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A study of foreign exchange student's
consumption motivations from a food
tourism perspective in Shanghai, China

Master's thesis 30 credits

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Abstract

Despite the massive growth of the tourism industry worldwide in the past years, there is still a noticeable scarcity in scientific and scholarly literature when it comes to the phenomenon of food tourism, or simply the awareness that food and beverages play a vital role within the tourism industry. Particularly in developing countries but also in cosmopolitan cities such as Shanghai, food tourism has been widely neglected by researchers, companies and culinary establishments as a possibility for growth and improvement of the tourism machine. This neglect is also noticeable in the inclusion of different tourist groups and types such as educational tourists.

Utilizing a mixed-method approach including semi-structured interviews and questionnaires, the aim of the research conducted is to study and report on the food consumption motivations of foreign exchange students in Shanghai. With the aid of a relevant theoretical framework based on the concepts of food tourism, motivation and information search this study investigates how the target population experiences Shanghai's food scene.

The findings of this study indicate that foreign exchange student's consumption motivations are based on a hierarchy of needs and wants as well as push and pull motivations. Furthermore, there are critical factors in determining the importance of food experiences within tourists' times in Shanghai. Finally, methods of information search are dominated by word of mouth and backed up by internet research, while an exploratory information search approach is introduced.

Keywords: food tourism, culinary tourism, consumption, motivation, information search, china

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Chapter 1: Introduction

Within this introductory chapter the author aims to provide a general outline and overview of the topic as well as what can be expected in the rest of the paper. To begin with the topic of tourism is briefly introduced, especially within China and of course specifically in the city of Shanghai. Furthermore, food tourism as a phenomenon and as a necessity for research is portrayed, followed by the aim of this research paper, its research questions, research gaps and reasons for choice of the topic and focus group of this study. Finally, the necessary definitions and typology are explained, and the rest of the thesis chapters are introduced within the disposition of the paper.

1.1 Background

Tourism is a growing phenomenon across the world and has become a significant economic contributor to many a country's gross domestic product (GDP) throughout the past decades. Looking to the past, Yeoman and McMahon-Beatte state that "in 1950, 25 million tourists took an international holiday, today it is over one billion" (2016, p.95). In fact, according to the World Travel & Tourism Council, the travel and tourism sector is responsible for 10.4% of the global GDP and almost 10% (313 million jobs) of total employment as of 2017 (2018). The sector is expected to grow even further in coming years, making travel and tourism one of the world's most lucrative and economically significant industries. Within China itself the travel and tourism industry total contribution of GDP in 2017 amounted to 11% (ca. CNY 9bn), supporting close to 80 million jobs (World Travel & Tourism Council, 2018). As in the rest of the world, the travel and tourism industry are expected to grow significantly. Shanghai, as the largest city in China is of course a major tourist destination, not just for domestic tourists but also overseas tourists which amounted to more than 8.5 million people in 2016 (HKTDC Research, 2018). While travel and tourism are not yet a top contributor to GDP in Shanghai, the amount of domestic and foreign tourists has also been growing over the past years and can be expected to grow further until the industry occupies a significant portion of Shanghai's GDP.

Food is a necessity of life, its significance is however not just limited to the most basic animalistic needs of all beings but surpasses these physiological boundaries (Chen, 2016; Tikkanen, 2007). Specifically, within the tourism industry food is a vital component which is still often overlooked as an aspect of our daily lives regardless of the surrounding environment or motivations. Dining out while travelling is not only one of the largest expenditures of tourists across the globe, food and drink are gaining importance in the field of tourism as they become culturally significant lifestyle experiences (Kim & Eves, 2012; Chen, 2016; Stone et al., 2018). Food and drink experienced while traveling is perceived as more memorable to tourists and has been linked to increases in travel satisfaction, making these experiences extremely important to destinations. China itself has been “gifted with a rich diversity of food resources and a long historical food culture...” marking it as a particularly promising area for the development of the food tourism phenomenon (Chen, 2016, p.1). Shanghai, being the biggest city in China with a population of more than 24 million as of 2017, is a melting pot consisting not just of Chinese ethnicities come together through urbanization, but also attracting increasing amounts of foreigners from all over the world (National Data, 2018). In addition to having its own Shanghainese cuisine, the metropolitan city offers culinary experiences from across China and the world, attracting both domestic and foreign visitors, thus being a potential hub for food tourism in China and the world (Chen, 2016). Although these attributes are overwhelmingly positive, it is possible that some might consider Shanghai as not having a strong enough food identity, as a place where one might not easily find a local authentic dining experience due to urbanization and the international identity of the city, among other doubts this is one of the reasons which express a need for research on the topic of food tourism in Shanghai.

1.2 Aim and RQ

The average exchange student at Fudan University in Shanghai visits the country for one to two semesters (less than a year) and undergoes an extended touristic experience at this destination of their choice, spending more money and time discovering and experiencing the local food options. After the communist revolution Fudan University was one of the first universities in China to accept foreign exchange students and work towards establishing long lasting partnerships with universities around the world (Fudan University). Every year approximately 7000 international students arrive at Fudan from around 120 countries to begin or continue their studies abroad. As young students

studying abroad, this formative time is rich in experiences and new acquaintances, thus making international exchange students a strong candidate group for future tourists who will revisit or promote the destination as ambassadors of the place they visited. This in turn marks foreign exchange students, particularly those at Fudan University, the ideal specimen to gain an in depth understanding of food consumption motivations and experiences within their time abroad in Shanghai. While then their identity as a tourist group maintains to be discussed (see 1.3), foreign exchange students' attitudes and relationship towards food is still significant.

Based on the above, *the aim of this thesis is therefore to study the food consumption motivations of foreign exchange students in Shanghai from a food tourism perspective.*

The goal of this analysis is to gain an understanding of motivation and information search in their consumer behavior and possibly discover potential linkages to food tourism theories. The study will attempt to answer the following research questions with foreign exchange students at Fudan University in Shanghai as the target group:

RQ1: How does motivation manifest in foreign exchange student's food consumption behavior?

This question is the main research question underlying the aim of this thesis and with it the author hopes to determine the driving forces in the choices the target population makes in their day to day food consumption behavior.

RQ2: What are the critical factors to food experiences in Shanghai?

In this question, the author wants to determine the critical factors which are relevant to the target population, what they are and why they are important.

RQ3: How do foreign exchange students in Shanghai undergo information search in relation to food consumption?

This goal of this question is to understand if and how the focus group of this study implements methods of information search within their food consumption behavior.

1.3 Exchange students as tourists

Foreign exchange students might not be initially considered to be tourists to most people, however

there are many reasons they should be due to their important role as visitors in foreign countries. Research done by the WYSE (World Youth Student and Educational) Travel Confederation in collaboration with the UNWTO (United Nations World Tourism Organization) has shown that the youth travel market was valued at close to USD 286 billion in 2014 (2016). This number is forecast to grow to over USD 400 billion by 2020 with almost 370 million international youths traveling the world. The *Global Report on The Power of Youth Travel* states that while young people might not have as much money to spend, they do have a lot of time, they will spend longer times at a destination, therefore also spending a large proportion of their budgets in said places and bringing the destination direct economic benefits (2016; Rodriguez & Jimenez, 2015; Rodriguez et al., 2013). Specifically, exchange students which are "characterized by a high educational level and long-term stay" provide "a basis on which tourism can be planned and developed" in a sustainable way, contributing to local demands for this phenomenon (Rodriguez & Jimenez, 2015).

Students which stay less than a year abroad are considered visitors, while those which stay longer are still not considered as residents according to UNSTATS (2010). Furthermore, students' reasons to go on exchange are often motivated by tourism attractions and the foreign culture. Regarding tourism, exchange students are falling into a category that is being referred to as educational tourism, which is an annually growing market with lots of potential (Donaldson & Gatsinzi, 2005). Demeter and Bratucu agree that educational tourism, as one of the first ever types of youth tourism, is still growing in its popularity (2014). The authors Donaldson and Gatsinzi also mention cases in the USA, Australia and South Africa in which international students are contributing significant figures in both tourism-related activities as well as domestic spending (2005; Michael et al., 2004).

1.4 Significance of study

There is no current research in the field of food tourism within the city of Shanghai, specifically on the question of what motivates foreign exchange students in the city to consume certain foods or visit certain restaurants. While the importance of food in tourism has been noted in terms of destination marketing, "very few attempts have been made from the demand side to justify the importance of food tourism" (Chen & Huang, 2015, p.44). This gap is being considered in the study of the motivations of foreign exchange student's consumption, which is definitively more

focused on the demand side of food tourism prospects. Furthermore, the literature reviewed by Chen in her doctoral dissertation revealed that “only a few studies can be identified examining the food experience of tourists at the destination level” (2016, p.13). Given the rising importance of food in tourism and since Shanghai is one of the largest cities in the world, it is significant as a destination and a prime target for research within the topic. The outcomes of the study will help in the positioning of promotional activities and campaigns, the discovery of gaps in the industry as well as valuable data and insights to the phenomenon of food tourism and consumer motivations for future research.

1.5 Why to research in Shanghai, China

While there has been an influx in research into the field of tourism in relation to food and drink in recent years, some literature even taking a closer look at the phenomenon within China, the city of Shanghai specifically has not gained much attention at all. However, due to urbanization and the growing attractiveness of Shanghai as a tourism destination it is significant to discuss the city within the field of food tourism as a major economic benefactor and possible point for promotion of the city in terms of its branding or marketing efforts as well as the segmentation, targeting and positioning processes of food and drink related businesses. While researchers such as Quan and Wang state that “tourists increasingly demand a higher standard in quality services, particularly for quality food and hospitality”, a higher standard in food experiences is becoming more difficult to determine and does not just depend on the quality of food (2004, p.297). It is under this pretense that the significant factors related to food at tourism destinations regarding tourist food consumption needs to be further studied and evaluated. Experiencing the local culture, as an example, at a tourism destination is becoming more important as globalization is causing many places, especially large cities, to lose their cultural identity and become a metropolitan blend. With a rich history in food-oriented culture, this is just one critical factor which needs to be further explored regarding food tourism in Shanghai, China (Chen, 2016). Shanghai is not just one of the largest cities in China but the world as well and is a major tourism hub, both of Shanghai’s airports being in the top 10 busiest within China (CAAC, 2019). As such, Shanghai also has some of Chinas and the world’s top universities, making it a mecca for exchange students from across the globe. With the international influences of globalization and the constant stream of new inhabitants from different provinces in China, Shanghai has become a melting pot in terms of culture, traditions and cuisine. These factors make Shanghai particularly interesting when considering foreigners

consumption motivations within this city which is steadily growing and developing its diverse gastronomy. Finally, the authors personal background as a foreign exchange student in the USA and Shanghai played a considerable role in the choice of this study.

1.6 Definitions

Within food tourism there are several different terms which need to be defined for the coherence of the paper and the understanding of the reader. While this paper will mostly use the term “food tourism” it is necessary to clarify the other classifications of the concept due to their use in extant literature and varying meanings, in order to avoid confusion.

Tourism: Using the definition by the World Tourism Organization, “tourism” is defined as “activities of people who travel to and stay in places outside their usual environment for more than twenty-four hours and not more than one consecutive year, for leisure, business or other purposes” (2016).

Food tourism: Quoting Hall and Mitchell (2001; 2005), Tikkanen reiterates the term food tourism definition as “a visitation 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 the primary motivating factor for travel” (Tikkanen, 2007, p.725). While most definitions of food tourism include the notion of traveling with food as a primary motivator, within this paper this definition needed to be adapted. The foreign exchange students studied were of course not mainly motivated by food in their choice of destination, however, food plays an important role in their lives as a necessity, as it does for tourists as well. Therefore, it is significant to consider food tourism as a phenomenon which takes place regardless of the intention behind travel. For the purpose of this paper food tourism will be defined more simply as “tourists’ food related activities at the destination, such as dining, purchasing local food products, and experiencing the characteristics of a unique food-producing region” (Shenoy, 2005).

Culinary/Gastronomy tourism: This term was originally developed by Long (1998; 2004) and the definition is paraphrased by Karim as “experiencing and participating in the foodways of

other people which include but are not limited to consumption, preparation, and presentation of food items” (2006, p.2). As proposed by Wolf (2002) and restated by Kivela and Crofts gastronomy and/or culinary tourism is defined as “travelling for the purpose of exploring and enjoying the destination’s food and beverage and to savor unique and memorable gastronomy experiences” (2006, p.42). Such is also the culinary tourist whom Shenoy defines as an “special interest tourist whose major activities at the destination are food-related and for whom food tourism is an important, if not primary, reason influencing his travel behavior” (2005).

Gastronomy: Using The Encyclopaedia Britannica as a source Kivela and Crofts define gastronomy as “the art of selecting, preparing, serving, and enjoying fine food” (2006, p.41).

Since the subjects of this study, namely foreign exchange students in Shanghai, are already in the city, the traveling aspect of food tourism will not play a major role in this research paper. The author would like to see food tourism from a broader perspective simply as the role of food within tourism; specifically, the role food plays for the foreign exchange students (as educational tourists). The definitions of culinary tourism and gastronomy serve as informational due to their use in the extant literature, however these terms will be used interchangeably with food tourism and not as frequently within this paper.

1.7 Disposition

The second chapter of this paper will encompass a thorough review of current literature on the topic of food tourism generally and specifically in line with the purpose of this research. This chapter will also briefly discuss the previous research conducted within food tourism in China. Thereafter chapter 2 will review literature on the topics of motivation in consumption behavior, information search and critical factors of food tourism. Within chapter 3 the methodology and methods applied within this paper are explained, the strategy behind the data collection and analysis, and questions on validity, reliability and ethics are addressed. Chapter 4 includes the results of the research conducted and the data analysis of both the quantitative and qualitative research. Finally, chapter 5 will include a critical discussion of the results recorded, implications of the outcome and for future research, as well as the conclusion of the study. Throughout the review of literature on tourism, food tourism and motivational theories the aim of this thesis can

be supported and fulfilled. The literature chosen is further directly related to the research questions, both in their formation and the pursuit of their answers.

Chapter 2: Literature review

2.1 Introduction

Within this chapter there will be a review of the phenomenon which is food tourism in the extant literature as well as several concepts and theories which are relevant to the purpose of this study. The goal is to firstly introduce food tourism while also concentrating on its significance to tourism as an industry and a field of research. Within this first section the past research of food tourism in China itself, while being quite scarce, is also introduced. The further structure of the literature review is related to the research questions of the study. Thus, after an introduction of the general literature on the encompassing topic, the rest of the literature reviewed will be on motivation theory, information search, and critical factors (including the themes of authenticity, local food and culture). The literature review will begin quite broadly within each of the sections, while attempting to narrow the focus to the fields of tourism, food tourism and Shanghai specifically, as far as there is relevant literature discussing such a niche topic throughout the section. As can be seen, within the literature reviewed are relevant theories which contribute to answering the research questions of this paper and therefore in overall will lead to the fulfillment of the aim of this thesis.

2.2 Food in tourism

2.2.1 Background of Food Tourism

Throughout recent years the role of food and drink has been gaining more and more attention among the scholarly community, not only as a necessity but as “an important part of the local culture that tourists consume” (Kim & Eves, 2012, p.1458; Stone et al., 2018; Mak et al., 2012; Karim, 2006; Tikkanen, 2007). Meler and Cerovic have the same cognition, stating that "For a tourist consumer, the satisfaction of nutritional needs is not any more a mere act but increasingly

a culinary-gastronomic 'experience'" (2003, p.6-7). Nonetheless studies on the topic are still "at an early stage and as such, still establishing its basic tenets" (Kim et al., 2009, p.2; Cohen & Avieli, 2004). What has long gone unnoticed then is that almost all tourists intentionally or unintentionally experience memorable or special food and/or beverages when traveling. This is even the case regardless of the specialness of the food experienced, the simple fact that it happens during the holiday experience adds value and creates links between food, the landscape and local culture (Hjalager & Richards, 2002; Hall et al., 2003). The concept of food tourism is not just limited to those culinary and gastronomy tourists who travel in search of food specifically, according to Stone et al. the past decade has not only shown a dramatic increase in the importance of the role of food in tourism but also that food and beverage experiences mean more to travelers than they have ever before (2018). Cohen and Avieli have come to the important consensus that "any study of the place of food in tourism will indeed have to analyze its role as an attraction" (2004, p.758). Not specifically because food is an attraction, wherever one might go to visit, but that the possibility for it to be an attraction and its importance within the tourist experience is very much real. Whether the culinary aspect of a destination is considered before the visit, as an attraction for revisit, or at all, the phenomenon of food tourism has a vital role to play.

Economically speaking the expenditures of tourists in the field of food and drink are enormous and present large possibly untapped potential in the field of tourism. Meler and Cerovic state that one third of tourism expenditures worldwide can be attributed to food and beverages (2003). More recently, referencing Boyne, Williams and Hall (2002) as well as the 2004 Foodservice Market Research Handbook, Karim states that "tourists spend almost 40% of their budget on food when traveling" and furthermore "50% of restaurants' revenue was generated by travelers" (2006, p.2). These numbers have remained steady over the years, tourist expenditure on food and beverages making up 20-40% of the modern international tourists travel budget (Quan & Wang, 2004; Kim et al., 2009; Stone et al., 2018). While the authors of course discuss the possibility of food tourism in terms of food being used as an attraction, it is nonetheless important to remember that food and drink play a vital role in the tourist experience, regardless of the reason for travel or destination choice.

Many places around the world have already begun using local food and drink or culinary events and festivals as a means to boost their tourism attractiveness, in fact not just any places but cities

and countries also make use of their unique culinary culture for promotional means and to distinguish themselves from other places (Cohen & Avieli, 2004; Mak et al., 2012). Kivela and Crofts agree in that “culinaria and gastronomy play a pivotal role in the marketing of some tourist destinations” (2006, p.356). Some destinations may benefit especially from pursuing food tourism as an attraction, the authors discuss that the phenomenon could be a viable alternative for those destinations which lack in attractions such as beautiful nature or cultural and historic resources. Specifically mentioning some destinations in Eastern Europe, Kivela and Crofts also state that “gastronomy is often the driving force behind the revival of tourism for destinations that are struggling” (2006, p.359). These points are also supported by Kim et al. in their mentioning of the Munich Oktoberfest, an event at which tourists from around the world spend millions of Euros on beer and traditional Bavarian foods such as sausage and soft pretzels; as well as the research of Wong et al. on the Macau Food Festival (2009; 2014). Since the literature on food tourism itself is still in its growing phase, looking at how food and beverages are used in different contexts such as within these festivals or celebrations provides an important source of information for the growth of the special place which food holds in the tourism industry and experience (Quan & Wang, 2004). The importance of food in tourism is therefore an important concept for a country so rich in food culture, history and diversity such as China, which still has a lot to discover and take advantage of in terms of its potential within food tourism. Through the study of foreign exchange students, which are educational tourists, their consumption behavior and motivations will be analyzed from the perspectives gained from these food tourism theories and backgrounds.

2.2.2 Previous research on food tourism in China

As mentioned before, the phenomenon of food tourism is still developing and the research on the topic is just beginning to take-off. Within China itself the topic has not gained much attention at all, at least as far as English written studies are concerned, however it is also becoming noticed as the rest of the world is realizing the importance of food tourism (Chen & Huang, 2016; Chen & Huang, 2018). A large portion of China can still be seen as being part of the developing world and authors such as Du Rand and Heath suggest that these areas have been widely overlooked in the reporting and publishing of studies (2006). Those past studies on food tourism in China which have been conducted, have not only focused on regional food development but also collected

empirical data from only the supply side, leaving a gap in the demand side. In this sense the authors Chen and Huang discerned that the:

“focus of the Chinese food tourism research has gradually shifted from discovering historical food culture, local food recipes and special cooking techniques to developing regional food tourism, exploring food tourism resources, designing food tourism products and evaluating food festivals” (2016, p.44).

Chen and Huang conducted one study on the importance of food in tourists traveling to Chongqing, also known as the hotpot city of China (2016). They studied the importance of food on travelers at three different stages of travel: the pre-travel stage in which food was not perceived as an important motivator, the during-travel stage which determined that food spending is ranked at the second place of total expenditure during a trip, and finally the post-travel stage showed that almost 60% of the studies respondents would buy local delicacies as souvenirs. Building on similar arguments by Hall et al. these results are in accordance with other studies conducted around the world and call for a deeper understanding of a study within the during-travel stage as well as the demand side of tourists (2003). This gap is one that is being addressed within the research of this paper, in which the premise of the importance of the during-travel stage is further studied and analyzed.

In another study a year later, the authors Chen and Huang explored domestic tourists' food related behaviors in order to evaluate how much potential there is for food tourism in developing regions within China (2018). Following their research, they suggest that destinations in China should consider three segments of tourists regarding marketing efforts: “disinterested food tourists, accidental food tourists, and committed food tourists” (2018, p.153). Disinterested food tourists were determined to be the smallest group among the research sample, they claim their motivations for travel and destinations are completely unrelated to food. The second group, named accidental food tourists, believes food to be an important motivator for travel, but did not consider it to be a primary motivator which could alone determine the travel decision. Finally, the third group of committed food tourists was the largest of the three samples and considered food as very important, maybe even enough to be considered a primary motivator (Chen & Huang, 2018). Following the

Global Report on Food Tourism by the UNWTO, while food may not always be the primary motivator it nevertheless occupies a substantial role in tourists across the globe (2012). Especially Chinese cuisine is acquiring more and more popularity and its spread across the world will only motivate tourists to visit and experience the real deal. While these results are already favorable when it comes to the development of food tourism, they are only considered by Chen and Huang within developing regions of China, the results of the same study when conducted in a city like Shanghai would vary, but the potential for food tourism would be even greater.

2.3 Motivational Theories

2.3.1 Motivation in Tourism

While several authors have discussed motivation in terms of consumerism over the years, when it comes to tourism the complexities of the issue of motivation and demand have not received as much attention (Tikkanen, 2007). However, what motivates tourists to go on vacation, what motivates them to go there or visit again among other questions are important issues to discuss. According to Tikkanen "a basic motivation theory describes a dynamic process of internal psychological factors (needs, wants, and goals) that generate an uncomfortable level of tension, which thereby satisfies the needs" (2007, p.724). Yoon and Uysal similarly refer to motivation as "psychological/biological needs and wants, including integral forces that arouse, direct, and integrate a person's behavior and activity" (2005, p.46). The concept of motivation is the essence behind the behavior of people and is therefore vital in the research of tourists, especially of course within food and beverage consumption.

Within tourism, motivation is sometimes discussed using 'push' and 'pull' forces (Yoon & Uysal, 2005; Smith et al., 2008). Mentioning the work of Crompton (1979) and McGehee et al. (1996) the authors Yoon and Uysal describe push motivations as "the desire for escape, rest and relaxation..." marking them as more intrinsic motivations, whereas pull motivations are "inspired by a destination's attractiveness, such as beaches, recreation facilities..." which are more extrinsic motivations (2005, p.46-47; Ryan & Glendon, 1998). While a literature review by Smith et al. indicated that push and pull motivations are the main forces in decision making behavior of

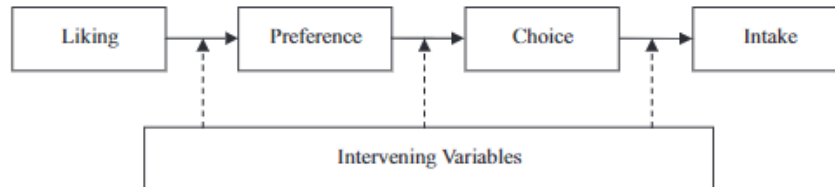
tourists, it is often pointed out that one motive cannot alone drive the consumer decision making process (2008). Push and pull motivations are however worth considering when studying the motivations that drive the focus group of this study to, for example, eat at certain restaurants. They can be used to group other motivational factors, as they play a more detached role within the decision-making process.

2.3.2 Motivation in Food Consumption

Applying Maslow's hierarchy of needs to motivation within food tourism in Finland, Tikkanen identified the following five sectors within her empirical research: food tourism based on physiological needs, based on safety needs, based on social needs, based on esteem needs, and food tourism based on self-actualizing needs (2007). Each of the sectors relates to specific cases, regarding the first sector, the physiological need for cheaper alcohol as a motivation for Finnish people to take cruise ships to Estonia and strawberry picking tourism in Suonenjoki are used as examples. According to Hjalager and Richards, when there is a physiological need within food tourism, it then becomes a tourist attraction (2002). The second sector mentioned by Tikkanen is that of safety needs in food tourism, this quite simply consists of conferences regarding health and safety of food, which are more heavily visited than one would expect (2007). The third sector of social needs is linked to the occurrence of food and beverage related events, in which the physiological need is to consume dishes or be entertained and the social motive is to interact with others or being part of the community. Regarding esteem needs the availability and offering of specialties is exemplified using the Kainuu foodway as an example in which "provincial a la carte projects have been established to promote culinary tourism" (Tikkanen, 2007, p.729). Finally, the self-actualizing needs in food tourism are mentioned within the purpose of business, for example when professionals within the food industry attend fairs around the world in the pursuit of new products and ideas.

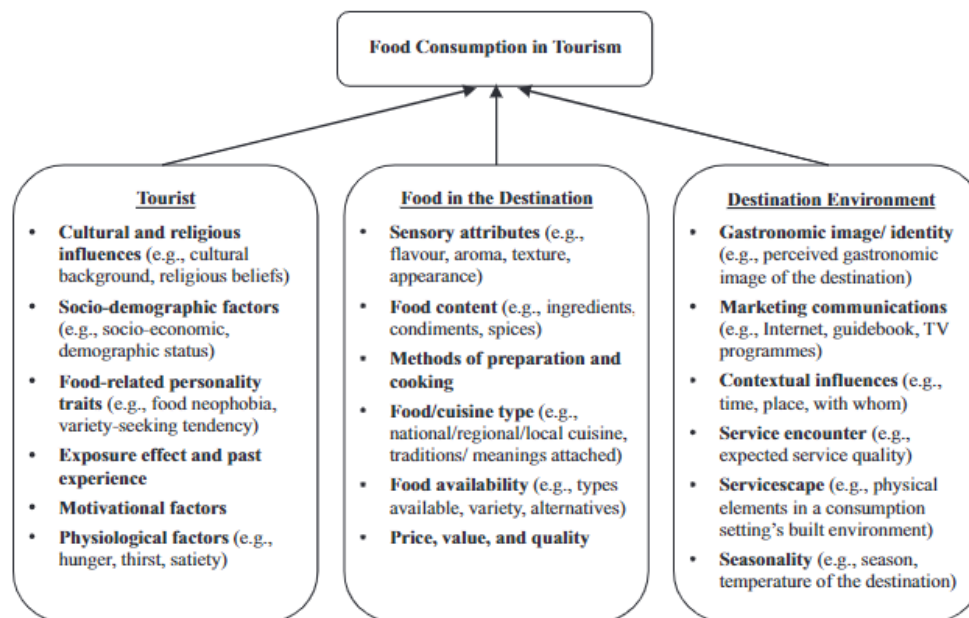
Within studies on food consumption, there are four predominant and somewhat interchangeable determinants of food-related behavior: preference, liking, intake and choice (Mak et al., 2012). Food-liking, being self-explanatory, can account for a preference, however food preferences can stem from health or convenience for example and therefore do not influence food

liking. Food intake is simply the amount of food which is consumed, while food choice is a way for consumers to express their identity or preferences (Mak et al., 2012). The authors agree with food researchers that the intervening variables fall within three major categories: “the individual, the food, and the environment”, as conceptualized in the figure below (2012, p.929).



“A schematic representation of the relationship between food liking, preference, choice and intake” (Mak et al., 2012, p.3)

The individual is considered as crucial within these three categories and in explaining food consumption variations through psychological, physiological and socio-cultural factors. Sensory attributes such as flavor, texture and aroma are contributed by food itself, while the environment presents “cultural, social, economic and physical influences” (Mak et al., 2012, p.929). The authors adapted this theoretical model to destinations in which the variables became: “the tourist, the food in the destination, and the destination environment”, as seen and elaborated on in the following figure (2012, p.929).



“Factors Affecting Food Consumption in Tourism (Mak et al., 2012, p.5)

The authors Mak et al. also identified factors which affect tourist food consumption from a socio-cultural and psychological standpoint, by analyzing past studies on the subject, which are: "cultural and religious influence, socio-demographic factors, food-related personality traits, exposure and past experience, and motivational factors" (2012, p.5), positing that these factors may also be interrelated. Culture and religion are important determinants when it comes to the different foods which people find acceptable in terms of quality, taste, and appropriateness or which preparation methods and ingredients are allowed (e.g. kosher or halal). These factors also relate to demographics in food consumption, in that people from different places are interested in local or different foods. Socio-demographic factors are therefore quite closely related to cultural aspects; however, they cover other indicators including social status, age and gender among others (Mak et al., 2012).

The food-related personality traits refer mainly to two specific traits which the authors Mak et al. have identified from relevant literature: variety-seeking behavior and food neophobia (2012). Variety-seeking of course refers to the willingness to try new and different types of food, while neophobia is the fear of trying new things; neophobic people will prefer to eat foods they are familiar with (Hall et al., 2003). The factors of exposure and past experience relate to the previously mentioned concept of neophobia, in terms of the mere exposure effect "exposure to certain foods tends to increase preference for those foods, as familiarity increases with repeated exposure" (Mak et al., 2012, p.11). Past experience with food may cause the development of food memories that can also be important factors affecting the food consumption of tourists. Finally, motivational factors are important to food consumption behavior, mainly in that food can be a primary motivator for travel and that "food plays an important role in affecting the overall tourist experience and intention to revisit a destination" (Mak et al., 2012, p.12).

Utilizing the above findings, the authors then further categorized these factors into "symbolic, obligatory, contrast, extension, and pleasure" dimensions, with the help and the review of past literature and studies on motivational factors (2012, p.14). Within the symbolic dimension there are included such factors as authentic experiences, exploring a local culture or prestige. The second dimension, named the obligatory dimension, refers to the physical necessity of food

consumption especially within tourism and further includes ideas about health concerns. The contrast dimension marks a need to leave the daily routine behind; factors within this dimension include exploration of new foods and exciting experiences (Mak et al., 2012). On the other hand, the extension dimension includes motivations which extend daily routines of tourists, comprising factors of familiar flavors and core eating behaviors. The last dimension of pleasure quite simply covers the motivation of wanting to enjoy the food experience with factors such as togetherness and sensory appeal being the key.

Referenced by multiple authors within the topic of motivation in food tourism and tourism in general is an idea proposed by Fields which states that the four categories of motivators by McIntosh et al. (1995) (physical, cultural, interpersonal, and status and prestige motivators) can be used to conceptualize motivations within the field of food consumption in tourism (2002; Kim & Eves, 2012; Kim et al., 2009). Kim et al. subsequently developed the following nine motivational factors which influence consumption of food at a destination: "exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment" (2009, p.9). The aforementioned factors in food consumption, according to the authors, have been supported in past research.

The first factor of exciting experience then relates to the opportunities of trying new, possibly local or authentic, exciting foods at a destination. An escape from routine can be related to the realization of food experiences which one does not usually experience in everyday life, due to choice or other restrictions (e.g. eating like a king for a day) (Kim et al., 2009). The factor of health concern is particularly significant in China and other less developed countries in which the sanitary requirements one is used to from dining establishments might not always be fulfilled, but on the other hand also due to the many traditional medicinal foods which are supposed to be healthy and which are available as its own type of cuisine within China. In the research of Kim et al. the factor of health concern pertains mainly to the tendency of people to try and eat healthy and nutritional foods (2009). Learning knowledge is concerned with the people's lust for cultural understanding, which they can achieve through trying local foods. Authentic experiences, closely related to localness, are seen by many as new original and unique experiences of food and beverage consumption within their travels. The authors Kim et al. indicate that sharing such experiences with others enhances them and enriches relationships, traveler's desire communication during these

times thus the factor of togetherness (2009). Especially with the relationship between social media such as Instagram and culinary experiences, the factor of prestige is where travelers want to show-off their local and authentic experiences. This concept is also discussed by Yeoman and McMahon-Beatte as an important driver in the future of food tourism, in which luxury needs to be redefined as exclusivity as mass tourism grows (2016). A somewhat obvious factor is sensory appeal, wherein senses such as sight, smell and most importantly taste play an important role in the appreciation of food experiences. Related then to the sense of sight is the final factor, namely the physical environment, which is determined by cleanliness and traditional appearance (Kim et al., 2009).

2.4 Critical factors within food tourism

2.4.1 Culture in Food Tourism

Related in part to the theories of motivation discussed previously, authenticity, culture and local food are important concepts within the field of tourism and especially food and beverage consumption. These concepts are closely related in the sense that cultural experience within tourism is comprised of the gaining of knowledge as well as authentic experiences (Kim & Eves, 2012). According to du Rand and Heath food reflects the culture of the people and their country and is therefore an ideal tool to be used as an attraction (2006). The authors Kim and Eves quote Au and Law (2002), stating that through the consumption of food itself one can achieve cultural learning, while Kivela and Crofts add the enhancement of cultural experiences to the consumption effects (2012; 2006). According to Kim and Eves the “authentic experience” can be considered as a cultural motivator, a term which the authors explain through the past work of McIntosh et al. (1995) as “related to the need to not only experience different cultures, such as lifestyle, music, food and dance but also to gain knowledge about other countries in terms of cultural activities” (2012, p.1460). Indicated by Fields is that food itself can also be a cultural motivator due to the experience of local (authentic) cuisines (2002). According to Tikkanen food has been recognized as a significant part of local culture that tourist’s consume with potential to develop local economy and agriculture as well as the promotion of tourism (2007). In agreement with Hjalager and Richards, Kim et al. wrote that “local food is an essential part of the tourism experience since it can serve as both cultural activity and entertainment”, all the while satisfying the appetite of the tourist’s (2002; 2009, p.1). These qualities make authentic foods a prime attraction for destinations

to gain exposure and attract visitors (Ab Karim, 2006).

2.4.2 Authenticity in Food Tourism

In terms of authentic food, this term is marked using the proper ingredients, cooking and preparation methods, as well as the differences in food preservation from one destination to the other (Kim & Eves, 2012). The authors also define local food as being “produced in the local area and including locally produced and regionally branded products” and further define the motivation to taste it as “a desire to experience new and different tastes through travel” (Kim & Eves, 2012, p.1461; Kim et al., 2009). In terms of authenticity it should be noted however, that in their study on memorability and food experiences the authors Stone et al. discovered that while “authentic foods were considered to be particularly memorable...’authenticity’ was often defined by the traveler’s personal definition” (2018, p.5). However, the authors did manage to pinpoint several features relating to authenticity, namely that the cuisine experienced was unique to the geographic location of the destination and enjoyed by the locals. Another curiosity they uncovered was that foods which were authentic, local or novel were often perceived as being strange from the consumer’s point of view, street food specifically seemed to incorporate these perceived characteristics extremely well (Stone et al., 2018). Although authentic and local food do lead to memorable experiences, the authors found that authentic food itself does not have to be local (it could be authentic food stemming from a different geographic location) and therefore food “did not have to be local to be memorable” (Stone et al., 2018, p.7).

Cohen and Avieli take a closer look at authenticity in terms of ingredients, stating that “for many tourists the authenticity of a dish depends on the use of ‘authentic’ ingredients”, using the example that a Peking duck should most definitely be made with duck as an ingredient (2004, p.770). On the other hand, the authors mention that there are certain indicators from the view of the tourist which make the dish authentic and if it is possible to ascertain which these are, the remaining indicators could be altered or filtered out while still preserving authenticity. This is particularly important in such cases where, as in Chinese cuisine for example, certain food products such as chicken feet, entrails or otherwise possibly repulsive ingredients are used (Cohen & Avieli, 2004). In terms of the structure, serving, eating style and taste, the latter is seen as the prime indicator of authenticity while the others are less significant. Withstanding the possible reluctance

to consume local or authentic food due to the circumstances mentioned above, Mak et al. state that “tourists’ exposure to the local cuisine of a destination, acquired through previous visitation, can increase the familiarity of that cuisine and thus potentially enhance their preference towards it” (2012, p.11). Furthermore, the authors claim that local and authentic foods can also be motivators of prestige and status, being able to try dishes which one would never find back at home and which friends and family have not yet experienced.

2.5 Information Search

2.5.1 Background of Information Search Theory

Information search is most often related to the consumer decision making process; a simple definition of the concept was developed by Moutinho (1987) and was paraphrased by Fodness and Murray as being “an expressed need to consult various sources prior to making a purchase decision” (1997, p.505). Similarly, but more related to the outcome of the result, the motivation behind information search is the will to make better choices when it comes to consumption by “decreasing the level of associated uncertainty” (Fodness & Murray, 1997, p.505; 1999). In their research on the matter the authors discern that there are three strategies involved within purchase situations and information search: “spatial, temporal, and operational” (1999, p.221). Explained simply the spatial strategy reflects internal and external loci of search respectively, using the information one already has such as memory or acquiring it from the environment. Information search will typically begin internally and then extend out to the environment if past experiences do not fulfill the information search needs. The second temporal strategy is concerned with the time or phases of information search: “search can be either ongoing, building up a knowledge base for unspecified future purchase decisions, or prepurchase, in response to a current purchase problem” (Fodness & Murray, 1999, p.221; 1998). Thirdly and finally the operational dimension focuses on the effectiveness of the used sources and conduct of the search. When it comes to the general categories of information sources the most commonly used are mentioned by Kotler and Armstrong in the *Principles of Marketing* but are reiterated by Fodness and Murray as: personal sources (e.g. information from relatives or friends), commercial sources (e.g. advertisements), public sources (e.g. newspapers), and experiential sources (e.g. product trial) (1998). Which one

of these information sources is used has been determined to be influenced by: “traveling party composition, the presence of friends or relatives at the destination, past experience, and the degree of novelty associated with the destination” (Fodness & Murray, 1997, p.505).

2.5.2 Information Search in Tourism

Mentioning a study by Murray (1991), Fodness and Murray portray the idea that consumers rely most heavily on personal information sources when making decisions about services (1999). Within tourism this is still valid, as Yoon and Uysal state that “recommendations to other people (word-of-mouth) are one of the most often sought types of information for people interested in traveling” since people who have visited the destination should have the most reliable information (2005, p.46; Oppermann, 2000). Fodness and Murray also add that information search related to vacations involve a lot of effort and should also include multiple different information sources (1997). Regarding food tourism this method of information search is extremely valuable as well, Kivela and Crofts state that “visitor comments and feedback is essential” to a destination’s gastronomy offerings (2006, p.365). Apart from personal information sources then, Kim and Eves refer to Pollard et al. (1998) when stating that “‘sensory appeal’ has been considered as a basic determinant of food choice”, especially when it comes to the search of novel food experiences (2012, p.1465). Economically speaking information source is also very relevant, even more so when considering food tourism, as there is a possible positive relationship between the consumption and expenditure at destinations and the level of information search and knowledge (Fodness & Murray, 1999).

2.6 Reflection

In the past the authentic experience reviewed previously was not seen as valuable, with most people searching out global foreign goods that were rare due to their scarcity or lack of within people’s home countries. With the progress of globalization there came a reversal of the role between local experiences and globalized services/goods. Instead of rare foreign goods, the chance to witness truly authentic and local experiences is becoming more and more seldom. As fast food

culture is taking over the world, the importance of unique culture attached to the local history of destinations is becoming far more valuable. It seems that that this rarity is a critical factor among the identified motivators mentioned before. Although it is like factors such as novel experiences, it is not mentioned that scarcity of certain experiences makes them more desirable. Fast food culture, or McDonaldization as some have called it, and globalization go hand in hand with the rise of mass tourism, which is changing the meaning that luxury plays within tourism experiences and further increasing the importance of social and cultural capital (Yeoman & McMahon-Beatte, 2016). The authors Hjalager and Richards mention certain symmetry between the aforementioned phenomenon and package holiday deals, bringing forth a growing concern that this industrialization of the tourism industry undermines local and authentic cuisines (2002). Another interesting idea is that brought forth by Molz, which considers that food tourism might not only comprise the consumption of food while traveling but also the act of eating foreign foods at home, as she names it “eat to travel” (2007, p.77). While there are definitely gaps in the motivational theories within the fields of tourism and food tourism, the chosen theoretical framework is relevant to the aim of this thesis and its research questions, which may be able to fill some of the existing gaps and create new ones for future researchers to find.

Chapter 3: Methodology/Method

3.1 Introduction

Within this chapter the author explains the different methodologies and methods used within the research as well as the reason they were chosen and are relevant to the study. This study follows a qualitative and quantitative approach, otherwise known as a mixed approach. While each research approach is usually accompanied by its own respective epistemological and ontological positions, this study adopts a constructionist point of view. This ontological orientation implies that “social phenomena and categories are not only produced through social interaction but that they are in a constant state of revision” (Bryman, 2012, p.33). This research is however following a more deductive approach, as the basis of this study stems from previous literature and theory on the topic.

In terms of priority and sequence, as discussed by Bryman in his book *Social Research Methods*, the research that has been conducted is classified as QUAL->QUAN meaning that the qualitative research was conducted prior to the quantitative research and that both research methods hold equal weight in the data-collection process (2012). In terms of the combination of qualitative and quantitative research methods, the author decided on utilizing a mixed method approach to complete the following strategies: instrument development, offset and completeness. Furthermore, the author aims to contribute to the current literature on food tourism, both through the interpretation and study of the target population but also as a part of the population itself.

3.2 Research Strategy

Within the strategy of instrument development, the idea was based on the information gathered throughout the literature review. There are many different factors involved during the food consumption motivation and information search process. While past research has determined a significant number of critical factors within food tourism research, it is still relevant to find out whether these factors are still relevant or have changed. This is especially valid due to the differences in the research subject's demographics, the difference in the destination studied and the consensus that motivational factors may change over time. In the past instrument development has been used primarily in the clarification of terminologies (Bryman, 2012). Not too far from this use, it was deemed appropriate to use semi-structured interviews as a probe to identify current motivational factors and possible anomalies regarding past research, to develop an updated and coherent questionnaire for the collection of quantitative data. This is supported by May who states that this "assists the researcher in understanding the concerns of the people who are being questioned and how they might interpret particular questions" (2006, p.106). During the semi-structured interview certain questions were designed to determine which critical factors are considered in the food related consumption motivations of the target audience, if any appeared that were considerably different from those discovered in previous research, they should be included in the construction of the questionnaire. Similarly, the interviews would determine if there are any factors which can be dismissed from the current research in their applicability and which methods of information search were used most frequently.

The strategy of completeness is used when a single research methodology might not be able to provide enough data to holistically answer a research question or multiple research questions or when there are gaps left when using a single method (Bryman, 2012). This ties in closely to the more rarely encountered offset strategy, which aims at reducing biases and limitations of both qualitative and quantitative approaches by making use of both tools. In regard to the research methods used in this study, the semi-structured interviews cannot include too many implicit questions or comments which might lead the interviewee to answer in a certain way, however the more direct questions which can be asked within a questionnaire will lead to more precise answers to such inquiries. The aim of using both methods then is that the data gathered by each will complement the other and be used to explain fallacies which would be encountered by just using one approach. The interviews will then not only be used in the construction of the questionnaire but are also vital in the explanation and analysis of the outcomes of the questionnaire.

3.3 Research Design

A mix of semi-structured interviews and questionnaires was used to collect data with which to answer the three research questions in this study. The targets for both methods were picked, using purposive sampling, to be foreign exchange students studying at Fudan University in Shanghai, one of the highest ranked universities in China and the world. Although this population is convenient to the researcher, the choice did not occur due to convenience but with the goals of the research questions in mind (Bryman, 2012). This sample was chosen due to the growing importance of youth tourists and the extended period of stay which both younger tourists and foreign exchange students experience in their travels to different countries. Fudan University in Shanghai is the ideal place when targeting students from abroad due to their impressive foreign exchange program which, along with other programs taught in English, attracts thousands of international students each year (Fudan University, 2016). The quantitative research will be analyzed using statistical processing software while the qualitative research is analyzed using thematic analysis. The two different research approaches are believed to complement each other and help explain each other's outcomes.

3.3.1 Semi-structured interviews

For the qualitative part of the data collection, semi-structured interviews were chosen as a relevant tool to gather data for the construction of the questionnaire as well as deeper insights to foreign exchange student's food consumption behavior. In regard to the appropriateness of this research method, several examples mentioned in Bryman's book show semi-structured interviews being used to deal with interests of food and food-related topics, portraying it as one of the most reliable methods for data collection in regard to the aim and research questions of this thesis (2012). Unlike with the questionnaire that is discussed in the following section, within the semi-structured interview the researcher has the possibility of probing and receiving elaborations on answers given, as well as prompting should the interviewee not understand a question or struggle to come up with an answer (May, 2011). Semi-structured interviews are the middle ground between focused and structured interviews on the search for "an understanding of how interviewees generate and deploy meaning in social life" (May, 2011, p.135). In this way the qualitative research method chosen makes up for and complements the shortcomings of the quantitative method chosen.

Within a semi-structured interview, the interviewer utilizes an interview guide with somewhat specific topics that they would like to discuss, however these should all be open-ended questions, and the interviewer has the possibility to ask follow-up questions to pick up on particular things that the interviewee says (Bryman, 2012). The interview guide created for this study was made up of eight questions focused mainly on creating a dialogue about food in Shanghai with the interviewee as well as bringing up certain critical aspects if they do not appear naturally within the interview. It is of interest in the case of this study that the interviewee would talk about their individual opinions, memories and experiences they have had without relating too much to the extant literature reviewed or the research questions at hand, so as not to act like a reporter and receiving answers which can be analyzed instead of simply recorded (Silverman, 2013). The questions used within the guide were developed utilizing data from the literature review and knowledge from the authors experience as a former and current exchange student. According to Rowley, a novice interviewer should use between six and twelve questions within the interview guide, so as not to stray from the overall objective, so the amount chosen is still acceptable to this standard (2012).

Since it is recommended to test the instrument of data collection, three pilot interviews were conducted, though the questions within the interview guide were only slightly adjusted after the first pilot interview and were thereafter reasoned to be acceptable (Bryman, 2012). While some interviewees expressed interest in the study, there were also students which were reluctant to participate and had little to say about the topic at hand, therefore it was deemed appropriate to have relatively short interviews lasting around fifteen minutes and the amount of questions in the interview guide reflect this decision. However, due to the varying range of interest and ability or motivation to answer the interview questions, the amount of follow up questions used within each interview vary. This freedom for participants to answer on their own terms and the inevitability that some interviews will be more useful than others in terms of information gained is both a pro and con of semi-structured interviews (May, 2011). Due to these reasons this type of research requires a series of interviews to be conducted, in total eleven interviews were directed as well as one group interview with three people present. As recommended and in usual conduct, the interviews were recorded and thereafter transcribed, there were little or no notes produced during the interviews so that the interviewer was not distracted and was able to be highly alert, so that follow up questions, prompts and probes were possible (Bryman, 2012). The following table includes the profiles of each interviewee and their interviews.

Table 1- Interview list and data

Interviewee	Gender	Age	Home Country	Date of Interview	Duration of Interview
Murid	M	21	England	March 18. 2019	16 min.
Karan, Luca, Tye	M, M, M	24, 22, 21	Australia, Canada, Canada	March 18. 2019	24 min.
Theo	M	22	Finland	April 2. 2019	13 min.
Kristina	F	22	Finland	April 10. 2019	14 min.

Kate	F	21	Thailand	April 10. 2019	15 min.
Bulgan	M	22	Austria	April 12. 2019	14 min.
Juanjo	M	20	Mexico	April 15. 2019	12 min.
Sarah	F	21	Germany	April 18. 2019	15 min.
JP	M	22	Mexico	April 18. 2019	17 min.
Joella	F	23	England	April 18. 2019	18 min.

3.3.2 Questionnaire

The self-completion questionnaire designed for this study was created about the literature reviewed and the semi-structured interviews conducted. The aim of the questionnaire was mainly to determine which factors were most important in foreign exchange student's food experiences in Shanghai. The questionnaire was created using *wenjuan*, a Chinese online survey tool, and distributed online, mainly using *WeChat*, the most used Chinese messaging application. Within this application the questionnaire was distributed to groups containing foreign exchange students at Fudan University. This method of surveying was chosen due to its feasibility for the researcher, it is quick and cheap to administer, the use of *WeChat* as a distribution tool makes the process extremely easy to reach the target population without incurring any costs (Bryman, 2012). The questionnaire was distributed in the 2018 and 2019 Buddy Groups, which were created to match local Chinese students with foreign exchange students so that they can help each other out, make new acquaintances and more. Accounting for duplicates among each group and the fact that half of the students were local and therefore not part of the sample to be researched, the questionnaire was distributed to a population of approximately 300 students.

The questionnaire was available online for the duration of two weeks, from the 1st of April 2019 until the 15th of April 2019. Within this area of research, which is somewhat exploratory and is concerned with the social reality of participants, a 10% margin of error was deemed to be appropriate and expected. Of the 300 people within the population 55 results were recorded, falling well into the expected margin of error. In the same way as the interview guide, the questionnaire was constructed with the interest of being short and concise in its data collection aim. A total of seven questions were asked, five of which were to determine the socio-demographic profiles of the respondents. The main question of the survey was created using a seven-point Likert scale, in

which the respondents were asked to rank different critical factors of food consumption motivations from being not important at all to being very important. These factors were chosen based on the data gathered from the qualitative research as well as the literature review. The review of these two information sources resulted in a selection of critical factors (see table 4), based on their perceived importance to food consumption motivations at destinations, this process is further exemplified in Chapter 4. The last question then refers to the most used information search tool the respondents use to gather data on food interests in Shanghai. Finally, this research method is free from interviewer variability in contrast to the interviews used, as well as being free of interviewer effects to ensure that the questions are being answered unbiased and free of implications (Bryman, 2012). As stated before, this makes the questionnaire an ideal complement to the semi-structured interviews used, each making up for the other's limitations.

3.4 Data analysis

Due to the mixed approach of both qualitative and quantitative research, this study will be incorporating different methods of data analysis as well. As is common for quantitative data, the questionnaire which has been conducted will mainly be analyzed using SPSS, statistical processing software which can help in portraying the results in a meaningful way and determine relationships between different variables of the data collected when appropriate. Following the types and the amount of questions asked, univariate analysis will be the main approach used, as it is responsible for only one variable at a time and this is necessary when looking at each of the critical factors within food consumption motivations individually. Within the analysis of the Likert style question posed on the importance of these critical factors, the use of descriptive statistics is necessary in determining the frequencies of the chosen answers.

While the qualitative data collected from the semi-structured interviews will mainly be presented conventionally "in the form of passages from interview transcripts", thematic analysis will be implemented to some extent (Bryman, 2012, p.248). While thematic analysis is used widely, it is not a method of analysis which has a set technique such as others including grounded theory or narrative analysis, there is no exact strategy for conducting thematic analysis and it is not associated with any pre-existing theoretical frameworks (Braun & Clarke, 2006; Bryman, 2012). Within this method core themes are detected within and between transcripts and extracted for analysis. One of the most important parts of thematic analysis is that of thematic coding, which

is “a process whereby the data are broken down into their component parts and those parts are then given labels” (Bryman, 2012, p.13). The researcher then identifies recurrences of said codes among the transcripts as well as noting any links between the codes themselves. Due to the length of the interviews conducted, it is not necessarily vital to break down the obtained data into smaller chunks, since it can be quite easily separated and grouped by the questions asked within the interviews and then linked to the given research questions of this paper.

Within this thesis, the thematic analysis began after the interviews conducted had been transcribed and read thoroughly. The process included the analysis of the transcriptions and the highlighting of thematically relevant areas of the text, using color coding to identify similarities, in addition to grouping thematically similar findings both within and among the interviews conducted. Thereafter the groups related to the themes identified were reviewed for analysis in relation to the theoretical framework and other research methods used within this thesis. The themes were related mainly to the research questions, extracting valuable information about consumption motivations, critical factors and information search behavior. As in the process of conducting the qualitative and quantitative research, the analysis of the interviews was followed up by the analysis of the questionnaires, by exporting all the data collected and inputting it to SPSS for implementation of relevant statistical inquiries and construction of tables and figures.

3.5 Ethical considerations

Considerations of ethics were made for both the qualitative and quantitative research methods employed within this study. Usually however, qualitative research is more prevalent when discussing ethics, as according to Silverman “qualitative research is conducted within an ethical framework” (2013, p.305). Bryman also discusses the issue of ethics within qualitative research and interviews specifically, particularly when it comes to placing interviewees under pressure, actions such as these need to be considered during the data collection process (2012). Prior to each interview, the author made clear to the participants the reason behind the interview and received consent to digitally record the process.

Bryman also suggests that participant’s personal information should stay confidential; therefore, the option of anonymity was given prior to each interview, however none of the

interviewees had an issue with the use of their personal information, which is reasonable considering the topic of this thesis (2012). The interview questions were created to be non-intrusive and asked in a way so as not to push the interviewee or apply too much pressure to answer quickly or at all if no information came to mind. In this way the use of semi-structured interviews was ideal, the aim of the interviews was to create a natural dialogue or conversation in which the participant felt comfortable. The questionnaire was also distributed with the anonymity of the respondents in mind, they were not asked to disclose their names and certain sensitive questions, such as that of monthly budget for living expenses, were deemed to be made optional.

3.6 Research quality – reliability, replication and validity

When it comes to the evaluation of social research, Bryman states that the three most important criteria are those of reliability, replication and validity (2012). In terms of reliability, this criterion determines whether the study can be repeated. A common example to demonstrate this criterion is that of an IQ test in which people achieve different scores when taking the test on two or multiple occasions, this sort of outcome would mean that the test is unreliable since it is not consistent. When it then comes to the interviews and questionnaires used within this study, it becomes difficult to measure the reliability, due to the lack of similar research conducted in the past. This particular estimate of reliability as mentioned before with the example of the IQ test is that of “test-retest reliability”, since the interviews in this thesis are part of a new study, their reliability can only be measured in this way if the same survey were given to the same respondents at a later time (Drost, 2011). Furthermore, reliability mainly deals with the behavioral aspects or attributes of people and can therefore be assumed to change, at least regarding the research being conducted within this study, as the concepts used are subject to the social construct of a certain place and time.

Replication or replicability is quite like the criterion of reliability and is concerned with the possibility to recreate the research conducted, for example by another researcher. For this to be possible the procedure of the study must be clearly outlined with detail. In theory this study could be quite easily replicated, a capacity which while not being used very often is highly valued when assessing the quality of social research (Bryman, 2012). The social research methods used in this thesis have been clearly explained within the methodology section of the work, additionally the

interview and questionnaire conducted are available to be viewed within the appendix. Therefore, the author sees no reason why there should be any issue in replicating this study regarding the methods used.

Finally, according to Bryman the most important criterion within research is validity, which “is concerned with the integrity of the conclusions that are generated from a piece of research” (2012, p.47). The author posits that the main types of validity are measurement validity, internal validity, external validity and ecological validity. Measurement validity is mainly related to quantitative research and concerns itself with the question of whether the measures used accurately represent the concepts they are dealing with. Within this study the three main concepts dealt with are consumption motivations, critical factors and information search. Although this measure of validity is related in some part to that of reliability, the measures taken are considered to adequately represent the concepts mentioned before, when considering the aim of the research and particularly the target population of the study. Internal validity is related to causality and the interrelationships between two or more variables, this study however does not focus on these types of relationships. The next type of validity is external validity, which “is concerned with the question of whether the results of a study can be generalized beyond the specific research context” (Bryman, 2012, p.47). It is believed that the sample within the mixed method research conducted in this paper can be generalized to the population. Meaning the data gained from the foreign exchange students who participated in the research reflect and represents the opinions of the further population here at Fudan University. Whether or not the findings of this study are generalizable to further populations is not yet clear due to the lack of research done within this topic and similar settings, however it is not unthinkable. Finally, the issue of ecological validity is concerned with the natural social setting and habitat of the sample in the study (Bryman, 2012). Due to the author himself being part of this habitat, it is unlikely that the ecological validity of the study was disturbed in any way. The research process itself reflects the natural setting of students and the author took care not to cause any obstructions which could disrupt the social setting of the student’s daily lives.

Chapter 4: Empirical findings and analysis

4.1 Introduction

This chapter contains the findings of both the qualitative and quantitative research conducted as well as the considerations of the author as part of the studied target population. The findings and analysis will be presented regarding the research questions; therefore, this chapter will be split into three main parts. With the help of the empirical findings and theoretical background introduced in Chapter 2 the research questions will be answered in pursuit of fulfilling the aim of this thesis, the study and analysis of consumption motivations of foreign exchange students in Shanghai from a food tourism perspective.

4.1.1 Demographic profile of respondents

The research conducted within this thesis, both the quantitative and qualitative approach, took foreign exchange students at Fudan University in Shanghai as its target population. Of the twelve people interviewed there were eight males and four females between the ages of 20 to 24 from eight different countries. Within the quantitative research there were 55 total respondents to the questionnaire, 16 of which were male and 39 which were female, showing quite the discrepancy between the genders. This could however be explained by a study conducted in Australia which showed that food-related surveys were more likely to be filled out by females (Robinson & Getz, 2014). However, there does also seem to be more female exchange students than there are male exchange students at Fudan University during the time of this study. The ages of the interview respondents ranged from 18 to 25 as is expected when dealing with students, although there was one outlier at the age of 38. According to the WYSE Travel Confederation, youth travelers (50% of which are considered experiential travelers which stay abroad longer), are between the ages of 15 to 29 (2019). Therefore, this dataset is reflective of the age composition within long term youth travelers, a group of which many characteristics the target population of educational tourists shares. The respondents of the questionnaire are made up of students from 23 different countries, while almost

		Frequency	Percent
Valid	UK	5	9.1
	Canada	3	5.5
	South Korea	13	23.6
	Mexico	4	7.3
	Finland	2	3.6
	Bulgaria	1	1.8
	Singapore	2	3.6
	Germany	6	10.9
	Australia	2	3.6
	Thailand	1	1.8
	Brazil	1	1.8
	Phillipines	1	1.8
	Greece	1	1.8
	Austria	1	1.8
	Hungary	1	1.8
	USA	3	5.5
	Netherlands	1	1.8
	France	1	1.8
	Turkey	1	1.8
	Ireland	1	1.8
	Sweden	2	3.6
	India	1	1.8
	New Zealand	1	1.8
Total		55	100.0

Table 2- Respondent nationalities

a quarter of the respondents were from South Korea; this still represents a diverse group in terms of nationalities.

4.2 How does motivation manifest in foreign exchange student's food consumption behavior?

When discussing the motivations of the participants of both qualitative and quantitative research conducted, the author will relate this with the motivational theories and research discussed in Chapter 2 as well as relate to personal experiences as a foreign exchange student in Shanghai. Throughout this section of findings, the focus of motivational theory will be concentrated on food-seeking behavior while the following section of the findings will deal with critical factors in food tourism.

4.2.1 Food motivations and Maslow's hierarchy of needs

The first distinction which should be made here is that of the differences in motivations between travelers in their food consumption back home to that in Shanghai. This comparison allows for a better explanation of food consumption motivations and behavior specifically in Shanghai as a destination. In Tikkanen's work on motivation within food

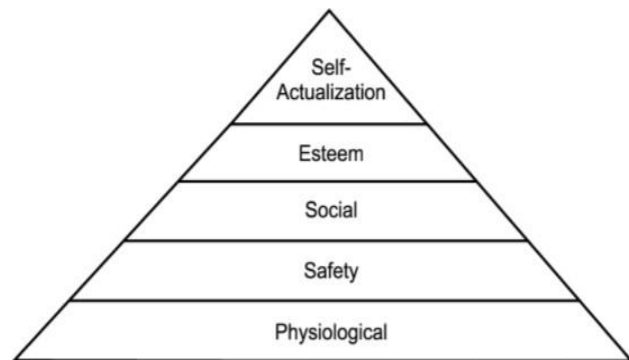


Figure 1- Hierarchy of needs

tourism he relates the concept with Maslow's hierarchy of needs, which contains a set of goals or basic needs that humans aim to fulfill (2007). This can be related to food consumption motivations and this correlation between Tikkanen's work and Maslow's Hierarchy can also be related to several of the findings within the research of this study. However, the relationship the author sees between Maslow's hierarchy and motivation for food consumption abroad is not entirely the same as Tikkanen proposes. While she focused on relating the hierarchical stages with tourism destinations or events in Finland, the research within this paper applies them on a more personal and behavioral level.

During the interviews conducted, interviewees were asked both about the importance of food in their home country and in China. It seems from several interviews, that back home the interviewees are on higher steps on the pyramid, if one sees the most basic (physiological) need as that of simply finding a place to eat whereas self-actualization is the fulfillment of all food related desires. Regarding the difference of food experience from back home to here in Shanghai, several interviewees said:

“Back home because of the circumstances it was important that it was not too expensive, and also thinking about the environment...also back home I ate a lot more at home, here I haven't cooked at all, going to a restaurant is just a way to feed myself.”

- Kristina from Finland

“At home I eat super healthy, I care about organic food, I look at the ingredients that different packaged food has...I barely go to restaurants, always cook for myself...but here I don't care about all of that basically, just order food or go out and eat”

- Bulgan from Austria

So, while their food needs back home are more established, they can make choices based on more criteria than just the physiological need to eat. This includes making choices with the environment in mind and eating healthy foods, as well as the option to cook for oneself. However, after moving to a new place they both seemingly moved down the ladder, Kristina stating that she literally just follows a physiological need for food, at least at the beginning of her foreign exchange. Bulgan, similarly cares less for the food he consumes here, although he later in the interview states that this is due to the Shanghai or even Chinese food scene being built on convenience, thus fast food options dominate, and it is difficult to find healthy options.

While this was the case for many students which just arrived in Shanghai, over time they were able to adapt in one of two ways: either they become more comfortable and are able to make choices with more criteria in mind, such as safety of the food (e.g. in terms of hygiene) among others which would need to be discovered, or they will completely lower their standards as several interviewees have said they did. The author himself also experienced an adjustment period relating to the issue at hand, during the beginning of his first term at Fudan he struggled in his choice of where to eat mainly due to his limited knowledge of the language and the associated anxiety to

order food. Furthermore, not having visited any culinary establishments in the area before, he was unable to evaluate which restaurants would conform to his own critical factors. To overcome this barrier, it was simply the matter of becoming adjusted to this foreign place, food and by learning some of the language and visiting different restaurants to establish wants over needs. Although this is particularly noticeable with Chinese people abroad, travelers tend to eat the foods which they eat usually as a first choice (Ma, 2015). In Shanghai there are possibilities for foreigners to eat as they would at home and the author witnessed several students visit globalized restaurants to regain a feeling of home and revisit this comfort zone. However, this is not feasible as a constant food source and foreign students had to adapt to Chinese food. However, this process could of course be hurried along by supporting the needs and wants of new foreign exchange students, of course coming from the side of food establishments but also with the possibility for involvement of other actors.

4.2.2 Food motivation in push and pull factors

Another motivational theory which is prevalent within the literature discussed in Chapter 2 is that of push and pull motivations (Yoon & Uysal, 2005; Smith et al., 2008; Ryan & Glendon, 1998). Applying these to the study at hand, push motivations could be those in which a person seeks out a culinary establishment through the desire of hunger, experience or socializing. On the other hand, pull motivations are related to the destination itself. While push motivations then begin within a person, pull motivations would relate to the attractiveness of a restaurant or bar regarding particularly delicious cuisine or the allure of a scenic rooftop as just two examples.

Judging from the interview responses as well as personal experience, push motivations cause the target population to mainly eat close to the university dorms, possibly even at the cafeteria, however they can also manifest themselves differently given the situation. If for example, a group of students is planning on going to a restaurant downtown this might give someone the push they need to join and be socially active. This is especially interesting due to the social nature of eating food in Shanghai. One of the interviewees exemplifies this by saying:

“It’s a social thing, it’s more like an activity, or an experience eating out,

so, it's not just about the food but the way you eat it, the way you sit together, the sharing"

- Bulgan from Austria

Most of the interviewees who talked about the social event of eating together and the sharing culture in China were very positive about it. Quite a few participants even recognized this eating behavior as like their own countries. Juanjo and JP from Mexico for example mentioned that sharing food and eating together is very common for them as well, although it is more commonplace in someone's home with family and friends rather than when eating out. As is also stated by Bulgan and Kristina for most foreign exchange students, eating at home and cooking for themselves is much more common in their home countries. In this way push motivations seem to play a more important role for foreign exchange students in Shanghai in comparison to pull motivations. Not only is cooking a lot less common for these educational tourists, the social event of eating together and sharing food along with the physiological need to eat seem to be the primary motivators in food consumption behavior. From the authors personal experience, cooking at home was also the norm before coming to China, mainly due to the high cost of eating out at restaurants. Furthermore, some of the accommodations offered to foreign exchange students in Shanghai were not ideal for cooking due to limited kitchen facilities and equipment. Finally, the cost of eating out in China is a fraction of what it is in many western countries, making it much more convenient as a source of sustenance.

While there are several exciting options close to the university, downtown often shows the greatest potential to pull an audience due to for example the scenic views of the Shanghai Bund being a prime destination for prestigious restaurants, bars and clubs. Most often the case to go downtown would be made by someone who has researched a certain food or type of cuisine that he/she is interested in, or more simply looked up great places to eat in Shanghai and would then share these findings with friends to plan a visit. For foreign exchange students' price does play an important role and while Shanghai offers many cheap eats, it is also known to have glamorous bars and Michelin star restaurants. From what was discovered during the interviews and the authors time as part of the target population, pull motivations occur a lot less frequently, due to the reasons mentioned above. These motivations take place mainly when dealing with foodies (those people which are particularly passionate about food) and culinary establishments which are either well known or very special. One example of such a place is Haidilao, a famous

brand for Hot Pot in China which includes excellent food, service and even a special food show as witnessed by the author himself. Places such as this come with a price but news about them quickly spread throughout the foreign exchange dormitories and it is uncommon to find even anyone who has not visited the famous restaurant at the end of their studies. Both push and pull forces contain different motives wherein one might not be enough to alone drive the decision for consumption, however the findings as described above indicate that as Smith et al. mentioned, push and pull motivations are the main forces behind tourist's decision-making behavior (2008). Having identified which of the two is more important to foreign exchange students is valuable within the study of their consumption motivations.

4.3 What are the critical factors in foreign exchange student's consumption motivations in Shanghai?

Directly related to the motivations of food consumption as mentioned in the first research question and the section above are so called critical factors. These critical factors are based on what the target population of this study finds to be most important regarding food in Shanghai. While they may not always be directly related to motivation in food consumption behavior of the studied group, they can also be motivational factors.

4.3.1 Qualitative findings on critical factors

As explained in Chapter 3, the qualitative research in the form of interviews was partially introduced with the strategy of instrument development in mind. In this sense, the interviews conducted were meant to utilize what is known of critical factors as discovered through the literature reviewed and help the authors decide which factors should be included in the questionnaire. The following table depicts which factors are important to some of the interviewees within their food experiences in Shanghai as could be discerned:

Kristina	Taste first and foremost, general "look" of the place, atmosphere
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Kate	Taste first and foremost, price due to student budget, “look” of the food on the plate, service in regard to politeness, authenticity in regard to food from her home country, familiarity in regard to brand and not eating anything too strange, togetherness, prestige in regard to special treatment?
Murid	Exciting experience in regard to new/different types of food and the preparation/selection of the food you eat, taste of the food, comfortable place and coherence in the atmosphere, intimate connection to the food and process of it being cooked to being eaten and a connection with not just the people you are with but with the people cooking your food
Karan	Affordability regarding student budget, togetherness and authenticity especially regarding eating with locals, general quality of the food
Luca	Quality of the food regarding health and sourcing of ingredients
Theo	Experience new exotic foods/places, well maintained place, taste, comfort and the “whole picture”
Bulgan	“Look” of a restaurant, new places regarding curiosity and repetition, familiarity of food in contrast to something being too crazy, hygiene and atmosphere, togetherness regarding the experience of eating as a social activity, uniqueness regarding ways of eating
Juanjo	Eating like locals, familiarity regarding not wanting to eat any strange animals, price, experiencing new foods/places, having a menu in English, service, taste, sharing culture
Sarah	Taste regarding how strong the food is spiced, coziness and comfort in that it looks inviting, hygiene regarding a dirty environment, authenticity regarding trying food from a specific cuisine (no fusion)
JP	Familiarity in regard to strong flavors and use of multiple ingredients such as back home in Mexico and knowing what to expect in terms of quality, looking for something new as a second choice (however revisiting places that he likes), price due to student budget, taste, hygiene in regard to fear of stomach illness and atmosphere (e.g. garbage on the street outside the restaurant, dust in the restaurant), having a space to sit down, service, distance from where he lives, exciting experience in regard to the <i>Teppanyaki</i> (having food cooked right in front of you)
Joella	Service in regard to having a polite personal waiter, taste and portion size, environment and price (is willing to pay more when food is an eating experience), familiarity of the food in regards to flavor and homey feeling, authenticity as far as it is food she is familiar with as well as the staff being from the same place of the cuisine making it more special although the authenticity of the end product is most important, ambience in regard to choice of music and decor, layout of the restaurant (not being cramped) while this might be exciting in the right setting

Table 3 - Critical factors from interviews

With the goal of assembling the proper critical factors for the interview as well as discovering the degree to which the factors mentioned in past literature are relevant to this study, the findings above provide data to complete this task. Through the analysis of the literature reviewed and the conducted interviews as well as the final compilation used for the questionnaire the following table displaying the identifying factors was created. As can be seen, to make the analytical process and overall processing of the data more structured the factors have been divided into four different groups or categories: cultural, environmental, experiential and gastronomical. When comparing this effort to the model on food consumption in tourism by Mak et al. this study has placed less focus on the tourist (in this case foreign exchange students) and more focus on the food at the destination and destination environment (2012).

Table 4 - Critical factors categorized

	Cultural	Environmental	Experiential	Gastronomical
Factors identified in the literature	Authentic experience, localness and gaining of knowledge, Learning knowledge (Kim & Eves, 2012; Kim et al., 2009)	Physical Environment, service (Kim et al., 2009; Mak et al., 2012)	Prestige and status, Exciting experience, Escape from routine, Togetherness (Mak et al., 2012; Kim et al., 2009)	Health concern, Sensory appeal (e.g. flavor, appearance), food content, preparation methods, food availability (Kim et al., 2009; Mak et al., 2012)
Factors identified in the interviews	Authenticity Local	Atmosphere, “look”, Service, Comfort, Hygiene	Togetherness Prestige Exciting Uniqueness	Taste, Price, Familiarity, Novelty, Health, “look”, Quality
Factors chosen to be represented in the	Authenticity, Local	Comfort, Service	Exciting, Togetherness, Rarity, Prestige	Familiarity, Novelty, Health

questionnaire				
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Regarding the motivational factors which were identified and used to classify findings of qualitative surveys by Kim et al., the here so-called critical factors discovered were quite similar (2009). While Kim et al. grouped neophilia and neophobia as physiological factors, these similar terms were replaced with the factors of familiarity and novelty during this study. In this way these factors were also removed from the "tourist" within the model of Mak et al. and moved to the section of food at the destination (2012). As can be seen from the table above, both the factors recognized in the literature review and those recognized within the conducted interviews were evaluated and combined into a final set of eleven critical factors. Only one of the factors *rarity* was added out of the authors own volition, due to the reflections made in Chapter 2 this factor was one which had not been mentioned before and was worth exploring. Regarding the different categories, cultural factors were determined through the literature reviewed which included mainly those of authenticity and localness. The other three categories were determined by looking at the compilation of factors as a whole, environmental factors then relate to the setting in which the food is consumed such as the restaurant, experiential factors are related to the experience itself and gastronomical factors are related to the actual food and drink.

While authenticity or authentic food and localness or local food are related on many occasions within the extant literature reviewed, it is necessary to separate the two subjects especially in a city such as that of Shanghai. Particularly after conducting the interviews it became clear that authenticity is in fact not only defined differently by most people as mentioned by Stone et al. but few indeed feel they can judge authenticity themselves (2018). They portray this in the sense that quite a few interviewees recognize that they can only determine authenticity regarding their own cuisine. In a more extrinsic way, the cosmopolitan city of Shanghai has a great many restaurants from different regions not only in China but the world, whether a certain restaurant is authentic or local then is subject to distinction.

4.3.2 Quantitative findings on critical factors

The quantitative findings from the interview regarding the critical factors mentioned previously

pertain to a Likert style question in which participants were asked to rate the chosen critical factors in their importance. Using SPSS, the results of the question were analyzed in the frequency of answers and descriptive statistics were used to determine the factors which the survey participants ranked as most important. While most social studies apply only qualitative research methods, this questionnaire was conducted in the hopes of supporting findings from the qualitative research and discovering more about the critical factors for foreign exchange students in Shanghai. In the table below the mean scores which each of the factors received can be viewed:

Table 5 - Descriptive statistics of critical factors

	N	Minimum	Maximum	Mean
Authenticity	55	2	7	5.22
Local	55	1	7	4.49
Exciting	55	2	7	4.91
Together	55	1	7	5.45
Health	55	2	7	5.16
Comfort	55	1	7	5.29
Prestige	55	1	6	3.85
Service	55	1	7	4.49
Rarity	55	1	7	3.98
Novelty	55	1	7	4.51
Familiarity	55	1	7	4.16
Valid N (listwise)	55			

As can be seen from the mean scores above, for most of the critical factors identified the scores are on average around the neutral point of four. It is of course possible that this is caused due to a similar amount in answers ranking the factor as very important and not important at all, therefore the frequency of the answers need to be evaluated as well. Only the scores of rarity and prestige were below the value of four. The two factors are somewhat similar, and this reflects the correlation between their scores. These values are also representative of the information gathered throughout the qualitative research. Only one interviewee mentioned enjoying special treatment from staff at a favorite restaurant, however this was not specifically linked to prestige. As mentioned within the research of Kim et al., the factor of prestige is related somewhat to showing-off and could have possible negative connotations, which is a possible cause for the lack of favor it received during both the qualitative and quantitative research (2009). While it is still common for the target population to take pictures of their food and share these online, the general feel

towards the habit is more of a wish to share their experiences so that friends and family abroad can still be a part of it. From the personal experience of the author the consumption of rare or prestigious dining experiences does of course bring forth a feeling of specialty. While these factors have the potential to influence consumption motivations, a different approach would better evaluate their importance.

However, we can safely assume that those factors which received a mean score above five are seen at least as *fairly important* by most of the participants and are ranked highest in overall importance. While there are quite a few factors, these factors both received a lot of attention in the qualitative research and significant scores within the quantitative research and should be discussed in further detail. The factors which received a mean score of over five are those of authenticity, togetherness, health and comfort. The following tables will display the frequency of the answers which were given for these four factors, should one of the seven-point Likert scale rankings be missing from the table it is due to that rating receiving no responses from any of the participants.

Table 7 - Frequency table for authenticity

		Frequency	Percent
Valid	very little importance	1	1.8
	little importance	3	5.5
	neutral	14	25.5
	fairly important	10	18.2
	important	19	34.5
	very important	8	14.5
	Total	55	100.0

Table 6 - Frequency table for togetherness

		Frequency	Percent
Valid	not important at all	1	1.8
	little importance	3	5.5
	neutral	7	12.7
	fairly important	18	32.7
	important	10	18.2
	very important	16	29.1
	Total	55	100.0

As can be seen from the tables above the factor of authenticity received most answers ranking it as *important* while only four people thought this factor was of *little* or *very little importance*. Additionally, it is relevant to point out that authenticity is the only factor which received most of its answers in the ranking of *important*, while the other factors received most of the answers at the rating of *fairly important*. This is interesting since what was learned throughout the interviews portrayed authenticity as something which is difficult to determine, at least when not concerned with a cuisine that one is familiar with, or that people view authenticity in different ways. The following quotes give an idea of responses to questions about authenticity from the interviews:

*“If it is not food from my home country then I don’t really care as much
because I don’t even know what makes it authentic”*

- Kate from Thailand

*“If it is recommended by a local it’s a good assumption
that it’s going to be authentic”*

- Karan from Australia

*“Not anymore, I think, at the beginning yes, when you just come to China from
Europe you want to try everything that’s local and authentic and you try
to avoid western or westernized food, but then over time it doesn’t matter too
much, especially in Shanghai because you will see an authentic
Chinese restaurant right next to a place selling pizza,
there’s a mix between cultures and cuisines”*

- Bulgan from Austria

These three quotes display different implications within the factor of authenticity in food tourism. Kate understands that if she does not know anything about the cuisine, then she cannot tell whether it is authentic or not. Karan on the other hand puts his faith into locals to show him the authentic restaurants. Finally, Bulgan approaches an entirely different topic, stating that the need or want for authenticity wares off over time. Judging from some of the research results presented by Kim et al. on the factor of authenticity on the other hand, it would seem like eating Chinese food in China would be enough to make it authentic (2009). This might be the belief within some tourists, at least before traveling or for those traveling only short periods of time, however especially in cities such as Shanghai authenticity, particularly in relation to Chinese cuisine is not as black and white due to it being a melting pot of Chinese and international cultures and cuisines. Given the responses to questions about authenticity from both the interviews and survey in addition to the authors personal experience, foreign exchange students do value authenticity and believe in its importance. From the authors personal experience, authenticity is very much wanted, particularly as discussed by Cohen and Avieli regarding the use of authentic ingredients (2004). If the ingredients are not authentic then the flavor could be different and the

knowledge and culture which the dish should represent is lost. However, contrasting the idea of memorability and authenticity which Stone et al. discussed, there were no traces of these correlations within the results of the research conducted (2018). While authenticity then was decidedly important to foreign exchange students, it was still a more abstract concept to them and difficult to define or evaluate. Memorable food experiences were found to be related to exciting experiences and togetherness, examples from the interviewees and the authors own experience would include Korean BBQ and Teppanyaki. Both foods implement a special show or process as part of the food consumption and are specifically designed for larger groups to enjoy together.

Togetherness received the same four answers for *little or no importance*, while receiving even more ratings on the level of *fairly important* and above, which is representative of its mean score which is the highest of all critical factors measured. These results are in accordance with what was discovered throughout the qualitative research, as discussed previously within the phenomenon of social eating and sharing culture. Kim et al. on the concept of togetherness found that social experiences, particularly those of the culinary kind, enriched the time spent travelling (2009). Authors Mak et al. agree, as togetherness is a vital factor within the dimension of pleasure as mentioned in Chapter 3 (2012). From personal experience the times spent eating alone during a semester abroad in Shanghai are very few for most people and the culture of eating together is unknowingly absorbed into foreign students’ rhythm of life abroad. The need to soak in every moment of their time abroad is compounded by a fear of missing out on activities of friends.

Table 8 - Frequency table for health

		Frequency	Percent
Valid	very little importance	1	1.8
	little importance	5	9.1
	neutral	11	20.0
	fairly important	16	29.1
	important	11	20.0
	very important	11	20.0
	Total	55	100.0

Table 9 - Frequency table for comfort

		Frequency	Percent
Valid	not important at all	1	1.8
	very little importance	1	1.8
	little importance	3	5.5
	neutral	8	14.5
	fairly important	16	29.1
	important	15	27.3
	very important	11	20.0
	Total	55	100.0

The other two factors of health and comfort both received similar levels of scores as those

of authenticity and togetherness across the board. These findings were quite curious, especially regarding health, which a few research respondents such as Bulgan or Joella have dismissed as insignificant or irrelevant in Shanghai during the interviews. However, it is understandable that a lot of other students might not want to give up on their healthy lifestyles simply due to a difficulty in pursuing it. While certain students then continue to eat with health in mind, from the experience of the author most seem to make compromises in diet, such as vegans becoming vegetarians during their stay for example. Health regarding the hygiene of the restaurant can only be influenced by those who were willing to explore the kitchen and take a second look inside the establishment, although as also stated by Kim et al. health is mainly concerned with the consumption of healthy and nutritional foods in this case (2009). The considerations of people interviewed by Kim et al. showed that “key motivations of eating out on holiday is consumption of health food at a tourist destination” and many considered local food to be equivalent with healthy food (2009, p.12). While the general agreement then is that health is indeed a critical factor for tourists the role health plays in food for tourists in Shanghai is different since many agree that even the local cuisine available can rarely be considered healthy. From personal experiences dishes are prevalently very oily and salty, however most local students seemed very healthy and therefore the healthiness of food is of course determined mainly by choice. Furthermore, as was mentioned in the literature and experienced by the author, Chinese traditional medicine is part of the food offers in Shanghai since it is not only consumed when people are ill but to prevent illness and stay healthy. However, as witnessed by the author, foreign exchange students had no interest in trying any Chinese traditional medicine as part of their diet.

The factor of comfort was created as a cumulative measurement for atmosphere, physical environment and cleanliness of an establishment these qualities are closely related. Generally, during the interviews the concept of comfort or a related quality appeared quite frequently. Most of the results matched the consensus of the questionnaire which shows that comfort is important; this is exemplified by the following statements that were recorded in response to being asked about what they think is important when eating out in Shanghai:

*“I would say that for sure the first one is how clean the place is,
I was very afraid of getting a disease of the stomach, that is one of my
biggest concerns”*

“I think here mostly hygiene, because I know that it can be questionable in a lot of Chinese restaurants, although Shanghai is not that bad you would try to get a look in the kitchen and see if its clean, that also adds to the atmosphere, if it’s too dirty you wouldn’t feel comfortable”

- Bulgan from Austria

“Yes, it should be a little bit cozy or comfy, it shouldn’t be dirty, I am looking at the hygiene, at the atmosphere”

- Sarah from Germany

Quite a few of the interviewees are concerned with the general comfort of a culinary establishment, although most seem to evaluate comfort primarily on hygiene, while still mentioning other aspects such as the physical environment. Cleanliness is also mentioned as a primary concern within the factor of physical environment as mentioned by Kim et al. in addition to servicescape as part of the food consumption model presented by Mak et al. (2009; 2012). From a different point of view and from the authors own experiences, comfort would not necessarily be very important when it comes to dining experiences; often some small shabby restaurant will make the most authentic, local and delicious dishes which completely cast aside the need for comfort in terms of cleanliness or ambience. While this is the case for most interviewees, there are still some differing opinions on the matter. One participant for example stated:

“I think the general rule is if you close your eyes and don’t ask questions then you won’t have a problem eating the food, but for sure since coming here my general standard for food has completely lowered in terms of hygiene and related restaurant qualities”

- Joella from the UK

While Joella does value a nice environment and mentions factors such as ambience and decor,

she has lowered her standards due to the state of many of the smaller, local restaurants which are in the outskirts of Shanghai and close to the university. This can be related back towards the hierarchy of needs which was presented earlier in this chapter. She does however also say that she does not mind paying extra for the sake of a nice environment, mentioning that the eating culture within China is quite different. In Chapter two culture was briefly discussed due to its relation to factors such as authenticity and localness. In terms of culture within food tourism, it is usually mentioned as an attraction which reflects the people, their traditions and their country (du Rand & Heath, 2006). It was unexpected to find that culture could be something negative when it comes to food tourism. Of course, regarding the food itself there are certain ingredients/dishes which one might find repulsive or simply the cuisine itself might not be suited to certain people's palates. As Juanjo stated in his interview:

"I don't like eating strange animals...that's the only thing that I haven't eaten since I have arrived here"

- Juanjo from Mexico

While some people then see cultural experiences, such as trying new strange foods or local restaurants with their varying levels of service and comfort as a positive experience, some clearly have different opinions. One reason for this could be due to the extended nature of the stay which foreign exchange students experience, it is quite possible that a culture is exciting and interesting when first arriving at a foreign country but when the excitement fades what is left is a culture which is not that of home. This consideration stems from the interview responses as well as the authors personal experience, having seen several foreign exchange students succumb to homesickness at certain stages during their time abroad. This may be one reason; however, it is quite clear that some interviewees were not comfortable with the eating culture, be it the cuisine or service among others, right off the bat. There are also contradictions and discourse in some of the answers between and within the responses of interviewees. Juanjo for instance stated that he wants to eat like the locals yet does not want to eat any strange animals. While this is a contradiction, strange animals are not necessarily a staple food item in Shanghai, making it possible to experience the local cultural cuisine without having to consume what foreigners may consider to be strange animals or other ingredients.

4.4 How do foreign exchange students in Shanghai undergo information search in relation to food consumption?

Similarly, to the critical factors discussed in the previous section, the categories of information search used in the questionnaire were also subject to instrument development and therefore the knowledge gained both through the literature reviewed as well as the interviews conducted. Fodness and Murray as mentioned in Chapter 2 discussed several categories of information sources and determined that their use is dependent on past experiences, novelty of the destination and the presence of familiar persons both at the destination and within the traveling party (1997). While some students do occasionally go on exchange together with friends or people they know from home that have also been accepted to the same university abroad, the extended stay at the destination and rarity of this scenario rule out the influence of a traveling party within this study. However, due to the extended time which foreign exchange students remain at the destination there are friends and acquaintances which are made over this period. From the authors own experience the creation of these relationships changes the use of information sources.

Beginning internally, the use of past experiences is natural in a first attempt to fulfill one's information needs. While some of the interviewees have already been to China before, for most of them it was the first time and even those who had been to the country have not all been to Shanghai before. Three different examples from the qualitative research regarding the use of past experience in information search are portrayed by Kristina, Kate and Bulgan. Kristina admits to not knowing any good places to eat when she first arrived, however over time and through the experiences she has made during her time here, she has managed to establish a portfolio of restaurants and dishes she likes to aid her in the fulfillment of information needs. This is an important realization to be made in the case of this study, due to the target population's prolonged stay at the destination they have the possibility to evolve or change in their information needs among possible other factors. Furthermore, during their stay many foreign exchange students will become more familiar with the local culture including the language, some being there for this sole reason. In breaking language barriers, students such as Kristina feel more confident in using further information sources which might only be available in Chinese.

Another portrayal of the use of past experiences in information search is given by Kate.

When asked on how she decides where to go eat Kate responded by saying:

“Usually I go with the safe options, go to the one I used to go to in Thailand, the same brand, so I know it’s going to be good”

While she is the only interviewee who displayed this kind of behavior, it is useful to note that the author has encountered others which use brands as a kind of safety net. Especially some students from the USA have been observed to visit or order food from well-known American chains such as McDonalds or KFC. This sort of neophobic behavior is related to information search based on past experience and the mere exposure effect, in which travelers will order dishes they are familiar with (Hall et al., 2003; Mak et al., 2012; Fodness & Murray, 1999). Almost an opposite then to Kate is Bulgan, who has lived in China before and is familiar with the food, language and country in general. Regarding his information search behavior Bulgan responded:

“What I have been doing lately is to go on Dianping and just look for whatever food I feel like, let’s say Korean BBQ, I look for the best Korean BBQ that is close by and go there.”

Having been in China before and knowing the language there is more confidence in using online sources such as Dianping (大众点评), which is the Chinese equivalent of Foursquare or Google reviews. With this application one can see nearby restaurants, search for specific types of restaurants, and see the approximate price, ratings, reviews and pictures (note that the mention of Korean BBQ is used as an example by Bulgan and not expressing a preference).

Table 10 - Information search methods

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Word of mouth	27	49.1	49.1	49.1
	Internet research	25	45.5	45.5	94.5
	Print media	1	1.8	1.8	96.4
	Exploration	2	3.6	3.6	100.0
	Total	55	100.0	100.0	

As can be seen from the table above, when asked which method of information search a participant uses most frequently the most popular answers were word of mouth and internet research. Only one person used print media as a primary information source and two people preferred personal exploration of an area. A result like this was expected after conducting the interviews, during which most interviewees stated that they either preferred word of mouth or internet research. It should be noted however that internet research was often mentioned regarding websites such as SmartShanghai or Time Out Shanghai and not Dianping as was introduced before. These websites are available in English and offer recommendations on food, events, drinks, partying, sightseeing, traveling and more. It can be assumed that these sites are used mainly by expats, tourists or other foreigners visiting Shanghai, especially since the food and drink related venues you can find by using them are displayed as attractions in terms of special experiences or international cuisines. When it comes to the personal exploration of the area, this was mentioned in quite a few cases during the interviews, wherein the participants stated that they occasionally just go out and pick a restaurant they pass by. Over time the foreign exchange students traveling party or number of friends at the destination increases and the novelty associated with the destination decreases, influencing the choice of information sources which start as experiential and move towards personal and public sources (Fodness & Murray, 1997; 1998).

Chapter 5: Discussion and conclusion

5.1 Introduction

The final chapter of this thesis will include a discussion of some findings from the previous chapter which were considered particularly interesting and valuable. Thereafter, the research questions will be answered in summation of the findings within this study. Following this are some concluding remarks as well as an introduction to possible research opportunities for future studies within this field.

5.2 Discussion

Within this thesis the purpose was to gain a deeper understanding on food consumption motivations of foreign exchange students at Fudan University in Shanghai from a food tourism perspective, utilizing theories from areas of motivation, human behavior and information search. As educational tourists and consumers in Shanghai the theoretical framework was designed to study the populations food consumption behavior and analyze it from a food tourism perspective. As such the theoretical framework is relevant when considering the aim of the thesis and the research questions, providing an eclectic yet distinctly chosen basis from the available literary data.

Through my research I was confronted with these new findings which were not coupled in the theoretical framework. Some of these interesting topics which appeared in the findings and analysis of the previous section include concepts such as authenticity and localness. These terms are difficult to define but nevertheless play an important role in the consumption motivations of foreign exchange students in Shanghai. Authenticity, while clearly being important to the participants of both the qualitative and quantitative research conducted within this paper and as is displayed in Chapter 4 as a critical factor in food experiences, is often difficult to evaluate. In the case of foreign exchange students here in Shanghai, they are often not familiar with local cuisine and can therefore not tell if it is authentic. This realization provides several dilemmas which need to be solved: how can foreigners such as foreign exchange students be sure they are eating authentic food and how can restaurants convince visitors that their food is authentic and not only perceived as such? This is particularly important for restaurants which offer a specific type of cuisine in which popular dishes are served.

Although localness did not rank as high in terms of importance as authenticity, the two factors are clearly related and therefore should be discussed together. One case regarding localness which appeared throughout the research is that quite a few students will determine local places to eat at (or authenticity) from locals who have lived in Shanghai for a long time or are from China. It is very common however, that local Chinese people will eat at places from different cuisines some of which stem from outside of China. This brings into the question what classifies a restaurant as local, particularly in a cosmopolitan city such as Shanghai in which the culinary scene is a melting pot. Especially when globalization and Chinas rapid expansion is causing local neighborhoods and restaurants to disappear daily. This is also worrying as local food and

restaurants are what truly capture and preserve the culture of destinations.

Finally, regarding information search the concept of exploration to find a place to consume food or beverages is interesting to discuss. The question herein is if this method of food search can be considered within information search theory, since the information processed is instantaneous and does not take place prior to the decision of going out to eat or drink. From the authors experiences of traveling with people and observation of fellow exchange students, there are quite many who use this experiential method of walking around and choosing a place based on looks or the menu. While this type of information source could fall within categories mentioned on the subject by past researchers, its importance still needs to be determined.

5.3 Conclusion

Food tourism has been playing a growing role within the global tourism industry throughout recent years. The phenomenon is being picked up more frequently by the scholarly community as people start to realize that food and beverages are not just a part of everyday life when traveling but are significant regarding experiences and memories made, in addition to occupying large portions of tourists spending budgets. The aim of this thesis is to provide additional insights to the motivations behind foreign exchange students food consumption behavior at Fudan University in Shanghai and analyze them from a food tourism perspective. As part of the demographic including youth travelers, these educational tourists experience the culinary capacities of the city of Shanghai in great depths. In pursuit of the goal this thesis has, the following research questions were formulated:

RQ1: How does motivation manifest in foreign exchange student's food consumption behavior?

The question to what motivates foreign exchange students in Shanghai in their food consumption behavior was answered using several motivational theories together with the results from the qualitative research conducted. When comparing the food consumption behavior of

interviewees from when they are back home to their time in Shanghai, it was discovered that there were changes in behavior which were relatable to Maslow's hierarchy of needs. As explained in Chapter 4, the hierarchical model can be used to depict levels of motivation regarding needs and wants. It was found that foreign exchange students in Shanghai, often fulfill their food consumption according to needs more than wants, placing them at the bottom of the hierarchical model. However, over time the lower rungs of the ladder can be overcome, and motivation manifests itself through wants as well as needs. This adaptation of the model has produced a creative tool for analyzing traveler's consumption behavior for food and drink.

Secondly, push and pull motivations as described through previous research in the field of motivation were applied to the current study. Push motivations to go and consume due to physiological, experiential or socializing needs and pull motivations caused by attractiveness and awareness of culinary establishments were determined to be the overlying forces of consumption motivation. In coherence with past research, push and pull factors themselves need to be evaluated based on underlying elements.

RQ2: What are the critical factors to food experiences in Shanghai?

Throughout the research on past literature and the qualitative research conducted, a compilation of factors which are important as motivators and experiential determinants were reviewed (see Table 4). The following critical factors were selected to be evaluated in their importance in food consumption motivations and food experiences in Shanghai: authenticity, localness, exciting, togetherness, health, prestige, comfort, service, rarity, novelty and familiarity. From these critical factors there were four which the quantitative research determined to be more important than the rest, while also being backed by the qualitative results and the authors personal experience, these were the factors of togetherness, authenticity, comfort and health. Togetherness referred to the social activity of eating with friends, family or with other acquaintances; authenticity was linked to the use of authentic ingredients and preparation of the meals themselves; comfort included the cleanliness and physical environment of the culinary establishment; health considered the healthiness of the food as a dish and hygiene.

RQ3: How do foreign exchange students in Shanghai undergo information search in relation

to food consumption?

The third and final research question is concerned with the information search behavior of foreign exchange students in Shanghai. Regarding the targeted population within this study it was discovered that the main method for information search is word of mouth, followed by internet research and finally self-exploration as a curious outcome in defiance of the classical methods. Both the qualitative and quantitative research showed similar results in this regard.

5.3.1 Concluding remarks

Previous research in the field of food tourism, while already being quite scarce, has been primarily focused on the supply side while leaving the demand side untouched. It is extremely valuable to gain insights to foreign exchange students consumer behavior when it comes to food tourism due to the varied contributions they make as educational tourists and their potential as future visitors and ambassadors of the destination. Therefore, this study contributes to this gap in the research by utilizing a mixed method approach to provide as comprehensive an understanding of foreign exchange students consumption motivations and behaviors in Shanghai. It is hoped that this study provides valuable data and understanding so that the gap in the research may start to be filled.

5.4 Implications for future research

While this research has managed to provide answers to the research questions and fulfil its aim, there are several limitations which have been identified during the study which need to be addressed. Due to limitations of time and monetary resources the study needed to be conducted within a relatively small population, consisting of foreign exchange students at Fudan University in Shanghai. Compared with the number of educational tourists in Shanghai and not even mentioning other tourist groups, the actual sample size was relatively small. More insights could be gained by including a higher number of educational tourists such as foreign exchange students from other universities or schools within Shanghai. A study with more participants both within the qualitative and quantitative research would invariably improve reliability and validity of the results.

While this is a first step in the direction of discovering more about the demand side of tourists within food tourism and consumption motivations, there is vast amount of room for future research within the field. Of particular interest would be the study of educational and youth tourists within other countries, to determine whether their consumption motivations regarding culinary experiences are comparable with those discovered throughout this study. Furthermore, research on tourists in the classical sense which are in Shanghai for shorter periods of time from the same angle as the research conducted within this study would be interesting for the comparison in tourist groups.

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APPENDIX

A - Semi-structured interview guide

1. What were your considerations about food when making your decision on where to study abroad, and when you found out you were going to go to Shanghai?
 - a. Did you have a choice in where to go, and did food influence your decision?
2. What is important to you in your food experience generally (at home), and in Shanghai specifically?
3. What are your views on the food in Shanghai, the options available, price, among other aspects?
4. How do you decide where to eat, where do you get your information from?
5. If you go out to eat what do you look for in a restaurant?
6. What is important to you within your food experiences?
7. How does authenticity or localness play a role in your food search?
 - a. Do you know of Shanghainese cuisine?
8. What are some of your best or worst memories when it comes to experiencing food in Shanghai?

B - Questionnaire

1. What is your gender?
 - a. Male
 - b. Female
 - c. Other
2. What is your age?
3. What is your nationality?
4. What level of education are you currently enrolled in (pursuing)?
 - a. Bachelors (Undergrad)
 - b. Masters (Graduate)
 - c. Doctorate
 - d. Other
5. What is your monthly budget? (optional)
6. Please rank the following factors in their importance within your food experiences in Shanghai. 1 star being not important at all and 7 stars being very important.

- a. Authenticity
 - b. Local
 - c. Exciting
 - d. Togetherness (being in company of friends, family, etc.)
 - e. Health
 - f. Prestige/status (feeling of experiencing something special or important)
 - g. Comfort (the atmosphere, physical environment, cleanliness)
 - h. Service
 - i. Rarity (uniqueness)
 - j. Novelty (something you have not tried before)
 - k. Familiarity (use of ingredients or dishes you know)
7. Where do you get your information when it comes to eating food in Shanghai?
- a. Word of mouth
 - b. Internet research (dianping, google)
 - c. Print media (travel guides)
 - d. Other