The Impact of Affective Gastronomy Experience on Satisfaction and Revisit Intention: Evidence from Turkey

*Mehmet POLAT*
a
Kahramanmaraş Sütçü Imam University, Department of Tourism and Hotel Management, Kahramanmaraş/Türkiye

**Abstract**

The number of people traveling for food continues to increase day by day. This situation supports the development of gastronomy tourism. In this respect, it has become more important to understand the gastronomy experiences of food lovers. In this study, affective gastronomy experience, which is a new topic in the literature, is addressed. The aim of the study is to understand the impact of tourists' affective gastronomy experiences on satisfaction and revisit intention. The research was conducted in a southern region of Turkey. Data were collected online via Google form between 06.06.2023-05.07.2023. In total, 667 acceptable questionnaires were obtained. The data were analyzed using SPSS software. The results of the analysis showed that the affective gastronomy experience had significant and strong effects on satisfaction and revisit intention. Satisfaction and revisit intention are explained by affective gastronomy intention at a rate of 64% and 36%, respectively. In other words, positive perceptions of the affective gastronomy experience increase both satisfaction and revisit intention. These results emphasize the importance of affective gastronomy experience in the literature. This study offers a new perspective for both decision makers and managers of tourism businesses.

**Keywords**

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*Corresponding Author*
E-mail: polat.m@outlook.com (M. Polat)

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