Is gastronomy a new tourism lure of Scandinavian countries?

---An exploratory study on Chinese tourists
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Abstract

This exploratory study initially attempts to generate basic understanding regarding how do Chinese tourists evaluate the importance of Scandinavian gastronomies when holidaying the countries. And it further judge the states could whether implement gastronomical development strategy. Additionally, the study generally explores Chinese tourists’ food behavior, motivation and preference in a culturally different environment when holidaying in Scandinavian countries.

The study also provides a detailed investigation regarding Chinese tourists’ food preference, behavior and motivation based upon the general food habits. The study proposes the in-depth research that describes the disparities of Chinese tourists’ dining attitude on Scandinavian gastronomies from varying social groups, such as age and gender. A structured questionnaire adopted in the study as the research tool to collect quantitative data from sampled respondents.

This study addressed a number of gaps in current knowledge. Academically, it filled the gap about the relationship between the gastronomy and the destination in Scandinavian states. And this study gains a better understanding about Chinese tourists food attitude towards exotic gastronomies in particular Scandinavian’s. The difference of Chinese tourists’ gastronomies, food preference, motivations and tourists’ food behavior on food while having a trip in Scandinavian countries is specifically indicated in the study. Regarding the business, a key contribution of this study is that it also provides the understanding about Chinese tourists in culinary aspect which can help with making a feasible tourism development plan.

Keywords: Chinese tourists, Scandinavia, food preference, food behavior, motivation
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1. Introduction

1.1 Traveling for Gastronomy

Gastronomic tourism, or travel for food, has become a trend in many places in the world. Gastronomy is one of the most important attractions sought out by tourists in their carving for new and unforgettable experiences (Selwood, 2004). Gastronomic tourism is a comprehensive form of tourism, it includes a broad range of activities developed for visitors to enjoy, such as restaurant dining, food festivals, factory tours, shopping in farmer’s markets, culinary seminars, and farm visits. Douglas and Derrett thought gastronomic tourism is not only for eating and adding culinary experiences, they thought gastronomic tourism also as visitations to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are primary motivating factors for travel (Douglas& Derrett, 2001). Nowadays, an increasing number of travelers around the world are specifically traveling to experience local gastronomies (Guan & Jones, 2015). As one of the major components in tourism, foods always play an important role in the tourism industry. Gastronomy is often seen as a crucial lure for tourists when deciding a travel destination (Charters & Ali-Knight, 2002; Rand, Heath & Alberts, 2003; Gross & Brown, 2006; Kivela& Crotts, 2006). Food is not merely about basic needs of tourists and an integral part of tourism service, but also about gaining enjoyment and exotic cultural experiences in the destination.

1.2 Chinese Outbound Tourists’ interests in Gastronomy and Tailored Gastronomic Strategy for Them

Today, Chinese tourists are a significant share of the global tourism market. The United Nations World Tourism Organization (UNWTO) estimates the number of outbound Chinese tourists will hit 100 million by 2020, making China the fourth largest source of outbound travel in the world (Pan, 2007).

China is one of the fastest growing outbound travel markets in the world. In terms of gastronomic tourism or travel for foods, Chinese tourists are especially preoccupied with food and eating. Food is not only simple nutritious supplement for living, but it also deeply is a significant and representative part of Chinese culture (Newman, 2004; Eves & Cheng, 2007). Unexaggeratedly, it is a vital pillar of Chinese culture, the enthusiasm regarding gastronomies is deeply planted in Chinese people’ mind. Thus, exploring new delicious foods is a common hobby among Chinese people and people would like to share and discuss their own gastronomic experiences and memories. Apart from that, enjoying gastronomy is an acknowledged part of Chinese tourists’ experiences and it is featured as a significant share of tourism promotion. Therefore, Chinese tourists always show lively interests for gastronomies regardless of domestic flavor or exotic flavor. Besides, unabated globalization is changing food systems and food consumption patterns and diverse diffusion methods such as media and internet stimulate Chinese tourists’ interests and desire about tasting and consuming
gastronomies in different styles and palatability, experience varying cooking methods (Cohen & Avieli, 2004). Moreover, due to growing income and flourishing diet market, people have variety options and would like to try new foods, in particular from European countries (Wang, Steur, Gellynck& Verbeke, 2015). These foods can be a motivation to push those foodies to travel to the places where these foods come from.

In order to accommodate the growing amount of Chinese tourists, various studies and some destinations e.g Australia, Hawaii and Korea have investigated Chinese tourists’ food preference and created tailored plans to offer the foods that would fulfill Chinese tourist (Chang,Kivela& Mak,2010; Agrusa,Kim&Wang,2011;Doh &Park, 2013). These studies generated in-depth understanding of Chinese tourists’ food preferences patterns in a culturally different by taking interviews and other research approaches. And they further attempted to identify Chinese food tourists’ motivation, gastronomic information source, the attribution of food selection and etc. Meanwhile, the studies try to offer objective suggestions for the destinations to attract Chinese tourists. Why do these destinations focus on attracting Chinese tourists? The booming Chinese outbound tourism has gained worldwide attention. The Chinese outbound tourism market has seen explosive growth in the past decade (Li, Harrill, Uysal, Burnett &Zhan, 2010).

1.3 Scandinavian Countries--- New Outbound Tourism Destination for Chinese Tourists

1.3.1 Scandinavia’s Tourism Image

Scandinavian countries are properly not the first leisure tourism destinations for Chinese tourists, but the image of Scandinavia is impressive in numerous Chinese tourists’ minds. They connect it to IKEA, fairy tales of H.C. Andersen and Norwegian Fjords (Arlt, 2006). Numerous Chinese outbound tourists already have visited the classical European locations, such as London and Paris, they are looking for new exciting destinations. Therefore, magic northern lights, spectacular natural sceneries sweet fairy tales and etc attract increasing number of Chinese tourists plan to explore Sweden, Denmark and Norway (Arlt, 2006). Arlt also concluded that several Scandinavia’s tourism strengths to Chinese tourists. Geographically, Scandinavia is the closest region in Europe to China. Politically, Sweden, Denmark and Norway are the western countries primarily established diplomatic relation with China P.R, so bilateral relations have been going smooth and well. Culturally, Scandinavia countries are globally well-known by developed welfare system and wealthy society.

1.3.2 Scandinavia’s Tourism Plan

Scandinavian countries expressed high hopes for incoming leisure tourism from China (Arlt, 2006). The entire tourism industry in the Scandinavian countries is not willing to be a bystander and see other countries take a massive share of the available ‘cake’. A series of strategies have already planned for Chinese market. In November, 2015, tourism departments and other numerous Scandinavian tourism
firms hosted a large-scaled promoting news conference and several tour workshops to brand the Scandinavian tourism image in Beijing, Shanghai and Guangzhou (Scandinavia Tourism Board, 2015). Meanwhile, STB has also published a new Chinese official site before the workshops and conferences in China. The tourism departments are very sensitive about spreading on the internet. In China, social media is not a simple communication tool in the Chinese society, also plays an important role in creating relationships with other people. Therefore, Scandinavian countries entered their native key Chinese social media channels such as Weibo and Wechat which roughly equivalent to Facebook and Twitter. In order to widely spread the latest tourism information to potential Chinese tourists, the Tourism Department of Sweden is trying a new and playful approach using WeChat to deliver Swedish tourism information to users who are interested in traveling Sweden.

China is one of key overseas tourist source destination of Sweden, it has experienced dramatically growth and it will be the largest markets outside Europe in the future. Chinese tourists’ overnight stays in Sweden have increased by 8 percent in 2013, and Sweden could be an attractive destination particular for modern young Chinese outbound travelers (Visit Sweden,2013). Increasing middle class Chinese tourists expressed high interests in traveling to Scandinavian countries. They are curious about a new destination in Europe which is not too similar with other popular European countries. Another reason behind the growth is that increasingly Chinese people have more leisure time and a higher disposable income (Arlt, 2006). Although the majority of Chinese outbound tourists spend vacation on going to neighboring regions in Asia and the Pacific, 83,000 Chinese tourists went to Sweden in 2013 which was an increase by 70 percent since 2008. In accordance with Visit Sweden, the average expense of Chinese tourists was 842 Swedish Kronor per person per day during traveling in Sweden (Visit Sweden, 2014). Germany is the second largest foreign tourist source country of Sweden and average expenditure of German tourists in Sweden was 670 SEK per person per day (Visit Sweden, 2014). There is considerable increase regarding Sweden’s western neighbor as well. Chinese guest nights in hotels and similar establishments have grown by 64% in short term from January 2015 to January 2016 (Statistics Norway, 2016). In Denmark, Chinese overnight stays have risen to 8,116 (2015) from 6,912 (2014), up to end of March in 2016, the number of Chinese overnight stays was already 6,863(Statistics Denmark, 2016).

1.3.3 New gastronomical Mecca

Due to Visit Sweden’s calculation, it illustrated that ‘gastronomy’ is frequently searched by Chinese tourists on Google while they are traveling in Sweden (Visit Sweden, 2013). In terms of gastronomy, Scandinavia countries are witnessing a gastronomic revolution. Byrkjeflot, Pedersen and Svejenova stated that gastronationalism has been a source of national branding and identity expression through food. In the last decade, Scandinavian countries have become branded as the world’s new culinary Mecca, recognized for their new Nordic cuisine with the best restaurant in the world (Byrkjeflot, Pedersen& Svejenova, 2013). Today, Sweden
has taken a position on the world food map. Some international media show high interests in Swedish food experience. Over 12 countries media reported more than 2000 gastronomic columns about Swedish cuisine (Visit Sweden, 2013). New York Times recommended 52 Places to go in 2016. Skåne is the ninth ranking due to the Nordic cuisine being considered a further emerging attraction. The article claimed that fresh seasonal foods and creative cooking methods mold the new image of Skåne. And some young talent chefs brought innovative cooking concepts to rural Skåne from Stockholm and exhibit their sophisticated, deeply layered cooking (NewYork Times, 2016). Healthy lifestyle, flavorful ingredients, innovative chefs and innovative restaurants have become new lures for global foodies. In according to the facts issued by Visit Sweden in 2013, approximately 40 percent travelers would like to engage culinary experiences while traveling to Sweden (Visit Sweden, 2013).

According to the Norwegian tourism promotion, in Norway, wild gastronomies are offered by nature. Fall is hunting season in Norway, with plenty of wildlife both in restaurants and in Norwegian homes. Moose and reindeer are specialties in a number of restaurants in Norway since lean and tasty meats. Seafood is almost the name card of Norwegian gastronomies. The country has been selling seafood to overseas since the 1100s, and today Norway is the world’s second largest fish exporter (Visit Norway, 2016). Moreover, Visit Norway promoted prominent Norwegian seafood. It claimed that the Norway’s icy, clean water and the cold air ensure the country’s seafood quality (Visit Norway, 2016). By contrast, it doesn’t show gastronomic strength on natural or wild gastronomies but focusing on high class gastronomy experience in Denmark. Copenhagen and its culinary prowess has snatched the international gastronomic headlines with chef René Redzepi’s two Michelin star restaurant Noma taking the title of ‘World’s Best Restaurant’ for several years (Visit Denmark, 2016). It is therefore hardly surprising that other regions in Denmark are also successfully turning the taste buds of foodie connoisseurs and making their play for distinguished international gourmet titles (Byrkjeflot et.al, 2013). Denmark is simply covered in star dust. In the 2016 edition of the Michelin Nordic Guide has awarded 3 stars to Rasmus Kofoed for his organic world-class restaurant Geranium. The guide also awarded laurel to four new restaurants, bringing the number of Danish Michelin restaurants to a total of 22 with 20 of the coveted stars being awarded to 16 restaurants in Copenhagen, a new record for the city, underlining its position as the Nordic region’s gastronomic capital (Visit Denmark, 2016).

Besides those classy Michelin restaurants, Visit Denmark widely recommended many food festivals in Denmark, ‘the best way for conventional visitors to experience Denmark’s tasty food scene is at one of the country’s many food festivals’ (Visit Denmark, 2016). A series events offer food markets, wine and cocktail tastings, street kitchens and ‘Taste of Copenhagen’, allowing diners to experience some of the city’s best restaurants at lower prices. In Aarhus, Denmark’s second city, a city is competitive on Danish gastronomy as well. Aarhus Annual Food Festival is set in the city’s bay in September, one month later than Copenhagen’s and making Aarhus
more vibrant and stylish than other months of the year (Visit Denmark, 2016). The annual Aarhus Food Festival has grown to become one of the largest in Scandinavia and will celebrate its fifth anniversary in 2016 (Visit Denmark, 2016). The festival has fast become a fixture on every food lover's calendar with a wide range of special events and tastings – from seaweed safaris to sausage-making and cabbage workshops, to gourmet picnics along the shore.

2. Aim

2.1 Purpose

The purpose of this study is to explore the gastronomy of Scandinavia is whether a new approach to attract the tourists by collecting broad opinions. Besides, it is to analyze a specific segment of Chinese outbound tourists and outline the tourists’ attitude towards Scandinavian gastronomies and investigate Chinese outbound tourists’ preference, behavior and motivation about gastronomies in a new destination---Scandinavia (Norway, Sweden and Denmark). The study takes empirically review study the relationship between the gastronomy and destination and find key connections between food and gastronomies. The study provides a clear figure in terms of Chinese outbound tourists’ preferences, intention and motivations statement for gastronomic tourism in Scandinavian countries. More specifically, the following research questions will be addressed:

1. How do Chinese outbound tourists evaluate Scandinavian gastronomies in a comparison?

2. What are Chinese tourists’ behaviors on attractive gastronomical elements while traveling in Scandinavian countries?

3. What sort of factors would influence Chinese outbound tourists’ gastronomical motivation and preference while traveling in Scandinavian countries?

4. What are the disparities in terms of food preference and behavior for different types of tourist, gender, ages, home town and educational level among Chinese tourists?

2.2 Significance

Gastronomy is one of the essential experiences in the travelling. It has become a subject due to the growth in attention to food as a field of interest for tourism studies (Hall, Sharples & Mitchell, 2003). However, China is the country well-known for splendid gastronomies and unique culinary culture and tradition (Chang and et.al, 2011). And in China there are therefore gastronomies hunters and gourmets who want to enjoy new and novel foods. Chinese outbound tourists are increasing in number, so the growth of this ‘cohort’ is cannot to be neglected in tourism market. The researchers start to focus on Chinese outbound tourism and gain knowledge regarding their travel behavior (Weaver & Xu, 2010; Kim, Penny Wan & Pan, 2011; Pearce, Wu & Osmond, 2013). And more specifically, an increasing number of
countries starts to develop ‘gastronomic strategies’ and also, get an understanding regarding Chinese tourists’ food preference to attract Chinese tourists (Guan& Jones, 2015; Lin& Chen, 2014; Bae, Oh, Lee & Cho, 2013).

However, some studies explored Chinese outbound tourism in a general perspective rather than from specific angle (Xie & Li, 2009; Arlt, 2006). Besides, the majority destinations in the studies where a ‘gastronomic strategy’ is applied are located in the Asia-Pacific region, such as Taiwan, Korea and Australia. And rarely studies pay attention to Chinese outbound tourism in Scandinavia where is the potential destination in Chinese tourists’ minds. Thus, this study could contribute to knowledge on Chinese tourists’ food preferences and behavior to food areas and it can further reveal how Chinese tourists think about Scandinavian cuisines.

Meanwhile, the study would consider the impact of differences in age, gender and educational level to provide a more thorough analysis in terms of Chinese tourists’ preference, behavior and motivations on gastronomy.

3. Theoretical Background

3.1 Gastronomic Tourism

Gastronomic tourism is related to food and dining experiences that happen when people visit a place. Experiencing native gastronomies is a key motivator or activity during the trip. And gastronomic tourism could also be understood that it engages people to travel a place for delicious foods or wine (Björk & Räisänen, 2013). Long defined gastronomic tourism is any experience related to food or food ways occurs when the consumption, preparation, and presentation of regionally produced products (i.e., foods and beverages) (Long, 2004). Long perceived culinary tourism is a comprehensive type of tourism. A variety of food-related characteristics can be included in the construct of culinary experience, such as food preparation, preservation, cooking methods, eating styles and food culture and origin. A series of thorough participation on gastronomic tourism offers the closest touching to the place where travelers are visiting. Moreover, Douglas and Derrett deemed gastronomic tourism is not only for eating and adding culinary experiences, gastronomic tourism as visitation is primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factors for travel (Douglas & Derrett, 2001).

Gastronomic tourism is considerably different from simply gaining culinary fun during traveling. Some researchers even identified that gastronomic tourism is carrying on very meaningful value. Gastronomic tourism also categorized as a component of cultural tourism (Long, 2004; Mason & Paggiaro, 2011; López-Guzmán & Sánchez-Cañizares, 2012). Cultural tourism may include experiencing the cultural attractions as well as sampling the local food. In accordance with Ignatov and Smith research, they pointed out that gastronomic tourism could be defined as a fraction of
the trip with the purchase or consumption on local foods (Ignatov & Smith, 2006). Local cuisine is therefore an integral part of the culture of communities and destinations. Local cultures or local interesting tales are might behind the cuisines. Thus, native cuisines imply that gastronomic tourism is a key component of local culture. And it also indicates that local or special knowledge and information that represent local culture and identities are being transferred by experiencing local cuisines (Horng & Tsai, 2012). Gastronomic tourism is therefore one form of cultural tourism. Boniface also analyzed reasons for culinary tourism such as cultural exchanges and certain cultural dominations, emphases and new wish for poetic, soulful and characterful experience and associations to food and beverage (Boniface, 2003).

3.2 Gastronomic Tourism and the Destination

Several gastronomic tourism studies indicate that the relationship between the tourism and the destination is increasingly important in many aspects (Wolf, 2002; Enright & Newton, 2004; Horng & Tsai, 2012). Wolf identified gastronomy has become one of the key factors in the development and promotion of tourism, and offers the opportunity for certain locations to become specialized in culinary tourism (Wolf 2002). Enright and Newton deemed that cuisine is the second most important attractor to a destination, behind safety, and is more important than dedicated tourism attractions or visual appeal (Enright & Newton, 2004). Enright and Newton study revealed the crucial connection between gastronomic tourism and the destination and gastronomic tourism is an important marketing strategy.

The importance of the connection between food and tourism cannot be neglected. Food has a great impact on travelers’ decisions about choosing their vacation destination. Authentic and tasty food can attract visitors to visit the destination. For example, the strength of people’s desire to visit Italy is largely due to its fantastic cuisines. Chi, Chua Othman and Karim proved that food had an impact on the travelers’ level of satisfaction with the trip (Chi, Chua Othman & Karim, 2013). In another angle, a place where keeps a well-known brand on gastronomy could properly drive tourists to visit the place. The researchers perceived that brand is increasingly recognized as source of extraordinary profit (Hall, Sharples & Mitchell, 2004). At present, Scandinavian countries have built a gastronomic brand by fresh foods, seasonal offers and fantastic restaurants and they are exhibiting magnetic gastronomic brand in front of foodie tourists (Nilsson, 2010; Lange-Vik & Idsø, 2013). Furthermore, the booming importance of local and regional gastronomic has been identified as a lure for tourists by various studies, the researchers though gastronomic tourism is an efficient marketing strategy in developing tourism in the destinations, such as in Hong Kong, Singapore, Indonesia and Czech (Horng & Tsai, 2012; Spilková & Fialová, 2013; Febriani, 2015).

Foods generate a good image of the destination, so tourists would like to take ‘them’ back home. Food consumption has been playing a key role in the culinary tourism activities of the destination (Quan & Wang, 2004; Frisvoll, Forbord &
Blekesaune, 2015). Consumption in the restaurants is a traditional type, increasing forms of food consumption has extended in a variety way such as in farm markets, cellar and organic products. And in the previous section, some studies deemed gastronomic tourism as a part of cultural tourism, destinations can utilize local food to represent its cultural experience, status, cultural identity, and communicating. Quan and Wang stated that food can convey unique experience and enjoyment to travelers (Quan & Wang, 2004). Specifically, food may totally enhance tourists’ experience and can be the most memorable part of the trip. Thus, the food of a destination can represent the image and distinctiveness of the destination. In addition, Karim and Chi suggested that the major reason travelers revisited a destination is for its cuisine. Besides food is one of the most important factors which could contribute to travelers’ overall satisfaction (Karim & Chi, 2010). In general, it seems that food significantly contributed to the travelers’ decision, overall impression of and satisfaction with a destination.

Food-related activities offer a divine opportunity to promote culinary products and increasing destination attractiveness. Sometimes, food-related activities are often related to old regional traditions. Foods as an effective express of identity and tradition in a place is therefore a key part of cultural diffusion (Mitchell & Sharples, 2004). Special and traditional food events give travelers an opportunity to try new and different foods in a safe venue. In addition, special food events also offer travelers an opportunity to try new and different foods in a proper venue. Special food events have allowed destinations to differentiate themselves from others and can aid in developing the image and brand of a destination. Events such as wine and food festivals attract a considerable number of visitors to a region and help with building loyalty to the region (Mason & Paggiaro, 2011).

3.3 Tourists Behavior in Gastronomic Tourism

Tourists behavior is a significant indicator for destinations since it could offer an explicit insight what type of tourists they are attracted and what factors drive them to visit a place (Hall & Mitchell, 2003). Indeed, knowing tourists are attracted would help destination with having a deep insight about what can serve for the tourists (Morgan, 2006).

Food tourist behavior is recognized as a complicated item because it is impacted by numerous factors. Mak, Lumbers and Chang categorized the factors which impact food tourist behavior into five groups namely cultural influence, socio-demographic factors, food-related personal traits, past experience, and motivational factors (Mak, Lumbers & Chang, 2012). Firstly, culture is a basic determinant affecting whether which the food is considered whether appropriate to eat. Different cultures have different ways of classifying what is culturally eatable and what is not. This is can be illustrated by eating dogs in some places. Dog-eating was a city identity and culture in Hong Kong and some places in mainland China. However, eating dogs has been growingly deemed as an indicator of a country’s standard of civilization and morality (Poon, 2014). Besides, religion is also a key component in cultural influence,
for instance pork is universally known a taboo food in Islam. Secondly, socio-demographic factors made up for several indicators such as, age, gender, education level and etc. It has been shown that females are keen on tasting local food and ladies are also interested in consuming snacks at least in Switzerland (Kim, Eves & Scarles, 2009; Forbes, Kahiya & Balderstone, 2016). Elder people and people have higher education level are more concerned about health and have stronger desire to understand and experience foreign cultures through local food consumption (Kim, Eves & Scarles, 2009).

Food-related personality traits can be easily divided into two aspects namely food neophobia and variety-seeking. Mak et.al stated that food neophobia people are cautious about food sources. So they show limited trust on limited for them new types of foods; however, variety-seeking people show the high enthusiasm about adopting diverse foods and different choices (Mak, Lumbers & Chang, 2012). Past experience is a key part in tourist behavior since previous food experiences were stored in mind and impact future food experience and food acceptance (Kauppinen-Räisänen, Gummerus & Lehtola, 2013). A number of travelers are admitted that previous food experiences in the destination last time have an influence in terms of future travel intentions in and the level of desires to revisit the destination (Braun-LaTour, Grinley & Loftus, 2006; Huang & Hus, 2009). Mitchell and Hall emphasized that food becomes highly experiential when it is a part of a travel experience and it can become sensuous and sensual, symbolic and ritualistic, and can take on new significance and meaning (Hall & Mitchell, 2003). Last item is ‘motivational factors’, it will be elaborated in next section.

3.4 Travel Motivation

Travel motivation is often analyzed into two parts; push motivation and pull motivation. The push and pull theoretical framework was raised by Dann in 1977 and it is commonly adopted as a guide for assessing travel motivations of individuals attending gastronomic tourism (Dann, 1977). In accordance with Dann’s theory (1977), push motivations are comprehensive which often involve relaxation, family togetherness, knowledge, prestige and etc, whereas sometimes push motivations are comparatively subjective. Push motivations are the factors which influence a person to travel to any potential destination. Park, Reisinger and Kang found seven characters regarding push motivations of gastronomic tourists: taste, enjoyment, social status, change, sharing travel experiences with friends and family (Park, Reisinger & Kang, 2008). Push motivations for a vacation destination represent the socio-psychological motives or needs of the individual traveler. For instance, the tourists show a higher willingness to pay for such embedded food specialties and associated experiences (Renting, Marsden & Banks, 2003) and sometimes properly drive many kilometers to participate in a food-related activities or go to a place since foods what they want to enjoy (Spiller Sidali & Stockebrand, 2011). Yuan et.al. (Yuan, Goh & Kim, 2010) measured argued push factors are generally about knowledge and learning, fun and new experiences and family reason.
Pull motivations, on the contrast, they might be objective representatives of destination (e.g., tourism image and quality of food). Moreover, pull motivations can be seen as the advantages or attractions of the destination, which can drag tourists to travel around the destination. Pull motivations are those factors that advantages, characters and attractions of a destination. Pull motivations are the attributes arising from the destination itself, motivating the individual to choose a specific experience in a place. For instance, a destination offers the involvement of the local community and local residents in order to fully satisfy gourmets and tourists. Yuan et.al (Yuan, Goh& Kim, 2010) measured pull motivations are generally about travel quality of the destination and value, quality of related activities and food variety. Dann (Dann, 1977) proposed that chronologically, push factors precede pull factors in the travel decision-making process.

Push and pull motivations can also be recognized from internal and external perspective. Yoon and Uysal (Yoon & Uysal, 2005) set a hypothesis that push and pull motivations would affect tourists’ satisfaction of the destination. Thus, they investigated the relationship between motivations, satisfaction and destination loyalty by utilizing the constructs of push and pull motivations theory. They examined the influences of internal and external sources of motivations on satisfaction. In accordance with internal sources and external sources, the researchers examined the effect of internal and external sources of motivations on traveling; external sources of motivation were represented by destination attributes (pull motivations) and internal sources were those psychological forces or motivations (push motivations). A review of literature on push and pull motivations indicates these factors are the driving forces behind tourism decision-making behavior (Yoon & Uysal, 2005). Yet, researchers have pointed out the fallacy of assuming only one motive drives the consumer decision-making process. Therefore, a more comprehensive approach to understanding motivations is needed (Yoon & Uysal, 2005).

4. Methodology

The quantitative research is adopted to conduct this study. Quantitative research designs are conventionally used in the case researchers need to obtain an essential sample from huge study population (Kumar, 2011). The design is structured, rigid, fixed and predetermined in practical use to ensure accuracy of the research. Quantitative research design is an extensive research method to collect diverse voices from the sample. It is to collect variety opinions or attitude on one thing, sometimes it is assumed to be achieved by circulating or sharing the findings with those who participated in the study (Kumar, 2011). The study needs to collect numerous and extensive opinions from the specific groups to know Chinese tourists’ attitude toward Scandinavian gastronomy and Chinese tourists’ gastronomy habit. In this study, the numbers of contacts with study population draws upon for research design. The numbers of contacts with the study population in quantitative research is suitable for the study since it needs to collect a great deal of data to exhibit tourists’ opinions and evaluations about the destination, local gastronomies and gastronomic
activities.

In order to collect considerable information, the survey is adopted in the study. The objective of this study is to get to understand the status of the gastronomies in the states and the tourists’ gastronomic behavior, preference and motivation while traveling to Scandinavian countries. The research design focuses on finding out prevalence of an attitude or issue by collecting opinions from a number of groups. And the design in quantitative research method focuses on gathering cross-sectional data and generalizing data across a numerous groups of people to explain a particular phenomenon, it emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through questionnaires, and surveys (Harwell, 2011). In order to receive reliable statistical results, it’s very important to survey people in fairly large numbers and to make sure they are a representative sample of the target.

Quantitative approach is more distinctive and not blurred between designs and data collection methods, the measurement and classification requirements of the information that is gathered. Besides, it is considered to have as its main purpose the quantification of data. This allows generalizations of results from a sample to an entire population of interest and the measurement of the incidence of various views and opinions in a given sample (Harwell, 2011). Quantitative approach more focuses on counting and classifying features and constructing statistical models and figures to explain observation and exhibit results. It further attempts to research about people’s opinion and attitude about a particular thing in a structured way so that you can produce hard facts and statistics to guide you.

4.1 Method

Survey is a common method in quantitative studies. It is adopted as this exploratory study attempts to uncover Chinese tourists’ attitude on Scandinavian gastronomy and Chinese tourists’ gastronomical behavior, preference and motivation about Scandinavian gastronomies. Survey is often used in collecting people’s opinion and attitude on an event, a phenomenon and a particular thing. The survey is conventionally issued in several forms such as traditional post, telephone survey and online questionnaire. An increasing number of tourism studies include travel surveys with quantitative questions to develop an instrument that may be applicable to other research projects in different food tourism settings, segment tourist types in an event and tourists’ behavior on food consumption (Kim, Goh & Yuan, 2010; Smith & Costello, 2009; Frisvoll, Forbord & Blekesaune, 2015). They drew upon several attitudinal surveys for exploring tourists’ food behavior, food consumption and food recognition in different destinations. Researchers divided the surveys into several parts to investigate variety sections i.e expenditure and motivations. Apart from setting different sections, they also set up some places in order to involving as more as possible tourists during the event to enlarge sample group. But those researchers went to the destinations or events for face to face survey (Smith & Costello, 2010; Muenchen, 2009; Paggiaro 2011; Frisvoll, Forbord & Blekesaune, 2015). In this study,
the survey is issued via the questionnaire to the specific groups which are interested in Scandinavia and traveling in Scandinavia. However, ‘Scandinavia’ is comprehensive term in different contexts, so it has to be identified ‘Scandinavia’ before selecting sample.

4.2 Sampling

Admittedly, questionnaire could involve considerably extensive people to participate the survey, but it has a concern that the respondents are whether matched in your sampling target group. So, the sampling in the survey is pretty crucial in research method design part. A sample is a subgroup of the population you are interested in. A key part needs to take into account in selecting the sample is the portion of people in the sample is whether representative of the population. Kumar (2011) suggested that researcher needs to select a sample in such a way that it is unbiased and representative in quantitative research. The purpose of sampling in quantitative research is to draw inferences about the group from which you have selected the sample. The sampling could be understood as it is a process of selecting a portion of people from a huge population to become the basis of the research design and data source in the survey.

Sampling method is categorized into several different sections, this is study adopts cluster sampling method. Kumar defined cluster sampling is based on the ability of the research to divide the sampling population into groups based on visible or easily identifiable characteristics (Kumar, 2011). Thus, some tourism information websites and forums are potentially selected. In order to ensure the reliability and generality, the target population in this study narrows to online travel communities or travel groups. In accordance with Preece’s study, an online community is related to people who are involved in an online group for similar goals that are bounded by the norm and policies (Preece, 2000). The online travel community is a spot where people getting together with similar interests and goals and exchange view. Further, the sample websites ought to be scaled, popular and having numerous active users that could extend the sample population.

For an online survey, conventionally, a response rate is normally lower than your expected respond rate (Kumar, 2011). The survey ought to involve a number of respondents to participate the survey. It needs to involve as many as possible respondents in the survey. In terms of question in the questionnaire, double-barreled questions that combine two questions in one (Burgess, 2011). The sample target is finally selected from travel groups and communities in three popular websites namely Qyer and Mafengwo and Douban. The first two websites are very influential online overseas tourism information platform websites in China and both of them have abundant active users who intend to go abroad or plan to find helpful oversea tourism information. This is the reason why they are selected as sampling source. Two sites share a same purpose that is to simplify the journey for Chinese outbound tourists. At present, rapid increasing of smart devices, they can even offer very developed tourism information platform which could surf by diverse gadgets like
smartphones and tablets. The websites also serve useful and original itineraries, traveler communities, forums and etc. They are both running various tourism services such as visa application, booking hotel and car rental. Thus, these two tourism websites aggregate numerous users. The prominent advantage of the two stations is the groups and communities are geographically categorized. For instance, group Asia and group Europe, countries are further hierarchy into sub-groups under mother group. The groups Scandinavia in two stations are pick out as the sample source. Douban is one of the largest sharing and rating websites in China. Even though it is not a specialized travel web station, but the subgroups on the website are categorized by variety interests, and a number of groups are interested in traveling Scandinavian countries.

Taking account of about huge amount visitors of these websites, it is not able to send the questionnaire to every user on the websites, so the study needs to narrow down target population. However, it is very convenient and user-friendly to the researcher that they have many forums which are categorized geographically or specifically in a similar interest, such as Group Germany, Group Nordic countries, addicting to Scandinavia and etc. Thus, it is very simple to find target population in a particular forum (a destination).

4.3 Questionnaire Design

The design of a research instrument or tool is an extremely important progress of a research project because findings or conclusions in the study is based upon the type of information which collect by research tool, and the collected data is completely dependent upon the questions that answer by respondents. The research tool is a bridge which connects the research target and the research questions (Kumar, 2011).

4.3.1 Term ‘Scandinavia’ In the Contexts

Scandinavia is not a simple geographical definition, but it is also explained differently in historical and cultural circumstance. Historically, Scandinavia was the region in Northern Europe that characterized by a common ethno-cultural North Germanic heritage and mutually intelligible North Germanic languages. In accordance with Østergård study the term Scandinavia is usually described as a cultural term, but in English usage, it is occasionally confused with the geographical term Scandinavian Peninsula, which took its name from the cultural-linguistic concept (Østergård, 1997).

The term of Scandinavia is sometimes defined differently in other foreign language contexts. In English usage, Scandinavia sometimes refers to the geographical area, also known as the Scandinavian Peninsula. While the term Scandinavia is normally involved for Denmark, Norway and Sweden, the term the Nordic countries is used unambiguously for Denmark, Norway, Sweden, Finland, and Iceland, including their associated territories such as Greenland and the Faroe Islands. Scandinavia can thus be considered a subset of the Nordic countries(Østergård, 1997).

In Chinese background, Scandinavia is normally an academic-geographical definition and rarely used in daily words. And Scandinavia in Chinese term is conventionally
called ‘Bei Ou’ which briefly means three constitutional monarchies in Scandinavia namely counted Sweden, Norway, Denmark. But sometimes, Finland is selectively included in the definition. Sometimes, the first impression of ‘Bei Ou’ in the mind is three Scandinavian countries.

In order to ensure unnecessary ambiguity in the study, research target is need to emphasize here that Sweden, Norway and Denmark are selected as study targets in the research. Not only they are valuable tourism sources, but also leading the innovation of the gastronomy (Byrkjeflot et.al,2013). And, most important here in the questionnaire is editing in Chinese circumstance, ‘Bei Ou’ in Chinese language background is more paired to the Chinese language. Term of Scandinavia might be strange and unambiguous to the respondents. Thus ‘Bei Ou’ is adopted to represent Scandinavia in Chinese questionnaire. The questionnaire target is clearly delimited in three countries Sweden, Norway and Denmark in ‘Bei Ou’.

4.3.2 Questions design

The questionnaire is issued to Chinese tourists who are interested traveling in Scandinavian countries, so Chinese language is set up for the questionnaire. Regarding the quantity of the question, the questionnaire formatted around not more than 15 questions. Kumar argued too over amount questions could might annoy respondents and fade passion of answering questions (Kumar, 2011) and response rate would be decreased due to this reason. The questionnaire comprises of 13 questions to explore sampled Chinese tourists’ gastronomical habit. And, the study noticed that it is important to consider the order of the questions in the questionnaire. For instance, sensitive questions such as occupation and educational degree should be put at the end of the survey. The smart order could help researchers establish trust before asking questions that might embarrass respondents (Burgess, 2011). And some routine questions (i.e age and gender) could be put at end of the survey as well.

In order to understand Chinese tourists’ attitude toward Scandinavian gastronomies, the question is focused on the evaluation of Scandinavian gastronomies from Chinese tourists’ perspective. Besides, to know the capacity of Scandinavian
gastronomies among European rivals, a question sets up a comparison to test the gastronomical competitive ability. In terms of gastronomical behavior, preference and motivation, the questions listed variety options to investigate numerous sampled groups and communities.

Phrases in the questionnaire in this study are simple, direct and unambiguous to ensure that respondents will understand the aim of the question. It is very likely impossible to know respondents’ education level, so it needs to avoid using professional jargon that often be phrased in academic field. Moreover, the questions in the study also avoid using emotionally loaded or biased words and phrases, respondents may misunderstand the question or be confused. In order to avoid raising vague and waffled questions, the questionnaire keeps the questions as short and concise as possible otherwise the respondents will either refuse to fill in a long questionnaire or get bored halfway through. The choice of words and phrases in the question is critical in expressing the meaning and intent of the question to the respondent and ensuring that all respondents interpret the question the same way. Even small wording differences can substantially affect the answers people provide. Otherwise, it would cause incorrect data collection or missing data.

4.3.3 Types of the questions

The questions in the questionnaire main consist of Likert scale questions and attitudinal questions. Likert scale question is an evaluation or opinion that respondents is asked to answer the question. For instance, are you a foodie, the following options are:

Strongly disagree
Disagree
Uncertain
Agree
Strongly agree

This is a very useful question type when respondents intend to get an overall opinion about a particular topic, statement and experience and to also collect specific data on factors that contribute to that sentiment. The scale in the questionnaire adopts odd number scales. Likert scale questions consist of 5 scales or 5 degrees to represent Chinese outbound tourists’ attitude or opinion on food preference and behavior, all of options in the questions are listed from lowest to highest. They measure on a five rating scale 1 = strongly disagree/do not like at all, 2 = disagree/do not like, 3 = uncertain/neutral, 4 = agree/like, and 5 = strongly agree/very like. Attitudinal question is about the possibility or basic beliefs which people would like to do, it would reflect respondents’ attitude which motivates people in their actions. Attitudinal question is a key part in the questionnaire as they are pointers as to people’s motivations and behaviors. Attitudinal questions also comprise of 5 scales and to represent to Chinese outbound tourists’ possibility on attending gastronomic
events and motivation. They measure on a five rating scale 1=Very unlikely 2= Quite unlikely 3=Depends 4= Quite likely 5= Very likely.

Apart from these two forms of question, certainly, some users in the community have properly visited Scandinavian countries or considered traveling to three Scandinavian countries. Different travel experiences might provide different attitudes about food preference, gastronomic activity and consumption on local farm market. So, a yes or no question about has the user ever been to Scandinavian countries lists on the questionnaire.

There is an open-ended question in the end of the questionnaire. Open-ended question offers an opportunity to respondents to express their ideas freely. Thus, respondents are not limited by selecting options or scales. In an open-ended question, respondents write down the answers in their own words without any inspiration from the surveyor meanwhile open-ended questions can probably provide a wealth of information out of surveyor’s expectation. Indeed, some of answers are likely not qualified, but it might extend researcher’s ideas.

4.3.4 Issue Channel

The Internet is a powerful channel for searching proper survey targets and issuing questionnaire to specific populations and it is pretty cost-effective comparing to traditional approaches. Over past few years, the on-line questionnaire has been globally utilized in increasingly number of researches on conducting many sorts of studies (Andrews, Nonnecke& Preece, 2003).

A great deal of tourists needs to be involved in the questionnaire. It is not possible to set up some particular places to do face to face surveys or other types of survey methods in quantitative research. Thus, online questionnaire is the most suitable option to carry out instead of face to face survey and traditional posted questionnaire. The online questionnaire has become a concise and precise approach in collecting data from the respondents. Online questionnaires indicate strength in conducting large-scale data collection as well.

4.4 Data Collection

This study collects quantitative data from individual respondents via using a structured on-line questionnaire. Besides, in this study, it involved large sample sizes and broad geographic areas. On-line questionnaire is one of the most extensive and efficient approaches in quantitative method. Huge amounts of information can be collected from many people in a short period of time and in a relatively cost-effective way.

Diaochai Pai is adopted as on-line questionnaire published channel as it is Chinese native leading provider of web-based survey solutions. On the website, it offers free, customizable surveys include multifunctional data analysis, sample selection, bias elimination, and data representation tools. There are 13 questions in the questionnaire. As description in previous section, the questions in this survey mainly
draw upon attitudinal questions and Likert scale questions. In order to explore the disparities in different socio-demographic groups, the respondents have to answer some questions related to personal information before submit the questionnaire. Diaochai Pai system will automatically generate a web-link after formatted. After that, the link will be posted to the groups which are categorized and interested in traveling Nordic countries on Qyer, Mafengwo and Douban.

4.5 Data Analysis

Data analysis is processed on Diaochai Pai as well. The station offers powerful, multifunctional and progressive data process methods, such as cross-tab analysis. The researcher is able to select any key word from both rows and columns to tabulate collected information. For instance, one of the research questions is to explore Chinese outbound tourists’ food behavior in age, gender and educational level, so the function could easily match data from column to rows’. All findings and collected data are served for the research questions which are going to serve for the research questions.

The primary step in dealing collected data is editing which to ensure validity and trustworthiness of the data (Kumar, 2011). Editing is the step which inevitable process in the data analysis in order to avoid invalid questionnaire responds coming in the pool.

And then, inductive method is draw upon for the study, firstly, condense extensive and varied raw text data from questionnaires into a brief form; and then to build logic clear connections between research theories and findings and result derived from the raw data; finally, to conclude all findings could conduct research questions. To compare with traditional survey, the strength of the online survey tool is to offer powerful background process to analyze the data you collected. However, the traditional method, researcher has to input all collected data into the computer and then run professional data analysis software to process collected data. Moreover, traditional survey needs to manually filter valid questionnaires from all sent back questionnaires. Online survey tool could simplify this process since it cannot accept uncompleted questionnaire in systematic default logic.

Regarding displaying analyzed data, visible displaying (i.e table, figure, chart) is properly an appropriate approach to exhibit how many respondents participated the questionnaire and how many valid questionnaires the study obtained even respondents’ gender, age and educational level. Visible displaying is good at indicating large amounts of detailed information. And in order to present clear results by displaying data, the bar chart is indicated in the study. It is a suitable way to exhibit information about Chinese outbound tourists in terms of gastronomic items.

5. Ethical Consideration

An important consideration in conducting research is to take into account the ethical
principles. A legit and ethical behavior should be considered as avoiding negative impacts to individual participants regarding offend their dignity, privacy, causing physical and mental stress. Promises of confidentiality are very likely make the respondents to reassure and encourage replies in the questionnaire (Kumar, R, 2011).

Initially, protecting respondents’ privacy and confidentiality is the most significant ethical item. All respondents must be informed of consent and anonymity, identifying information is excluded from any reports or published documents. All questions are irrelevant privacy or ask for the data that is not necessary. Regarding the questionnaire in this study, the personal information only needs to know are age, gender and educational level which are using in analyzing the disparities on the gastronomy in various socio-demographic groups.

Secondly, the researcher must to eliminate bias in their professional activities, and all respondents do not tolerate any forms of discrimination based on age, gender, ethnicity and etc (Lock & Seele, 2015). All respondents will be informed of consent and anonymity and without any private questions, it is necessary to claim that the survey opinions will not be used for any other purpose except for researching, all information will be further stored after research finished. In this study, the respondents were spontaneous to respond the questionnaires without any pressure and incentive; the researcher promised to protect confidentiality which includes names, contact or identifying information of questionnaire respondents. The respondents whether willing to share information is completely up to themselves without any force and incentive as well.

Finally, the researcher needs to clear the purpose of questionnaires to all participators before answering questions on the questionnaires (Kumar, R, 2011). In order to prevent confusion, the study ensured that the subject has received a full disclosure of the nature of the study, the risks, benefits and alternatives, with an extended opportunity to ask questions. The respondents must understand all questions in the questionnaire precisely otherwise they likely given may be either wrong or irrelevant, or make no sense.

Once collected, the study protected and secured data in a safe venue. The study utilized password protection to secure electronic data. Regarding the language, the questions are written in neutral and understandable words without any type of misleading information, as well as representation of primary data findings in a biased way must be avoided.

6. Results

The results section manifested the respondents’ basic information, how do Chinese tourists think about Scandinavian gastronomy and Chinese tourists’ gastronomical habit while holidaying in three Scandinavian countries.

Table 1 provided a description of the 149 sampled respondents. 374 users on three target websites Qyer, Mafengwo and Douban browsed the questionnaire. And in
relation to this group, the response rate was approximately 40%.

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>46</td>
</tr>
<tr>
<td>Female</td>
<td>103</td>
</tr>
<tr>
<td></td>
<td>Under 20</td>
</tr>
<tr>
<td></td>
<td>20-30</td>
</tr>
<tr>
<td></td>
<td>30-40</td>
</tr>
<tr>
<td></td>
<td>40-50</td>
</tr>
<tr>
<td></td>
<td>Above 50</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Education</th>
<th>Hometown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary school</td>
<td>North and Northeast</td>
</tr>
<tr>
<td>Vocational school</td>
<td>Central and south</td>
</tr>
<tr>
<td>Bachelor degree</td>
<td>Southwest</td>
</tr>
<tr>
<td>Master degree</td>
<td>Northwest</td>
</tr>
<tr>
<td>PhD</td>
<td></td>
</tr>
</tbody>
</table>

Table 1 Sampled respondents’ description

As the country records the largest population and considerably broad territory, Chinese tourists revealed differences on variety angles. And, the difference of the attitude toward foreign stuffs exists in different age groups especially in 1980s born Chinese since Chinese economic reform. Furthermore, due to Mak, Lumbers and Chang research, they argued socio-demographic factors such as age, gender and educational level would impact tourists’ behavior (Mak, Lumbers & Chang, 2012). The sample therefore contained respondents of varying have/ have not ever been to Scandinavia, gender age, educational level, and hometown. In Accordance with the description of respondents, it revealed four highlights in each section in Table 1. Firstly, females were overrepresented in the gender section; secondly, the sampled population mainly consisted of young internet users, majority respondents grouped in the 20-30 years old; thirdly, respondents who have bachelor degree made up large portion in the education section; fourthly, 104 respondents come from North and Northeast region of China.

6.1 Chinese Tourists’ Perception Regarding Scandinavian Gastronomies

In according to the questionnaire, majority respondents (120 respondents) answered that they have not ever been to Denmark, Sweden and Norway. By contrast, 29
respondents traveled around these three countries. Besides, in accordance with Figure 1, it illustrated that 65 respondents in the questionnaire traveled around one European country at least excluding three Scandinavian countries and Russia. And there are still 84 respondents have not ever been to any European country.

Chinese outbound tourists are conventionally categorized in two types—packaged tour tourists and DIY tour tourists. Since the visa and other factors, Chinese outbound tourists lean to participate packaged tour which can help them deal with applying visa, booking hotels and air tickets and etc. Figure 2 indicated the satisfaction of the two types Chinese tourist toward European gastronomies while visiting Europe. Even though exceeded half respondents have not ever been to Europe, but it revealed numerous Chinese tourists’ attitude toward the gastronomical experiences in Europe were generally satisfied regardless of packed tour or DIY tour.

![Figure 1 Volume of Chinese tourists traveling to European countries](image1)

![Figure 2 Chinese tourists’ gastronomical satisfaction in Europe](image2)
Thus, only few respondents showed negative attitude towards enjoying gastronomies in Scandinavian countries in Figure 3. Only 9 respondents answered ‘enjoying gastronomies is not important or not important at all’. Conversely, majority Chinese tourists expressed lively interests on Scandinavian gastronomies. In addition, in terms of what do Chinese tourists most wanted to do traveling in Scandinavia, over 95% respondents claimed that they very likely and likely embrace the natures while traveling in Scandinavia, such as hunting Aurora, dog sledge and trekking in fjords. The answer is not unexpected since these elements always been a stereotype about Scandinavian tourism. However, around 80% respondents simultaneously answered that they very likely and likely experience local gastronomies while traveling in the countries. Participating local cultural events and urban sightseeing was juxtaposed third ranking. Besides splendid Scandinavia’s natural sceneries, increasing number of Chinese tourists lean to select enjoying Scandinavian gastronomies as an important experience during their trip in Sweden, Norway and Denmark.

In accordance with cross-tabulate result that both of genders expressed positive attitude towards enjoying Scandinavian gastronomies while traveling in Scandinavia. Similar with the circumstance of the gender, different educational levels showed same opinion regarding the gastronomies. In terms of the age and the hometown, these two indicators indicated same reflection likes the gender and the educational level group. Despite Scandinavia-visited respondents and non-Scandinavia-visited respondents showed positive attitude towards the gastronomies, but the number who selected very likely and likely enjoy the gastronomies in no-Scandinavia-visited respondents was triple the counterpart in Scandinavia-visited respondents. They were 31% respondents and 10 % respondents respectively.

In order to prove the competition of Scandinavian gastronomies, Figure 4 especially
set up a comparison of Scandinavian countries and other four countries namely are Switzerland, Germany, Czech and Austria. Switzerland, Germany, Czech, Austria and Scandinavian countries are the most visit-wanted destinations except France and Italy which are most visited countries by Chinese tourists in Schengen area (European Travel Commission, 2008). In addition, those countries are not globally prominent by gastronomies like France and Italy. Although other five countries are not like France and Italy that have broad popularity on gastronomies, they shape unique native culinary features respectively.

In the comparison, more than 40% respondents (60 respondents) very likely enjoy German gastronomies and over 35% respondents (54 respondents) likely enjoy German gastronomies during the trip in Germany. All indicator groups (age, gender, educational level and hometown) expressed gastronomical interests toward German foods higher than others. Respondents who select very likely enjoy local gastronomies in Scandinavia while traveling made up around 28% (42 respondents), the respondents who chose likely was 42% (63 respondents). And the respondents who answered they likely enjoy Scandinavian gastronomies is the highest comparing to other four states. Despite German gastronomies ranked the respondents’ most interested one, but the gap between the second ranking Scandinavia was pretty narrow. Scandinavian gastronomies are therefore competitive and more attractive to Chinese tourists to other four rivals at least in gastronomical angle.

Although over 50% male and female respondents selected likely and very likely experience Scandinavia gastronomies, more female respondents (46% respondents) selected ‘likely’ than male respondents. Austria and Scandinavia made up for 37% male respondents respectively who select likely experience local gastronomies while traveling in the states. Regarding the age, the youngest group and the oldest group are most interested in Scandinavian gastronomies, other three age groups were showing highly interests in German gastronomies. The respondents come from four regions of China expressed lively interests in German and Scandinavian gastronomies, but the respondents come from north and northeast China showed same level interests in Austrian gastronomies comparing with Scandinavia’s. Scandinavia and Austria shared 43% respondents who selected likely respectively. In terms of the educational group, Czech attracts more highly-educated respondents in the questionnaire, the respondents who have master degree and above master degree very likely travel to Czech and experience the gastronomies in there besides Germany. By conversely, the respondents who have bachelor degree and secondary school are very likely experiencing Scandinavian gastronomies besides Germany.
6.2 Chinese Tourists’ Gastronomical Behavior on Scandinavian Gastronomies

Figure 5 manifested the gastronomical behavior of Chinese tourists on Scandinavian gastronomical elements. Over 50% respondents (79 respondents) perceived exotic flavor is Chinese tourists’ favorite gastronomic element. And fresh and seasonal materials and recommended restaurants subsequently ranked the second and the third position. About 44% respondents (65 respondents) showed they are very fond of fresh and seasonal materials. 39% respondents (58 respondents) are really keen on recommended restaurants in Scandinavia to other elements. And almost half respondents (74 respondents) like fabulous dining experience. And the respondents who like an emerging destination and recommended restaurants accounted for 44% (65 respondents) respectively. The respondents who like organic productions of local farm markets also over 40% (62 respondents).
The Scandinavia-visited respondents stated that they likely and very likely be attracted by recommended restaurants. However, those respondents who have not ever been to Scandinavia answered they very likely or likely be attracted by Scandinavia’s exotic flavor. In according to the data, male and female respondents are likely and very likely be attracted by Scandinavia’s exotic flavor as well. The respondents have doctor and above degree are very likely and likely be attracted by organic productions of local farm markets, other educational levels respondents expressed Scandinavia’s exotic flavor is likely or very likely be the lure form them. Meanwhile, the respondents in ‘secondary school’ thought creative cooking methods is also likely and very likely the lure for them. Scandinavia’s exotic flavor is still the most attractive gastronomical element in the age group. Only 40-50 age group focused on fresh seasonal materials, they though the materials are very likely or likely be the lure for them. Furthermore, Scandinavia’s exotic flavor is very attractive among the respondents come from north, northeast, central, east and southeast. The respondents come from northwest answered fresh seasonal materials and organic production of local farm market are likely or very likely be the attractions for them. Southwestern Chinese respondents expressed desire towards fabulous dining atmosphere.
6.3 Chinese Tourists’ Gastronomical Motivation on Scandinavian Gastronomies

Figure 6 illustrated the motivation of Chinese tourists enjoying Scandinavian gastronomies. These factors are push motivations which influence a person to travel to any potential destination. In Figure 6, 56% respondents (83 respondents) expressed exploring culture is their main motivation of enjoying local gastronomies in Sweden, Denmark and Norway. Authentic travel experience and gaining knowledge are the other two main motivations that Chinese tourists intend to enjoy local gastronomies. Around 43% (64 respondents) stated enjoying gastronomies is an authentic way to taste the destination. Gaining knowledge is pretty closed to enjoying gastronomies, 42% respondents (62 respondents) selected this option.

![Figure 6](image)

**Figure 6 Influential factors of Chinese tourists’ gastronomical motivation**

Exploring local culture is the main motivation of Chinese tourists to enjoy local gastronomies. Both of Scandinavia-visited respondents and non-Scandinavia-visited respondents selected exploring local culture is very likely or likely the main motivation. A part of male respondents showed gaining knowledge is another factor likely or very likely be the main motivation to enjoy the gastronomies during the trip in Denmark, Sweden and Norway. Besides exploring local culture, under 20 years old respondents raised enjoying gastronomies is the best way to taste local authenticity. They therefore selected authentic travel experience and exploring local culture as their main motivations. The respondents over 50 years old picked out sharing
experience as a juxtaposed main reason with exploring local culture and it is similar to the respondents who have doctor and above doctor degree. Northern Chinese respondents, northeastern Chinese respondents and southwestern Chinese respondents expressed gaining knowledge likely and very likely be the main motivation that enjoying the gastronomies in Scandinavia.

6.4 Chinese Tourists’ Gastronomical Preferences on Scandinavian Gastronomies

Figure 7 indicated the attribute of consumption on Scandinavian gastronomies and it implied Chinese tourists’ gastronomical preference toward Scandinavian gastronomical items as well. 45% respondents (67 respondents) are very likely to spend money on local fabulous restaurants, dining in these restaurants is properly a portion of gastronomic expenditure. Consuming on native productions is subsequently to local fabulous restaurants, approximate 44% respondents (65 respondents) claimed they very likely consume native productions. And a number of respondents are attracted by the food festival, 35% respondents very likely participate food festivals while traveling in Sweden, Denmark and Norway. Joining food-related activities is the option that respondents quite likely to do, 42% respondents (63 respondents) though they quite likely join the activities such as visiting farms or go fishing.

The respondents who have not ever been to Scandinavia showed variety interests on Scandinavia’s gastronomical activities. The respondents very likely pay bill for dining in local fabulous restaurants. Food festivals, native production and food-related activities are subsequently quiet possible consumption while traveling in Scandinavia. By contrast, the respondents visited Scandinavia showed quiet simple interests, they are very interested in dining in local fabulous restaurants. Regarding the gender, males and females indicated quiet different behavior. Majority male respondents thought that they very likely or likely spend money on dining in local fabulous restaurants and going to food festivals. However, female respondents selected consuming native productions is very likely or likely their expenditure. The difference of the behavior also occurred in the age group. Young respondents (younger than 40 years old) preferred to consume on food festivals, dinning local fabulous restaurants and native productions to others. Elder respondents (elder than 40 years old) adored joining food-related activities rather than the items which are popular among young respondents. The respondents who have doctor or above doctor degree are very likely and likely spending money on local farm markets. The respondents have master and bachelor degree answered dining in local fabulous restaurants are very likely and likely a key expenditure while traveling in Scandinavia. Lower-educated respondents are interested in joining food-related activities. The behavioral difference is variety in regions as well. The respondents come from north and northeast would like to consume on food festivals; The respondents are from east, central and south part are very likely and likely pay bill on dining local fabulous restaurants; Western parts respondents voted for consuming native productions (northwest) and food festivals (southwest) respectively.
7. Discussion

7.1 Limitation
This study undoubtedly has some limitations. Firstly, the questionnaire is different from the interview that it could communicate with interviewee face to face in a flexible context, the limitation of questionnaires is the inability to probe responses. In this study, some questions are attitudinal and Likert-scale, some respondents may not be able to specifically express their actual attitude, and so the information might be lost. On the other hand, the analysis of open-ended questions is difficult. The researcher usually needs to go through another process- content analysis-in order to classify the data.

One side, the questionnaire and data collection were originally adopted in Chinese language. Although the researcher tried his best to translate the questionnaire questions extract from Chinese to English very carefully, there still a possibility that some meanings has been misunderstood or missed in English. Moreover, both of term of Scandinavia and ‘Bei Ou’ is hard to precise definition, it could be caused confusion and bias. The results can only represent a specific group of the population and cannot be generalized. Firstly, majority of questionnaire participants were from...
north and northeast of China. Thus, it cannot entirely imply the difference on Scandinavian gastronomies in different regions in China. Secondly, despite the questionnaire was issued by on-line approach that could involve more respondents, notwithstanding the main active internet users were born in 1980s and 90s. Young respondents dominated the age segment, nevertheless the age scale of participants was from under 20 to over 50. Thirdly, it cannot be ensured that no respondent has been living or lived in Scandinavian countries in the sample. Thus, the respondent(s) properly expressed different attitudes toward Scandinavian gastronomies and they likely appreciate them in a native point of view. As consequence, the opinion from them might be biased. Moreover, not every respondent read and understand the aim of the questionnaire thoroughly, questionnaire participants likely simply read questions and respond to them, there is the potential for them to misunderstand what is being asked. People may read differently into each question and therefore reply based on their own interpretation of the questions.

Although Chinese tourists’ food preference on Chinese foods while traveling abroad did not explore in this study, it ought to pay attention on it. Chang further argued that despite tourists search various and novel dining experience, they hardly ever leave the habits and preferences formed at home. Similarly, Quan and Wang deemed no matter how peripheral ingredients change, home ingredients tend to remain central to the tourist (Quan & Wang, 2004). Chang et.al stated appetizing assurance was found to be a key factor supporting the preference of Chinese food in particularly after disagreeable encounter with local foods. As the Chinese were familiar with the flavorful properties of Chinese food, they would very likely accept and like the taste of it. Across cultures and regardless of socio-demographic disparities, people conventionally prefer foods which are familiar to them. The influence of Chinese foods on Chinese outbound tourists in Europe is the future topic to explore.

7.2 Scandinavian Gastronomies and Chinese tourists

The desire to taste gastronomies while traveling in a place is increasingly popular in the tourism industry. Numerous tourists search foods and wines for enjoyment during visiting the place, foods are not simple diet and have functional and nutritional purposes to maintain life anymore, they are playing an important role in the journey (Wolf, 2002). This study has found the similar findings from the sample here. The respondents assure the importance of the gastronomies in their trip in Europe especially for Scandinavia’s. Moreover, Scandinavian gastronomies have proved its capacity through the comparison with other European rivals. Majority respondents are really keen on Scandinavian gastronomies. Besides, a number of respondents also admit that enjoying gastronomies is an authentic travel experience to know the destination and the channel to explore local culture behind the gastronomies. In this regard, the results are consistent with a lot of studies. The gastronomies could fulfill tourists’ expectation when they ‘embrace’ the destination through engaging experience with cuisines, wines and other gastronomic activities (Long, 2004; Ignatov & Smith, 2006; Harrington & Ottenbacher, 2010; Mason &
Paggiaro, 2011). The gastronomies often seen as a mediator between tourists and the destination. Thus, gastronomy is not only identified with food products for dietary requirements, but it also involves a composed experience of food, wine heritage and landscape (Boniface, 2003).

The respondents perceive Demark, Sweden, and Norway are not traditionally well known gastronomic Vatican, they likely visit and experience local foods. A number of respondents express those untapped destinations potentially famous in the gastronomies are pretty worthy to visit. These respondents almost account for half volume. A dozens of Michelin starred restaurants often seen in Scandinavia’s tourism promotion. For instance, the tourism department of Sweden regularly post recommendations about local prominent restaurants to the users on Wechat. This action very likely influences the tourists’ food behavior. Besides, sharing wonderful dining experience is very popular among Chinese, some of them would strongly recommend others ‘you must try that restaurant, it is great’. Thus, the sample in the questionnaire think Scandinavia’s exotic flavor would be a key factor that attract them enjoy the gastronomies while traveling in Sweden, Denmark and Norway. In fact, the respondents further support that dining in the restaurants is frequently described as the most frequent leisure activity of travelers and represents the second largest daily expenditure (Hall & Sharples, 2003). As a result, many state and regional offices have put together culinary tourism initiatives to enhance and promote food and wine tourism as part of a tourism strategy.

7.3 Scandinavian Gastronomies and Gastronomical Behavior

Tourists’ behavior on gastronomies is often be encapsulated a comprehensive item since a number of factors influence tourists’ attitude toward foods. Previous experience is deeply impressive in tourists’ mind and impact the choice and the attitude to unknown gastronomy in the next trip (Boniface, 2003; Kauppinen-Räisänen, Gummerus & Lehtola, 2013). Some studies argued that numerous tourists admitted that previous food experience has an influence regarding whether desiring to revisit the destination (Braun-LaTour, Grinley & Loftus, 2006; Huang & Hus, 2009).

Majority respondents satisfied with the gastronomies when they travel in Europe. Thus, the results revealed conductive information that Chinese tourists have a desirable experience on European gastronomies. As a result, considerable respondents further admit that Scandinavia’s gastronomy occupies an important position in traveling Scandinavia. This phenomenon provides support to the tourists’ behavior studies. In addition, satisfaction of food is pretty crucial especially for the sample in the questionnaire. Gastronomy is one of the most important that contributed to travelers’ overall satisfaction and the major reason travelers revisited the destination (Karim & Chi, 2010). In accordance with Arlt’s study, many Chinese tourists would like to select Europe as their destination in the next trip since Europe’s rich heritages and different cultures and customs (Arlt, 2006). Europe has been the most important destination outside Asia for Chinese tourists. But several barriers
properly deter Chinese tourists visiting Europe, such as visa application and the language issue. Thus, Chinese tourists really want to have a value-for-money trip in Europe. As a consequence, the gastronomy is capable to be developed as a strategy to attract Chinese tourists since it carries authenticity and culture what Chinese tourists want to explore in the trip.

Mak et.al encapsulated that the culture often be recognized as a key item in tourists’ behavior. Harrington and Ottenbacher argued the curiosity and wish for knowledge and discovery to display education and superiority to others also can be seen as cultural motivators (Harrington & Ottenbacher, 2010). Food is not only simple nutritious supplement for living, but it also deeply shaped is a significant and representative part of Chinese culture, thus Chinese are keen on enjoying the gastronomies and acceptable to variety foods. In terms of the attitude toward foods, there is an unexpected finding about neophobia in the questionnaire. Mak et.al elucidated neophobia people are very careful about food, or they have particular dietary requirement and only trust limited sorts of foods and little interests on new types foods (Mak, Lumbers & Chang, 2012). Conversely, the respondents show the high enthusiasm about adopting diverse foods and different choice. In according to the result, the respondents are not only cautious on Scandinavian foods, they also have lively interests on Scandinavian exotic flavor and dining in local recommended restaurants. Mak et.al (2012) and Forbes et.al (2016) argued the importance of the social factors, such as age, educational background. They deemed the disparity would cause different gastronomical habits. Some socio-demographic factors do impact Chinese tourists’ behavior in this study. Different educational levels, ages, region performed differences on Scandinavian gastronomical elements. The respondents showed quiet different habits on gastronomical element as well. The results are consistent with Mak et.al and Forbes et.al.

7.4 Scandinavian Gastronomies and Gastronomical Motivation

The motivation often be seen as an extension of the tourist behavior, Mak et.al encapsulated the motivation in several angles. They claimed gastronomy can be a cultural motivation since while travelers are experiencing new local cuisines, they are simultaneously experiencing the culture. Local gastronomy can also be a status and prestige motivation, as tourists can gain their knowledge of the gastronomy by eating as the locals do, and finding new foods which they or their friends have rare chance to enjoy at home (Mak, Lumbers & Chang, 2012).

The motivations often be categorized into push and pull motivations. Push motivations are those with the strongest pushing power, motivating a tourist to travel. On the other hand, pull motivations are those that supplement a destination’s appeal, but do not motivate an individual to travel. Even though food is part of every travelers’ daily dietary supplement, as it is a basic human requirement, but it can also be an essential determinant of destination choice (Björk& Räisänen,2013). The findings also corroborated Yuan et.al research that push factors are generally about knowledge and learning, fun and new experiences and family reason.
For instance, dining in the destination are often seen as pleasurable activity and may trigger as motivation for selecting destination. The sample in the questionnaire reveals that cultural factors are main motivation for the respondents enjoying Scandinavian gastronomies, such as exploring culture and gaining knowledge. Current tourists may travel with the purpose of experiencing a particular destination’s food and drinking culture (Björk & Räisänen, 2013). Due to Dann’s motivation theory push motivations would influence a person to travel to the potential destination (Dann, 1977). The motivations mostly seen as knowledge and learning, fun and new experiences.

Not like push motivation are decisive on selecting destination, pull motivation often be understood that the tourists may search for the forthcoming gastronomic experiences in the settled destination. Thus, pull motivations often seen as strengths and advantages of the destination (Yuan, Goh & Kim, 2010). The three countries are showing the strength on the gastronomical aspect. Meanwhile, as the beginning of the study, the countries are branding unique culinary characters respectively. For instance, numerous Michelin starred restaurants, food festivals and raw but high-quality materials, both of them can be strong pull motivations to attract the tourists enjoying local cuisines and derive activities. Besides, creative cooking styles, innovative recipes and exquisite matches contribute promoting Scandinavia’s gastronomy and pull tourists to choose a specific experience in there. Byrkjeflot et.al argued Scandinavia has become branded as the world’s new culinary Mecca, the culinary industry is shaping a new “taste of the North” with new ingredients by combined traditional and innovation method (Byrkjeflot, Pedersen & Svejenova, 2013). In accordance with the results, Scandinavian gastronomy is being considered a key tourism motivation to attract the sampled Chinese tourists and visit Sweden, Denmark and Norway.

7.5 Scandinavian Gastronomies and Gastronomical Preference

In accordance with Chang et.al study, although many Chinese explicitly expressed that it is unacceptable for them to consume local food at every meal, the tourists were eager to try local food and showed signs of adversity towards the new eating experience in Australia (Chang, Mak & Lumbers, 2012). The result in this study revealed the same circumstance about Chinese tourists’ food preference. In Scandinavia, the respondents stated that they are very likely or likely to consume local food in the restaurants and native productions. Therefore, consuming local foods is not simply in a particular place, it is actually a typical food preference of Chinese tourist regardless of the places. In Chang et.al ‘s study, Chinese tourists stated the interests regarding tasting Australian foods, as people want to find the clue that prove them have ever been to Australia (Chang, Mak & Lumbers, 2012). Many of the respondents expressed enthusiasm in trying local foods in Scandinavia as well. Apart tasting foods could fulfill tourists’ getting authentic tourism experience, it further should be noticed that there are few Scandinavian style restaurants in
China. Chinese have rarely chance to touch Scandinavian flavor except IKEA restaurants. The tourists therefore are really looking forward about tasting local foods.

The findings further reveal that although the respondents from the four regions were predominantly influenced by the Chinese food culture, there were disparities with respect to their food preference. The disparities were related to be associated with the level of exposure to Western cuisines, which had led to different attitude towards tourism dining experience (Chang, Mak & Lumbers, 2012). The respondents come from different Chinese regions are keen on consuming food festivals, dining local fabulous restaurants and native productions. Besides, the findings also indicated the disparities in the gender. Majority male respondents claimed that they very likely or likely keen on dining in local fabulous restaurants and going to food festivals. Conversely, female respondents stated consuming native productions is their key expenditure.

8 Conclusion

The importance of the gastronomy is increasingly noticed, its cultural and social value is widely gaining the recognition in some destinations. The role of the gastronomy is not only because of the role of the culture and the society we live in, but also because of its role in destination development. And, the gastronomy is one of the most effective attractions sought out by tourists in their tourism experience and destination selecting. The study therefore attempted to explore the relationship between the gastronomy and the destination where is not well-known for gastronomical reputation. And the study also focuses on Chinese tourists, getting to know their habit is becoming increasingly important in global tourism market.

This study therefore adopted exploratory approach to prove that the gastronomy is a new lure for Scandinavian countries. First, the findings advanced the understanding of the relationship between the gastronomy and the destination thereby providing theoretical groundwork for the study on this important connection. Second, the findings revealed that the positive attitude of Chinese tourists toward Scandinavian gastronomies. And then, a comparison between other popular tourism destinations in Europe further corroborated that Scandinavian gastronomies have capacity to attract the tourists.

This study also gained the general understanding of Chinese tourists’ food behavior, motivation and preference. China is becoming one of the most crucial overseas market for three Scandinavian countries. The findings implied Chinese tourists are really keen on exotic Scandinavian flavor, they stated tasting local foods is an authentic way to get know local culture and gain knowledge. Numerous Chinese tourists showed the enthusiasm on attending food festival and dining in the restaurants. The findings of this study provide useful information for destination marketers and gastronomical businesses in developing their gastronomic products and ensuring that the gastronomical productions in catering are congruent with
tourists’ food preference and behavior. Furthermore, taking into account that China is a broad country and has huge population, thus, the study thoroughly analyzed Chinese tourists between different socio-demographic segments aim to achieve an overall recognition of Chinese tourists regarding the gastronomy. The disparities of tourists dining habits on Scandinavian gastronomies can be effectively used by the marketers and gastronomical business to make specific gastronomical plan about attracting Chinese tourists.

Gastronomy and travel have never been so closely connected together at present. The gastronomy grants the opportunity to destination development and simultaneously brings forthcoming issues. Having the advantages on gastronomical side is not enough for developing destination. As the marketers and researchers, getting a better understanding of tourists’ food motivation, behavior and preference is a key part in the future work. As a consequence, future research may specifically explore the food behavior in a particular socio-demographic group, such as gender or age. Regarding the destination, the future research might be focused on the challenges, forthcoming issues and weakness of gastronomical strategy in destination development.
References


For example, the destination must clearly differentiate its culinary resources, it must have its own cuisine which is recognised by tourists and it must have a large number of establishments where tourists can enjoy local gastronomy.
Webpages


Statics Norway, https://www.ssb.no/

Statics Denmark, https://www.dst.dk/


Visit Denmark, http://www.visitdenmark.com/
Appendix

Table and Figures

Picture 1: Overview of target Scandinavia

Table 1: Description of sampled respondents

Figure 1: Volume of Chinese tourists traveling to European countries

Figure 2: Chinese tourists’ gastronomical satisfaction in Europe

Figure 3: Evaluation of enjoying gastronomies while traveling in Scandinavian countries

Figure 4: Possibility of enjoying gastronomies in the countries

Figure 5: Chinese tourists’ gastronomical behavior on Scandinavian gastronomical elements

Figure 6: Influential factors of Chinese tourists’ gastronomical motivation

Figure 7: The Consumption of Chinese tourists on Scandinavian gastronomies
Questionnaire (Research targets are Sweden, Denmark and Norway)

Have you ever been to Scandinavia?
1. Yes, I have  2. No, I have not

Have you ever been to other European countries exclude Sweden, Denmark, Norway and Russia?
1. Yes, packed tour with nice culinary experience
2. Yes, packed tour without nice culinary experience
3. Yes, DIY tour with nice culinary experience
4. Yes, DIY tour without nice culinary experience
5. No, I have not ever been to Europe

How do you think “Gastronomy is important while traveling in Scandinavian countries?”
1. Not important at all
2. Not important
3. Neutral
4. Important
5. Very important

Would you like to travel below countries to enjoy gastronomies?
1. Switzerland:
(1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely
2. Germany:
(1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely
3. Czech
(1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely
4. Austria
(1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely
5. Scandinavia:
(1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely
How do you evaluate the possibility of below items while you are traveling Scandinavian countries?

1. Enjoy native gastronomies:
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

2. Participate local cultural events:
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

3. Close natural sceneries:
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

4. Urban sightseeing:
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

Are you keen on below gastronomical elements?

1. Original and seasonal materials
   (1) Do not like at all (2) Do not like (3) Neutral (4) Like (5) Very like

2. Exotic flavor
   (1) Do not like at all (2) Do not like (3) Neutral (4) Like (5) Very like

3. Creative cooking methods
   (1) Do not like at all (2) Do not like (3) Neutral (4) Like (5) Very like

4. Organic productions from local farm markets
   (1) Do not like at all (2) Do not like (3) Neutral (4) Like (5) Very like

Will you enjoy gastronomies in Scandinavian countries due to below reasons?

1. Brand of new Scandinavian cuisine
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

2. Recommended restaurants
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

3. A tranquil place for family getting together and enjoying
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

4. An emerging destination to explore
   (1) Very unlikely (2) Quite unlikely (3) Depends (4) Quite likely (5) Very likely

Would you like to consume on the following options?

1. Local farm market:
(1) Very unlikely  (2) Quite unlikely  (3) Neither likely nor unlikely  (4) Quite likely  (5) Very likely

2. Food festivals:
(1) Very unlikely  (2) Quite unlikely  (3) Neither likely nor unlikely  (4) Quite likely  (5) Very likely

3. Food-related activities (Visiting cellar, shopping in farm or organized ocean fishing):
(1) Very unlikely  (2) Quite unlikely  (3) Neither likely nor unlikely  (4) Quite likely  (5) Very likely

4. Culinary courses:
(1) Very unlikely  (2) Quite unlikely  (3) Neither likely nor unlikely  (4) Quite likely  (5) Very likely

5. Local fabulous restaurants:
(1) Very unlikely  (2) Quite unlikely  (3) Neither likely nor unlikely  (4) Quite likely  (5) Very likely

What is your most interested Scandinavian gastronomy? (Open question)

Your age group
1. 20-30  2. 30-40  3. 40-50  4. 50+

Your gender
1. Male  2. Female

Your education level

Where is your hometown?