

Title	フードツーリストの持つ食に関する主観的評価と客観的知識の比較ー北京ダックを事例としてー
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Comparison of subjective perceptions and objective knowledge
of gastronomic tourists:
A case study of food tourists tasting Beijing duck in Beijing

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In recent years, tourism activities focusing on food as a tourist target in the world have gradually becoming mainstream. The local food has been paid attention as a tool for supporting the activation of local areas. In addition, motivation for gastronomic tourists to visit tourist spots are based on not only subjective perceptions towards local foods, e.g. food taste, but also the knowledge about them, e.g. legend, practice, and history.

However, the impacts of subjective perceptions and knowledge about local foods on the gastronomic tourist motivation have been rarely analyzed.

Therefore, the purpose of the present study is to clarify the attractions of local foods for gastronomic tourists. For this purpose, I compared gastronomic tourists to general tourists (subjective perceptions and objective knowledge) by using Beijing duck as an example.

As the result about the subjective perceptions, gastronomic tourists were significantly frequently found to exhibit the satisfactions with value for money, VFM and visual appearance of Beijing duck than did general tourists.

While, about the difference in food knowledge between general and gastronomic tourists, Gastronomic tourists were found to show significantly more knowledge about the ingredients, cooking methods, stories, histories, and nutritional value of Beijing duck than the general tourists.

The originality and availability of this research are in particular expected to contribute to the areas of food tourism and tourism psychology.

As the present study's originality, the previous studies on food tourism have mainly focused on the research of local food culture from the viewpoint of protecting local resources. But, the research

of tourist behaviors based on the specific food has been rarely investigated. Furthermore, most of tourism psychology studies on tourist motivation have focused on the push factor of tourist motivation. On the other hand, the pull factor for the motivation has been rarely investigated.

The uniqueness of this study lays on the analysis of the tourist behaviors focusing on the subjective perceptions and knowledge of tourists. Regarding the availability of the present research, I analyzed the pull factor of Beijing duck for the gastronomic tourists. Furthermore, investigation of the attractions of local foods has great social significance for the protection of local gastronomic culture.