

## **The Effect of Culinary Tourism Experience on Customer-Based Brand Equity in the Egyptian Tourism Destination**

**Shimaa Taha**

**Lecturer- Tourism Studies Department  
Faculty of Tourism & Hotels, Alexandria University, Egypt**

### **Abstract**

Tourism destinations can be competitive when they use their unique and distinguished resources to create a remarkable competitive advantage. Subsequently, there is nothing more distinctive than the foods and cuisines that are produced locally in each destination to be used as its competitive advantage.

Food has motivated many people to travel, moreover, it is also considered a vital component of any tourism experience. Food is now listed in the World Tourism Organization (UN Tourism) as one of the components of cultural tourism, implying that food is representative of the destination's culture. The term culinary tourism was recently used to point to a type of tourism that focuses on the food of the destination as a main attraction. The UN Tourism has considered culinary tourism as one of the main factors that contribute to the development of tourism destinations.

Egypt stands out among nations renowned for its delectable and culturally distinctive cuisine. Presently, tourism operators are increasingly incorporating visits to places, where tourists can have the opportunity to savor authentic culinary delights. Consequently, the purpose of this study is to investigate the influence of culinary tourism experiences in Egypt on customer-based

brand equity for the tourist destination (CBBETD). The model of CBBETD focuses on measuring the main factors of the model (Destination Brand Awareness, Destination Brand Image, Destination Brand Quality, and Destination Brand Loyalty) from the tourist's perspective. The study bases its work on the CBBETD model to measure the experience of culinary tourism among the tourists who visited Egypt in the last five years. A questionnaire was designed and distributed online to measure the previous relation. The results showed that culinary tourism in Egypt is still an immature type yet it has great potential in Egypt. Moreover, the results showed that the culinary experience in Egypt is affected by the customer's brand equity model CBBETD, and thus the study proposed a model that could be used for branding culinary tourism in the Egyptian destination.

### **1. Introduction**

The Tourism industry has always been tightly related to the food industry (El-Emam & Kamel, 2021). Furthermore, some tourists travel to a certain destination primarily to taste the local cuisine. A destination's rich culinary culture adds to its appeal and could play a significant role in its branding identity (Suna and Alvarez, 2019). According to the UN Tourism (2012), many

tourists worldwide, revisit destinations that they have visited before to taste tried-and-true dishes and cuisine which were part of their previous experience.

Certainly, during the decision-making process, a large number of tourists typically conduct extensive exploration into the availability and variety of local cuisine. Hence, it is possible to use food to create a distinctive value proposition for tourist destinations (Suna and Alvarez, 2019; Atef and Harede, 2022). Stone, et al., (2022), stated that food tourism can provide a memorable travel experience because it always affects the senses, emotions, and social relations.

Authentic cuisine based on locally produced food in destinations could be the most distinctive means in the fiercely competitive niche of tourism marketing, as destinations search for exceptional selling positions (UN Tourism, 2012; Liberato, et al., 2020; El-Emam & Kamel, 2021, and Söderström, 2022).

A lot of scholars have concentrated on determining how local cuisine and food affect the tourism industry (Tsai and Wang, 2017; Suna and Alvarez, 2019; Purnomo, 2021; El-Emam & Kamel, 2021; Söderström, 2022). Even while food and cooking have continuously been associated with the hospitality industry, it was not highlighted by the tourism industry till the late Nineties (Atef and Harede, 2022).

Food tourism could be considered a developing industry, subsequently, it is clear that there are limited researches that have been concerned with branding in food/culinary/gastronomy tourism (Williams, et al., 2014; Tsai and Wang, 2017; Lai, et al., 2019).

While numerous studies have examined the correlation between culinary tourism and tourists, scant attention has been directed

towards investigating the association between culinary tourism and destinations. Consequently, this research endeavors to uncover new ground by exploring the nexus between culinary tourism and the destination, particularly from the customer's perspective.

Despite the uniqueness of Egyptian food and dishes, the tourism authorities did not focus on specific marketing plans for culinary tourism (El-Emam & Kamel, 2021). Accordingly, this research is proposing a model to market culinary tourism in Egypt based on brand equity from the customer's perspective. The research is going to study the significance of using Customer-Based Brand Equity for Tourism Destinations (CBBETD) for marketing the Culinary Tourism Experience in Egypt.

To fulfill its objectives the research tends to answer the following research questions:

*Q1: What is the effect of Culinary Tourism experience on Customer-Based Brand Equity in the Egyptian Tourism Destination (CBBETD)?*

*Q2: Can Culinary Tourism represent a new tourism type that could add a competitive advantage to the Egyptian Tourism Market?*

*Q3: What are the potentials and obstacles that face Culinary Tourism in Egypt?*

## 2. Culinary Tourism

The food and cuisine of a destination have a big impact on how enjoyable a trip is (UN Tourism, 2012). Being the only commodity that can be experienced with all of the senses, food can deepen and improve the experience of other tourism offerings (Komaladewi, et al., 2017; and Söderström, 2022).

Tourists are more willing to spend more on local cuisine and are becoming more

interested in food experiences with other activities at the destinations, in other words, they pay part of their attention to the food, although, it is not their main reason for traveling (Söderström, 2022).

Local cuisine is becoming more and more appealing to modern customers. Restaurants also serve cuisine prepared with regional products to enhance the dining experiences of their clients and cater to their growing interest in regional food markets (Björk, & Kauppinen-Räsänen, 2014). Culinary tourism focuses on using food as an element of attraction to explore the tourist destination (Purnomo, 2021, and Atef and Harede, 2022).

Culinary tourism has expanded dramatically in recent years and is now one of the most dynamic and creative segments of the travel industry. Besides, both travel destinations and travel agencies recognize the value of culinary tourism in diversifying tourism destinations and promoting it (Björk, & Kauppinen-Räsänen, 2014; Komaladewi, et al., 2017, and Atef and Harede, 2022).

Culinary tourism could be used as a tool to build the image of the tourism destination, and this will lead to the sustainability of the destination. Moreover, local and traditional food could highlight the cultural identity of the destination and this will help to differentiate the destination (Purnomo, 2021).

Culinary tourism may include many activities like classes that teach cooking, cooking demonstrations, farmers markets, visiting ethnic and specialized restaurants, food festivals, food fairs, and learning new recipes and recipes adapted from ancient ones (UN Tourism 2012; Tsai and Wang, 2017; Atef and Harede, 2022 and Söderström, 2022).

There have been many terminologies that were used to refer to the idea of food

tourism. Williams, et al., (2014) referred to food tourism as a type of tourism where travelers have a primary motive or part of their motives to visit a destination to try its local food and drinks.

Culinary tourism is the most widely used term in academic research since researchers use it to demonstrate the relationship between local cuisine and the culture of their travel destination (Liberato, et al., 2020). Regarding, gastronomic tourism, it focuses on expert hospitality, how food is enjoyed, and its relationship to drinks, particularly wine tasting (Tsai and Wang, 2017, and Liberato, et al., 2020).

The study of Hall & Sharples (2003), elucidates levels of interest in food to tourists when they travel, figure (1). Using food as a motive for tourism and visiting a destination was a clear way to show the difference between Gastronomic and Culinary tourism. Furthermore, this classification was used by many researchers (Tsai and Wang, 2017; Khuat, 2018; Liberato, et al., 2020; and Söderström, 2022). Four categories were used to classify the interest levels.

The first and highest level of interest was that tourists travel to the destination with the main motive for traveling to try the food of the destination. Those types of tourism are denoted as Gourmet, Gastronomic, and Cuisine Tourism. The second level shows tourists with a moderate interest and this is referred to as culinary tourism. Those tourists consider any activities concerning food to be a crucial tool to discover the locals' life in the destination. In their study Hall and Sharples (2003), referred to the type of tourism whose tourists travel to a destination with a low interest in food as rural/urban tourism. Those types of tourists take part in activities related to food as they are looking for a different experience. The fourth level of interest which declares the

tourists with low or no interest, consider food as a way to satisfy a basic need for the human nothing more.

Food tourists are tourists who are willing to experience the destination’s authenticity

through food (UN Tourism, 2012). Söderström, (2022), stated that tourist destinations should recognize which type of food tourists are their visitors as every tourist has his own needs and characteristics.

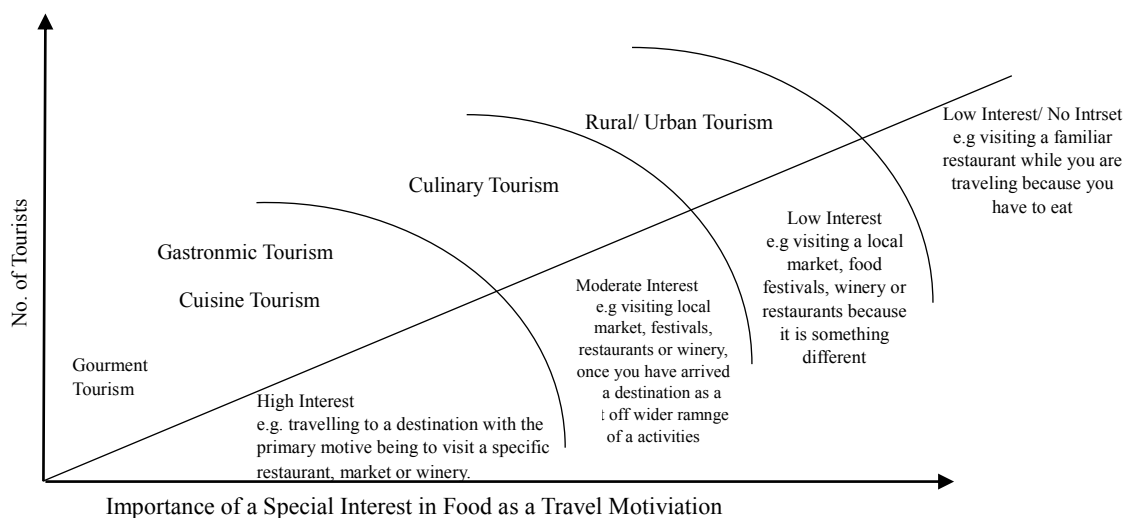


Figure 1: Different extent of Food Tourism  
Source: Hall & Sharples (2003)

Culinary tourists are classified into four main categories as shown in Table (1). It is clear from the table that the classification of the culinary tourist is based on their interest in food restaurants and dining places. The first type showed that red tourists prefer fast-food restaurants. Concerning the second type, yellow tourists are more oriented to

restaurants and dining places that have music or parties because they tend to be more sociable. Green tourists are more associated with the local community and thus they prefer to go to local restaurants and try street food. The Blue tourists are up-to-date tourists who are looking for a unique dining experience in elite restaurants.

Table (1): Types of Culinary Tourists

<b>Recreational Culinary Tourist (Red Tourists)</b>	<b>Diversionary Culinary Tourist (Yellow Tourist)</b>	<b>Existential Culinary Tourist (Green Tourist)</b>	<b>Experimental Culinary Tourist (Blue Tourist)</b>
They prefer eating familiar food to them, which makes them feel secure. When they travel they prefer eating at fast food restaurants and sometimes at restaurants where they can be familiar with their menus.	They are gregarious and enjoy parties, but they don't care about the environment. They wouldn't spend so much time and effort looking for places to eat and eating information. They are always focusing on the portion of rather than the quality of the restaurant.	They eat where the locals dine, seeking out regional and local cuisine. Green tourists are easygoing and carefree; they enjoy the local cuisine and restaurants, and they favor modest, rustic dining establishments rather than the classic ones.	They are up-to-date and enjoy the newest flavors, dishes, and cooking methods. They look for restaurants and dining places with creative menus, astute interiors, and refined service.

Source: Adapted from Khuat, 2018, and Atef and Harede, 2022.

The choice of travel destinations has recently been influenced by food experience, as research indicates that this factor has contributed to the provision of high-quality travel experiences, and tourist satisfaction, and ultimately would influence their plan to return to the destination (Khuat, 2018).

Culinary tourism supports travelers to explore the destination's culture by experiencing local food and dishes (Widjaja et al., 2018). Jokom et al., (2020) referred to culinary experience as the practice by which the experience of the culinary process arises in each phase (before, during, and after the experience).

Besides, the culinary experience at the destination symbolizes an important cause for tourist satisfaction. In the study of Jokom et al., (2020) they used three main dimensions to measure the culinary experience. The first dimension was the Culinary Experience Quality (CEQ) which was divided into three main factors, food, social, and dining places. The second dimension was the culinary Experience Satisfaction (CES) and the third dimension was for destination experience satisfaction. The current study focused its work only on the first two dimensions CEQ, and CES; since the third dimension is concerned with the total tourism experience at the destination and this dimension won't contribute with the research objectives, which focuses on studying the culinary experience of the destination only.

CEQ as a culinary tourism experience is formed from different aspects, thus measuring the quality of the experience shouldn't only be based on the quality of the food. Accordingly, three factors were used within the previous studies to measure the quality of the culinary experience, food, social, and dining places. The food factor was measured by evaluating the variety of

food, authenticity, ingredients, and presentation. Regarding, the social factor it examined the level of interaction with local people, and the hospitability of the local people. The third dimension of the dining places was measuring the satisfaction of tourists with the physical environment, atmosphere, and cleanliness of dining places (Widjaja et al., 2018; and Jokom et al., 2020).

The satisfaction of the culinary tourism experience is a sign of the quality of the experience. Moreover, if the tourist experienced a good quality of culinary tourism this will lead to his satisfaction. The standard of the cuisine, dining environment, and social contact must all be high to ensure that the tourist is satisfied with culinary tourism (Widjaja et al., 2019; and Jokom et al., 2020)

### **3. Customer-Based Brand Equity for Tourism Destinations CBBETD**

According to the tourism industry, branding describes how destination marketers compete with one another for travelers by developing and preserving a distinctive and alluring destination identity (Yousaf & Amin, 2017). Brand image is one of the elements that indicate the intensity of the destination brand (Lai, et al., 2019). Branding for destinations can be used as an effective marketing tool, to face the severe competition in the market (Yang, et al., 2015).

The perception of brand equity for destinations highlights the consequence of branding in creating marketing plans that will create favorable emotional and sensitive values resulting from visitors' relationships with the place (Yousaf & Amin, 2017).

CBBE is referred to as varying impacts of brand understanding on consumers' reactions to brand marketing. This concept

was used in the tourism industry and soon it was adapted to the tourism destination and was referred to as CBBETD (Yang, et al., 2015).

Customizing a destination's features to meet the interests of specific customers is quite a challenging process. Thus, CBBETD is more applicable to understanding the different needs of customers to adapt the features of the destination within those needs (Yang, et al., 2015).

Suta, et al. (2019) stated that CBBETD is an effective model that could be used to evaluate the performance of a destination from the customer's point of view to achieve brand equity for the tourist destination.

The next table (2) shows a review of the tourism studies that were adapting the CBBETD model. The table asserted that none of the studies used the model to measure the culinary tourism experience. None of the research had utilized the model to assess the culinary tourism experience.

Yang et al. (2015) conducted the only study to examine the relationship between the CBBETD model and the total customer experience of a destination, using word of mouth (WOM), destination service performance, and advertising to assess the customer experience. All the other studies focused on measuring the significance of the model dimensions except for the study of Suta, et al. (2019), which measured the relationship between the model and the cultural difference. Except for Suta et al. (2019), who assessed the association between the model and cultural differences, all of the other investigations focused on quantifying the importance of the model aspects. It was also obvious that all of the research employed four key dimensions to test the model (awareness, image, quality, and loyalty); however, Suta et al. (2019) included a fifth one, trust. Furthermore, the variables employed to quantify the four dimensions differed from one study to another.

Table 2: Review of Studies on CBBETD

<i>Author</i>	<i>Relation</i>	<i>Main Focus</i>	<i>Main Results</i>
Yuwo, et al. (2013)	CBBETD.....City Branding	The study used the CBBETD as a mean to achieve city branding in Indonesia. A questionnaire was distributed to international tourists and Indonesians who don't live in Indonesia.	CBBETD could be used for city branding, only the dimension of DBI wasn't significant to tourists to affect the city branding.
Yang, et al. (2015)	CBBETD.....Customer Experience (CE)	The study measured the impact of CE measured by (WOM-Advertising "AD"- Destination Service Performance "DSP") on the CBBETD in Mainland China. A questionnaire was designed and distributed to outbound tourists.	There is a positive relation between DBA, DBI, & DBQ on DBL. Furthermore, only DSP and WOM have a significant effect on CBBETD.
Yousaf & Amin (2017)	CBBETD.....Kashmir Valley in India	The study used the four dimensions for the model. As for awareness, they used 3 variables to measure it. 11 variables were used for the image, 7 for the quality, and 3 for loyalty. The questionnaire was then designed according to the previous dimensions and variables.	Kashmir destination has a very good destination image and tourist awareness of the destination is fairly good. On the contrary, the destination faces a problem concerning the quality.

Červová & Pavlů (2018)	CBBETD..... Destination Branding	The study was conducted in the Liberec Region. Questionnaires were used as a method of collecting data and exploratory factor analysis was used to measure the four main dimensions of the model.	The four main dimensions for CBBETD are applicable to be used for branding the Liberec Region.
Suta, et al. (2019)	CBBETD.....Cultural Difference (CD)	The study was conducted in Bali. The model of CBBETD in this study used five main dimensions. In addition to four regular dimensions, they add a dimension related to brand trust.	DBA, DBQ & DBI have a significant relation with DBL. Also, the study proved that the trust dimension has a substantial effect on loyalty.
Cervova & Vavrova (2021)	CBBETD.....Destination of Coratia	The study was conducted in Croatia on the Czech tourists. First, a focus group was conducted with a small number of the sample. Then, a questionnaire was formed to be distributed to a larger number.	According to the results of the focus group, three variables were used to measure the Awareness dimension. 21 variables were used to measure the Image dimension. 9 variables for the quality and 3 variables for the loyalty. Additionally, the model was accepted as a tool for Brand Equity for the Croatian destination, especially for the Czech tourists.

*Source:* Researcher

The concept of CBBETD is based on four main dimensions, which are Destination Brand Awareness (DBA), Destination Brand Image (DBI), Destination Brand Quality (DBQ), and Destination Brand Loyalty (DBL).

- ***Destination Brand Awareness (DBA)***

DBA denotes how strong the brand is in the convictions of customers. Customers' awareness of the destination may lead to revisiting it (Yang, et al., 2015).

A place with a strong brand and more customers aware of it has a higher chance of getting chosen over less well-known destinations and also a good position with the branded destinations (Cervova & Vavrova, 2021).

- ***Destination Brand Image (DBI)***

The brand image of the destination is how the customer is attached emotionally to the branded destination (Yang, et al., 2015).

A Tourist's destination image is defined as the culmination of their perceptions and ideas about a particular place (Cervova & Vavrova, 2021).

- ***Destination Brand Quality (DBQ)***

DBQ is the assessment made by the customer regarding the overall quality or superiority of the destination (Yang, et al., 2015, and Cervova & Vavrova, 2021).

- ***Destination Brand Loyalty (DBL)***

DBL is the customers' connection to the branded destination. DBL is signified by the customers' revisit to the destination and what he says about the destination and how he recommends it to others (WOM) (Yang, et al., 2015, and Cervova & Vavrova, 2021).

## 4. Methodology

### 4.1 Research Approach

This study is considered an exploratory study to identify the effect of the Culinary Tourism Experience on Customer-Based Brand Equity in the Egyptian Tourism

Destination. Consequently, the study used a quantitative approach by designing a questionnaire and distributing it to Arabian and Foreign tourists who visited Egypt in the last five years. To reach the main objective of the study the following research questions were placed:

*Q1: What is the effect of Culinary Tourism experience on Customer-Based Brand Equity in the Egyptian Tourism Destination (CBBETD)?*

*Q2: Can Culinary Tourism represent a new tourism type that could add a competitive advantage to the Egyptian Tourism Market?*

*Q3: What are the potentials and obstacles that face Culinary Tourism in Egypt?*

#### **4.2 Population and Sampling Technique**

The research sample for the questionnaire consisted of Arabians and Foreigners who visited Egypt in the last five years (starting from 2019). **A questionnaire was designed online with a hyperlink and it was distributed using a convenience sample since the sample needed were tourists that visited Egypt in the last five years. A snowballing technique was used to distribute the questionnaire, as respondents were asked to send the link to people they knew they visited Egypt in the same period.** The survey was conducted from February to April 2024. The valid questionnaires received were 309 questionnaires from different nationalities.

#### **4.3 Research Instruments and Measures**

This research intends to study the effect of the culinary tourism experience on the customer-based brand equity for the Egyptian tourism destination. An online questionnaire was designed to measure this

relationship. The questionnaire was divided into five main parts, the first part was allocated for the demographic data of the participants. The second part focused on the information related to the respondent's visit to Egypt. Additionally, the third part focused on culinary tourism information in Egypt, the questions in this part were adapted from the studies of Hall & Sharples (2003), Khuat, (2018), Lai, et al. (2019), El-Emam & Kamel, (2021), and Atef and Harede, (2022). The fourth part of the questionnaire was to measure the culinary tourism experience and was divided into two parts. The first part was to measure the Culinary Experience Quality CEQ and the other part was for Culinary Experience Satisfaction CES and those parts were based on the studies of Widjaja et al., 2019 and Jokom et al., (2020). The last part was to measure the CBBETD and it was based on the study of Yang, et al., (2015). The fourth and fifth parts adopted a 5-point Likert scale to recognize the level of participants' agreement on each statement where 5 was strongly agree, and 1 was strongly disagree.

#### **4.4 Data Analysis Technique**

IBM SPSS statistical program (version 25) was used to analyze the results of the questionnaire to answer the research questions. Besides, descriptive statistics were used to illustrate the participants' demographic attributes, Egypt's visit features, culinary tourism in Egypt, culinary tourism experience, and CBBETD. To measure the significance of correlation Independent T-test, and a One-way ANOVA test were used to determine whether there was any significant difference between demographic data and culinary tourism experience, and demographic data and CBBETD. Additionally, the Pearson test was used to measure the significant difference between the culinary tourism experience and CBBETD.



## 5. Results & Discussion

This research aims to study the effect of culinary tourism experience on customer-based brand equity in Egyptian tourism

destinations. Appropriately, through the chosen sampling technique, this research targeted Arabians and Foreigners who visited Egypt in the last five years, and the sample reached 309 respondents.

**Table 3: Demographic Information of the Participants**

Nationality		Freq.	%
1.	Saudia Arabia	50	16.2
2.	Jordan	36	11.7
3.	Palestine	47	15.2
4.	Morocco	24	7.8
5.	Tunisia	36	11.7
6.	UAE	26	8.4
<b>Total</b>		<b>309</b>	<b>100</b>

Age Range		Freq.	%
1.	Less than 20 years	6	1.9
2.	20 – less than 30 years	139	45
3.	30 – less than 40 years	97	31.4
4.	40 – less than 50 years	50	16.2
5.	50 years and more	17	5.5
<b>Total</b>		<b>309</b>	<b>100</b>

Educational Qualifications		Freq.	%
1.	Doctoral Degree	32	10.4
2.	Master Degree	37	12
3.	Bachelor Degree	200	64.7
4.	Secondary Education degree	40	12.9
<b>Total</b>		<b>309</b>	<b>100</b>

Gender		Freq.	%
1.	Male	105	34
2.	Female	204	66
<b>Total</b>		<b>309</b>	<b>100</b>

Nationality		Freq.	%
7.	USA	17	5.5
8.	France	21	6.8
9.	Canada	7	2.3
10.	Greece	28	9.1
11.	Croatia	17	5.5
<b>Total</b>		<b>309</b>	<b>100</b>

Marital status		Freq.	%
1.	Single	167	54
2.	Married with Children	42	13.6
3.	Married with No Children	80	25.9
4.	Not married (divorced-widow)	20	6.5
<b>Total</b>		<b>309</b>	<b>100</b>

Job		Freq.	%
1.	Governmental	96	31.1
2.	Private Sector Business	91	29.4
3.	Own Business	18	5.8
4.	None	104	33.7
<b>Total</b>		<b>309</b>	<b>100</b>

All percent are based on the total number of participants ( n= 309)

It is clear from table (3) that 11 nationalities answered the questionnaire. The highest response rate came from Saudia Arabia with 16.2% followed by Palestine with 15.2%. Then comes Jordan and Tunisia with 11.7%.

The least responses were received from Canada with 2.3%. Concerning, the age range 45% of the respondents were aged from 20 to less than 30 years old, followed by the age range from 30 to less than 40

years old with 31.4%. The results declared that 54% of the sample was single, and then came respondents who were married with children with almost 26%. Almost 65% of the respondents held a Bachelor's degree and only 10% of the respondents held a Doctoral

degree. Most of the respondents weren't working almost 34% then came the respondents who were working in governmental jobs. From the results, it was clear that the majority of the respondents 66% were female.

**Table 4: Egypt Visit Information**

In the last five years (since 2019), I have visited Egypt.....		Freq.	%
1.	One Time	138	44.7
2.	Two Times	99	32
3.	Three Times	27	8.7
4.	More than that	45	14.6
<b>Total</b>		<b>309</b>	<b>100</b>

I prefer spending my vacation in Egyptian tourist destinations, because.....*		Freq.	%
1.	I like exploring new places	157	50.8
2.	Egypt is full of beautiful scenes	144	46.6
3.	I like to explore the Egyptian cultural	126	40.8
4.	Egypt is considered from the cheapest destinations	170	55
5.	the Egyptian destination is near for me	78	25.2

I prefer visiting Egypt in.....		Freq.	%
1.	Summer holiday	84	27.2
2.	Mid-year holiday	140	45.3
3.	Special occasion holidays	85	27.5
<b>Total</b>		<b>309</b>	<b>100</b>

When I am organizing my holiday to Egypt, I would use.....*		Freq.	%
1.	Specialized websites	156	50.5
2.	Mobile applications	78	25.2
3.	Online Advertisements	133	43
4.	Bloggers' reviews on Social Media platforms	137	44.3

\*For those two questions, multiple choices were applicable

All percent are based on the total number of participants ( n= 309)

When asking the respondents how many times they visited Egypt in the last five years the results in Table (4) showed that most of the sample almost 45% visited Egypt one time. The results also showed that 32% of the respondents visited Egypt two times and nearly 15% visited Egypt more than three times. The most preferred time to visit Egypt was in the mid-year holidays. The sample was asked two questions the first question was about the reason for spending their holiday in Egypt and the

second was about which tool they used to organize their trip to Egypt, those two questions allowed multiple choices for the respondents. Regarding the reason for spending the vacation in Egypt, 55% of the sample confirmed that Egypt was from the cheapest destination, and this is considered one of the important points that marketers should highlight in their marketing plan for culinary tourism in Egypt. The second reason for visiting Egypt was to explore new places, and about 41% of the participants

liked to discover Egyptian culture. 50% of the respondent declared that they would use specialized websites when organizing their holiday to Egypt. Bloggers' reviews on social media platforms and online advertisements were also among the

preferred tools by respondents. Consequently, it is crucial when setting the marketing plan for culinary tourism in Egypt to direct a considerable part of the campaign to online marketing, especially the websites, the bloggers, and the online advertising.

**Table 5: Culinary Tourism in Egypt**

Which one of the following statements mostly represents your interest in Egyptian food when visiting Egypt?		Freq.	%
1.	I am traveling to Egypt with a primary motive to try Egyptian food and visit specific restaurants.	49	15.9
2.	Visiting the local markets, food festivals, and restaurants is a way to understand Egypt's local lifestyle.	141	45.6
3.	I participate in food-related activities in Egypt because it is a different experience.	72	23.3
4.	I am visiting Egyptian restaurants just because I have to eat.	47	15.2
<b>Total</b>		<b>309</b>	<b>100</b>

Which type of restaurants did you visit during your visit to Egypt?		Freq.	%
1.	Fast-food chain restaurants	23	7.4
2.	Regular restaurants	73	23.6
3.	Local and street food, local restaurants	155	50.2
4.	Classic Restaurants (with innovative and new menus)	58	18.8
<b>Total</b>		<b>309</b>	<b>100</b>

I enjoyed most of the Egyptian foods during my vacation		Freq.	%
1.	Yes	250	80.9
2.	No	59	19.1
<b>Total</b>		<b>309</b>	<b>100</b>

Which of the following food activities do you think Egypt is more famous for in culinary tourism?		Freq.	%
1.	Food/ Gourmet Tours	56	18.1
2.	Cooking Classes	30	9.7
3.	Food Festivals/ Events	48	15.5
4.	Trying local food	175	56.6
<b>Total</b>		<b>309</b>	<b>100</b>

Food is considered an important element of my visit to Egypt.		Freq.	%
1.	Yes	211	68.3
2.	No	98	31.7
<b>Total</b>		<b>309</b>	<b>100</b>

When I travel to Egypt it is important to try different local food from diverse tourist locations		Freq.	%
1.	Yes	215	69.6
2.	No	94	30.4
<b>Total</b>		<b>309</b>	<b>100</b>

I have tried some of the Egyptian traditional eating methods during my trip		Freq.	%
1.	Yes	246	79.6
2.	No	63	20.4
<b>Total</b>		<b>309</b>	<b>100</b>

All percent are based on the total number of participants ( n= 309)

Table (5) demonstrates data about culinary tourism in Egypt. The question that was asking about “Which of the statements mostly represents your interest in Egyptian food when visiting Egypt?”, was based on the study of Hall & Sharples (2003) to determine which food tourism type can be in Egypt. The results proved that Egypt would be considered a culinary tourism destination since most of the sample chose this statement “Visiting the local markets, food festivals, and restaurants is a way to understand Egypt’s local lifestyle”. Besides, the analysis showed that this answer was chosen by Arabian tourists. On the contrary, the foreign tourists chose that “food-related activities in Egypt is a different experience” and this reflects that they think Egypt is a rural/urban tourism. Approximately 57% of the participants confirmed that Egypt is famous for “trying the local food” as the most distinguished culinary tourism activity, then came gourmet/food tours. This result partly matches the results of Khuat, (2018), which stated that most of their sample chose

to dine out in restaurants as a culinary tourism activity followed by attending food festivals. Furthermore, these results showed that Egypt must give more attention to other culinary tourism activities to ensure that there is a good base for this type of tourism in Egypt. Consequently, it is clear from the results that 50% of the culinary tourists in Egypt are existential tourists, followed by diversionary tourists with almost 24%. The analysis of the results showed that about 68% of the sample considered food as an important element of their visit to Egypt, this result is in line with the previous results of El-Emam & Kamel, (2021), which proved that when tourists travel to Egypt it is important for them to dine out. Approximately two-thirds of the participants stated that it is important to try different local food from diverse tourist locations. Of the 309 subjects, 80% tried some of the traditional Egyptian food and they enjoyed it. Additionally, the results of El-Emam & Kamel, (2021) supported the earlier findings.

**Table 6: Culinary Experience**

<b>I. Culinary Experience Quality (CEQ)</b>													
Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
<b>1. Food</b>													
1	Egypt has a variety of local food	186	60.2	73	23.6	43	13.9	7	2.3	0	0	4.42	.812
2	The Egyptian food has an authentic taste and spices	129	41.7	125	40.5	29	9.4	21	6.8	4	1.3	4.15	.940
3	The Egyptian food has nutritious ingredients	116	37.5	132	42.7	54	17.5	6	1.9	1	.3	4.15	.797
4	The Egyptian food has a unique cooking method	103	33.3	139	45.0	50	16.2	16	5.2	1	.3	4.06	.855
5	The Egyptian food has a unique food presentation	121	39.2	92	29.8	65	21.0	31	10.0	0	0	3.98	1.003
<b>Total</b>												<b>4.15</b>	<b>.697</b>
<b>2. Social</b>													
1	The food experience in Egypt allows me to interact with local people	162	52.4	99	32.0	40	12.9	8	2.6	0	0	4.34	.801
2	There is a different way of service offered for the Egyptian food	99	32.0	135	43.7	63	20.4	11	3.6	0	0	4.05	.818

3	There is a different way of eating for the Egyptian food	105	34.0	94	30.4	79	25.6	30	9.7	0	0	3.89	.989
4	Egyptians are hospitable	201	65.0	71	23.0	37	12.0	0	0	0	0	4.53	.700
<b>Total</b>												<b>4.20</b>	<b>.564</b>

**3. Dining Places**

1	I am satisfied with the Servicescape (physical environment) of the dining places I visited in Egypt	108	35.0	126	40.8	71	23.0	4	1.3	0	0	4.09	.790
2	I am satisfied with the ambiance (atmosphere) of the dining places I visited in Egypt	131	42.4	161	52.1	12	3.9	5	1.6	0	0	4.35	.636
3	I am satisfied with the cleanliness of the dining places I visited in Egypt	95	30.7	112	36.2	84	27.2	18	5.8	0	0	3.92	.899
<b>Total</b>												<b>4.12</b>	<b>.658</b>

**II. Culinary Experience Satisfaction (CES)**

1	I am satisfied with the quality of the Egyptian cuisine	107	34.6	122	39.5	80	25.9	0	0	0	0	4.09	.774
2	I am satisfied with social interaction through my culinary experience in Egypt	117	37.9	126	40.8	66	21.4	0	0	0	0	4.17	.753
3	I am satisfied with the quality of the dining place in Egypt	113	36.6	133	43.0	59	19.1	4	1.3	0	0	4.16	.750
<b>Total</b>												<b>4.14</b>	<b>.643</b>

- All percentages are based on the total number of respondents (n= 309).
- A 5-point scale was used; whereas (1= Strongly disagree; 5 = Strongly agree).

Table (6) shows the dimensions that were used to measure the culinary experience in Egypt. The first dimension was the Culinary Experience Quality (CEQ), and it was divided into three main factors food, social, and dining places. The highest mean for the food factor was that Egypt has a variety of local food with a total mean of 4.42. This result is consistent with the result of El-Emam & Kamel, (2021) which stated that Egyptian restaurant has many food choices. Regarding the social factors, the highest mean was that Egyptians are hospitable. This is in good agreement with the results of Tsai and Wang, (2017), which stated that the Tainsinean food providers in Taiwan were friendly. The participants' results asserted that the most affecting factor in Egyptian dining places was its atmosphere with a mean of 4.35. Once more, this result substantiates previous findings of Tsai and Wang, (2017), which assured that tourist

visiting Tainan restaurants in Taiwan enjoyed the warm and passionate atmosphere of restaurants. The most affecting factor in the CEQ was the social factor and this result differs from the results of Jokom et al., (2020), which proved that food is the most effective factor in CEQ. The social factor shows a significant difference between males and females applying the Independent sample T-test. Likewise, the analysis showed a significant difference between CEQ and all its factors and gender at (0.000). Applying the one-way ANOVA test between CEQ and its factors and nationalities, age, and education, all of the relations showed significant differences all at 0.000. Culinary Experience Satisfaction (CES) was the second dimension used to measure the culinary experience in Egypt. The results revealed that tourists are satisfied with their social interaction through their culinary experience in Egypt. It was

interesting to find out that tourists were satisfied with the quality of dining places and the Egyptian cuisine with a mean of 4.16, and 4.09 respectively. The analysis did not confirm any significant differences

between gender (0.556), concerning CES. On the contrary, there were significant differences between CES regarding; nationality (0.000), education (0.03), and age (0.000).

**Table 6: Customer-Based Brand Equity for Tourism Destination “CBBETD”**

Factors	Strongly agree		Agree		Neither agree nor disagree		Disagree		Strongly disagree		Mean	SD.	
	F	%	F	%	F	%	F	%	F	%			
<b>6. Destination Brand Awareness (DBA)</b>													
1	Egypt has a good name and reputation in culinary tourism	128	41.4	54	17.5	71	23.0	56	18.1	0	0	3.82	1.158
2	Egypt is very famous as a culinary destination	119	38.5	88	28.5	65	21.0	37	12.0	0	0	3.94	1.036
3	When I think about similar types of destinations for culinary tourism, Egypt comes to my mind immediately	98	31.7	61	19.7	86	27.8	44	14.2	20	6.5	3.56	1.249
<b>Total</b>											<b>3.77</b>	<b>1.055</b>	
<b>7. Destination Brand Image (DBI)</b>													
1	Egypt as a culinary destination fits my personality	80	25.9	105	34.0	91	29.4	25	8.1	8	2.6	3.72	1.019
2	The image of Egypt is consistent with my self-image	81	26.2	153	49.5	45	14.6	30	9.7	0	0	3.92	0.890
3	Visiting Egypt reflects who I am	110	35.6	128	41.4	40	12.9	31	10.0	0	0	4.03	0.943
<b>Total</b>											<b>3.89</b>	<b>.849</b>	
<b>8. Destination Brand Quality (DBQ)</b>													
1	Egypt provides culinary tourism offers of consistent quality	88	28.5	108	35.0	86	27.8	27	8.7	0	0	3.83	0.942
2	Egypt provides quality culinary experiences	84	27.2	116	37.5	105	34.0	4	1.3	0	0	3.91	0.810
3	From Egypt’s offers I can expect superior performance	69	22.3	145	46.9	63	20.4	32	10.4	0	0	3.81	0.899
4	Egypt performs better than other similar destinations in Culinary Tourism.	69	22.3	85	27.5	104	33.7	51	16.5	0	0	3.56	1.013
<b>Total</b>											<b>3.78</b>	<b>.803</b>	
<b>9. Destination Brand Loyalty (DBL)</b>													
1	Egypt would be my preferred choice for a culinary experience	98	31.7	80	25.9	72	23.3	55	17.8	4	1.3	<b>3.69</b>	<b>1.134</b>
2	Egypt is one of the preferred destinations for culinary tourism I want to visit	116	37.5	68	22.0	74	23.9	51	16.5	0	0	<b>3.81</b>	<b>1.114</b>
3	I would advise other people to visit Egypt to enjoy its food	121	39.2	116	37.5	46	14.9	26	8.4	0	0	<b>4.07</b>	<b>0.935</b>
<b>Total</b>											<b>3.86</b>	<b>.993</b>	

- All percentages are based on the total number of respondents (n= 309).
- A 5-point scale was used; whereas (1= Strongly disagree; 5 = Strongly agree).

Results in Table (6) asserted the four main dimensions for the model of CBBETD. The results for the first dimension DBA declared that “Egypt is famous as a culinary destination” was the factor with the highest mean 3.94. The analysis showed a significant difference between DBA, with nationalities, and education at (0.000), and gender (0.03). Quite the reverse, there wasn’t any significant difference between DBA with age (0.054). The DBI showed the highest mean 4.03, from participants' results that visiting Egypt reflects who they are. There was a significant difference between DBI, and the demographic data (gender, age, nationality, and education “all at 0.000”). The third dimension that measured the quality of the branded destination showed the highest mean 3.91 for the quality of the culinary experience. Even though these results differ from the results of Purnomo, (2021) which showed that food standards weren’t according to the quality standard in Indonesia. Further analysis declared a significant difference between DBQ, and demographic information gender at (0.008) and nationality, age, and education “all at 0.000”. No significant difference was found between DBQ and gender (0.008). Referring to the DBL the respondents agreed that they would advise others to visit Egypt to enjoy its food. This result correlates satisfactorily with the results of Khuat, (2018) which stated that participants are more likely to recommend Vienna as a culinary destination. Moreover, it also matches the results of Tsai and Wang, (2017), which confirmed that tourists who visited Tanian are willing to recommend the Tanian food and Tanian itself as a destination to others. In addition, the analysis observed significant differences between DBL, gender, nationality, age, and education, all at (0.000).

Throughout the previous findings, the answers to the research questions will be as follows:

***Q1:** What is the effect of Culinary Tourism experience on Customer-Based Brand Equity in the Egyptian Tourism Destination (CBBETD)?*

Adapting Pearson Correlation test on different dimensions of Culinary Tourism Experience and dimensions of CBBETD table (7) shows that there was a strong relationship between CEQ, and the four dimensions of CBBETD and also between CES and the same dimensions. The correlation between CEQ and DBA was strong ( $r = 0.715$ ) at a  $P$  value of 0.000. Likewise, there was a strong correlation between CEQ and DBI with ( $r = 0.743$ ), between CEQ and DBQ with ( $r = 0.706$ ), and between CEQ and DBL with ( $r = 0.734$ ) all at a  $P$  value of 0.000. Additionally, the correlation between CES and DBA was strong at ( $r = 0.557$ ), between CES and DBI at ( $r = 0.621$ ) between CES and DBQ at ( $r = 0.732$ ), and between CES and DBL with ( $r = 0.599$ ) all at a  $P$  value of 0.000. The correlation between CEQ and CES was strong with ( $r = 0.702$ ) and a  $P$  value of 0.000. This result lends support to the results of Widjaja et al., (2018); Jokom et al., (2020) which proved that there was a positive relation between CEQ and CES. Furthermore, there was a strong correlation between DBA and DBL with ( $r = 0.777$ ), between DBI and DBL with ( $r = 0.840$ ), and between DBQ and DBL with ( $r = 0.813$ ) all at a  $P$  value of 0.000. This finding confirms the results of Yang, et al., (2015) and Suta, et al. (2019) who proved in their study that there is a positive relationship between DBA, DBI, and DBQ on the DBL. Moreover, DBI has the most significant effect on DBL. The most remarkable correlation was between the Culinary Tourism Experience and CBBETD with ( $r = 0.798$ ) and at a  $P$  value of 0.000. Figure (2) shows a proposed model that could be adapted to ensure brand equity adaption of culinary tourism in the Egyptian tourism destination from the customers’ perspective.

Table 7: The Correlation between Culinary Tourism Experience & CBBETD

Relationship	Pearson Correlation	Sig. (2-tailed)	Remark
CEQ ----- DBA	.715**	.000	The most significant factor in CEQ was <i>food</i> (r = .659**)
CEQ ----- DBI	.743**	.000	The most significant factor in CEQ was <i>social</i> (r = .731**)
CEQ ----- DBQ	.706**	.000	The most significant factor in CEQ was <i>social</i> (r = .673**)
CEQ ----- DBL	.734**	.000	The most significant factor in CEQ was <i>social</i> (r = .657**)
CES ----- DBA	.557**	.000	-----
CES ----- DBI	.621**	.000	-----
CES ----- DBQ	.732**	.000	-----
CES ----- DBL	.599**	.000	-----
CEQ ----- CES	.702**		The most significant factor in CEQ was <i>dining places</i> (r = .903**)
DBA ----- DBL	.777**	.000	-----
DBI ----- DBL	.840**	.000	-----
DBQ ----- DBL	.813**	.000	-----
<b>Culinary Tourism Experience</b> ----- <b>CBBETD</b>	<b>.798**</b>	<b>.000</b>	The most significant factor in the Culinary Tourism Experience was <i>CEQ</i> (r = .798**)

The probability value is calculated using *r*-test (correlation coefficient), where:

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

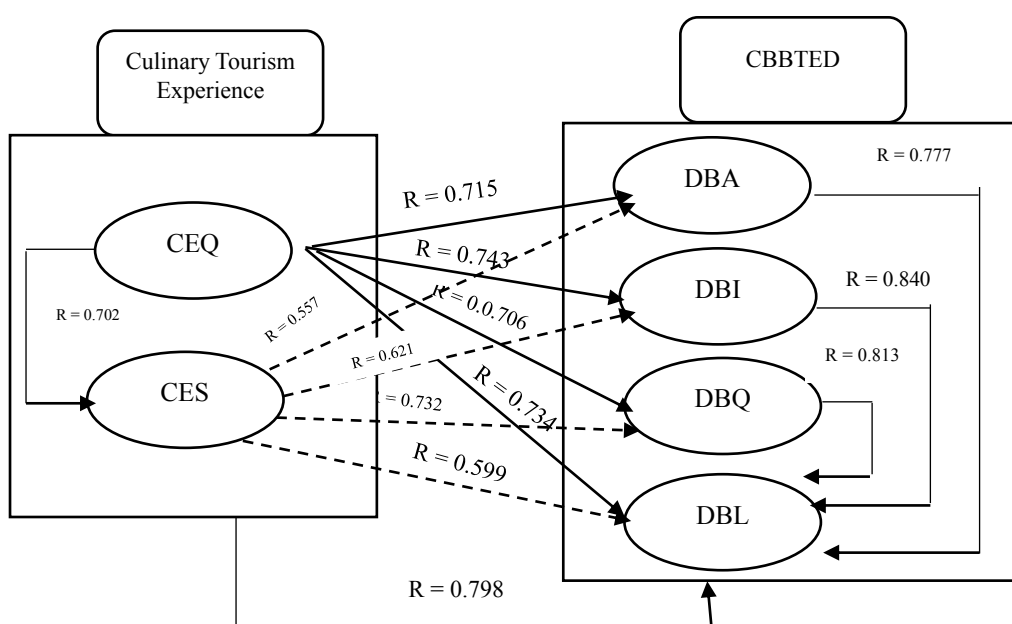


Figure 2: A Proposed Model for Branding Culinary Tourism

Source: Researcher



**Q2:** *Can Culinary Tourism represent a new tourism type that could add a competitive advantage to the Egyptian Tourism Market?*

The results showed that although Egypt is full of a variety of authentic local food, still culinary tourism didn't reach its potential rank. The main advantage is that tourists are fond of Egyptian food but the main problem is that the government still didn't pay the needed attention to planning and marketing

culinary tourism. Through the proposed model culinary tourism could reach a better situation and turn to add a competitive advantage to the Egyptian destination.

**Q3:** *What are the potentials and obstacles that face Culinary Tourism in Egypt?*

From all the previous results table (8) summarizes all the potentials and obstacles that could face culinary tourism in Egypt.

**Table 8: The Potentials and Obstacles of Culinary Tourism in Egypt**

<b>Potentials of Culinary Tourism in Egypt</b>	<b>Obstacles of Culinary Tourism in Egypt</b>
Egypt is considered one of the cheapest destinations	There should be a variety of food activities that would act as a good base for culinary tourism in Egypt.
Tourists like to explore Egyptian culture, and food is an important element representing Egyptian culture.	The presentation of Egyptian food needs some improvements
Tourists visiting Egypt prefer to eat local and street food and they also like dining out in local restaurants	There should be restricted cleaning rules for the restaurants that should be guarded by government Institutes
Tourists like to enjoy the local food that they tried in Egypt.	Egypt is still not competing as a culinary destination
There is a variety of local and authentic Egyptian food	The quality of culinary tourism in Egypt still needs more improvements.
The Egyptian food is full of nutritious ingredients	Still, tourists are not that much loyal to Egypt as a culinary destination.
The Egyptian food has a unique cooking methods	There is no fixed marketing plan for culinary tourism in Egypt.
Egyptians are hospitable	
Tourists are satisfied with the quality of dining places and the Egyptian cuisine	
The physical environment and atmosphere of Egyptian dining places are acceptable to tourists	
Some tourists agreed that they would recommend people to visit as a culinary destination	

## 6. Conclusion

Although Egypt is rich in different types of authentic and local food that have a heritage background, still culinary tourism could be described as an immature type, yet it has great potential. Egypt is not making an effort to capitalize on its huge resources of culinary varieties. Likewise, tourists are so much devoted to Egyptian food and the restaurant's atmosphere and physical environment of the Egyptian cuisine

and dining places. Tourists stated that the most distinguished culinary activity in Egypt is trying local food. Existential tourists are the most culinary tourist type that visit Egypt. However, the quality of culinary tourism in Egypt needs to be regarded since tourists are looking for cleaner restaurants and a better presentation of the food.

Moreover, the results showed that the culinary experience in Egypt is affected by the customer's brand

equity model CBBETD, and thus the study proposed a model that could be used for branding the culinary tourism in the Egyptian destination. The results showed a significant difference between DBA with nationalities and education. Besides, there is a significant difference between DBI and gender, age, nationality, and education. Also, there was a significant difference between DBQ and nationality, age, and education. Finally, the results proved a significant difference between DBL and gender, nationality, education, and age. The findings of the study also reviewed the obstacles and potentials for culinary tourism in Egypt, and it can be used as a guideline for developing culinary tourism in Egypt.

It is recommended to enhance the food presentation techniques in the restaurants. It is imperative to introduce diverse offerings within the spectrum of services available at Egyptian culinary venues. Additionally, different culinary activities should be available at the Egyptian destination. The marketing plan for culinary tourism in Egypt should focus on leveraging websites and influential bloggers in their strategic planning efforts. Egyptian Tourism official authorities should work on improving the Egyptian Culinary Destination Image by following some worldwide Benchmarks.

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