Article

Gastronomy Motivations as Predictors of Satisfaction at Coastal Destinations

Mauricio Carvache-Franco [1] **, Miguel Orden-Mejía** [2] **, Wilmer Carvache-Franco** [3,*] **, María del Carmen Lapo** [4] **and Orly Carvache-Franco** [5]

1 Facultad de Turismo y Hotelería, Universidad Espíritu Santo, Samborondón 092301, Ecuador
2 Facultat de Turisme i Geografia, Universitat Rovira i Virgili, Vila-seca, 43480 Tarragona, Spain
3 Facultad de Ciencias Sociales y Humanísticas, Escuela Superior Politécnica del Litoral, ESPOL, Guayaquil 090615, Ecuador
4 Universidad Católica de Santiago de Guayaquil, Guayaquil 090615, Ecuador
5 Facultad de Economía y Empresa, Universidad Católica de Santiago de Guayaquil, Guayaquil 090615, Ecuador
* Correspondence: wcarvach@espol.edu.ec; Tel.: +593-980-105-090

Abstract: Local gastronomy is a strategic vector for the sustainability of coastal destinations. The present study had the following objectives: first, to establish the motivational dimensions based on the gastronomic demand in a coastal destination; and second, to identify the motivational dimensions that predicted satisfaction with gastronomy. The study was carried out in the city of General Villamil Playas, a sustainable seaside destination characterized by its gastronomy based on fish and shellfish. It is part of Ecuador's National System of Protected Areas. The results showed three motivational dimensions: cultural, physical, and social. Physical motivation was the main factor that predicted satisfaction with the gastronomic experience, followed by social motivation. The findings will contribute to the academic literature on coastal gastronomy. They will be helpful for food and beverage service providers to improve tourist satisfaction and stays.

Keywords: gastronomy; motivations; satisfaction; prediction; coastal; sustainable

1. Introduction

Food is an important focus of research in tourism and hospitality. For example, the service and provision of food is a central element of hospitality [1] and local gastronomy provides fundamental support of the sustainable development of tourist destinations.

Gastronomy is an activity that generates value for the local community through the particular characteristics of culinary products and experiences related to food. It is an alternative that strengthens and promotes emerging destinations' sustainability in economic and environmental terms. Further, gastronomy allows knowing the heritage and idiosyncrasy of the inhabitants [2].

The contemporary consumer is interested in sampling the local gastronomy [3]. Modern tourists travel in search of memorable culinary experiences [4]; they consume artisanal food products more and their permanence is extended due to gastronomy, generating sustainability for the destination [5]. For this reason, destinations are committed to gastronomy as the central axis of their tourist product [6].

Motivation is a crucial factor and driving force in all human behavior [7]. In tourism, motivation is considered an essential construct in tourist behavior [8], especially for tourists who make recreational trips [9]. Hudman [10] stated that two factors structure tourists' motivation: the push factors related to the needs, travel objectives, and visitor expectations; and the pull factors, which are characterized by the services and infrastructure of the destination.

Gastronomy, in many cases, becomes the main element to travel to the destination [11]. Quan and Wang [12] highlighted that gastronomy was the main factor that motivated

the visit to a destination and the most influential in the generation of satisfactory tourist experiences. Furthermore, identifying a destination's authenticity [13] and gastronomic identity are crucial elements that gastronomy-motivated tourists seek [14]. Therefore, understanding gastronomy as a tourist motivation [15] and its predictive effect on satisfaction is an interesting topic to address.

Tourist satisfaction is crucial in the planning of strategic marketing [16]. Satisfaction is considered an emotional reaction that occurs after the purchase; it is the psychological outcome for the tourist after the experience at the destination. Therefore, the tourist may show satisfaction or dissatisfaction when comparing previous expectations and their experiential perception. Additionally, satisfaction can increase the likelihood of repeat visits [17], drive destination recommendations to friends and family [18], and contribute to achieving visitor loyalty [19]. Thus, satisfaction is essential for tourism due to its strong relationship with future customer behavior.

Coastal tourism includes sports, nature and wildlife observation, wellness stays, volunteering, and playful activities [20]. The motives of coastal cities are grouped according to cultural aspects and biodiversity activities [21]. Within the cultural part is the local gastronomy desired by those who enjoy coastal tourism during their visits.

Ecuador is currently one of the green tourist destinations in Latin America; nearly 160,000 national tourists and 11,000 foreigners preferred these natural spaces during the 2019 carnival holiday. The Playas Villamil National Recreation Area recorded an attendance of 62,000 people, which made it the most visited nationally [22]. The destination is characterized by its beaches, where you can enjoy recreational activities, water games, and extreme sports. The restaurants are near the beach, where the seafood is the main ingredient for preparing typical dishes, making this destination an important gastronomic center.

Gastronomic tourism means visiting food producers, festivals, restaurants, and specific places to eat [23]. In this context, we found no scientific studies that revealed the reasons that drove tourists to visit a destination based on its gastronomy. The satisfaction of the demand regarding the experience with coastal restaurants has not been evaluated either. The present work focused on establishing the motivational dimensions based on the gastronomic demand of coastal destinations and to identify the motivational dimensions that predicted satisfaction with gastronomy at coastal destinations.

2. Review of Literature

2.1. Motivations in Gastronomy

Motivation is a vital driving force in all human behavior [7]. It was considered a market segmentation criterion in several previous pieces of research [21,24–27]. In the travel and leisure sector, tourism motivations are complex and influence a person's travel decision and selection of the destination [28]. In general, there are two factors related to tourists' motivations: push and pull [29].

Additionally, the tourist is influenced by biodiverse and environmental aspects, ease and speed of service, technological innovation factors, or unique experiences [30]. Hence, tourists prefer to eat in authentic and memorable places rather than in international chain restaurants [31]. Some tourists find trying local cuisine to be an exciting and pleasurable activity [32]. For others, having a cultural experience is the main motivation to try local food [33] because in that way, they can connect with the culture [34], and this facilitates the understanding of cultural differences between destinations [35].

The academic literature on tourism has determined that motivation is a construct that impacts tourist behavior [36]. Fields [37] classified gastronomic motivations into physical, cultural, interpersonal, and status. Likewise, Mak et al. [38] categorized culinary motivations into two dimensions: symbolic and obligatory. Similarly, Crespi-Vallona and Dimitrovski [39] considered only three aspects based on which they grouped gastronomic tourists' motivations: sensory, experiential, and health appeal. Kim and Eves [40] analyzed the British population to understand the motivations that led tourists to experience local food. The factors found were "sensory appeal", "excitement", "cultural experience",

"interpersonal relationship", and "health concern and future intention". Similarly, Andersson et al. [41] grouped motivations into three different experiences: sensory, cultural, and social. Similarly, Castillo-Canalejo et al. [42] identified three motivational factors: hedonism, novelty, and the background to work.

At a mature destination, Almeida and Garrod [43] identified six motivational factors: "cultural experience", "excitement experience", "sensory experience", "social experience", "relaxation/escape", and "health". Along these lines, Pérez-Priego et al. [44] identified the following: increase knowledge of the local culture, taste food flavors, and learn different things.

When visiting an upscale restaurant, motivations were related to: "status", "destination experience", "dining experience", and "loyalty" [45]. Testa et al. [46] identified the main motivational factors that characterized tourists' choices to consume local food at agritourism sites from a local perspective. They found six factors: "cultural experience", "sensory appeal", "health concern", "social and environmental sustainability", "prestige", and "interpersonal relationship". In a study of traditional food restaurants, Carvache-Franco et al. [47] found three factors: social, physical, and escape.

Several studies have been conducted from various perspectives, such as crazy food, luxury food, food at agrifood sites, and international destinations. Recurrent motivational dimensions such as culture, physical, escape, and social have been found. However, so far, no generalization of the motivations of gastronomy-based demand at coastal destinations has been found.

Therefore, our first research question arose:

RQ1: What are the motivational dimensions of demand concerning gastronomy at a coastal destination—custom, habit, or family tradition?

2.2. Satisfaction in Gastronomy

Understanding tourist satisfaction factors leads to long-term customer relationships and contributes positively to business growth [19]. In this regard, Dolnicar et al. [48] stated that improving the most critical service factors is necessary to increase satisfaction. Furthermore, which attributes are not so significant or have little influence on customer satisfaction? Satisfaction is a psychological aspect and an emotional state [49,50]. While multiple findings have accumulated regarding restaurant satisfaction, this area of study needs to be continually updated based on generational and cultural changes [51].

Lee et al. [52] considered the gastronomic experience valuable when satisfaction levels were high. In other words, the gastronomy experience was an antecedent of satisfaction [53]. Further, these travelers showed high satisfaction with the gastronomic offerings, even becoming loyal. In fact, according to Agyeiwaah et al. [54], the motivation of culinary tourists impacted both the culinary experience and satisfaction.

Further, these tourists showed a high level of satisfaction with the gastronomic offer of this destination, even reaching loyalty. In fact, for Agyeiwaah et al. [54], culinary tourists' motivation positively influences both culinary experience and satisfaction. Thus, perceptions of a restaurant's authenticity positively impacted satisfaction and intentions to return to a destination [55], and local food engagement was significantly and positively related to food satisfaction and destination loyalty [56].

Thus, Stone et al. [57] substantiated that positive culinary experiences during a trip often result in positive memories. These findings highlighted the importance of satisfaction in gastronomy. Therefore, for Piramanayagam et al. [58], the local dining experience of destinations played a vital role in providing a memorable tourism experience, making the tourist more satisfied and intent on visiting again. Thus, Widjaja et al. [59] found direct effects of quality of dining experience on dining experience satisfaction and destination experience satisfaction.

In summary, few studies analyzed the influence of motivations on demand satisfaction based on gastronomy because they only managed to determine the effect of motivations on

the destination in a general way. We found no studies that established which dimensions of coastal gastronomy influenced and predicted satisfaction.

Therefore, our second research questions arose:

RQ2: What are the main motivational dimensions that predict demand satisfaction concerning gastronomy at coastal destinations?

3. Methodology

3.1. Area of Study

Ecuador, which is located in South America, is divided into four natural regions. The General Villamil Playas Canton is located at 2°37′16.79″ south latitude and 80°20′31.97″ west longitude in the littoral or coastal area. This was the location of our investigation (Figure 1). At this destination, the beaches are the main attraction.
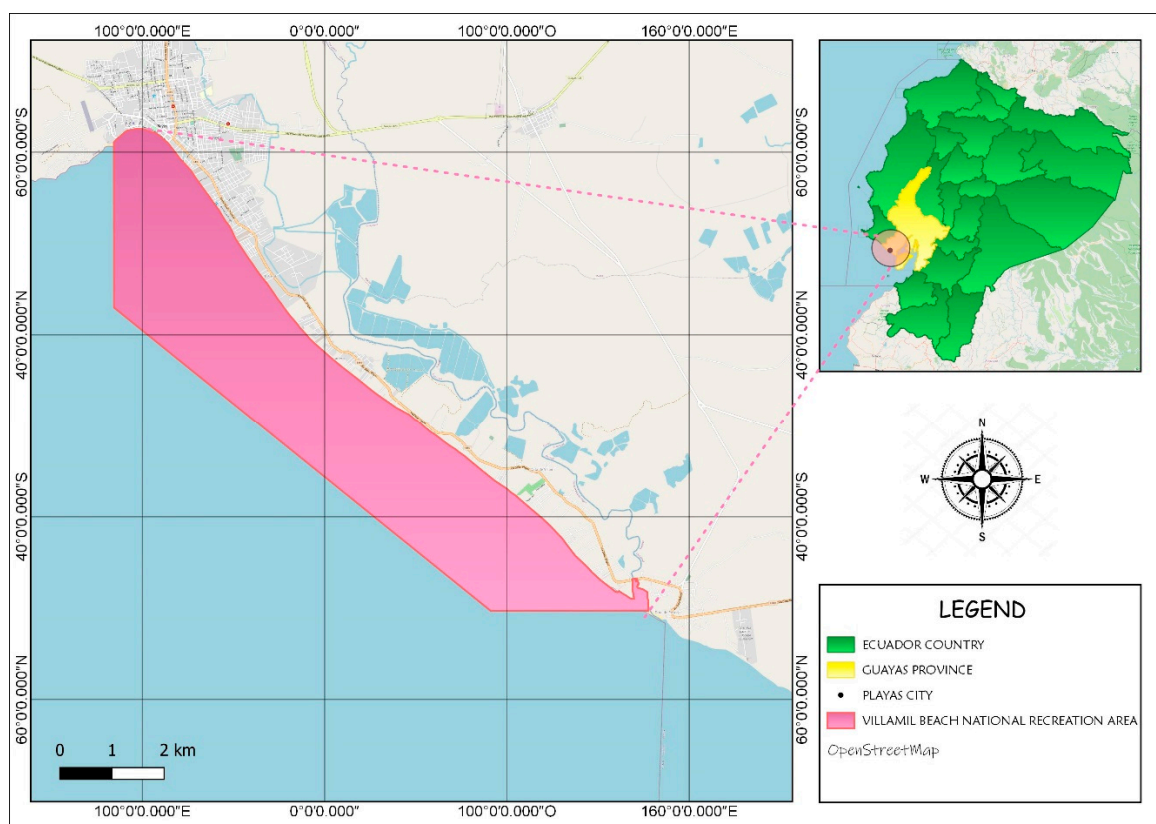

Figure 1. Geographic location of General Villamil Beach (Ecuador).

3.2. Survey, Data Collection, and Analysis

The present study had the following objectives: (i) to establish the gastronomy-based motivational dimensions of demand for coastal destinations and (ii) to identify the motivations that predicted satisfaction based on gastronomy.

We divided the questionnaire into four sections. The first section dealt with the socio-demographic aspects of the sample [60]. The second part analyzed demand motivations based on gastronomy at coastal destinations. This section consisted of 8 items [47] in which a five-point Likert scale of 1 (very dissatisfied) to 5 (very satisfied) was used for measurement. The Cronbach's alpha index of the motivation scale was 7.83, indicating good internal consistency among the scale items. The third part dealt with service attributes in coastal gastronomy and consisted of 7 items. The fourth part analyzed the tourist's overall satisfaction with their stay concerning gastronomy.

The target study population was national and foreign visitors over 18 years of age who were at the destination and had enjoyed the coastal gastronomy of General Villamil

Playas. The sample was collected in situ during the weekends of October and November 2016 because those days had the most significant influx of tourists. We selected the typical restaurants at the destination where most of the establishments dedicated to selling typical food were gathered. Prior permission was requested from the owners of each restaurant so that they could collaborate with us in collecting the sample. The process consisted of distributing the paper questionnaire after the tourist experienced the food. The interviewers were trained to assist the participants in developing the survey. It took an average of five minutes to complete the survey, which was carried out between 11:00 and 18:00.

This study used the "convenience method". After checking for missing data, outliers, or invalid questionnaires, 436 surveys were validated, which determined the sample size. An infinite population was used for the present study because no previous study determined the number of visitors who enjoy gastronomy at this destination. The study was carried out with a margin of error of +/−4.7% and a confidence level of 95%. SPSS version 22 was used for data analysis.

The statistical techniques for data analysis included a factor analysis to facilitate the interpretation of motivational variables through a smaller number of underlying variables or factors. We then implemented a stepwise multiple regression method in the second stage to determine the most important predictors (motivational factors) of satisfaction. Spearman's correlation coefficient was used in the third stage to determine the relationships between the variables measured on a Likert scale such as satisfaction and service attributes.

4. Results

4.1. Sociodemographic Aspects of the Sample

As shown in Table 1, the sample consisted of 48.2% males and 51.8% females. In terms of age, the majority groups were 33.7% between 20 and 29 years of age followed by 25% between 30 and 39. Of the respondents, 49.5% were single and 34.6% were married.

Table 1. Sociodemographic aspects.

Demographics	Categories	N = 436	%
Gender	Male	210	48.2
	Female	226	51.8
Age	<20	71	16.3
	20–29	147	33.7
	30–39	109	25
	40–49	72	16.5
	50–59	27	6.2
	60 and above	10	2.3
Marital status	Single	216	49.5
	Free union	51	11.7
	Widower	9	2.1
	Married	151	34.6
	Divorced	9	2.1
Level of education	Primary education	14	3.2
	Secondary education	159	36.5
	University education	225	51.6
	Master's/Ph.D.	38	8.7
Primary occupation	Student	114	26.1
	Private business	33	7.6
	Government employee	83	19
	Private employee	91	20.9
	Independent employee	59	13.5
	Homemaker	24	5.5
	Unemployed	5	1.1
	Retired	7	1.6
	Informal worker	4	0.9
	Other	16	3.7

4.2. Exploratory Factor Analysis of Motivation

It was possible to extract three motivational dimensions based on gastronomy through the factor analysis. A principal component analysis was used to reduce the data in the same way that Promax rotation was used to facilitate a more precise interpretation of the factors. The Kaiser criteria were used where factors with values less than 1.00 were eliminated to determine the three factors. This resulted in a three-factor solution that accounted for 69.7% of the total variance. The Kaiser–Meyer–Olkin index (KMO) was 0.796, making it acceptable to perform the factor analysis. In addition, Bartlett's test of sphericity was significant ($p < 0.001$), supporting the instrument's validity; and each factor exhibited acceptable Cronbach's alpha levels > 0.7 [61], except for the Physical factor, which was very close. Table 2 shows the results.

Table 2. Factor analysis (motivations).

Factor	Mean	SD	Factor Loadings	Eigenvalue	Variance (%)	α
Cultural				3.291	41.13	7.38
C1: To discover the flavor and quality of the local seafood	4.22	0.91	0.831			
C2: To discover the variety of culinary offerings	4.21	0.86	0.823			
C3: To learn about the local coastal gastronomy	4.15	1.14	0.468			
Physical				1.150	14.337	6.85
P1: To consume the typical gastronomy	4.05	1.16	0.679			
P2: To taste exotic dishes based on seafood	4.35	0.95	0.862			
P3: To live an experience in a traditional coastal restaurant	4.18	1.03	0.806			
Social				0.883	11.043	7.26
S1: I organized my trip to eat on the beach	3.59	1.47	0.861			
S2: On the recommendation of the coastal gastronomy	3.34	1.43	0.851			
KMO: 0.796						
Approx. chi-squared: 895,566						
Bartlett's test: *df* = 28; *sig* < 0.000						

Note: SD = standard deviation; α = Cronbach's alpha.

Table 2 shows the factor we called "Cultural", which had the most significant explanatory capacity (41.13% of the total variance). This first dimension was related to the motivations related to taste, knowledge, and learning about local gastronomy. This meant that these tourists were motivated to learn about the sociocultural part behind the coastal cuisine. The second factor, which we called "Physical", obtained 14.33% of the total variation. This second dimension was related to tourists motivated by consuming a typical or exotic dish in a coastal restaurant; i.e., tourists who traveled to a destination to have a gastronomic experience with seafood. The third factor, which was called "Social", obtained 11.03% of the explained variance. This factor was similar to tourists who specifically traveled to the destination based on a recommendation of the destination's coastal food. Figure 2 shows the results.
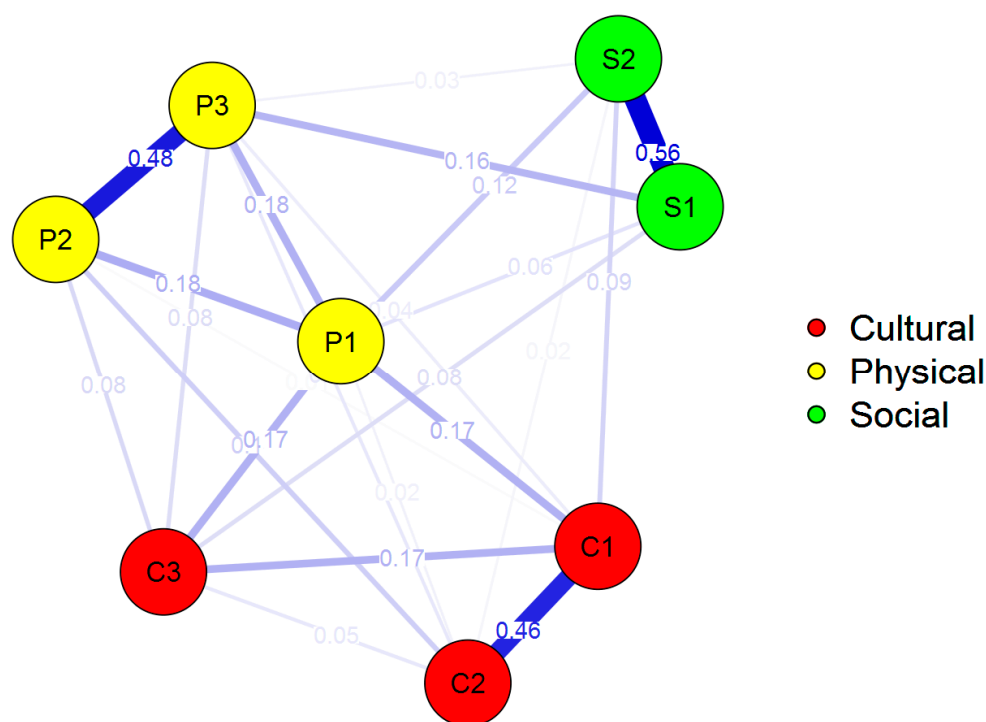
Figure 2. Gastronomic motivation network.

Figure 2 shows the neuronal structure of the proposed model. A strong relationship was shown between the items of each construct, especially the "Social" factor, which had a high correlation between S1 and S2 (0.56). In the "Physical" factor, the highest correlation was between P2 and P3 (0.48). The "Cultural" factor obtained a strong correlation between items C1 and C2 (0.46).

These results provided an answer to our first research question (RQ1): What are the motivational dimensions of demand concerning gastronomy in a coastal destination? The answer was that the motivational dimensions of demand based on gastronomy at coastal destinations are cultural, physical, and social.

4.3. Correlation between Motivations and Satisfaction

Spearman's correlation was used to analyze the impacts between motivations and satisfaction with gastronomy. This correlation method was chosen because it finds the significant independent variables that dramatically affect the dependent variable (satisfaction). In other words, if an independent variable has an increase in its level, so does the dependent variable. Table 3 shows the results.

Table 3. Influence of motivations on satisfaction with gastronomy.

Factors	Coefficients	Sig.
Physical	0.401	$p < 0.05$
Social	0.308	$p < 0.05$
Cultural	0.194	$p < 0.05$

According to the data in Table 3 and Figure 3, the three motivational factors significantly and positively influenced satisfaction with gastronomy ($p < 0.05$). The factor "Physical", with a coefficient = 0.401, was the central motivational dimension that influenced gastronomy satisfaction. The second motivational factor was "Social", with a coefficient = 0.308. At the same time, the third motivational factor that influenced satisfaction was "Cultural", with a coefficient = 0.194.
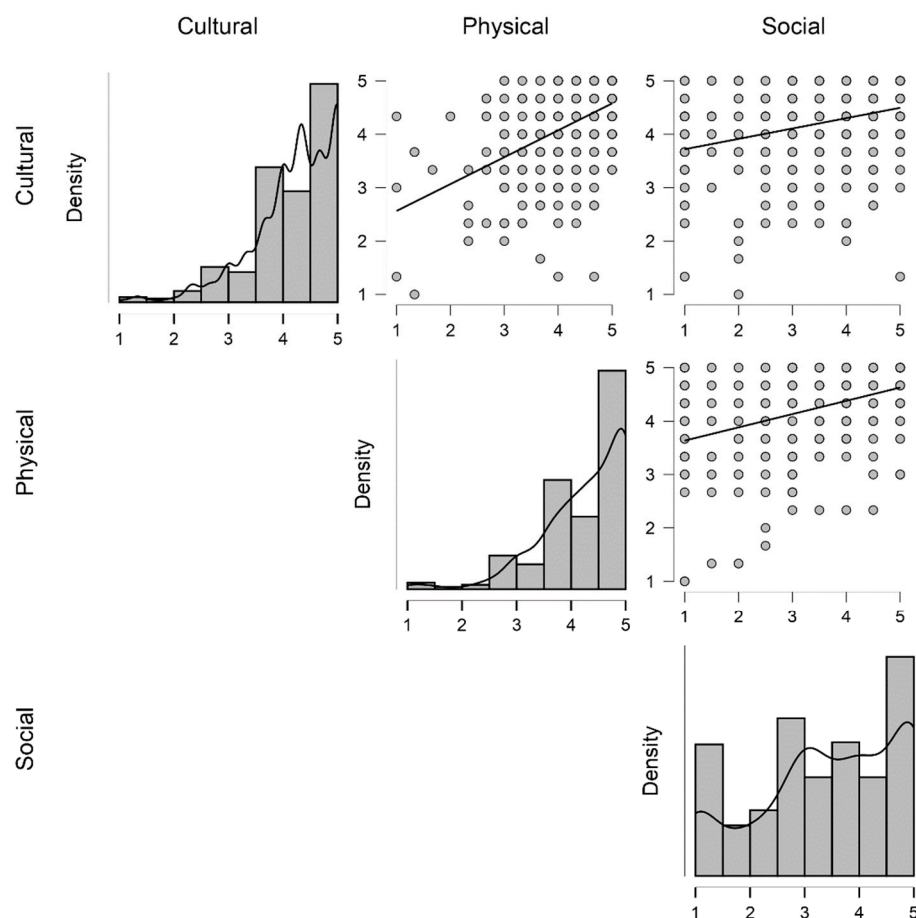
Figure 3. Correlation plot of gastronomic motivation factors.

4.4. Predictive Relationship of Motivations on Satisfaction with Gastronomy

A multiple stepwise regression was performed to analyze the predictive relationships between motivations and satisfaction with gastronomy. We found no more significant predictions. We chose this method because it considered the significant predictors with the greatest weight (beta) that would significantly affect the dependent variable (satisfaction). In other words, the variables with the highest beta weight described the dependent variable of satisfaction the most. Table 4 shows the results.

Table 4. Predictive relationship between motivations and satisfaction with gastronomy.

Variables	Beta	T	Sig.	Tolerance
Physical	0.407	9.963	0.000	1.000
Social	0.268	6.564	0.000	1.000
Cultural	0.204	4.997	0.000	1.000
(Constant)		125.207	0.000	
R adjusted	0.274			
F	55.774			
Sig.	0.000			

According to the data in Table 4, the F-test was significant ($p < 0.05$), indicating a real relationship between the significant predictors (motivations) and overall satisfaction. In addition, the tolerance values indicated that there was no multicollinearity between the independent variables. Likewise, the Durbin–Watson statistic reached a value between 1.5 and 2.5, so it could be assumed that there was no autocorrelation in the errors. Therefore, the model was adequate. According to the results, all motivational dimensions predicted overall satisfaction with gastronomy. The "Physical" dimension, with a beta = 0.407, pre-

dicted overall satisfaction the most, followed by the "Social" dimension, with a beta = 0.268. Therefore, these motivational dimensions should be improved in order to improve satisfaction with gastronomy. Should the offerings of typical or exotic dishes and the experiences provided by the service in a coastal restaurant improve, it would increase the level of satisfaction with gastronomy at coastal destinations.

These results answered our second research question (RQ2): What are the main motivational dimensions that predict demand satisfaction concerning gastronomy at coastal destinations? The main motivational dimensions of demand that predicted gastronomy at coastal destinations were physical and social.

5. Discussion

Our study found three motivational dimensions: cultural, physical, and social. Compared with previous findings, Mak et al. [38] found a symbolic dimension similar to our cultural factor and a compulsory dimension similar to our physical factor, but did not find a social dimension. Crespi-Vallona and Dimitrovski [39] identified the "sensory" as similar to our cultural factor, "experiential" as identical to our social factor, and a "health attractiveness" dimension analogous to our "physical" factor. Likewise, Kim and Eves [40] found the dimensions of "cultural experience" and "sensory appeal", which were similar to our cultural factor; the dimensions of "arousal" and "interpersonal relationship", which were similar to our social factor; and the dimensions of "health concern" and "future intention", which were similar to our physical factor. Similarly, Andersson et al. [41] identified the dimensions "sensory and cultural", similar to our cultural factor and a social dimension analogous to our social factor. In addition, Castillo-Canalejo et al. [42] identified the dimensions of "gastronomic experience" and "novelty", which were similar to our cultural factor; "hedonism and leisure", which were similar to our social factor; and the "relationship of experience to work", which was not found in the present study. Almeida and Garrod [43] identified the motivational dimensions of "cultural experience", and "sensory experience", which were similar to our cultural factor; and "social experience", which was similar to our social factor. Daries Ramon et al. [45] identified four dimensions; status was similar to our social factor. Testa et al. [46] found the factors of "cultural experience" and "sensory appeal", which were similar to our cultural factor; and the dimensions of "prestige" and "interpersonal relationship", which were analogous to our social factor. Likewise, Carvache-Franco et al. [47] found a "social" factor similar to our social factor. In addition, "physical and escape" was identical to our physical factor. Finally, "culture and tradition" was analogous to our cultural factor.

The current study contributed to scientific knowledge of gastronomic motivations in a coastal context. It contributed to the tourist literature with three motivational dimensions: "cultural, physical, and social". In this sense, a visitor leaves their inhabitant residence to move to the coast, motivated by experiential variables related to the local gastronomy of the destination. Underlying these dimensions in the present study were elements that motivated us to know and learn about the local cuisine (cultural factor).

There are also motivations such as enjoying a gastronomic experience in a traditional restaurant to taste dishes made from shellfish (Physical factor). In addition, some tourists organize trips with family and friends, motivated by eating on the beach and enjoying dishes with different culinary techniques or assembly (Social factor). These findings made a clear contribution to the academic literature related to studies of demand based on gastronomy at coastal destinations.

As a second objective, the present research established the motivational dimensions that influenced satisfaction with gastronomy at coastal destinations. Our study found that the primary motivation that influenced satisfaction was physical, followed by social, in coastal gastronomy. The physical factor that was the most influential included the motivations "To consume typical gastronomy", "To taste exotic seafood dishes", and "To live an experience in a traditional coastal restaurant". Consequently, tourists visiting a coastal destination were motivated to consume seafood products that presumably rarely

formed part of their daily diet. This seafood experience also determined their satisfaction with the destination. Therefore, the coastal dining experience impacted tourist satisfaction, results that were related to previous findings [53,54,58]. Our contribution to the academic literature was finding that the "Physical" dimension followed by "Social" were the most influential factors in coastal tourist demand related to gastronomy. Therefore, restaurants at coastal destinations must maintain culinary offerings based on varieties of seafood. Tourists arrived at the destination with the expectation of consuming shellfish, bivalves, mollusks, and fish that are often only found at the destination.

The third objective of this study was to identify the motivational dimensions that predicted satisfaction with gastronomy at coastal destinations. The results showed that the primary motivation that indicated satisfaction was physical, followed by social, in coastal gastronomy. We found no studies that predicted satisfaction with coastal gastronomy using motivations. A contribution to the academic literature was our finding that the most important predictors of visiting coastal destinations related to gastronomy were the physical dimension followed by the social dimension, as well as our finding that gastronomic motivations influenced and predicted satisfaction when visiting the coastal destination.

6. Conclusions

Coastal gastronomy is an alternative that strengthens and promotes the sustainability of emerging destinations. This study was one of the first to contribute to a comprehensive understanding of motivations based on consumption and culinary experiences with seafood. The sample findings addressed the lack of knowledge of the behavior of tourists visiting a coastal destination who were motivated by seafood consumption. The study made a cross-border contribution to the general theory of gastronomic motivations.

The most important finding was that there were three motivational dimensions of demand at coastal destinations concerning gastronomy; namely, cultural, physical, and social. In addition, as a contribution to scientific knowledge, this study provided initial evidence on how gastronomic motivations influenced and predicted satisfaction when visiting the coastal destination. Likewise, this first empirical research was about the effect of motivations on demand. It was also evident that the physical and social dimensions influenced and predicted the demand based on gastronomy at coastal destinations.

As a theoretical implication, the present study found "cultural, physical and social" dimensions similar to those in [40,43,46,47]. Nevertheless, the present study contributed to the academic literature by identifying that travel to coastal destinations is centered on the three motivational dimensions around gastronomy. In addition, the study argued that gastronomic motivations influenced and predicted satisfaction in visiting the seaside destination with similar results [53,54,58]. In addition, the present research contributed by identifying that, in particular, the physical and social dimensions influenced and predicted demand based on gastronomy at coastal destinations.

Practical implications of this study include that for cultural motivations at coastal destinations, local restaurants can offer their consumers activities based on culture; for example, by showing the cooking or teaching how to prepare local food through onsite workshops. In addition, the restaurant atmosphere and service could be enhanced by plating or decorating with local handicrafts. These activities will enhance the cultural factor experienced by visitors who come to the beach with the desire to learn more about the coast's gastronomy. To increase motivation levels from a physical perspective, food and beverage service providers could highlight the nutritional levels of the culinary offerings through in-store advertisements or promotions on social media. In addition, in-destination catering can lower sodium and saturated fat levels in food preparation to adapt to an increasingly healthy-eating-focused demand. For travelers to experience a trip with higher levels of social motivation, gastronomic establishments could implement social events such as birthdays, karaoke, weddings, and other celebrations. In addition, they could organize events for people to meet new friends.

Following these management recommendations, local food restaurants could contribute to developing coastal tourist destinations. At the same time, tourism service providers will make travelers' visits more pleasant by expanding their cultural, social, and physical activities for tourists. The suggestions in this research were based on the authors' experience in tourism and the gastronomy area.

The findings are essential for future research on tourists motivated by consuming seafood as a physiological and social need. That is, coastal destination managers should pay immediate attention to the behavior of tourists seeking experiences associated with the consumption of exotic and luxury seafood as both physical and social factors. Therefore, efforts should focus on improving, building, and maintaining the authenticity of coastal cuisine, the food service value chain, and the environmental sustainability of raw materials in terms of proximity and seasonality.

The findings can also help tourism-product providers and marketers worldwide to develop effective marketing and promotional strategies to provide satisfactory gastronomic experiences at coastal destinations. In addition, it is essential to consider the postpandemic effects on tourist demands. Therefore, post-COVID-19 accessible certified destinations would be a good measure that would meet tourist expectations. In addition, managers could implement training programs for sanitation/disinfection of tourist establishments. Likewise, food and beverage personnel should be given refresher courses in biosecurity protocols to improve post-COVID-19 tourist service

The main limitation of this study was the time of sample collection because the demand varied on weekdays and holidays. Secondly, we collected the data before the COVID-19 pandemic. For this reason, as a future line of research, we propose a study that will analyze gastronomic causes after the pandemic to extract postpandemic results. Finally, this study's results will expand the academic literature and guidelines for managers of food and beverage businesses at coastal destinations.

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