirical research in this paper, it can be seen that different groups of food tourism consumers have different needs when engaging in food tourism activities. For instance, women show a higher willingness to participate in various food-related activities than men; food tourism consumers aged between 19-59 are more supportive of local, participatory, healthy, and cultural aspects compared to other age groups, showing a keen interest in participating in various food tourism activities; those with a monthly income of 5001-8000 tend to be relatively more supportive of participatory and local aspects. Market operators and relevant practitioners can target these groups and launch appropriate promotional activities, food tourism products, and food tourism experience projects. Based on their interests and characteristics, specialized market strategies can be formulated, and high-quality tourism services can be provided by producing tailored food tourism products.

(2) Develop characteristic cuisine that fits the tourist destination, enhancing the quality of food tourism products.

The empirical research in this paper indicates that different

types of food tourism consumers will engage in certain food experience activities during their visits to tourist destinations. Food is an indispensable part of a traveler's journey, and food tourism can bring richer activities to tourists, enabling them to have a better sense of experience and participation, meeting the diverse and multi-level needs of tourists, and stimulating their enthusiasm for travel. At the same time, according to Jiao Min and others, regional differences are one of the driving forces for travelers to generate travel ideas, and obtaining unique travel experiences is the basic requirement for food tourists. This requires that food tourism destinations need to have a localized characteristic food system, distinguishing themselves from the characteristic food types of other regions, preserving the unique cooking ingredients and methods of the region, and retaining the flavor of dishes with local characteristics. Therefore, to develop food tourism in a tourist destination, it is essential to focus on leveraging food resources and to develop distinctive foods that align with the tourist destination. Also, when providing food tourism products to consumers, it is necessary to offer high-quality food tourism products to enhance product quality. Only by providing travelers with high-quality food tourism products can they have a good travel experience.

(3) Extending the food tourism industry chain and improving the catering industry system.

The empirical research in this paper indicates that among the four types of food tourism consumers, those with a passion for food and those who seek food experiences account for nearly 67% of the total sample size. This suggests that these two types of food tourism consumers occupy an important position among food tourists, and they generally have a certain degree of attention and preference for activities related to food tourism. Therefore, in order to meet their needs and promote the development of food tourism at the destination, it is necessary to extend the local food tourism industry chain and develop the catering industry with regional characteristics. Only in this way can we provide foreign tourists with diversified services that reflect regional features. Improving the development of gourmet venues, local restaurants, raw material production nurseries, and catering service clusters; training sufficient catering talent; and organizing food festivals and other related events are essential. Ensuring that foreign tourists can experience activities such as planting, picking, dining, shopping, visiting, experiencing local culture, learning, and participating in festivals will allow them to gain an experience of local food activities with distinctive regional features.

## References

- [1] Liu Qin, He Zhongcheng. Visual analysis of literature in the field of food tourism research in China[J]. *Productivity Research*, 2019, 34(9): 101-105,146.
- [2] Cohen E, Avieli N. Food in tourism: Attraction and impediment[J]. *Annals of Tourism Research*, 2004, 31(4): 755-778.
- [3] LONG L. *Culinary Tourism (material worlds)* [M]. Lexington: The University Press of Kentucky, 2004.
- [4] Zhang Cailen. *Chinese food characteristic tourism*[M]. Beijing: Foreign Economic and Trade Press, 1997.
- [5] Dai Xiaodan. Analysis of the types and characteristics of tourism motivation[J]. *Science and Technology Information*, 2010, 27(29): 114+241.

- [6] John L. Crompton, Stacey L. McKay. Motives of visitors attending festival events[J]. *Annals of Tourism Research*, 1997, 24(2): 425-439.
- [7] ELLIS A, PARK E, KIM S, et al. What is food tourism?[J]. *Tourism Management*, 2018, 68(13): 250-263.
- [8] Tang Yunyun, Jin Xiulong, Yuan Ting. Analysis of the impact of food tourism motivation on tourists' behavioral intention--taking the Nanjing Confucius Temple Scenic Area as an example[J]. *Journal of Nanning Teachers University (Natural Science Edition)*, 2020, 37(03): 68-75.
- [9] Hjalager A M. What do tourists eat and why? Towards a sociology of gastronomy and tourism[J]. *Tourism (Zagreb)*, 2004, 52(2): 195-201.
- [10] Shenoy S S. Food tourism and the culinary tourist[D]. Clemson: Clemson University, 2005.
- [11] Wang Hui, Xu Honggang, Liao Qianhua. Study on the participation of food tourism and the perception of food image of foreign tourists in Guangzhou[J]. *Tourism Forum*, 2016, 9(06): 23-31.
- [12] Zeng Guojun, Liu Mei, Liu Bo, Cai Xiaomei. A Study on the Process of Cross-Local Food Culture Production: Based on the Perspective of Symbolized Authenticity [J]. *Geographical Research*, 2013, 32(12):2366-2376.
- [13] Zhang Jun, Hou Bing. Research on Rural Tourist Types and Characteristics from the Perspective of Gastronomic Tourism [J]. *Gastronomy Research*, 2018, 35(02):18-23+31.