A Study of Travelers' Foodie Activity Dimensions, Demographic Characteristics, and Trip Behaviors

Author
Green, Erin

Abstract
People who identify themselves as foodies may do so for vastly different reasons. From interests in sustainable agriculture to gardening, they differ in their lifestyles and behaviors. These interests can be grouped into foodie activity dimensions. Through a tourism lens, someone with a strong interest in one of these dimensions may travel longer or spend more money during their travels. This study looks at potential tourists to Minneapolis, Minnesota. Using the theory of involvement, travelers' travel habits and demographics will be studied based on their interest in foodie activity dimensions. These dimensions are segmented based on factor analysis of their enjoyment of food-related activities. The travel habits dimensions are investigated to learn more about their effect on the destination. This information is valuable for destination marketing organizations in order to know which foodie activity dimensions should be targeted through destination marketing efforts or which food-related activities they may want to advertise to potential tourists based on their food-related interests.

URI
http://hdl.handle.net/10342/1815

Subject
Recreation and tourism; Sustainability

Date
2013

Citation:
APA:
Tourist Behavior Among Foodie Activity Dimensions. Erin Green,*1 Carol Kline,† Huili Hao,* and Alleah Crawford‡.

*Center for Sustainability, East Carolina University, Greenville, NC, USA
†Hospitality and Tourism Management, Walker College of Business, Appalachian State University, Boone, NC, USA
‡School of Hospitality Leadership, East Carolina University, Greenville, NC, USA. This study examines the enjoyment of food-related activities among tourists, produces a scale of foodie activity dimensions, and compares demographic characteristics and travel behavior according to their alignment with t