

The cause-effect relationship between negative food incidents and tourists' negative emotions

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ABSTRACT

Tourists often experience negative food incidents at tourism destinations, which can elicit negative emotional reactions. However, this important topic has been examined only in the narrow context of restaurants with a particular focus on customers' negative restaurant experiences. This study is the first to incorporate three types of food establishments, namely, full-service restaurants, limited-service restaurants, and street stalls, to investigate the effects of negative food incidents on tourists' negative emotions. Using a qualitative approach to capture the cause-effect relationship between negative food incidents and tourists' negative emotions, this study found that food-related issues trigger tourists' sadness and shame; queue management leads to fear; and high prices, unethical business practices and poor service quality result in anger. The three types of food establishments are correlated with different negative food incidents. In addition to providing theoretical contributions, this study also provides practical suggestions for food outlets at any destination.

1. Introduction

Food and beverage service is a key economic contributor to the tourism industry since one third of tourists' expenditures go toward food and drink (ICF Consulting Services, 2015). While traveling, almost every tourist must consume food to meet physical needs, such as hunger (Okumus and Cetin, 2018). Furthermore, tourists often experience different cultures, traditions, and heritages by consuming food and beverages (Okumus and Cetin, 2018). Given the economic and cultural significance of the food and beverage sector to the tourism industry, scholars have widely researched tourists' food consumption experiences, exploring topics such as which food and beverage factors shape tourists' most memorable food experiences (Stone et al., 2018) and the importance of tourists' food experiences in influencing their satisfaction levels with trips (Björk and Kauppinen-Räsänen, 2017). Nevertheless, the extant literature has predominantly focused on the positive side of tourists' food experiences while largely ignoring negative food experiences.

Tourists often experience negative food incidents when they consume food and beverages in unfamiliar destinations (Chang et al., 2010). Ultimately, tourists' negative food experiences strongly influence their overall evaluation of the entire travel experience (Rimington and

Yuksel, 1998). Therefore, destination managers must investigate the negative side of tourists' food experiences, such as the types of negative food incidents that occur at a destination, to address tourists' concerns (Pantelidis, 2010). However, the extant literature lacks a good understanding of tourists' negative food experiences at their destinations, with the exception of a few papers on diners' and tourists' negative experiences in restaurants (Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017). It should be noted that tourists also consume food and beverages at establishments other than restaurants, such as street stalls (Lin et al., 2011; Minneapolis.gov, 2019; Stone et al., 2018). However, less is known about tourists' negative food experiences covering a broad range of food establishments at destinations. Therefore, studies covering different types of food establishments could offer new insights into tourists' negative food experiences at destinations.

Another research gap found in the literature is that previous hospitality researchers have utilized a small number of items, such as anger, distress, disgust, fear, and shame, to measure diners' negative emotions in food consumption settings (Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017). Surprisingly, rather than focusing on the details of negative emotional reactions, researchers have generally calculated the overall mean value of negative emotions to investigate the relationships between negative emotions and other constructs, such as

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environmental stimuli (Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017). For example, previous hospitality studies have only examined the linkages between different restaurant stimuli and the overall value of negative emotions without specifying the causes of different types of negative emotional reactions. However, Laros and Steenkamp (2005), from a consumer behavior perspective, developed and validated a three-level hierarchical negative emotion model that included a large number of negative emotional reactions to better understand consumers' negative emotions. Thus, to enrich our understanding of tourists' negative emotions, this study incorporates the hierarchical list of negative emotions produced by Laros and Steenkamp (2005) rather than studying overall negative emotions. Specifically, by adopting cognitive appraisal theory, this study investigates the cause-effect relationship between different food establishments' stimuli and different types of negative emotions.

This study also makes a contextual contribution to the current understanding of Chinese tourists' negative food experiences. Chinese tourists' food experiences are influenced by their cultural norms and values (Chang et al., 2010); therefore, the negative food experiences of Chinese tourists might be different from those of tourists from other nations. For example, Chinese tourists, coming from a high-power distance culture, expect high quality of service concerning status (Mattila, 2000; Moufakkir, 2019). Accordingly, Mattila (2000) found that Chinese customers are more likely to complain about service quality than their Western counterparts. Furthermore, compared to Westerners, Chinese tourists place greater importance on the food and dining experience among the whole vacation experience because food is a symbol of status in the Chinese culture (Fu et al., 2012). Thus, it is important to understand this unique and booming market since Chinese tourists have contributed to the world's economy through their large numbers and high tourism expenditures (Travel Weekly China, 2019; UNWTO, 2018). However, studies examining Chinese tourists' food experiences have remained limited (Chang et al., 2010). In particular, no single studies investigated Chinese tourists' negative food experiences.

Therefore, while focusing on the Chinese tourist market, this study aims to: 1) uncover the negative food incidents experienced by Chinese tourists at destinations; 2) reveal a hierarchical list of negative emotions elicited during Chinese tourists' negative food experiences; 3) investigate the effects of negative food incidents on tourists' different types of negative emotional reactions; and 4) examine whether different types of food establishments are correlated with particular negative food incidents.

2. Literature review

2.1. Cognitive appraisal theory

Negative emotions develop from an individual's failure to achieve desired goals (Bagozzi et al., 1998). Cognitive appraisal theory is a key theory underpinning emotion studies. Psychologists developed this theory to understand the causes of the elicitation of different emotions (Lazarus, 1991; Roseman et al., 1996). This theory explains that individuals' appraisals of events trigger different emotions and that behaviors occur in response to these evoked emotions (Lazarus, 1991). Thus, the most notable contribution of cognitive appraisal theory lies in the fact that it suggests the antecedents of different emotions. For example, Roseman et al. (1996) noted that fear is elicited by events appraised as uncertain; anger is elicited by events considered to be caused by other persons' faults; shame is elicited by events considered to be caused by the self; and sadness is elicited by events considered to be caused by circumstances.

Researchers have emphasized the importance of adopting the cognitive appraisal approach in consumer behavior studies as behaviors occur in response to elicited emotions (Bagozzi et al., 1999; Johnson and Stewart, 2005). Accordingly, some tourism and hospitality researchers have utilized and validated the appropriateness of cognitive appraisal

theory in studying different consumption contexts (Hosany, 2012; Ma et al., 2013). For instance, Hosany (2012) found that tourism experiences appraised as pleasant, goal congruent, and compatible with one's moral standards elicit tourists' emotional responses of love, joy, and positive surprise. Furthermore, Ma et al. (2013) utilized cognitive appraisal theory to explain the antecedents of delight in a theme park. Although these studies utilized cognitive appraisal theory to examine the antecedents of tourists' positive emotional experiences (e.g., Hosany, 2012), less is known regarding the specific causes of different types of negative emotions. Therefore, by adopting cognitive appraisal theory, this study attempts to identify negative food incidents that trigger different types of negative emotions.

2.2. Tourists' negative food experiences

Tourists are likely to consume both familiar and unfamiliar foods and drinks while traveling, rendering food experiences at a destination largely unavoidable (Nield et al., 2000; Quan and Wang, 2004). Tourists can experience negative food incidents and might be deterred from destinations as a result (Harrington et al., 2012). Given that a variety of food establishments exist at destinations, tourists consume food not only at restaurants but also at different food establishments, such as cafés, bars, wineries, breweries, markets, street stalls, grocery stores, convenience stores, vending machines, retail bakeries and recreational farms (Lin et al., 2011; Minneapolismn.gov, 2019; Stone et al., 2018). However, the extant literature on tourists' negative food experiences at destinations is limited to the restaurant context (Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017).

Furthermore, there has been a paucity of research sampling from Chinese in the examinations of negative food experiences. Researchers have noted that Chinese tourists evaluate their food consumption experiences differently from Westerners (Fu et al., 2012; Moufakkir, 2019), influenced by their cultural values (Chang et al., 2010). For example, food is a symbol of status in the Chinese culture (Fu et al., 2012). Thus, Chinese tourists consider more the social functions of food and dining on vacation, in addition to the functional aspect of food. Corroborating this point, Moufakkir (2019) found that Chinese customers were more likely to complain about food quality than their British counterparts. Furthermore, Chinese customers who are from a high-power distance context are concerned more with service quality in restaurant contexts than Westerners (Mattila, 2000).

Researchers have also noted that Chinese customers are price conscious, influenced by Chinese cultural values of being frugal (Li et al., 2009). Therefore, while Chinese consumers look for quality, a majority of them are concerned with high prices (Wang and Lin, 2009). Finally, Chinese tourists are particularly concerned about unethical business practices on holiday (Kim et al., 2021), whereas Westerners are not (Bianchi, 2016). Chinese cultural values emphasizing mutual profitability, instead of self-interest (Hsu, 2007), can explain why Chinese tourists view unethical business practices as among the key antecedents of tourists' negative tourism experiences (Kim et al., 2021). Therefore, to enhance our understanding of Chinese tourists' negative food experiences, this study examines Chinese tourists' negative food experiences at different types of food establishments. The following sections discuss different types of eating establishments and attributes affecting negative food experiences.

2.2.1. Types of eating establishments

There is no agreed classification of the types of eating establishments for tourists at destinations. Hospitality researchers have generally identified two broad categories of restaurants, namely full-service and limited-service restaurants (Canziani et al., 2016; Lee and Ha, 2014). A full-service restaurant refers to a restaurant offering a broad range of menus and complete table service, whereas a limited-service restaurant is classified as a restaurant providing limited menu items and self-service (Lee and Ha, 2014). Customers in full-service restaurants,

such as casual and fine dining restaurants, evaluate not only the food but also every aspect of service experience (Canziani et al., 2016; Ladhari et al., 2008). Limited-service restaurants include fast-food, cafés, and snack bars, which offer simple or limited variety of food options with limited service, such as using self-service (Lee and Ha, 2014). Compared to full-service restaurants, limited-service restaurants are comparatively less expensive (Canziani et al., 2016). According to the above definitions, full-service restaurants in China include fine-dining restaurants (e.g., Teppanyaki and seafood) or Michelin restaurants; while limited-service restaurants include cafés, noodle and rice bars, or Western-style fast food.

Tourists not only dine in restaurants, but also purchase food and drinks from street stalls in local or night market or on streets. Furthermore, street foods sometimes are must-see attractions and often one of the key attractive points of destinations (Kikuchi and Ryan, 2007). Jeaheng and Han (2020) defined street foods as those offered by mobile vendors, such as food stalls, food carts, and food trucks on the road/street-side or in market sites. Thus, this study extended the previous classification of eating establishments by including tourists' experiences at street stalls. Accordingly, this study includes three food establishments in the destination contexts: full-service restaurants, limited-service restaurants, and street stalls.

2.2.2. Attributes affecting negative food experiences

Prior hospitality studies have revealed some critical negative incidents in restaurants. For instance, Harrington et al. (2012) summarized the previous restaurant literature and synthesized three categories of negative incidents, related to food (taste and quality), physical environment (décor/atmosphere) and service quality. Similarly, Chung and Hoffman (1998) also emphasized that poor service delivery and facility failures (e.g., cleanliness problems and bad odors) were the most unforgettable service failures in restaurants, but food-related problems were less likely to be remembered by customers. Furthermore, Harrington et al. (2012), through empirical evidence, identified a list of top negative restaurant attributes: quality of service, speed of service, quality of food/drink, and friendliness of staff. Other studies focusing on customers' general restaurant experiences have also provided some insights into negative restaurant incidents, such as service, price, atmosphere (Pantelidis, 2010; Vu et al., 2019), food, and design (or décor) (Pantelidis, 2010). Generally, the aforementioned negative restaurant incidents can be grouped into four categories: service, food, environment, and price. Additionally, crowding and queue management in service contexts also form consumers' negative experiences (Mattila and Hanks, 2012).

Researchers have also acknowledged that the characteristics of different restaurant types are significantly associated with different types of negative incidents (Harrington et al., 2012). For instance, cleanliness of restaurants and safe food are the determinants of negative food experiences at quick-service restaurants, which is a type of limited-service restaurant; quality of service and speed of service are the key issues for casual restaurants; whereas value of experience and price are common negative cues for fine-dining restaurants, which is a type of full-service restaurant (Harrington et al., 2012). However, these previous findings on the attributes associated with negative experiences are limited to the restaurant context. Other types of food establishments in destinations, such as street food stalls, have been largely ignored.

2.3. Negative emotions

Tourism and hospitality scholars are still in the early stage of investigating negative reactions. They have mainly used a small number of items to measure negative emotions, such as anger, distress, disgust, fear, and shame (Jang and Namkung, 2009), as well as feeling afraid, distressed, hostile, irritable, nervous, and scared (Jordan et al., 2019). Mattila and Ro (2008) went one step further; they performed an exploratory factor analysis to analyze a list of negative emotions (e.g.,

mad, furious, angry, disappointed, let down, should have made a different choice, unfulfilled, regretful, nervous, worried, and anxious) and generated three factors: anger, disappointment or regret, and worry. Other studies (Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017) have only listed examples for different subcategories of negative emotions without a validity and reliability test. Laros and Steenkamp (2005) thoroughly reviewed previous emotion studies in the consumer behavior area and developed a hierarchical model of negative emotions, including negative emotions as level 1; anger, fear, sadness, and shame as level 2; and a list of negative reaction items as level 3. The hierarchical level of negative emotions has been validated by Laros and Steenkamp (2005) and has been considered reliable when measuring consumers' negative emotions. Therefore, this study uses the hierarchical model as a conceptual framework to classify tourists' negative emotions.

2.4. Tourists' negative emotions regarding food and restaurants

Consumers experience emotions in response to their immediate physical and social environments (Hosany et al., 2015). Although Hosany and Gilbert (2010) urged future research to identify the determinants (causes) of tourists' negative emotions (e.g., regret, disappointment, and worry) at destinations, research examining the causes of tourists' negative emotions in the food service context is scarce. Surprisingly, all of these studies (Chen et al., 2015; Jang and Namkung, 2009; Liu and Jang, 2009; Peng et al., 2017) focused on restaurants and were limited to examining the relationship between restaurant stimuli and diners' negative emotions. For example, Jang and Namkung (2009) focused on full-service restaurants and found that product quality influenced diners' negative emotions, whereas two other factors (atmospherics and service quality) did not influence negative emotions. In contrast, in a luxury restaurant context, Chen et al. (2015) found that food quality, service quality, and other customers affected customers' negative emotions. In a study of full-service restaurants, Peng et al. (2017) revealed that interactions with other customers, chef image, service quality, atmosphere, and food quality influenced customers' negative emotions. Additionally, bad physical environments were found to significantly increase restaurant customers' negative emotions (Namasivayam and Mattila, 2007).

The above controversial results have encouraged scholars to generate more empirical evidence to gain an in-depth understanding of the relationship between environmental stimuli and customers' negative emotions. Another knowledge gap identified in the literature is that previous scholars only used a single value, which is the average score of overall negative emotions, in their data analyses (Chen et al., 2015; Jang and Namkung, 2009; Liu and Jang, 2009; Peng et al., 2017). Based on Laros and Steenkamp's (2005) logic, this study examines the effects of environmental stimuli on different subcategories of negative emotions, such as anger, fear, sadness, and shame.

3. Methods

There has been lack of studies examining tourists' negative food experiences with various types of food establishments at destinations. Thus, much less is known about the determinants of tourists' negative emotions toward food offerings at destinations (Hosany and Gilbert, 2010).

Additionally, to the best of the researchers' knowledge, no studies have investigated Chinese tourists' negative food incidents, as well as their associated negative emotions. To gain an in-depth understanding of this under-researched phenomenon, a qualitative method was considered appropriate (Creswell, 2013).

3.1. Data collection

Travelogues offer comprehensive narratives for researchers to

explore (Bosangit et al., 2012). This study targeted lengthy and detailed descriptions of tourists' negative food experiences written in travelogues. The researchers retrieved travelogues from Mafengwo, China's leading online community for sharing travel experiences (Azevedo, 2019), by following two steps: 1) generating a list of Chinese keywords (e.g., negative, bad, anger, desperate, discontented) from a literature review of tourists' general negative experiences and negative emotions; and 2) using the list to search for relevant negative travelogues on Mafengwo. Subsequently, two Chinese researchers carefully read the searched travelogues and screened out those that were not about negative food experiences. In total, 393 travelogues in Chinese published in 2012–2020 were selected and included in the data analysis.

3.2. Data analysis

There are two types of approaches to analyze qualitative data, namely a priori and emergent (Elliott, 2018). The a priori approach uses prespecified codes or general coding frameworks to analyze the dataset, whereas the emergent approach, without relying on any prespecified codes, allows the data to suggest initial codes (Punch, 2014). Since prior research on negative dining experiences in a restaurant context can be used to develop an initial codebook, this study adopted the a priori approach suggested by Sparks and Bradley (2017) to develop a codebook; however, some newly emerged codes from the data were also incorporated into the codebook.

Two researchers coded the travelogues using NVivo software, version 12. Specifically, each of them separately coded the dataset according to a draft of a codebook on food incidents, which was produced based on the previous studies of negative restaurant experiences. The codebook was continually updated in the coding process as new themes emerged. First, each of two researchers carefully read the travelogues word for word and identified relevant information on food incidents based on the codebook. Regarding the data size that should be coded, no consensus is available in the existing qualitative methods literature concerning whether individual words, sentences, chunks of sentences, or full paragraphs should be coded (Miles, Huberman, and Saldaña, 2018; Punch, 2014). Miles et al. (2018) noted that coding depends on the research objectives. For example, one research objective in this study was to identify negative food incidents experienced by Chinese tourists at destinations. Individual words in Chinese are unable to demonstrate brief or detailed negative food incidents; thus, only sentences, chunks of sentences, and even full paragraphs were coded if they were related to food incidents.

It should be noted that non-food-related negative incidents were not coded in this study. If the sentences regarded various issues on food, then these sentences were coded into the negative incident of 'food'. After coding of the negative incidents was done, two researchers compared their codes to resolve any disagreements. If some disagreements were difficult to resolve, then the third researcher on the team was involved. The researchers identified some new food incidents, such as unethical business practices and regulations, from the dataset. A list of eight food incidents was included in the codebook (see Table 1).

Second, following a similar process of coding negative food incidents, the researchers carefully checked the text information related to negative food incidents to identify clear and explicit phrases or sentences concerning tourists' negative emotions and coded these sentences or chunks of sentences into relevant 'negative emotion reactions' based on the codebook, which was developed based on the previous literature. To minimize confusion and disagreements, the researchers only coded sentences with clear and explicit negative emotional phrases. For example, if a travel blogger wrote words, such as 'angry', 'mad', and 'hate', the researchers coded the sentences including these words as the negative emotion of 'anger'. It should be noted that the codebook was continually updated while new codes emerged from the dataset. Three researchers discussed the different codes on negative emotions and developed the final version of the agreed codebook.

Table 1
Definition of food incidents.

Negative incident	Definition	Adapted from relevant literature
Food	Food refers to low-quality food (e.g., not fresh, stale, and dirty food), not tasty, not healthy, small portions, or bizarre foods provided by food establishments.	(Jeaheng and Han, 2020; Stone et al., 2018)
Staff services	Staff services refers to unreliable, irresponsible, and unfriendly service to customers by staff members in food establishments. This negative incident has three potential dimensions: courtesy, responsiveness, and assurance.	(Dwyer and Kim, 2003; Parasuraman et al., 1988)
Unethical business practices	Unethical business practices refer to a food business's engagement in behavior that does not fall within the accepted rules of conduct that prevail both in local industry and in society at large.	(Kim et al., 2021; King et al., 2006)
Price	Price is related to a high price that does not correspond to the quality of the food experience at a food establishment.	(Dwyer and Kim, 2003)
Environment	Environment refers to intangible and tangible elements in the service environment, including the cleanliness of the food venues and broken or unavailable physical facilities.	(Hansen et al., 2005; Wu and Liang, 2009)
Queue management	Unsuccessful queue management refers to food outlets' failures to handle long queues and crowded spaces.	(Ritchie and Crouch, 2003)
Accessibility	Accessibility refers to lack of easy access to a food establishment, such as inconvenient location.	(Kim, 2014)
Regulation	Regulation refers to the enforcement of customs in a food establishment that are unreasonable or not understandable from tourists' perspectives.	(Dwyer and Kim, 2003)

The researchers also coded the cause-effect relationships between negative food incidents and tourists' negative emotions. The cause-effect relationship is generally tested using experimental designs (Khan, 2011); however, researchers suggest that explicit linguistic clues of causal conjunctions (e.g., because, hence, and therefore) can be used to identify the cause-effect relationship in narrative documents (e.g., Beevers and Scott, 2001; Tausczik and Pennebaker, 2010). Without explicit causal conjunctions, causal relations can also be identified via the interpretation of a sentence or multiple sentences (Khoo et al., 1998, 2002). Therefore, using a qualitative method, the narratives of materials are suitable for exploring cause-effect relationships.

The coding process of identifying 'the cause-effect relationship' between negative food incidents and tourists' negative emotions relies on cognitive appraisal theory. Previous studies have stated that identifying and appraising a 'cause' is a cognitive process (Beevers and Scott, 2001; Tausczik & Pennebaker, 2010), whereas individuals' emotions are the 'effect/outcome' of the appraisal of a 'cause' (Khoo et al., 2002; Roseman et al., 1996). In this study, tourists appraise their negative food incidents, which, in turn, elicits their negative emotions. The researchers only coded clear 'cause-effect' relationships between food incidents and tourists' negative emotions. For example, a tourist describes a negative emotion first and directly explains the reason for such a negative emotional reaction. A travel blogger could also talk about a negative food incident first and then describe his/her negative emotion toward the food incident. It should be noted that not all negative food incidents elicit tourists' negative emotions since some travel bloggers only mentioned their negative food incidents without describing any clear

negative emotions. Fig. 1 demonstrates two examples of codes, including ‘food incident’, ‘negative emotional reaction’, and ‘the cause-effect relationship’. After the coding stage, the researchers selected all of the materials on the code of ‘the cause-effect relationship’ to conduct a matrix coding query of ‘food incidents’ and ‘negative emotions’ using NVivo software, version 12. The results of the matrix were then transformed to SPSS for correspondence analysis (CA).

CA is a method for visualizing the correlations between two categories in a perceptual map based on the frequencies of two categories in the original matrix (Clausen, 1998; Hsu and Song, 2014; Torres and Greenacre, 2002). CA is an interdependence technique to reduce dimensions in the perceptual map without losing too much information from the dataset (Hair et al., 2010). In addition to using closer proximity to explain the close relationships of different objects in the CA visualizations (Whitlark and Smith, 2001), the number of reduced dimensions, the variance explained by each object to each dimension (Chen, 2001), and the original matrix of frequencies (Hsu and Song, 2012; Hsu and Song, 2014) should be evaluated as well. Traditional CA in this study is supposed to portray visualizations of the association between a category (e.g., negative food incidents) and another category (e.g., negative emotions). However, since the researchers coded ‘the cause and effect relationship’ between food incidents and negative emotions in the travelogues, the CA perceptual map could be used to demonstrate the causes of ‘negative food incidents’ regarding the outcome of ‘negative emotions’.

4. Results

4.1. Negative food incidents in destinations

Eight themes related to negative food incidents, including food, staff services, unethical business practices, price, environment, queue management, accessibility, and regulation, emerged from the data analysis. The frequency rates of the eight negative food incidents in three food establishments are also shown in Table 2. Full-service and limited-service restaurants are more popular than street stalls at destinations, showing that Chinese tourists prefer to have food and drinks in restaurants. It is not surprising that food is the dominant category (440 frequencies with 45.5%). More specifically, the complaint that the ‘food is

Table 2
Summary of negative food incidents.

	Full-service restaurant	Limited-service restaurant	Street stall	Total
Food	160	212	68	440 (45.5%)
Staff services	71	52	16	139 (14.4%)
Unethical business practices	56	19	34	109 (11.3%)
Price	61	32	15	108 (11.2%)
Environment	39	38	8	85 (8.8%)
Queue management	23	23	4	50 (5.2%)
Accessibility	12	10	2	24 (2.5%)
Regulation	1	10	0	11 (1.1%)
Total	423	396	147	

not tasty’ was mentioned most frequently, followed by bizarre foods and poor quality of food. Numerous travel bloggers mentioned that their food was not tasty; however, these types of evaluations and judgments are sometimes subjective. Complaints about bizarre foods were related to strange or unfamiliar foods that appeared at destinations. For example, a tourist described the meal: ‘in our meal, we found normal food, such as beef, chicken, fish, Chinese edible frog... and crocodile meat, which makes me scared’. Low-quality food covers issues such as raw or overcooked food, unfresh or unclean food. Receiving small portions of food is a common portion-related issue.

In addition to food, there are three popular themes: quality of service (139 instances at 14.4%), unethical business practices (109 instances at 11.3%), and price (108 frequencies at 11.2%). Specifically, staff service includes key issues such as courtesy, responsiveness, and assurance. Courtesy referred to poor attitudes and behaviors toward tourists, such as violence, discrimination, and unfriendliness. Responsiveness, referring to either a lack of response or slow (or late) service, was often linked to the service delivery process. Assurance referred to service providers’ limited knowledge or unprofessional skills. For example, a tourist wrote on a blog, ‘the waitress didn’t know how the dish was cooked or the ingredients of the dish’.

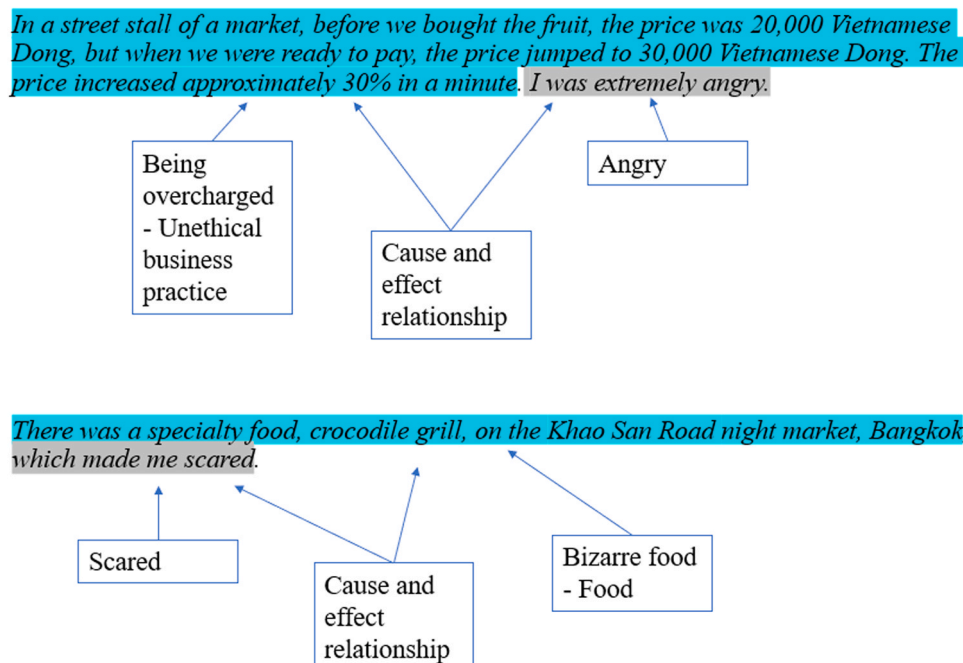


Fig. 1. Examples of codes Note: highlighted parts are coded into relevant codes.

Unethical business practices included commonly mentioned issues, such as fraudulent activity, being overcharged, and businesspeople receiving substantial commissions. Fraudulent activity referred to dishonest and fabricated actions by food providers, such as using a fake scale. A travel blogger described an experience: *'I bought two kilos of mangosteen from a fruit stall ... then I weighed the mangosteen in another fruit store and found that the mangosteen was only about a kilo'*. Incidents of overcharging often occurred in food stalls and seafood restaurants. A travelogue mentioned, *'in a street stall of a market, before we bought the fruit, the price was 20,000 Vietnamese dong, but when we were ready to pay, the price jumped to 30,000 Vietnamese dong. The price increased approximately 30% in a minute'*. In terms of businesspeople receiving substantial commissions, local businesspeople (e.g., taxi drivers, coach drivers, and tour guides) recommended certain restaurants to receive substantial commissions. For example, local taxi drivers highly recommended so-called *'local' favorites and 'authentic' restaurants* to tourists to obtain additional commissions from the restaurants. Prices were often labeled *'expensive'* in this study. The context includes a variety of food options, such as breakfast, seafood, and fruits. Even when they were clearly informed about prices, tourists often viewed food as not worth the money. For example, *'we, four people, paid 441 New Zealand dollars for the meal, which was the most expensive meal of our whole trip'*.

There are four themes pertaining to complaints: environment, queue management, accessibility, and regulation. Environment was mainly related to the cleanliness of the food venues and broken or unavailable facilities. Common descriptions were dirty environments with lots of flies and broken facilities (e.g., air conditioners and heating systems) inside. Queue management focused on long queues and crowded spaces. *'Too many customers and very crowded'* were often used to describe this category. Accessibility complaints were related to inconvenient locations with limited accessibility, particularly if tourists had to travel a long time and tried different routes to find a hidden location. For example, *'this restaurant was in a forest of a mountain area; it was extremely difficult to get in and get out since there was neither public transport nor private motorbikes'*. Regulation complaints were related to the rules or regulations set by the food providers. For example, certain fine-dining restaurants require a formal dress code for dinner, halal restaurants prohibit all alcohol, and some fast-food restaurants ask for an ID before serving certain meals.

4.2. Tourists' negative emotions

Table 3 shows the categories and subcategories of negative emotions, such as anger, sadness, fear, and shame. Specifically, anger includes feeling discontented, angry, irritated, hateful, mad and contemptuous, with discontented and angry the top two subcategories. Using discontented as an example, a tourist reports, *'the price of our breakfast in the buffet restaurant of the hotel was 48 Chinese yuan a person, but the food was very simple. Such a poor restaurant affected my mood; I was discontented...'*. Anger is another common subcategory. For example, *'when we were paying the money, the waitress overcharged us 40 Chinese yuan for two cans of Sprite, which we didn't order. What the f***! I was extremely angry'*. Other anger-related themes, such as feeling irritated, mad, and contemptuous, also appeared infrequently.

Fear, the second most popular category, involves different levels of fear, such as feeling scared, tense, afraid, worried, nervous, anxious, and panicky. Using scared as an example, *'there was a specialty food, crocodile grill, on the Khao San Road night market, Bangkok, which made me scared'*. The category of shame includes feeling regretful, pitiful, embarrassed, and ashamed. A tourist described his regretful experience: *'the waiter told me that there was a minimum charge of 800 Chinese yuan... the alcohol was extremely expensive... in the final bill, there was a service charge of 500 Chinese yuan... I regretted coming to this restaurant'*. Another example describes a tourist's embarrassing experience: *'my child wanted to have some noodles, so we went to a nearby Lanzhou Noodle Soup Bar... it was a hot day, so we wanted to order some chilled beers, but the boss said that he is*

Table 3
Categories and subcategories of negative emotions.

Category	Subcategory	Subfrequency	Total
Anger	Discontented	216	378 (45.1%)
	Angry	112	
	Irritated	36	
	Hateful	7	
	Mad	5	
	Contemptuous	2	
Fear	Scared	115	182 (21.7%)
	Tense	22	
	Afraid	21	
	Worried	16	
	Panicky	5	
	Nervous	2	
	Anxious	1	
	Shame	Regretful	
Pitiful		47	
Embarrassed		38	
Ashamed		10	
Sadness	Sad	88	125 (14.9%)
	Depressed	17	
	Miserable	12	
	Helpless	8	

Muslim, so the bar didn't sell any beer. I was so embarrassed'. Sadness included feeling sad, depressed, miserable, and helpless, and sad was the most common subcategory. A tourist described a depressed food experience with another travel party: *'we went to a local snack bar selling tofu puddings; probably five of us only ordered two tofu puddings, and the owner showed a poor attitude toward us. We were so depressed'*.

4.3. Effects of negative food incidents on tourists' negative emotions

As explained in the methods section, the cause-effect relationship between food incidents and negative emotions was captured by the researchers in this study. Table 3 reports the type of negative food incidents arousing different types of negative emotions based on the frequency analysis. Similar to the general results in Tables 2 and 3, Table 4 shows that food and anger are the top categories.

The summary of CA in Table 5 reveals a one-dimensional solution containing 88.2% explained variance. The commonly recommended rules for determining the number of dimensions are that the variance of dimensions should be explained by a result greater than 70% (Higgs,

Table 4
Negative food incidents and negative emotions.

Negative food incidents	Negative emotions				Total
	Anger	Fear	Shame	Sadness	
Food	58	53	49	51	211 (42.7%)
Staff services	36	7	15	13	71 (14.4%)
Price	38	9	8	11	66 (13.4%)
Unethical business practices	39	3	5	5	52 (10.5%)
Environment	18	10	11	6	45 (9.1%)
Queue management	9	7	5	5	26 (5.3%)
Accessibility	6	3	3	2	14 (2.8%)
Regulation	4	0	2	3	9 (1.8%)
Total	208 (42.1%)	92 (18.6%)	98 (19.8%)	96 (19.4%)	494 (100.0%)

Table 5
Summary of correspondence analysis.

Negative food incidents		Mass	Explanation by dimension 1		Explanation by dimension 2		Explanation by dimension 3		Total
Food		.427	.993		.001		.006		1.000
Staff services		.144	.673		.219		.108		1.000
Price		.134	.915		.008		.077		1.000
Unethical business practices		.105	.993		.007		.001		1.000
Environment		.091	.088		.406		.506		1.000
Queue management		.053	.634		.315		.050		1.000
Accessibility		.028	.000		.711		.289		1.000
Regulation		.018	.066		.933		.001		1.000
Active total		1.000							
Food establishments		Mass	Explanation by dimension 1		Explanation by dimension 2		Explanation by dimension 3		Total
Anger		.421	.997		.003		.000		1.000
Fear		.186	.843		.150		.008		1.000
Shame		.198	.750		.035		.215		1.000
Sadness		.194	.622		.297		.081		1.000
Active total		1.000							
Dimension	Singular value	Inertia	Chi square	Sig.	Proportion of inertia accounted for		Proportion of inertia cumulative		
1	.326	.106			.882		.882		
2	.100	.010			.082		.964		
3	.065	.004			.036		1.000		
Total		.120	59.487	.000	1.000		1.000		

1991). Thus, a one-dimensional solution suggests that only the information on dimension 1 should be interpreted in this study. In terms of the contribution of eight negative food incidents and four negative emotions for dimension 1, only the categories that explained more than 50% of the variance in the corresponding dimension should be interpreted (Chen, 2001). Accordingly, five negative food incidents (i.e., food, price, staff services, unethical business practices, and queue management) and four negative emotions (i.e., anger, fear, shame, and

sadness) should be included in the data interpretation of the correspondence analysis plot.

Fig. 2 presents a joint plot reflecting the effect of negative food incidents on tourists' negative emotions. More specifically, food is more likely to generate tourists' negative emotions of sadness and shame. A travel blogger writes, 'the traditional flavour of spicy soup (Hula Tang) in Wei Restaurant has been changed, which makes me sad. A possible reason is that the old and experienced chefs have retired, and young chefs who were

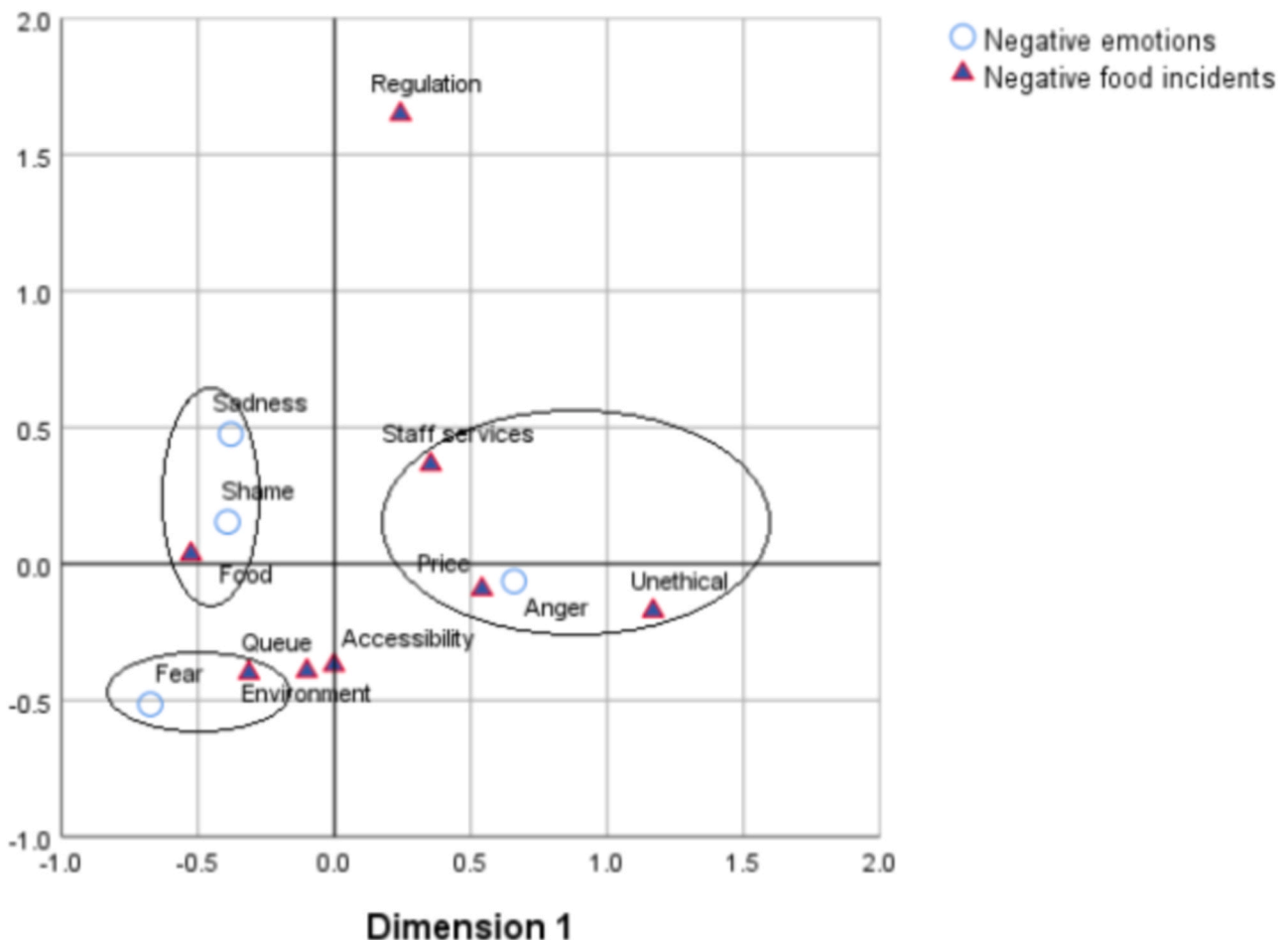


Fig. 2. CA map of negative food incidents and negative emotions.

trained in culinary art school don't know the traditional flavour of the dish'. The following quote shows the cause-effect relationship between food and shame: 'My friend and I went to a Beef Noodle Soup Restaurant next to our hotel. The satay noodles I ordered were really disgusting. I was regretful. Now, I believe that people should only order beef noodle soup in a Beef Noodle Soup Restaurant!'. Issues of queue management are more likely to elicit tourists' fear. It seems that tourists are fearful when they see long queues at food outlets or a crowded food venue. A tourist expressed the feeling at a street stall: 'I was afraid of seeing this long queue, I think everyone who saw the long queue would have the same feeling'. In contrast, incidents of high prices, poor staff services, and unethical business practices can easily trigger tourists' anger at food outlets. The following quote demonstrates the effect of unethical business practices on tourists' anger. For example, 'the experience of buying mangos made me mad. I bought some mangos from a local stall; then, I found that the stall owner changed the mangos from big ones to small and bitter ones'. Another quote concerns the effect of high prices on tourists' anger, such as 'we went to Nara Thai Restaurant... the food was so expensive, it cost 500 Chinese yuan per person. I was discontented, and I learnt a lesson'. Poor staff services affect consumers' negative emotion of anger. For instance, 'the arrogant woman (the owner) was disgusting, which makes me angry. It seems that she hated us'.

4.4. Associations between negative food incidents and food establishments

Another CA was conducted to reveal the relationship between eight types of negative food incidents and three types of food establishments. Table 6 also suggests a one-dimensional solution. In addition, only the categories that explained more than 50% of variance in dimension 1 should be included in the data interpretation. Accordingly, four negative food incidents (i.e., food, price, unethical business practices, and regulation) and three food establishments (i.e., full-service restaurant, limited-service restaurant, and street stall) should be included in the data interpretation. Fig. 3 shows that full-service restaurants are plotted in close proximity to price; limited-service restaurants are associated with food and regulations, whereas street food stalls are closely associated with unethical business practices.

5. Discussion

5.1. Theoretical contributions

These findings contribute to theory in a number of ways. First, research on tourists' food experiences has tended to focus on the positive side rather than the negative side (Stone et al., 2018). Although some studies have investigated customers' negative restaurant experiences

(Chen et al., 2015; Jang and Namkung, 2009; Peng et al., 2017), the extant literature lacks an understanding of a broader range of food establishments at destinations, including full-service restaurants, limited-service restaurants, and street stalls. Therefore, this study contributes to knowledge of tourists' negative food experiences within the destination context. Specifically, this study identified eight categories of negative food incidents that occur at destinations. The four categories of environment, quality of food, price, and quality of service have been well confirmed by previous scholars (Harrington et al., 2012; Pantelidis, 2010; Rhee et al., 2016; Vu et al., 2019).

Additionally, the study results revealed four newly emerging categories of tourists' negative food experiences: unethical business practices, queue management, accessibility, and regulation. The issue of unethical business practices was the third most frequent negative incident, showing the commonality of this issue in tourists' negative food experiences. Because there has been no hospitality research reporting these newly emerged incidents despite these categories not being new in the tourism management context (King et al., 2006), this study contributes to the literature on tourists' negative food incidents at destinations.

Second, the current study enriched the existing negative emotion scale by Laros and Steenkamp (2005) using a qualitative dataset. Specifically, by analyzing 393 travelogues from one of the leading Chinese tourism online communities, this study identified some new items, such as feeling mad, contemptuous, hateful, regretful, and pitiful, contributing to the knowledge on negative emotions. In addition, to generate a comprehensive list, this study ranked these negative emotional items based on the frequency at which they were mentioned by tourists. The results showed that Chinese tourists most frequently experienced anger in relation to negative food experiences. From a subcategory perspective, Chinese tourists frequently reported feelings of being discontented, scared, angry, sad, and regretful. Such information provides theoretical insight into the commonality of certain negative emotions during Chinese tourists' journeys.

Third, this study is among the few studies investigating the causes of tourists' different negative emotions. The study results are consistent with cognitive appraisal theory (e.g., Roseman et al., 1996) and previous empirical findings in the tourism and hospitality literature (e.g., Funches, 2011; Kim, 2020; Maeng et al., 2013; Peine et al., 2009). Specially, the findings indicate that the appraisal of the problem source was the main determinant of anger, shame, and sadness. However, an appraisal of uncertainty was the main determinant of fear. For example, tourists' negative food experiences largely explained by one's fault and/or the circumstances elicited shame and sadness. When experiencing negative food incidents, tourists often blame themselves for not having enough knowledge regarding foods or a particular context (e.g.,

Table 6
Summary of correspondence analysis.

Negative food incidents		Mass	Explanation by dimension 1		Explanation by dimension 2	Total
Food		.455	.623		.377	1.000
Staff services		.144	.051		.949	1.000
Unethical business practices		.113	.917		.083	1.000
Price		.112	.525		.475	1.000
Environment		.088	.455		.545	1.000
Queue management		.052	.497		.503	1.000
Accessibility		.025	.103		.897	1.000
Regulation		.011	.964		.036	1.000
Active Total		1.000				
Food establishments		Mass	Explanation by dimension 1		Explanation by dimension 2	Total
Full-service restaurant		.438	.567		.433	1.000
Limited-service restaurant		.410	.979		.021	1.000
Street stall		.152	.620		.380	1.000
Active Total		1.000				
Dimension	Singular value	Inertia	Chi square	Sig.	Proportion of Inertia accounted for	Proportion of inertia cumulative
1	.240	.058			.763	.763
2	.134	.018			.237	1.000
Total		.076	73.128	.000	1.000	1.000

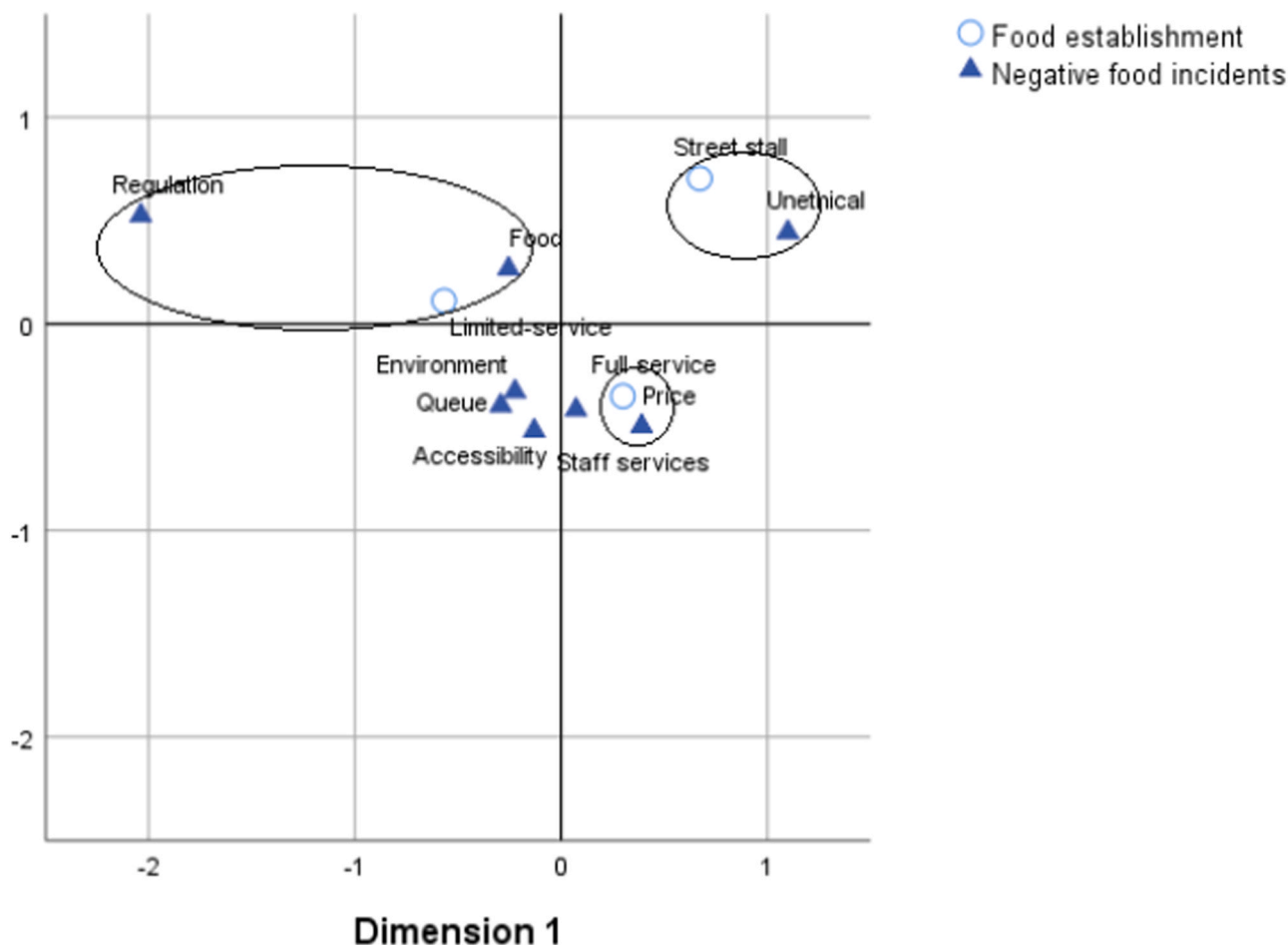


Fig. 3. CA map of negative food incidents and food establishments.

an experienced chef retired) and developed these types of negative emotions. Consistent with this finding, Desmet and Schifferstein (2008) found that a poor food quality elicited consumers' sadness and shame.

Furthermore, when tourists appraised the negative incidents as caused by a business, they developed a negative emotion of anger. For example, unethical business practices, prices, and staff services contribute to tourists' anger. A recent study confirmed that unethical business practices result in tourists' agonistic emotions, such as anger (Kim, 2020). The reason why tourists are angry with high prices is that high prices can be interpreted as price unfairness (Peine et al., 2009). Moreover, poor service quality, such as slow service, poor attitudes, and unprofessional behavior, has been well known to cause customers' anger (Funches, 2011). Additionally, the appraisal dimension of uncertainty determined the negative emotion of fear. In this study, tourists developed the feeling of fear in response to poor queue management. For example, tourists were fearful when observing long queues at food outlets or crowded food venues. Maeng et al. (2013) further discussed that consumers are fearful regarding their safety in a crowded context.

Fourth, this study identified that different types of food establishments are associated with negative food incidents. The results showed that street food stalls are closely associated with unethical business practices; limited-service restaurants are associated with food and regulation complaints, whereas full-service restaurants are plotted in close proximity to price. Harrington et al. (2012) found that price is a common negative issue for fine-dining restaurants, and food is a major attribute leading to negative experiences in quick-service restaurants. In support of these findings, this study found that price is highly associated with negative emotions in full-service restaurants, and food arouses negative emotions in limited-service restaurants. In addition, this study

found that street food stalls are closely associated with unethical business practices. Other findings related to regulation should enrich our knowledge of the relationship between negative food incidents and food establishments.

Finally, this study makes a methodological contribution to the study of the effect of tourists' negative food incidents on negative emotions in destinations. Scholars have previously believed that an experimental design is an appropriate way to examine the cause-effect relationship; however, this study also identified such an effect based on qualitative textual information: the travelogues used in this study. Moreover, the current study visualized the details of the cause-effect relationship using correspondence analysis.

5.2. Managerial implications

These findings have a number of practical implications. First, food providers at any destination should check whether they must address the eight types of critical issues identified in this study. If any negative issues exist, actions should be undertaken to minimize or avoid them. Using the most frequent issue, i.e., the food factor, as an example, many travel bloggers noted that unappetizing food is a key incident. Although they did not attribute the cause of this incident to businesses but oneself or a context, food-related issues result in the negative emotions of sadness and shame. Prior research noted (Lin et al., 2014) that tourists who feel these emotions will take covert actions (e.g., withdraw) rather than overt actions (e.g., complaints). Thus, it may be challenging for food practitioners to notice unsatisfied customers, particularly when they followed appropriate manuals. Therefore, food practitioners need to play more active roles in providing detailed information regarding food

and collecting customers' feedback. For example, to help tourists imagine the taste of a dish, food practitioners need to develop a menu including detailed information regarding the dish, such as flavor or ingredients. Additionally, management needs to train their service staff to be friendly and encourage customers to share their concerns regarding the food. The service quality can be improved by training employees and increasing the number of staff members. For example, managers should train every front-line staff member on how to provide good service – professionally and cheerfully – to customers. In addition, increasing the number of staff members in food venues could resolve the issue of service providers failing to respond to customers or not responding in a timely manner.

Regarding issues related to unethical business practices, food providers must include prices on the menu to assure tourists that the practices are fair. In addition, destination-management organizations should train food providers in running their businesses ethically, and methods that might appear unfair to consumers – such as offering commissions to local taxi drivers for recommending establishments – should be stopped. The issue of high prices could be resolved by offering memorable services or additional products to customers to create a feeling of value for the money. For example, food providers should add more value to tourists' food experience, such as offering a delightful atmosphere, incredible food presentation, or unforgettable service quality. Free samples or small gifts could be offered to tourists occasionally. In terms of environmental issues, regular checks or reviews of food hygiene and facilities should be conducted. Checks of venue cleanliness should include not only dining areas and kitchens but also toilets and reception areas. Because tourists might sometimes observe food preparation areas in street stalls or even open kitchens in some restaurants, it is necessary to ensure the cleanliness of every area of food establishments.

To reduce queue and crowded space issues, rather than using a physical queue, customers can take a number and wait to be called. In addition, expected waiting times could be provided along with the numbers. Another way to resolve crowding issues is to expand the business venue. Food providers could even provide information on the level of crowdedness in the venue for different time periods during the day, indicating to customers the best times to visit. Offering clear location information or including transport information on marketing channels and materials, such as websites or social media, could help tourists to find food establishments more easily. Regarding regulations and rules, since some customers might lack knowledge of regulations, clear notices should be placed in food outlets. Since different food establishments are associated with certain negative incidents, specific food providers should pay more attention to particular incidents. More specifically, full-service restaurants should pay attention to prices; limited-service restaurants should pay attention to food and regulations; and street stalls should actively address unethical business practices.

5.3. Limitations and future research

This study has several limitations that offer avenues for future research. First, the dataset of this study is based on Chinese tourists' travelogues posted on Mafengwo, which is one of China's leading online communities for sharing travel experiences. Chinese tourists, due to the influence of Chinese cultural values, are different from Westerners in terms of evaluating and responding to service failures (Weber et al., 2016); thus, it is necessary to verify the results from this study in other nations. Furthermore, Chinese tourists are also interested in posting travel-related information on other platforms, such as TripAdvisor, and it would be worth comparing the travelogues on Mafengwo with those on other platforms to verify the results of this study. Second, this study was unable to capture Chinese tourists' behavioral intentions toward food outlets because an extremely small amount of behavioral data can be retrieved from travelogues. Future studies should incorporate behavioral intentions to understand the consequences of negative

emotions. Accordingly, a comprehensive framework including incident-emotion-behavior would ensure a better understanding of Chinese tourists' negative food experiences when traveling. Third, this study analyzed all 393 travelogues together without investigating the changes in negative food incidents each year during the 2012–2020 period. Future studies could examine whether there is a yearly change in terms of negative food incidents over a long period.

Data availability

We retrieved travelogues from Mafengwo, a Chinese online community for sharing travel experiences.

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