



A Qualitative Inquiry on Tourists' Food Consumption
Behaviour: A Menu Full of Familiar and Favourite
Dishes and an Appetite for Novelty

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Master thesis

Thesis title: A qualitative inquiry on tourists' food consumption behaviour: A menu full of familiar and favourite dishes with an appetite for novelty

Thesis code: GEO-80436

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12 June 2017

Front page pictures are made by Tim van Koesveld and Mera van Koesveld. They allowed me to use these pictures.

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Abstract

My study tries to understand the motivations behind food consumption behaviour of tourists while using familiarity and unfamiliarity as a categorisation. In the attempt to add to the limited understanding of food consumption behaviour in tourism literature, the psychocentric-allocentric model by Plog (1990) and the travel career ladder (Pearce & Caltabiano, 1983) based on Maslow's hierarchy of needs were used to explain food motivations of tourists. The psychocentric-allocentric model is a continuum from the search to familiarity and the search for novelty. The travel career ladder shows five needs, psychological need; safety need; social need; esteem need; and self-actualisation need. The first need must be fulfilled before the next can be fulfilled and so on. It was chosen to conduct interviews to learn about the food experiences of tourists. The research revealed that all the 17 respondents consumed more or considerably more familiar food than unfamiliar food and multiple motivations were mentioned by them. Familiar food motivations are preference for good food, health issues and safety first. Unfamiliar food motivations are curious to the local culture and natural self. These findings were connected to the two motivation models. The familiar food motivations serve to fulfil the lower two needs – psychological and safety – and the two highest needs – esteem and self-actualisation – are fulfilled by the consumption of unfamiliar food. The middle need – social – is also fulfilled by food regardless of its familiar or unfamiliar nature. In conclusion, multiple needs were found to consume familiar or unfamiliar food. Furthermore, food in tourism is a significant topic and important to understand because it considerably adds to the overall experience of tourists.

Foreword & acknowledgement

Last year my brother and sister travelled through Asia for six weeks (front page pictures). They visited Hong Kong, Malaysia, Sri Lanka and Indonesia. They wanted a combination of new places and familiar places to balance their journey. Indonesia is very familiar for them, because as a family we lived in Bali for more than a year. This place feels like home and that is what they wanted to experience again. On the other hand, they wished to explore new areas of the world and therefore chose the other destinations.

I closely followed their journey and I was intrigued by their food choices and experiences. They enjoyed breakfast, lunch and dinner. My sister calls it their familiar moments of the day. They relatively ate a lot of food from other cuisine's than the holiday destination. For instance, they went to Italian restaurants and fast food restaurants as McDonald's. In Sri Lanka, they chose once or twice the Sri Lankan cuisine, but they were not blown away by its flavours. They just ordered a local breakfast to have experienced it. I wondered why they did not eat as much local food as possible to learn about the culture and to explore the unknown. Is it because they did not like the flavours or is there more to it?

On the other hand, they were looking forward to tasting the Indonesian food again. Especially the 'nasi campur' (white rice with multiple vegetable and meat dishes) of Blanjong, our favourite restaurant back then. They loved the food in Indonesia, but still visited the McDonald's or chose a club sandwich or a pasta dish every now and then. Why, in their limited time in Indonesia, did they still order non-local food?

I realised that their food choices and experiences depend, among others, on their context and background. This provoked my attention to this specific field within tourism. I wanted to dig deeper in the intersection of food and tourism to understand tourists' choices and reasons in choosing food and to get a better understanding of food habits during holidays.

In January 2016 they returned home, while I started the journey of my thesis as part of my Master Leisure, Tourism and Environment at the Wageningen University and Research. I mostly enjoyed the practical part of my research, conducting the interviews and the analysis of the transcripts. Furthermore – and by far my most important personal development – I have increased awareness of my influence and my role during research and I realised how important reflection is. I learned that doing research is such a delicate task and that I should be very careful in making assumptions, because they are mine and specific for circumstances I created with its contingencies. Irrespective,

my interpretations are true and valuable. True, but subjective. This journey changed my understanding of the truth. And, I believe reflection is so valuable and needed when research is conducted.

I would like to thank my supervisor dr. Karolina Doughty for her advice and kindness. She made me feel comfortable to discuss what I wanted, while I also experienced the freedom in choosing my own route. She was supportive when emotional family circumstances abruptly changed my life which forced me to delay my research, because I was unable to concentrate on my thesis. I am glad that I, at last, completed my thesis to my own satisfaction.

1. Introduction

“Curiously, however, the most bodily of senses, taste, and more specifically eating and drinking, remained virtually unexplored in the sociological and anthropological study of tourism, notwithstanding their obvious centrality in the experience” (Cohen & Avieli, 2004, p. 575). This is enforced by other literature which state that food was taken for granted in the holiday experience (Hall & Sharples, 2003; Quan & Wang, 2003). It was considered an extension of the holiday experience rather than the highlight of a trip as food was seen as a basic human need. Nowadays, this belief has changed. Kim, Eves and Scarles (2009a) argue that food is a crucial and considerable part of a holiday. This is strengthened by Telfer and Wall (2000) who state that tourists spend one-third of their total expenditures on food consumption during holidays. 34 to 54 per cent of the tourists indicate that food is a significant factor in choosing a destination (Gyimothy, Rassing, & Wanhill, 2000) which demonstrates that good food experiences are important during holidays. Furthermore, food and tourism receive a lot of attention in the media and food becomes a crucial element in marketing a destination (Hall & Sharples, 2003).

Consequently, there is an increasing attention on food and tourism in tourism and hospitality literature (Chang, Kivela, & Mak, 2010; Cohen & Avieli, 2004; Fields, 2002; Hall & Sharples, 2003; Kim et al., 2009a; Mak et al., 2011; Mitchell & Hall, 2003; Sims, 2009; Sparks, Bowen, & Klag, 2003; Tikkanen, 2007; Quan & Wang, 2003). Kim et al. (2009b) claim that food becomes important in choosing a destination, because of “the desire to travel and taste unique and authentic dishes” (p. 54). Local food is seen as a manner to learn about the other culture. This creates a new niche within tourism which is called food tourism or culinary tourism (Smith & Xiao, 2008) that has been increasingly researched, such as Tikkanen (2007) and how food tourism can help sustaining a destination (such as, Everett & Aitchison, 2008). People specifically choose to visit a destination for its food. In contrast, food consumption not as a rationale to visit a destination has been researched very limitedly (such as, Mak et al., 2011). Chang et al. (2010) researched as an exception food preferences on holiday.

Furthermore, the focus of research is more on the local aspect of food (such as, Kim et al., 2009a), while in tourist destinations there are many signs of non-local food or Western food consumption by tourists. Many restaurants offer food that the tourist is familiar with and which not originates from the holiday destination’s cuisine. For instance, there is a fair chance to find an Italian restaurant at any holiday destination. It can be argued that those restaurants only exist when there is a demand

for such food. This is reinforced by Jacobsen (2003) who claims that tourists wish “home-like tourism services or enclaves” (p. 73) during their holiday. Familiar objects and aspects at the holiday destination seems to be required for tourists to enjoy their holiday. “Some degree of familiarity should be supplied for the security and comfort qualities of the tourist experience” (Tasci & Knutson, 2004, p.89). Thus, familiarity is also of great importance to satisfy the tourist. Familiarity and novelty are categories used in tourism literature to understand behaviour of tourists (such as Cohen, 1972). Also in food and tourism literature, Cohen and Avieli (2004) use familiarity and unfamiliarity to explain food in tourism. This division is a logical way to try to explain phenomena. “Strangeness and familiarity are not limited to the social field but are general categories of our interpretation of the world” (Schuetz, 1944, p. 507). It is this categorisation that will be used in this research to understand food consumption behaviour in tourism.

So, why do tourists consume either familiar or unfamiliar food? What is the motivation behind these food choices on holiday? Tikkanen (2007) argues that the motivation of a tourist to choose a specific activity is very complex and has been researched very little. The level of complexity arise due to many factors that influence actual food consumption (Mak et al., 2011). My study attempts to add to the understanding of food consumption behaviour.

The aim of the study is to understand the motivations behind the consumption of familiar or unfamiliar food of tourists on holiday.

My research does not focus on food as a motivator to visit a specific destination. It might be part of the motivation that people consume specific food, but it is not assumed beforehand. All food consumption experiences of the tourists are of importance for this study in order to draw a complete view on motivations with respect to familiarity.

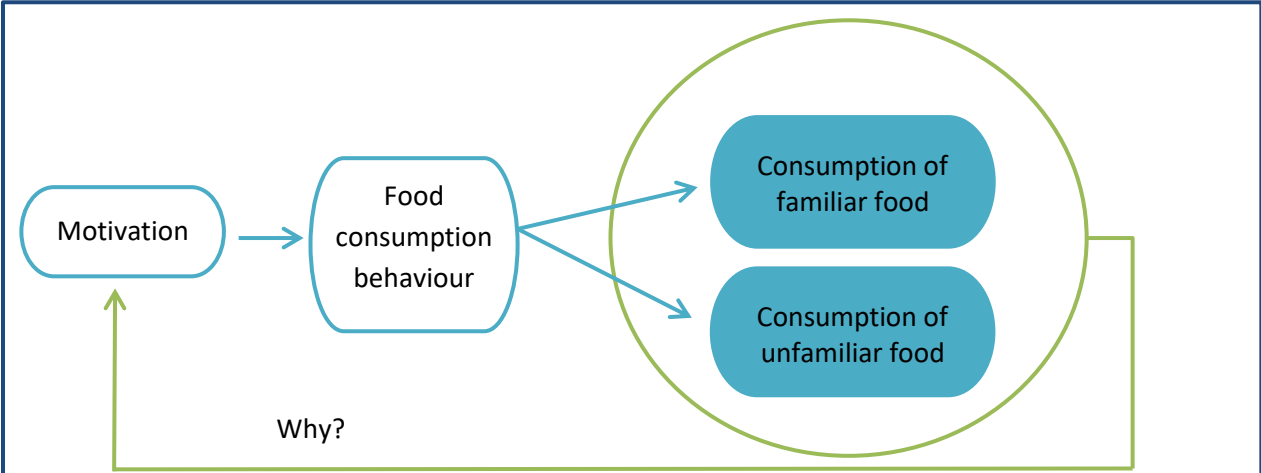


FIGURE 1. RESEARCH OBJECTIVE

Figure 1 exemplifies the aim of this study. The outcome of each food consumption behaviour of a tourist is either the consumption of familiar or unfamiliar food. Other terms that will be used interchangeably with unfamiliar is novel and new. The green arrow and circle are the goal of this research, the search for the motivation of consuming familiar or unfamiliar food. Pearce and Caltabiano (1983) inferred the motivations to travel from the travel experiences of tourists. This same approach will be used in this research, where the food consumption experiences are researched to learn about the motivations to choose either familiar or unfamiliar food. In doing so, "it is recognised that motivation is only one of many variables which may contribute to explaining tourist behaviour" (Crompton, 1979, p. 409). Factors from the destination, from the food itself or from the background of the tourist can all add to the actual choice and consumption of a dish. Furthermore, these elements interact with and influence each other. Nevertheless, Crompton (1979) adds that motivation is a driving force behind behaviour. In awareness of these other factors that will be elaborated on later, it is chosen that motivation will be the focus of this research as it is one of the most important influences on food consumption (Crompton, 1979).

My research builds on existing, but limiting research. The level of complexity can be a reason why it is hardly investigated (Mitchell & Hall, 2003). It is very beneficial to understand why tourists choose familiar or unfamiliar food. The knowledge generated from this research can help the local businesses of the holiday destinations to adapt to the tourist wishes, to optimise the food experience of the tourist and increase the level of satisfaction. Since food is such a considerable part of the holiday experience, it is a potential profit-making component for local businesses and it "can significantly affect the economic viability and sustainable competitiveness of a destination" (Mak et al., 2011, p. 929). Furthermore, it will add to the limited research and complex area of food consumption experiences during holidays.

Beforehand, it must be noted that the term tourist is used throughout this thesis. There is extended literature on tourism discourse, tourism versus travellers, who embodies the tourist and the social construction of the tourist. For my study it is chosen to describe the tourist as follows: "a tourist can be defined as a person making a discretionary, temporary tour which involves at least one overnight stay away from the normal place of residence, excepting..." (Leiper, 1979, p. 396). This includes everyone who went away from their home environment for at least 24 hours. Including the other views on tourists makes it more complex and therefore it is chosen to leave that discussion out of my research. Furthermore, where food is mentioned food and beverages are meant.

The aim of my study will be answered in this thesis based on a combination of existing literature and my own qualitative research. For clarity, the thesis is structured in multiple chapters. Firstly, in the theoretical framework existing literature on food and tourism, and other phenomena that add to a deeper understanding will be discussed. Secondly, in the methodology section how the research is conducted will be explained. Thirdly, the results of the interviews will be outlined and connected to existing theories to create a deeper understanding. Fourthly, the discussion reflects on the overall processes and outcomes on. Finally, in the conclusion the results will be summarised and recommendations for future research will be made.

2. Theoretical framework

In this section, theory will be discussed on which this research builds. Firstly, familiarity will be defined. Secondly, factors that affect the food consumption of tourists is outlined. Consequently, this chapter concentrates on one of the factors – motivations – behind the food consumption of tourists. Two models are considered that are used in tourism literature to understand motivations of tourists. It is assumed that these can be applied on motivations behind food consumption during holidays. The first model was created by Plog (1990) and is called the psychocentric-allocentric model that explains tourist behaviour according to the search for novelty or familiarity. The second model is called the travel career ladder and is based on the Maslow's theory of motivation (Pearce & Caltabiano, 1983). Both models will be supported by other authors to add to the understanding of motivation, food and tourism.

2.1. Defining (un)familiarity

The word familiarity is often used in tourism literature. However, the meaning is often taken for granted and no one seems to put effort in explaining this phenomenon. Familiarity and unfamiliarity are each other's opposites. Familiarity happens unavoidably during life (Luhman, 2000). We create a familiar world for ourselves. This is very specific for each individual. Outside the familiar world is the unfamiliar world, which can become familiar when a person steps into that world. Maybe not for once, but multiple times, and slowly this part of the world becomes part of the person's familiar world. "We can use the opposite side (which remains the opposite, the unfamiliar) to return to the preferred side." (Luhman, 2000, p. 95) At home we live in a familiar world, where we know everything. It can be argued that on holiday we step into an unfamiliar world and consequently come back into our familiar world when we are home again.

This big step full of novelties, authenticities and unfamiliarity can create the need to something familiar (Cohen, 1972). Tasci and Knutson (2004) argue that there should be a balance between these phenomena to create the ultimate experience for tourists. The holiday destination is a new and unfamiliar world full of authentic aspects. Authenticities can be described as real, sound, true, certain and accurate for the local population, and for foreigners these aspects can result in a negative or positive feeling depending on the goal of the holiday or lack of knowledge (Tasci & Knutson, 2004), but it is mere the judgement that makes something authentic or not. MacCannell (1973) argues that authenticity is socially constructed and staged for the tourists. Thus tourist spaces are set up stages where things, including food, make the tourist feel authentic. The local people adjust those spaces to what the tourist wants to consume from the culture and country. When tourists are on holiday to

take home those staged authentic local (im)material goods that will enrich them, they will experience authenticity as something positive.

While others who do not comprehend the unfamiliar, authentic aspects of another's culture, might feel negative towards authenticity and would describe it as unfamiliar or scary. These tourists may wish to come across familiar items, because familiarity can activate a feeling of affection and it is more easy to understand than unfamiliar objects (Tasci & Knutson, 2004). Familiar is described as common, easy to recognise and often seen or experienced. Park and Lessig (1981) define familiarity as how much a person knows about something or how much a person thinks her or she knows about something. This indicates that a person needs at least one encounter with the product to know about the product for it to become familiar. The word know implicates that a person can also call a product familiar solely by reading or hearing about it, and when the individual encounters this product it feels familiar due to this person's knowledge. Furthermore, the second half of the description implies that it is also a person's interpretation of familiarity to name a product familiar.

Thus, it is very person-specific and subjective. Within tourism unfamiliarity is linked with novelty and authenticity of the holiday destination, and familiar are the objects that the tourists recognise and comprehend. Other terms for unfamiliarity such as strangeness, authenticity and novelty are often used (Cohen, 1972; Cohen & Avieli, 2004; Schuetz, 1944; Tasci & Knutson, 2004).

2.1.1. Local food

Although the focus of this study is familiar and unfamiliar to categorise food, local food is increasingly mentioned in relation to tourism, especially within the food tourism niche (Quan & Wang, 2003). Therefore, it is chosen to shortly discuss local food as it is closely linked with familiar and unfamiliar food. Local food in relation to the consumption of food and tourism has been researched by, for instance, Kim et al. (2009a) and Chang et al. (2010). They have defined local food in tourism literature in which local food has two main characteristics. Firstly, local food is food and beverages that are locally produced or processed. Secondly, local food has a local identity. It is food for what the region or country is known for, such as spaghetti from Italy or spring roll from Vietnam. It is particularly this second part of the definition that is relevant for this study. It is believed that the first part is of less importance for the tourist, because they are more busy with the identity of local food and trying local food than to explore where everything is processed. Food that is associated with a certain place forms a base for the construction of the individual (Telfström, Gustaffson, & Mossberg, 2006). It provides meaning to not only a place, but also to the people who live there and it becomes part of their culture. Local food gives the people the opportunity to show and strengthen their identity. Or,

as MacCannell (1973) says it is a stage what the tourists wish to see and one can question if locals can show their true identity. It provides tourists to develop their identity to learn about the local culture while trying novel food. Additionally, tourists built their identity and knowledge as they taste these products and it is a way to develop themselves and to show others what they have done (Kim et al., 2009a).

In this study, unfamiliar food is not per se local food although it is often connected to it, because the local food in a country is the food one often does not know. At the same time familiar food is more labelled as the home-like food, because tourists are used to that kind of food at their home country. However, as a result of globalisation we are more able to consume food from all over the world. All sorts of cuisines are represented at home and so it becomes familiar. It makes us believe that we know the local food from other places and therefore we might even label it familiar even though we have never been there. Cohen and Avieli (2004) question whether and to what extent the exposure to “strange” cuisines in their home country helps people dealing with the local cuisine on holiday. There are several arguments on local food at home and whether this is similar to the local food on holiday. Limited selection of dishes that are offered at home, names of dishes differ between home and on holiday and ingredients and appearance may be different from home which makes it not so familiar after all (Cohen & Avieli, 2004). This provides reason to think that as one believes to know the local cuisine, and tag them familiar, one will be surprised to taste the local food as if it has never been tasted before and thus is unfamiliar. Additionally, as a results of globalisation certain cuisines are featured worldwide, such as the Italian pizza, but also the Indian curry or the Japanese sushi. It is even argued that as the pizza is so familiar for everyone, it cannot be considered ethnic related any more, but is more part of the world cuisine (Cohen & Avieli, 2004). Finally, restaurants that represent less popular cuisines may be expensive and will only be accessible for rich people, which makes it still new for people who do not have money for such restaurants, but visit places where that food originates from.

Thus, one cannot argue that local food is unfamiliar due to world wide availability of multiple cuisines, but due to differences in preparation or adaptation to a country it can be questioned whether those cuisines are familiar. Nevertheless, the category of familiar and unfamiliar is more important and transcend the connection of strange food to local food and familiar food to home-like food.

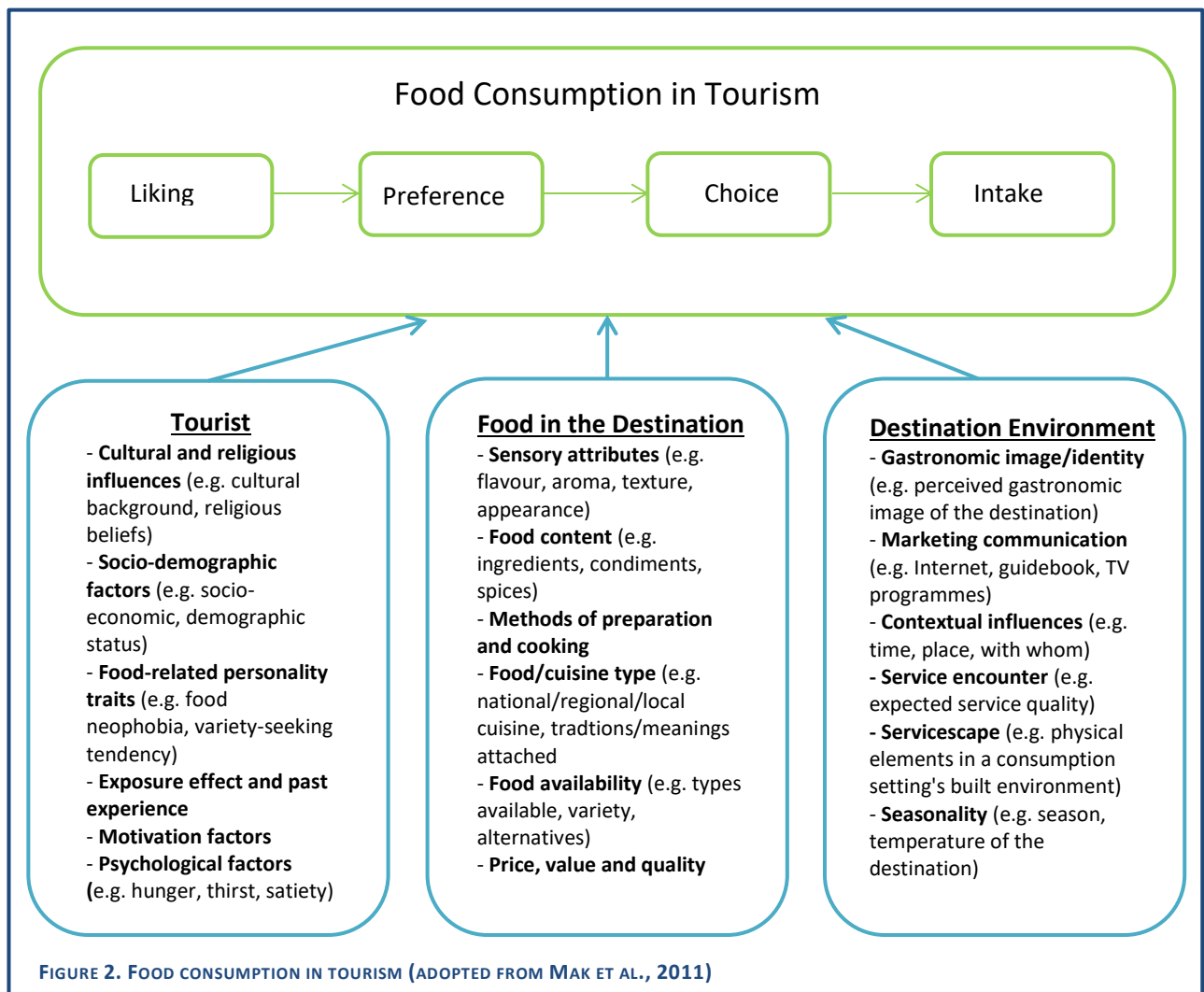
2.2. Factors affecting food consumption of tourists

“Food consumption studies are predominantly concerned with understanding the determinants of various food-related, most commonly including liking, preference, choice and intake” (Mak et al., 2011, p. 929). These are often used interchangeably, but there is a subtle difference between these four concepts. All together they constitute food consumption behaviour. Liking means that one experiences pleasure from the tasting of food that was offered. Preference refers to the assumption that two or more items are presented and one option is preferred (Rozin, 2006). Liking is a major reason to choose the ultimate preference, but there are more factors such as availability and health that influence the preference choice. One can like a specific dish, but prefers another due to other factors significant for that moment. When a preference has been formed, the food choice is actually made as a result of “a set of conscious and unconscious decisions made at the point of purchase, at the point of consumption or any point in between” (Herne, 1995, p. 13). This creates in aggregate form the supply and demand in the food system, and it also expresses the preference, identity and culture of an individual. Food intake is the actual amount of food consumed in terms of weight, calories or nutrients. Thus, these four elements interact and overlap, but are not equivalent. This is visualised in the upper half of figure 2.

It is this concept that my study is about: food consumption of tourists. The food choice is the observable result of the liking of food and the food preference. These are interconnected and it is impossible to view these processes independently. The actual intake is beyond the boundaries of my study, because the how, what and experience of the actual intake is not included. It focuses on the steps prior to the intake. For simplification, food consumption or food consumption behaviour is used throughout my study while knowingly that the actual intake is not part of this research.

These four variables are influenced by intervening variables as suggested by Rozin (2006) of which motivation is an important one. In order to understand the big picture to which the motivational aspect belongs to explaining food consumption, figure 2 is created which is adopted from Mak et al. (2011). “...little research has systematically and comprehensively explored the factors affecting tourist food consumption” (Mak et al., 2011, p. 929). These authors attempted to fulfil this deficiency by researching existing literature focusing on socio-cultural and psychological factors. The consumption of food is a form of consumer behaviour and many factors influence this food consumption behaviour which makes it complex (Mak et al., 2011). There are internal drives, such as motivation, lifestyle, personality and attitudes and beliefs, but also external drives, such as demographics and culture (Mitchell & Hall, 2003; Pearce & Caltabiano, 1983). Furthermore increasing the complexity, Köster (2009) states that all the factors influencing the behaviour also interact with

each other. Additionally, the people on holiday reside often in an unfamiliar place bringing in novelties which influence the motivation, and consequently the consumption behaviour (Mak et al., 2011).



The factors that influence food consumption are arranged in three categories (Mak et al., 2011) (Figure 2): the tourist, the food in the destination that the tourist visits and the destination itself. Within the tourist category are aspects that are related to the origin, background, character, motivation and past experiences of the tourist. In food in destination, factors are arranged that are connected with the food that is available, how it looks like, its smell, and how it is prepared, but also the meaning that is attached to food. Finally, the environment category is concerned with aspects of the holiday destination, such as climate, nature and built settings, but also the way the destination is marketed and perceived.

It can be seen that there are a lot of factors that influence the actual food consumption of tourists. This list of factors is very broad and is very unique for each individual and is different for each holiday one engages in due to environment factors and how each destination deals with food.

All in all, there might be too many factors and their interactions to fully understand all the steps prior to the consumption of food by tourist. It can even be questioned whether all the factors are captured in this model (Mak et al., 2011). In awareness of the many determinants of food consumption of tourists, the driving force, motivation in relation to food consumption behaviour will be discussed accordingly.

2.3. Motivation factors

Motivation is a drive within the tourist that influence the food consumption and Crompton (1979) even claims that it is a driving force. To understand the motivation behind food consumption models on motivation will be discussed. As indicated by Prentice (2004), Pearce identified three leading theoretical models about motivational psychology within tourism: the psychocentric-allocentric model, the travel career ladder and the intrinsic motivation-optimal arousal approach. These try to explain the motivations of tourists' travel choices. The first two will be addressed, while it is chosen to not discuss the third model. The first model explains motivations from the level of familiarity, which is also the approach of my study. The second model has been linked with food and tourism by Tikkanen (2007), which assumes that this model can be applicable for my research too. The third model will be left out because of its lack with either food or familiarity. The first two models will be explained and the applicability for food consumption on holiday will become clear. Although the motivation of consumption of food is not equivalent to the choice of a destination, the approaches can still be very helpful in explaining the motivation of food. Prior to this review, a few studies will be examined that focused on motivation and the consumption of food on holidays which show similarities to my research.

My study focuses on the motivation for consuming food during holidays, not on food tourism. Food tourism studies research the niche within tourism where tourists' rationale to go to a place is food, such as Tikkanen (2007). In this case, food consumption is researched within regular tourism where food is not per se the drive to visit a destination. This has not been investigated intensively, but two studies stood out in similarities with my research (Chang et al., 2010; Kim et al., 2009a).

Chang et al. (2010) researched food preferences and dining experiences of people originating from Taiwan, Hong Kong and China who share the Chinese food culture. They travelled to Australia via all-inclusive package tours. The motivational part was an aspect of this study. The researchers wanted

the tourists to be exposed to food that was different from what they are used to at home; the local food of Australia. The study revealed that food preference was categorised in Chinese food, local food and non-fastidious food (Chang, et al., 2010). The tourists were not in the opportunity to consume Chinese food, but mentioned that they preferred that over what was offered. The motivations behind this were core eating behaviour (they wished Chinese food to be the dominant one available) and appetising assurance (the security of tasty food). Furthermore, familiar flavour was mentioned when Australian food was presented or cooked with familiar elements from the Chinese cuisine. Reasons to consume the local food were exploring Australian culture, authentic experience, learning opportunity, status and reputation, recommendations of others, and adversity to the Chinese cuisine on holiday. Another group of tourists were not fastidious about the food, it was not a source of pleasure but mere a stomach filler. Group harmony and the importance of other activities were considered more important for the overall experience than food.

Kim et al. (2009a) tried to capture local food experiences of tourists via interviews. Motivational aspects to consume local food was part of the results. They particularly aimed for tourists who had local food experiences during their holiday. They did not built on the division between familiarity and novelty, while local food was generally seen to be more connected to unfamiliarity. Motivational factors that were derived from the study included “exciting experience, escape from routine, health concern, learning knowledge, authentic experience, togetherness, prestige, sensory appeal, and physical environment” (Kim et al., 2009a, p. 10). These two studies had similar goals in discovering, among others, motivational factors in consuming food on holiday. While both studies focused on local food consumption experiences, Chang et al. (2010) also uncovered motivation for preferring home-like food. In comparing the motivations on consuming local food, both studies show similar motivations, such as status, exploring culture, authentic experience and learning experience and both reveal other factors as well.

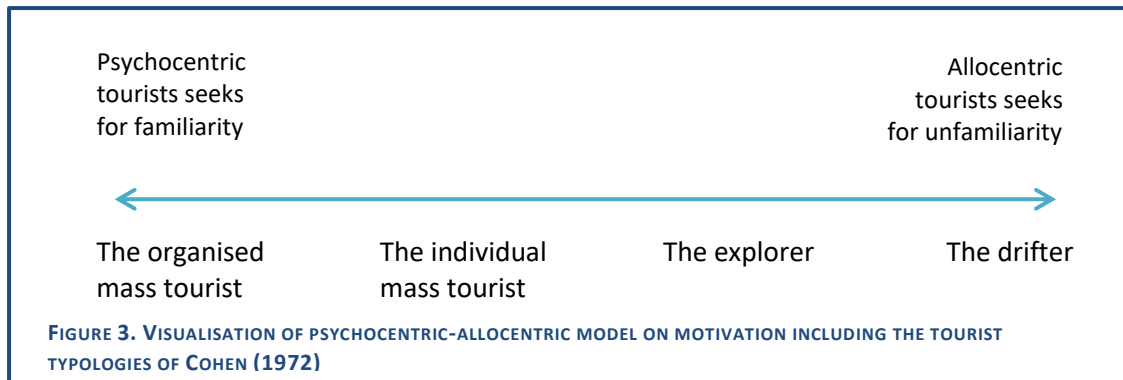
2.3.1. Searching for familiarity or novelty

The categories familiarity and novelty are used in tourism to understand behaviour in tourism (such as Cohen, 1972). The psychocentric-allocentric model was created by Plog to clarify the choices made by airline passengers on travel destinations (Prentice, 2004; Smith, 1990). Tourists that are psychocentric are non-adventurous, inhibited themselves and prefer the familiar (Smith, 1990). They are looking for sameness and home-likeness on holiday. Allocentric tourists are adventurous and seeking for new, exotic and variety. They are more likely to engage into the new culture. It is a rather straight model where tourists are classified along a spectrum. Allocentrics are neophilic, which means love the novel and psychocentrics are neophobic, who fear the novel (Mitchell & Hall, 2003).

Fear for the novel, and therefore prefer familiarity in food makes sense because one does not want to get sick. Novelty gives one that risk, because one simply does not know. "Eating involves the concrete 'incorporation' of stuff from the environment into the body; swallowing every bit of food constitutes, in principle, an irreversible decision, which in extreme cases may mean the difference between life and death" (Cohen & Avieli, 2004). This seems rather extreme, but strange food provides a potential risk which make people choose familiar food. This expresses itself in consuming familiar food, such as McDonald's. While other literature in course of promotion of food argue that novel food brings a sort of attraction which makes people want to experience (Cohen & Avieli, 2004). This explains why people choose for unfamiliar food, such as the local cuisine.

A critique on the model by Plog is the reduction of the motivation to one aspect of one's personality (Prentice, 2004). It can be argued that there is more to the choice than rather the adventurous or non-adventurous side of a person. On the other hand, the endeavour of going on holiday has very much to do with leaving the familiar world and entering the new, unfamiliar world. It is a significant element in the holiday experience which makes it valuable to consider. Cohen (1972) also indicates that "novelty and strangeness are essential elements in the tourist experience, not even modern man is completely ready to immerse himself wholly in an alien environment" (p. 166). This author believes that when the experience becomes too strange and new for a tourist, she or he wants to retreat. It seems as if tourists need some familiarity, in any form such as food or accommodation that reminds them of home when they are abroad celebrating their holiday (Cohen, 1972). They need a familiar base which enables the tourist to enjoy the newness of the holiday experience. Thus, when the tourist is at ease in their familiar environment, such as a four star hotel which provides the luxury from home, he or she might more easily engage in the consumption of unfamiliar food. While others who reside in a little hut in the jungle wish to have their proper meals from home as something familiar to hold on to. Then again a tourist who books a hut in the jungle might be more open to the strangeness of the destination. This is specific for each tourist and one's context.

Cohen (1972) typified tourists according their search for novelty or familiarity based on his idea that the holiday consists of a combination of familiarity and novelty which depends on the individual's preferences and institutional setting of the holiday. Figure 3 exemplifies these four typologies along the allocentric-psychocentric motivation model.



Firstly, the organised mass tourist is the non-adventurous kind and thrives in the so-called environmental bubble of his/her native culture (Cohen, 1972) full of familiarity and minimisation of risk. Lepp and Gibson (2003) agree that tourists seeking for familiarity in food perceive higher level of risk. The environmental bubble is being physically in a foreign environment, while socially residing outside the foreign environment (Jacobsen, 2003). Most of the trip is planned, organised by guides and well-prepared, such as the package-tour holidays. Secondly, the individual mass tourist differs with the first type in a way that the itinerary is not completely planned and the individual is not bounded by a group. Still one operates from the environmental bubble and the major elements of the holidays are planned. The somewhat more novelty is expressed in the routine activities, while familiarity is significantly present. Thirdly, the explorer organises the trip himself/herself. Novelty dominates in choosing the unbeaten track and leaving the environmental bubble, but when it becomes too much one wishes to return to the familiar. Familiarity shows itself in comfortable hotels and reliable transport. Finally, the drifter immerses oneself into the other culture and desires to disconnect from the tourist establishment. The individual wants to live the way the local people live and has not a fixed itinerary. Familiarity is not of any significance.

Including food consumption in these four typologies, it can be assumed that the more novelty is desired from the individual the less home-like food will be consumed. While the persons looking for familiarity in their holidays are more likely to consume familiar food. This is strengthened by Lepp and Gibson (2003) who researched perception of risk in relation to the typologies of Cohen (1972). The research shows that especially the organised mass tourists perceive risk with the consumption of unfamiliar food, while the other tourists indicate that it is less of a concern. Another view is the peak and support experiences to explain the type of food that is consumed.

According to Quan and Wang (2003), the tourist experience consists of two types of experiences. A peak experience is one which is in sharp contrast with the daily activities, such as visiting an attraction. Inevitably, during a holiday there are also daily activities that create experiences that

support the peak experiences, such as the experience of transport, food or accommodation. They are called supporting experiences. Positive supporting experiences are very important, because they can break or make a holiday. However, Quan and Wang (2003) claim that food can either be a peak experience or a supporting experience dependent on particular circumstances. Food is a peak experience when it is in sharp contrast with the daily activities and go beyond the routine and familiar. Instead the tourists seek for novelty and unfamiliarity in food, such as new ingredients or novel manners how the food is consumed. Food is a supporting experience when it is an extension of the daily experiences of a holiday. "Daily routines and habits are a source of comfort, relaxation, ease and security" (Quan & Wang, 2003, p. 301). The consumption of food during holidays as part of the daily routines, give the tourists a sense of being at home and feeling safe and comfortable. It can be assumed that familiar food fulfil these better than unfamiliar food. Additionally, it is familiarity that helps overcome anxieties when tourists visit a new destination which is unknown to them. Next to the fact that food is a basic human need, the habits from home are important for tourists to avoid cultural shocks (Quan & Wang, 2003) which add to the notion of consuming familiar food when tourist are abroad.

Thus, (un)familiarity and novelty as categorisation on holidays and in food on holiday is proven to exist by multiple authors. It is a motivation to either explore novelty or familiarity during the holiday experience or within the consumption of food. This is strengthened by Cohen (1972) who typifies the tourist along this spectrum and show how familiarity and novelty appear on holiday. On the other hand, Quan and Wang (2003) suggest how food can be either a peak or supporting experience and how this is related to the consumption of familiar or novel food. Based on these views, familiarity and novelty are motivations that underlie the consumption of food on holiday. Nevertheless, it is a restricted division and the following theory will add more gradation to motivation within food tourism.

2.3.2. Fulfilling needs as motivator creators

Pearce and Caltabiano (1983) inferred motivations to travel from experiences of tourists. They used the Maslow's theory of motivation as a framework for their research. "The concept of needs is central to Maslow's theory and needs are arranged hierarchically in order of their motivational potency" (Pearce & Caltabiano, 1983, p. 16). There are five needs: physiological needs, safety needs, belongingness needs and love needs, self-esteem needs and self-actualisation needs. In order to fulfil the highest needs, the lower needs must be fulfilled. It appeared from the data that the motivations mentioned by the tourists suited Maslow's theory very accurately (Fodness, 1994).

Tikkanen (2007) describes the five levels of needs in relation to food tourism. Although this author links food with tourism, it is a different approach of tourism and food than this study, because it analyses tourists that have food as a motivation to visit a destination and what type of food tourism is fulfilling which type of need. Nevertheless, it shows that food within tourism can be explained by Maslow's hierarchy, which was used in tourism literature mainly to explain other motivational issues for travel.

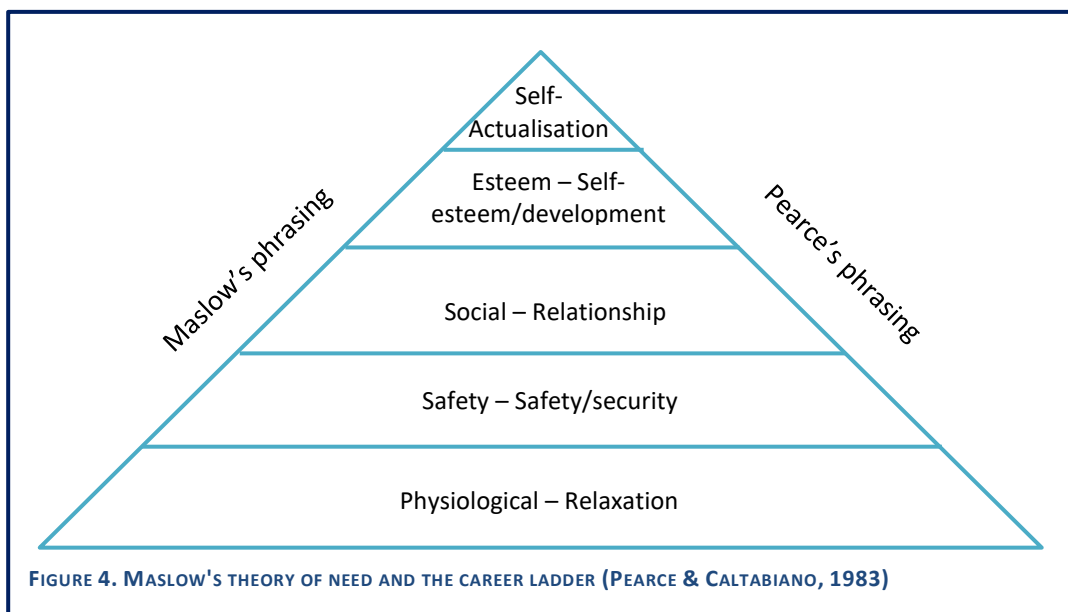


Figure 4 shows the pyramid of Maslow. Firstly, the physiological needs include basic human needs to survive, such as air, water, food and shelter. In terms of food, when food is available there is a desire to have a proper meal for sustenance and to relax. As these are fulfilled, the second drive – safety – emerges, which refer to the wish to be free of any danger. It is connected with the perception of risk. The higher the perception of risk the more likely these tourists seek for familiarity in, for instance food, and issues such as health arises when eating unfamiliar food (Lepp & Gibson, 2003). Especially, health in tourism is an issue as no one wants to become sick of a wrong cooked meal. This can be a reason why people are suspicious for unfamiliar food, or local food and mitigate the risk by consuming something familiar (Cohen & Avieli, 2004). Furthermore, when the tourists feel safe in general, it creates a nice environment to perceive less risk with eating unfamiliar food. Thirdly, needs related to social longings arise, which are needs for feeling loved, feeling affection and sensing to belong somewhere or to someone. When people are around friends or family they feel loved. Food is an opportunity to create an occasion with others to create a sense of belonging and thus to fulfil this need. Fourthly, the need of esteem can be understood as "an individual desire for a feeling of self-confidence and adequacy" (Tikkanen, 2007, p. 723). Internal desires as a feeling of achievement, strength and self-respect and external factors that include recognition by others or reputation. Food

plays a central role to our own feeling being and create identity (Fischler, 1988). Whatever food someone chooses to incorporate constructs her or his identity. Thus, the consumption of food gives the tourist a feeling of achievement or it strengthens her or his identity. For example consuming special local dishes that no one dares to eat can lead to positive feedback of others. Finally, the need of self-actualisation refers to “the desire to realise one’s full potential” (Seeley, 1992, p. 306). Food can be a manner to express oneself. This need expresses the desire to always grow, which is a need that is difficult to fulfil.

Pearce created the travel career ladder which is similar to the needs from Maslow, they only have a slightly different name, except for the highest need. This can be seen in figure 4, where the left words are according to Maslow and on the right side are the designations from Pearce. In addition to showing how Maslow’s theory can be applied to motivations in choosing travel destinations, the idea of the career ladder is that as the number of travel experiences increase, the motivations change (Pearce & Lee, 2005). Practically, for some as the experiences accumulate, they will ascend the travel career ladder, while others remain at a step, due to contingencies such as health or money. As tourists ascends, they want other needs to be satisfied and therefore have other motivations to travel in order to fulfil their needs. The main assumption is that tourists will ascend similarly, which was critiqued on, because one cannot assume that all tourists will similarly grow (Prentice, 2004). Lepp and Gibson (2003) suggest otherwise, as their research confirms the more experience the smaller the perception of risk was indicated with the consumption of unfamiliar food. Furthermore, the complexity of needs is also ignored, which arise due to the mix of activities tourists undertake. Many holidays are not as simple as engaging in a single activity or goal. As a consequence multiple needs can appear during one holiday. Tikkanen (2007) states that food must have multiple roles to fulfil multiple needs which is confirmed by Mitchell and Hall (2003). “...it is functional (sustaining life); it plays a key role in our celebrations; it is a conduit for socialising; it is entertaining; it is sensuous and sensual; and it is a way of experiencing new cultures and countries” (Mitchell & Hall, 2003, p. 60). In addition to the functionality of food, especially in travel experiences food becomes experiential.

Fields (2002) adopted four motivational factors that originates from McIntosh (1995) and related it to food and tourism. These show similarities with the Maslow’s theory. However, it should be noted that one does not replace the other and showing Fields (2002) view will only add to the comprehensive understanding of motivation within tourism. Furthermore, this view confirms the applicability of Maslow’s theory to food and tourism because of its similarities. The four motivators are physical, cultural, interpersonal and, status and prestige. Firstly, the physical motivator refers to

the act of eating being physical that involve sensory observations in order to appreciate the food and the need of sustenance (Mak et al., 2011). This is similar to the first need of Maslow's theory which also show the aspect of sustenance or survival and the wish to have a good meal. Secondly, the cultural motivator explains food as a role to learn about the other culture. Tourists are in search for the local and authentic food. This can be related to the idea of reputation and self-esteem, but also self-actualisation in which individuals wants to grow and learning about the other culture. Thirdly, interpersonal motivator refers to the social role of food. It is a way to strengthen friendship and being around, interact with and get to know people (Fields, 2002). This corresponds with the social need in Maslow's theory. Finally, status and prestige relate to building knowledge of tourists when they try local novel dishes. The ability to show off the local food experiences and to know the hidden pearls of the destination, while your friends or family do not. This is similar to the self-esteem need of Maslow's theory. It can be said that multiple needs correspond. Only the security need is not covered by these motivational factors and the idea one progresses on this pyramid when fulfilling needs.

The question arises whether these two theories are also applicable for food consumption on holiday. As Prentice (2004) believes Maslow's theory to be part of a broader application. It is a general model to explain needs and motivations and that as mentioned above it neatly applied to the tourists' motivations to travel. Tikkanen (2007) argues that when someone lacks parts of one of Maslow's need one tend to intensely desire food than anything else. It is a remarkable assumption, because it seems as if food is able to fulfil multiple needs. In order to do so, food must have multiple roles. Furthermore, Plog's model classifies tourists along a line where people choose for the new and adventurous or for the safe and familiar. It can be assumed that people who choose for adventurous holiday are more keen to choose unfamiliar food, while searching for safety leads to familiar food. The neophilic and neophobic assumption of Plog has also been researched by others (such as, Cohen & Avieli, 2004).

In conclusion, motivation in food consumption behaviour is a complex phenomenon that is part of a large group of factors that interact with each other and ultimately create the actual food consumption. A few studies have actually investigated the motivations behind the consumption of local food, which is often connected to unfamiliar or novel food. Two models, travel career ladder and Plog's psychocentric-allocentric model are two ways to explain the motivations in general and both have been linked to tourism and food.

3. Methodology

In this part the methodology is outlined on how the literature review and the qualitative research was conducted. It was chosen to use interviewing as a method to collect data. Finally, ethics and other considerations are discussed. This chapter starts with describing the approach used for this research.

3.1. Approach

My study takes on an interpretive approach to understand food consumption behaviour of tourists by using existing theories. It is believed that in order to comprehend what is occurring it must be interpreted. Interpretivists assume that human behaviour has a meaning and is done for a reason (Schwandt, 1998). Reality and making meaning are socially constructed (Tuli, 2010). Therefore, in this research it is tried to make sense out of the constructed reality by interpretation of the researcher, of me. Qualitative research allows the researcher to attain descriptive information for the respondents, to interpret their reality and make sense out of their experiences. It is the experiences of the respondents that are explained by existing theory and in which reality is embedded.

3.2. Research questions

In order to find an answer on the objective of the research multiple research questions are formulated that serve as the basis for this qualitative research and gives direction to the literature review. The script for the interviews are based on and cover these research questions. It is believed that with these questions the main objective can be answered.

Research question 1: *Why do tourists choose unfamiliar food or beverages on holiday?*

With this question, it is tried to reveal reasons to choosing unfamiliar food.

Research question 2: *Why do tourists choose familiar food or beverages on holiday?*

The aim of this question is to discover motivations for choosing familiar food.

Research question 3: *How (and to what extent) does the consumption of familiar and unfamiliar food or beverages contribute to the overall experience of the holiday?*

This question serves the goal to attain knowledge on the role and the part (un)familiar food has within the holiday, how important food is during holiday and consequently how it can influence the overall experience of the holiday.

Research question 4: *What is the decision-making process in choosing a specific restaurant or dish?*

What are the decisions or motivations behind choosing a specific restaurant, dish or beverage? What factors are involved, such as children or appearance of restaurant or menu?

3.3. Literature review

Prior to qualitative research a literature review was conducted. This was very useful to attain an overview of present literature on the area of tourism, food consumption, motivation and familiarity. Google scholar was used as the main search engine to find relevant articles. Since the limited amount of research conducted in this area, it was chosen to not look at the release date of the articles as a restriction. It was more important to find proper articles that were not related to the niche food tourism, which was highly presented. Furthermore, the research area was not confined to tourism. Especially for familiarity and motivation other areas, such as psychology, to find relevant information were used. The following terms were, among others, used to find relevant articles: tourism, tourist, travel, food, consumption, familiarity, local, non-local, novel, new, holiday, experience and motivation. Also for the research part terms as qualitative, interviewing, interpretivism, ontology, social and data collection were used to find useful information. Furthermore, via snowballing interesting authors mentioned in found articles were searched for to find their articles to see their applicability for my research. The information and theories were used as a framework to build my research and to discuss the findings.

3.4. Qualitative research

Conducting interviewing was chosen as a method, because the narratives provide lived experiences of people (Seidman, 2013). These experiences are subject to interpretation of the researcher via data analysis. The aim of this qualitative research is to clarify these experiences (Polkinghorne, 2005) and to enrich the understanding of food consumption on holiday. This approach seems most appropriate to find an answer for the goal of this research. Interviews were used as an appropriate qualitative research technique to obtain thick information on consumption of food experiences. "Experiences have vertical depth" (Polkinghorne, 2005, p. 138) and questionnaires with Liker-scales or other quantitative techniques are inadequate to capture the experience, because they generate surface information in comparison with qualitative methods, such as interviews.

3.4.1. Research sample

The sample of my research consist of Dutch people who recently went on holiday outside The Netherlands. The sample is constructed by simply asking people if they wanted to participate and via snowball sampling. The only requirement was that their final holiday must have taken place within less than a year, because then it can be more ensured that they remember their food experiences. The communality of the participants is that they are Dutch and went abroad for a holiday. It is chosen to include all types of people with different backgrounds and different holiday destinations to attain a broad range of answers, because of the limited research in this area and to get a broad range of answers. All the experiences of the respondents provide useful insights in the consumption of food. It must be noted that it does not include people who visit a destination solely for food, or food tourism. Obtaining a variety of experiences is paramount, because research is still in its early stages. The number of participants depended on the point of saturation. This is the point when new participants repeat what has been said by previous participants and no new information is collected (Glaser & Strauss, 1967). 17 interviews were conducted to reach this point.

3.4.2. Conducting interviews

Based on the research questions, an interview guide has been created (appendix A). It starts with an introduction to inform the respondent and some introductory question on the specific holiday. Then questions on food consumption experiences on holiday and at home were asked. The interview was closed with general questions on going on holiday and there was room for the respondents to ask questions. A pilot interview was performed to learn if questions were understood and if these questions answered the research questions. This gives more security in attaining useful results. After conducting several interviews, the results were analysed and checked if it yielded the useful and new results.

During every interview, it was tried to use the same strategy to attain similar results. Open questions were asked for the respondent to speak freely of the experiences. Manner of asking question, non-verbal expressions and responds were taken into account to influence the interviewee as less as possible. It was important to stay neutral and not judge the answers to create an atmosphere where the interviewee feels comfortable to tell her/his story.

3.4.3. Data analysis

The descriptive data attained from the interviews must be identified and interpreted via coding and categorisation (Boeije, 2010). Firstly, the interviews were transcribed manually. One transcript can be find in appendix B. It is in Dutch, because the interviews were all in Dutch. Codes were created based

on common sense, literature and what arose during the interviews. Accordingly, parts of the transcripts were categorised and simultaneously new codes were created and others deleted for a more appropriate fit. Transcripts were not cut into small pieces, because it appeared that when the context disappeared, so did the meaning. Each transcript contained a few major themes that emerged from the analysis. Some transcripts showed similarities in themes and other were more unique. From the data analysis some proper themes were derived that served as the basis for the results section. Useful sections were translated into English.

3.5. Considerations

Considering ethics, informed consent was ensured. Furthermore, anonymity was stressed and the respondent was told that the recordings of the interviews will be used solely for this research. Although, it is tried to use the answers of the participants in a way that they are not recognisable, it is possible that people who know the participants will recognise language use or types of words.

Reflexivity is 'looking critically at their attempts to involve participants in the research, considering how they heard and interpreted the respondents' accounts, and acknowledging their own concerns echoing through their analyses' (DeVault & Gross, 2007). My culture, my master in tourism, my bachelor in international management and my holiday experiences and preferences could all influence the data collection and analysis. As an interviewer, the process might have influenced the by me by being present and stating the questions. Especially, during interpretation of analysis I should be aware of my context and try not to involve it during the interpretation.

A limitation is that I am unsure if it yields the results I wish. With an ongoing process between collection and analysis, I tried to eliminate this issue. During the interviews I was able to interrupt when I believed it was needed to direct the respondent back on track. Transferability of the findings is also an issue, because the context is specific. How one's experience on holiday and food consumption can be influenced by for example one's background, culture, previous experience, makes it difficult to transfer the findings to other groups of people. Furthermore, data analysis done by other researchers might yield other results, because it requires interpretation skills and everyone will conduct interviews differently and everyone has a different background. Using transcripts gives the opportunity to re-do the analysis by other people and it might limit the differences because all the context is included.

4. Results

In this section, the results of the interviews will be discussed and compared with existing literature. The goal of my interviews was to gain a deeper understanding of the motivations behind food consumption by tourists while focusing on the division between familiarity and unfamiliarity. It appears from the data that there are many familiar food consumption experiences during one's holiday, while some literature implicates that going on holiday is linked with tasting local food to experience the culture (such as Kim et al, 2009a). This part will start by outlining general information of the interviews and how familiarity is defined by the respondents. The remaining part is built on a model that is created based on existing theory and the results of these interviews. As will be seen, the answers of the respondents on motivations of food consumption are very much linked to existing literature on tourism and motivation. It should be noted that food choices are much more complex and depend on many more factors (figure 2). Although the other factors were not the focus of this research, the data confirms that other elements also influence food consumption behaviour.

An overview of the Dutch respondents can be found in appendix C. In total 17 interviews were conducted of which 12 interviewees are female and five male. The age ranges between 19 and 71 years old. Seven respondents are younger than 30, four respondents are between 30 and 50, and six respondents are older than 50. The respondents visited a variety of destinations. Sri Lanka, Gran Canaria and Turkey were visited twice, although not specifically the same city or area. Nine holiday destinations were within Europe and eight outside Europe (including Turkey). The duration of the holidays differed between three months and four days. 12 holidays took less than two weeks and five took longer than two weeks. Ten respondents visited their holiday destination for the first time. Thus, the country was new to them. The further away the respondents went geographically, the greater the area they travelled through. Within Europe, the respondents often talked about a place where they stayed, while respondents that travelled to Asia and Australia talked about the country through which they travelled.

4.1. Defining familiarity

Except for one respondent, all interviewees indicated the ratio of the consumption of unfamiliar and familiar food (table 1.). As the figure shows, none of the respondents tasted more unfamiliar food than familiar food. 12 out of the 17 respondents consumed considerably more familiar food with 70 percent or more indicated. When the question “how much percentage familiar and how much percentage unfamiliar food did you consume?” was asked to the respondents no definition was given of what was meant with familiar and unfamiliar. They gave the percentage based on their own perception of familiarity. Using their own view on familiar helped the respondents to more easily understand and feel what familiar is about for them and thus it was easier to talk about it and remember familiar food experiences, while providing a definition would have given the respondent boundaries which would have made it more difficult to categorise their own experiences.

And in the end, it is all called familiar which is the topic of my research. However, one respondent smartly noticed that the percentage depended on how she would define familiarity. She decided to define it whether she knows about it or not. This which in covenant with the definition of Park and Lessig (1981).

“It depends on how you define familiarity. If you define familiar food as you know a curry, thus it is familiar.

Then we have consumed more familiar food. There were not many things where I did not know anything about. It also depends on what is offered...”

Respondent	Ratio consumption familiar/unfamiliar food according to the interviewee
R1	75/25
R2	X
R3	60/40
R4	70/30
R5	70/30
R6	50/50
R7	90/10
R8	50/50
R9	100/0
R10	80/20
R11	70/30
R12	60/40
R13	70/30
R14	100/0
R15	75/25
R16	80/20
R17	80/20

TABLE 1. RATIO CONSUMPTION FAMILIAR AND UNFAMILIAR FOOD

(translated by the author, Respondent 3)

Her reaction on this question shows that providing a definition or not can affect the percentage which creates room for discussion. Yet again, providing a definition is also subject to interpretation. This will be addressed more thoroughly in the discussion chapter.

According to the answers of the respondents, they interpreted familiarity in different ways. The word 'new' was often used to indicate food that was unfamiliar to them. The amount of encounters with a particular dish vary between respondents before they call it familiar. For some a single encounter in their past makes the dish familiar during their holiday. Others believe that after one experience they still feel they need more encounters to name it familiar. Explanations to describe familiarity that were used by the respondents are: 'recognisability', 'food that has been tasted before', 'food that is known by them', 'everything that one has consumed', 'trust that the food will be good' and 'food that is prepared by oneself'.

"I think when I eat the food more often then it becomes familiar, because you learn the flavours. I think that is what you mean with familiar. And, if I prepare it myself often, that matters."

(translated by author, Respondent 17)

The explanations given by the respondents come across, but contain more variety than the definition by Park and Lessig (1981) and Tasci and Knutson (2004) who also stress knowing and comprehending as an indicator for familiarity. Although the definitions of the respondents are all related to knowing, they are more nuanced and do not entirely overlap. In comparison knowing is a rather restricted definition of familiarity and familiarity has much to do with what one senses by the word. Park and Lessig (1981) also mention that it is about what people *think* they know about a product, which makes something familiar or not. The next quote will show how someone thinks she knows about the food culture of China, but it turns out it is complete different than what she thinks she knows about it.

"Of course, we are familiar with Chinese food from home, but real Chinese food we do not know nothing about... We were happily surprised, because it was much better than we are used to eat here at Chinese restaurants... Everything you get here at a Chinese is not Chinese at all."

(translated by the author, Respondent 17)

The local food of China did not matches the Chinese food presented in their home country. This was also indicated by Cohen and Avieli (2004). Clearly, for this person the Chinese food was prepared differently and the taste was much better on holiday. This shows that although one might believe to know the food, one can be surprised by how it actually turns out and that it is not so familiar after all.

The following quotes clarify that each respondent interprets familiarity differently. This woman is very familiar with Asia and its food. She lived in Asia for years as a child. Her favourite food is a curry.

She visited Thailand with a friend and felt at home immediately. It was her second visit. They enjoyed all the new food as she called it. Although she consumed many curries and other Asian dishes before, she would still describe many dishes she ate in Thailand as new or unfamiliar.

"I knew a few dishes from restaurants in Holland, so it is different. You saw those in Thailand, but that was the base and everyone knows this, like the green curry. But, we also visited many places, especially in small villages where the food is cooked in a living room. How the fish and meat is prepared that is unfamiliar."

(translated by the author, Respondent 2)

If one compares her perspective with the quote of respondent 3 above. This woman never travelled to Asia before, but calls the majority of the food familiar because she is familiar with the concept of curry. As I interpreted both stories, they both looked for the special places to have dinner; where there are not so many tourists, and where they have the local experience. Their travel motives were rather similar. Nevertheless, it is difficult to compare, because they did not visit the same country and their contexts vary, but it shows that the interpretation of familiarity is subjective. Moreover, it can also be partly explained by Luhman's (2000) vision on familiar and unfamiliar world. Thailand felt at home for respondent 2, which indicates that it is part of her familiar world and therefore feels more relaxed to enjoy novelty in terms of food. While respondent 3 has never been to Sri Lanka before and she enters an unfamiliar world and tries to hold on what she knows, the curry concept. They both try novel dishes while one being in a familiar world and the other in an unfamiliar world. This can also be related to other factors that influence food consumption, such as their personality, how they face life or their cultural background. Although their interpretation of familiarity differs, reasons and motivations are connected to their truth of familiarity and thus it is still very relevant and tells the rationale of tourists' familiar food consumption.

In the remaining part, quotes of respondents will be shown to strengthen the findings and discussed with the literature. It should be noticed that almost all respondents have familiar and unfamiliar food experiences as shown in figure 5. By extracting quotes from their entire stories to back up my findings, it might seem that a respondent only consumes (un)familiar food. However, this is not the case, but I will not outline for each respondent the entire holiday experience. For each subject, I only withdraw the parts which is important for the specific subject. Furthermore, each respondent will not be named at every applicable subject. Only the most remarkable findings are used, but all the data from the respondents are used.

4.2. Influences on food consumption

Before discussing motivations named by the respondents to eat familiar or unfamiliar food, other influences in food consumption popped up from the interviews. This is backed up by the Mak et al. (2011) who indicates many factors influencing food consumption as shown in figure 2. Some of these factors arose from the interviews. The following factors appeared from the data: individual's background and experiences, the number of visits to that destination, length of stay, travel companions, the type of holiday, the rationale behind the holiday, the type of cuisine, desire for own food and availability of food. These match the factors shown in figure 2 whether or not similarly defined. These will be shortly described before turning to motivations for familiar and unfamiliar food in order to create a more in depth understanding of the food consumption. It should be mentioned that the following factors influence food consumption, but also the motivation factors as the intervening variables interact.

These above mentioned circumstances impact the food consumption of the respondents without always knowing consciously that they affect it. The *background and experience* are an important factor when it comes to perceiving a destination. A respondent who has lived in Asia will experience the country differently to someone who has never visited the country before. Also the *number of times* a country is visited influences the level of familiarity. The more often one visited a country, the more familiar one feels to be open for unfamiliar food. On the other hand, one also returns to consume that lovely food again.

“Well, we also have, and that is quite special what we eat there. Such as squid and prawns in garlic, they can cook that very deliciously and which you only sometimes eat at home. When we are there, we make use of the possibility to eat those dishes. Those dishes they are known for.”

(translated by the author, Respondent 1)

Furthermore, the *length of the stay* and *travel companions* influence food consumption, because choice are made that would be different when someone travelled solo or with others. Such as travelling with children influences food consumption, because you have to think about what the children would like first.

“Yes, children influence food choices on holiday. We do not go out for dinner as often as we would if we are with the two of us.”

(translated by the author, Respondent 17)

The *reasons behind holiday choices* also impacts the food choices. It was mentioned that going on holiday to do sports influence was is consumed, because it is important to eat nutritious. While others who go on holiday with the intention of relaxing tend to eat more luxurious and let go of the strict rules.

“Yes, on holiday I allow myself to eat a little bit more, something extra, such as a tart. Because I am not at home.”

(translated by the author, Respondent 13)

It also depends on *the destination and its cuisine* how respondents are dealing with the food. For a time people *are willing to give up their own food* habits from home, such as their breakfast, but not for-ever. Some respondents accept that they will not have the same breakfast during their holiday, but do not want to eat that type of breakfast for-ever. In the end they are Dutch and want bread with cheese for lunch. Ultimately they have *the desire for own food*.

“No, no, it must sort of vary. I can eat rice for a long time, but at a certain moment in time I really need something solid, a piece of bread. Just because, we as Dutch people are used to bread.”

(translated by the author, Respondent 12)

Additionally, food was hardly a decision-making factor in choosing a holiday, but at least half of the respondents indicated that it has influenced the overall experience of the holiday. This implicates that during their holiday food is a rather important factor, but more as an supporting experience rather than a peak experience. This is confirmed by quotes of respondents that say they want to eat good food and if they are not content with the food they will adjust it in order to have good food. While a few respondents mention that food is of such significant importance during holiday that they are especially looking for novelty and change via the local cuisine. Then it is not a supporting experience, but a peak experience according to Quan and Wang (2003). On the other side, a few respondents believe food does not influence the experience of the holiday and do not support Quan and Wang's (2003) theory that food is important for the holiday to succeed. They say that as food is not the motive to visit a destination they will economise on food, only eat what is affordable, and deal with the consequences when it is not nice. Two respondents argued that they wanted to go on holiday to experience another country, but they did not have enough money and therefore they did not want to spend so much on food. Someone else said that food simply is not important enough for

them to let that influence their holiday. This also appeared from the research of Chang et al. (2010) who grouped multiple respondents as non-fastidious on food selection.

Availability of food was a factor that influenced the food consumption of the respondents outside their control. It depends on the destination how food is organised, but also how similar or different it is from their usual food. The availability obviously increased due to globalisation. We are more and more connected to each other. Cultures, of which food is part of, are more mingled and are not bounded by a country's boundary anymore. Therefore, many people are familiar with other's food simply because there are restaurants in their home country where they can eat all types of food and there are shops where they can buy all sorts of products to create their own dish. This idea which is also supported by Cohen and Avieli (2004) was emphasized by two respondents who travelled respectively to China and Sri Lanka. They both expected certain food, because they know the Chinese food from the restaurants at home and the Sri Lankan curries were expected to be similar to the Indian restaurant in The Netherlands. For the respondent who went to Sri Lanka curries are familiar.

"We have never been to India, but we compared the curries we had in The Netherlands in Indian restaurants with the curries we ate in Sri Lanka. ... I expected them to be similar."

(translated by the author, Respondent 15)

Their words show that in one's home country one can consume all sorts of food and become familiar with it prior to visiting the destination where the food originates. Another option that was noticed by the respondents was the availability of Western food. According to them, therefore they ate a lot of familiar food. This respondent, who travelled through Australia, wished to try many new things, but there were just not many because it was all Western. She only could eat crocodile meat to have a new food experience.

"There was not so much unfamiliar. It was just very Western, what I say, it was just more like America, meat. I think the portions were bigger."

(translated by the author, Respondent 10)

Australia, but also The Netherlands, is part of the Western world which makes sense that there is food that the respondent experiences as familiar. Or even part of the world cuisine which goes beyond the boundaries on ethnic cuisine (Cohen & Avieli, 2004). Thus, it seems already partly destination-dependent how much familiar food will be encountered by the tourist. The more similar the countries are in terms of cuisine or if they adopted food from other countries, the more

similarities will exist in the type of food and the more the food will be experienced as familiar. Even though there are differences between the cuisines of the countries, some respondents said that they ate mostly familiar food. This was especially the case for the respondents who went on an all-inclusive trip where they ate at least two meals at the hotel. Overall, the food that was offered is Western based and was familiar to them. A respondent who travelled to Gran Canaria on an all-inclusive trip ate her breakfast and dinner at the hotel. Although there are dishes that are new to her, overall it was all familiar to her.

“Well, actually a lot is familiar, soup is familiar, salads are familiar. Warm food is actually also familiar. There are dishes sometimes that you do not know or that you never cooked a product this way before, which makes it taste different. But, actually it is all familiar for me.”

(translated by the author, Respondent 1)

The following respondents confirms her experience.

“... Yes, it is rather familiar actually. Because during the day they offer snacks, also in Turkey. There is ham and cheese toast, pizza, fries and hot dog on the menu. That is all familiar. The taste is a little different, but it is familiar.”

(translated by the author, Respondent 4)

These all-inclusive hotels seem to know very well how to be responsive to their guests. It can be suggested that the hotels would only offer this type of food when they know it will satisfy their customers. This links to Cohen's (1972) typology of the tourist in which tourists who book packages-tours wish more familiarity. Apparently, offering only local food just does not suit the tourists that book an all-inclusive hotel. The reasons why they offer this food and what kind of tourists book this kind of hotel is beyond this research, but the respondents indicated that it is very cheap way to go on holiday, to go to a tropical destination. For little money everything is included. They also said it feels very luxurious and that the hotels provide the ultimate relax setting to revive from daily life. Instead of learning about the other country, the goal of the holiday has more to do with escaping from their daily routine. However, still with the luxuriousness of the hotel and the familiarity of food. The so-called environmental bubble, being physically away while not actually being in the foreign country (Jacobsen, 2003). So, eating familiar food is not so much escaping from daily life, but more fulfilling the security of having a good meal, instead of having a strange local dish which might provide them an unpleasant experience.

Furthermore, breakfast was often mentioned by the respondents as a meal where they consumed mostly familiar food due to the hotels at which they resided. The hotels offered international breakfasts which included a large variety of bread, pancakes, yoghurt, egg, fruit and so on. This often matches the breakfast we eat in The Netherlands, but more luxurious and extensive.

“It is different I think, because there is so much choice. You even have a salad bar. At home I eat egg in the morning, bread and egg or just egg. On holiday I made bread with lettuce, cucumber, egg and cheese, a proper sandwich.”

(translated by the author, Respondent 4)

Some respondents indicated that for breakfast they prefer the breakfast they are used to at home, instead of the local breakfast. This might be the reason why the hotels adopted Western food in their breakfast and why people choose the typical Western breakfast. The hotels provides the tourists the familiar world, in which a familiar bed and breakfast is offered and from which they can enter the unfamiliar world. And when this becomes too strange, one can always go back to their hotel (Cohen, 1972).

“The only thing I really missed was my breakfast. That was hard for me. I really thought: ‘I do not want a warm rice meal for breakfast.’ That is hard, but the rest... Just a bread with cheese or yoghurt with cereal.”

(translated by the author, Respondent 2)

“I notice in many other countries, a lot of countries do not have a breakfast culture, for example in Barcelona. I notice that I go to the supermarket and buy breakfast, but then I buy bread and cheese and an egg. Thus, I do not really look for the breakfast which belongs to specific culture... While with lunch or dinner I would.”

(translated by the author, Respondent 17)

Breakfast seems more difficult to alter than lunch or dinner. As if we attach more value to this meal than to the others. Another reason could be the habit of eating a certain type of breakfast. It is more common to have a standard breakfast instead of switching a lot. This is different for lunch or dinner, because we do not often eat the same every night.

All the above mentioned factors influence the actual food consumption of the tourists, some beyond the control of the respondents, such as the availability of food at the holiday destination and others

within the control of the respondents such as companionship or length of stay. These factors influence the consumption of either familiar or unfamiliar food, but also interact with the motivation factors. The motivation factors will be discussed accordingly.

4.3. Motivation factors

Motivations for the consumption of familiar food and unfamiliar food were both mentioned by the respondents. Familiar food motivations are: wanting good food, health and safety. Unfamiliar food was predominantly consumed out of curiosity and experiencing the other culture. Furthermore, respondents indicated that they wanted to try unfamiliar food when locals recommend it or when they combined it with familiar food.

4.3.1. Familiar food

4.3.1.1. Preference for good food

People are often on holiday to have a good time, to be away from home, to experience the new country or a combination. On average, the respondents who indicated that they are on holiday to be away from their daily routine, point out that food influences the total experience. They want proper food, which they can enjoy with the ones they are with. They believe that familiar food provides them more chance to have this good experience. In choosing something you do not know, you risk an unpleasant experience. This respondent visited Tenerife and on a daily basis he had fast-food for lunch, because he knows that he will like it.

“Every day we went somewhere for lunch. We went to the Subway or the McDonald’s or the Burger King. In those six days we divided fairly between these, I think two days Subway, two days Burger King and two days Mac. ... Because these restaurants are so cheap and you always have something that you like.”

(translated by the author, Respondent 16)

The following respondent switches between new and familiar food, but mainly chooses familiar food to be certain to have a good meal.

“ I have gone out for dinner a lot. Because that is just easy, I think, also because you do not have a kitchen or so. But a restaurant... You try a few local dishes, but I also noticed that I kind of switch

between the adventurous and the dishes I know, so to say. I want to try new dishes, but I do not want to do that all the time. Sometimes it is also nice to be sure you will get a very good meal.”

(translated by the author, Respondent 12)

These respondents show that familiar food is linked with eating good food. Others eat familiar food during their holidays just because they feel like having that food for dinner or if they do not want eat local food.

“... If I feel like it, I would also like to have something different than local food.”

(translated by the author, Respondent 5)

“We did everything a little bit, what we feel like at that time... Yes, for one time we chose for something new, and for the other time we chose something familiar, it depends on what we fancied at that time.”

(translated by the author, Respondent 8)

This respondent is on holiday in Germany and decides to go to an Italian restaurant, because she feels like it. She loves Italian food and often eats this food at home.

I choose something, because I feel like it, not to try something new. Although, I also like to try something new... We ate twice at an Italian restaurant, because it was such a good Italian. And we both felt like eating Italian food...”

(translated by the author, Respondent 13)

4.3.1.1.1. Dislike of (unfamiliar) food

Thus, if they do not like the food people choose something they know, because they want to consume nice food. This respondent travelled with her kids to France and she went to an Italian restaurant to eat pizza. Not only because they liked it, but also because they disliked the traditional fish restaurants along the shore.

“Often we go to a pizzeria. That is what our kids like and those flavours are familiar. In the south of France are a lot of fish restaurants and not all of us like that.”

(translated by the author, Respondent 11)

It also occurs that local food that they have to eat is not their cup of tea and there is nothing else available. In order to still have something nice for dinner, they try to adapt the local food into something nice or at least something familiar. This following respondent told a story about her travels through Nepal. She was hiking through Nepal and was forced to eat what she got offered by the local people where she and her group stayed. Her husband does not like too much spices. Unfortunately, all the food was extremely spiced. To diminish the risk of eating something you dislike, they thought of a beautiful solution.

"...We did a hike in Nepal and during this hike we got Dahl Bath every day, which contains quite a lot of spices. If we go on holiday we always take a small pot of cinnamon with us, because everywhere they have rice and sugar. Or you take some sugar from the hotel during breakfast. When my husband does not like the food, he only eats rice, cinnamon and sugar."

(translated by the author, Respondent 5)

It is nice to see how inventive people are to alter the situation in a way to satisfy themselves. The little cinnamon pot gives him the familiarity in situations where he does not like what is served. When food matters for the overall experience, people will try to change what they can change in order to get the most out of the holiday.

The respondents easily switched between the unfamiliar and the familiar, just when they feel like they wanted to eat something familiar or something new. Overall, the respondents prefer and choose familiar food, because a good holiday experience is important and tried to avoid food they dislike. This is strengthened by Quan and Wang (2003) who suggest that good food experiences are important for the holiday to be successful. For others, it is not a choice they can make due to health consideration they have to eat familiar food to be sure they will stay healthy.

4.3.1.2. Health issues

Although, you might want to eat local food and experience the new country, for some it is not a choice they can make, because they have to be careful with what they eat. Eating familiar food reduces the risk of feeling sick, because they know what they eat. However, they still do not know what exactly the ingredients are. One respondent only ate familiar food. This is not only the food she knows, but especially all the food of which she knows the ingredients. She travelled through New Zealand with a camper to be able to cook her own dinner and to prepare her own breakfast. Beforehand, she searched the internet for supermarkets and shops to get an idea what kind of food

they have. They even googled a bakery which sold exactly what she needed and drove specifically past that city to buy what she needed. In the following quote she wished to eat a particular hamburger which on paper she is allowed to eat. She still struggles and doubts whether she should risk the unfamiliar burger.

"... For instance, at a certain moment we were somewhere, at the end of the holiday, at the final destination. We were at a burger restaurant, because we heard there were a few proper burger restaurants in New Zealand, so my boyfriend insisted on eating there and they sold gluten free burgers with falafel. From early morning on, I started doubting whether I should take it or not. When we finally arrived, I said let's do it, we are only here for two more days and if I feel bad, I at least had a nice burger. So, I arrived at the desk and they told me that the falafel was not gluten free. So I was disappointed..."

(translated by the author, Respondent 9)

In the end she does not take the risk, because it would impact the holiday experience very negatively. An allergy or other health issue makes it difficult for people to freely consume whatever they like, because they need to know the exact ingredients. This can be a real struggle, because even for familiar food, not prepared by oneself, it is often unknown what the ingredients are. For unfamiliar food the risk is even higher. It makes sense that tourists, as this respondent, only eat familiar food. While Kim et al. (2009a) suggests otherwise as their research indicated that health was one of the motivation to choose local food due to its freshness. This can be understood, but fresh food does not need to be local per se. The similarity in this issue is the concern for their health, while for the respondent it is connected to what one knows and according to Kim et al. (2009a) it is the freshness.

4.3.1.3. Safety first

Especially, for people who go to countries which are very different from their home country, safety is often a consideration. If they do not trust the food, they rather choose a dish which they are familiar with. They do not want to become sick, which is for some countries a fair thought.

"Yes, if I do not know what is inside I would choose something familiar. Especially, when you are on holiday it is just risky to eat weird stuff from which you do not know how it will affect your body. I think it is a shame too when it makes you sick..."

(translated by the author, Respondent 7)

Another respondent indicated that eating familiar food created a sense of safety. She travelled to Sri Lanka. She was familiar with other Asian countries, and wanted to visit a new country. Although, it was her choice to visit this country, she expected it to be similar to other countries she visited in Asia. The country did not feel familiar to her and to create a sense of familiarity or safety she chooses food that gave her a familiar feeling. She often visited Western restaurant or well-known fast-food restaurants.

"... We did not expected this. We thought it would be more similar to other Asian countries where we have been. We chose the Mac Donald's, because it was familiar. The country was different from what we know, so that was something familiar... Also when you have a comfortable hotel, you would sooner choose for something unfamiliar than when the hotel does not feel good."

(translated by the author, Respondent 15)

It was important for her to feel comfortable and safe during their holiday to have a sense of familiarity. However, the country or a hotel did not give her that feeling, so she sought it somewhere else and she found it in food. A sort of comfort food that gives her a nice familiar feeling in an unfamiliar world. This is expressed by Cohen (1972) "when the experience to becomes too strange he may shrink back" (p. 166) and in this case looks for familiar food to shrink back into.

4.3.2. Unfamiliar food

Unfamiliar food is all the food that the respondents ate which they would label as new. As figure 5 shows, all the respondents ate considerably less unfamiliar food compared to familiar food. A simple reason to eat unfamiliar food is when there is no familiar food. This happens, for example, when you visit a very remote area which is not arranged to welcome tourists or when you are hiking as the following quote of a respondent indicates. On a trip she was limited to only eating local food because of a hiking tour. In this case local food was unfamiliar food.

"On a tour we had noodle soup in the morning, in the afternoon, and in the evening. That became a little too much for us... You eat it, because there is nothing else, but rather not."

(translated by the author, Respondent 5)

4.3.2.1. Curious to local culture

The main reason, according to the respondents, that people choose unfamiliar food is out of curiosity. The following two quotes come from two women who try new things to get to know the country, they really like to indulge into the culture. Therefore, tasting new food is closely linked to eating local food. This motivation is similar to motivations found by Kim et al. (2009a) and Quang et al. (2010).

“Actually, trying new things. I really enjoy, when I am somewhere, to try to fully comprehend the other culture. I do not mind trying for our standard very nasty things.”

(translated by the author, Respondent 2)

“We try to eat in the style of the country...Yes, we like to eat food to get to know the other culture. I really enjoy to eat Peking duck in Peking and not going to the McDonald’s.”

(translated by the author, Respondent 17)

4.3.2.2. Natural self

Two respondents also indicate that it is their nature to discover new things. They are always looking for new things to experience. During their holiday they automatically look for new things which is often related to experiencing the country, including food. It does not mean that they are always searching for new food, but they are always open for it. The following quote is about how she dreams about indulging into another country, to really experience it.

“Yes, I really like to discover things I do not know, that is with everything. I would really like, for example, go to the jungle and have a place in a treehouse. I would also really like to go to the Sahara. To stay there overnight. And if you have to eat roasted frog legs or kidney, it is fine as part of the experience.”

(translated by the author, Respondent 3)

4.3.2.3. Influences decreasing the threshold to trying unfamiliar food

Although the majority of the respondents did not consume very much unfamiliar food they mentioned multiple reasons that make it easier to try unfamiliar food or local food. Especially, in these cases the unfamiliar food is local food.

4.3.2.3.1. Trusting the locals

A respondent indicated that he was more likely to try something new when the local people liked the food. He believes that they know what is good food and that they will go to the food restaurants, because they want proper food themselves. It gives him a comfortable feeling knowing that the locals will like it and eat with him.

"I always think, when the locals like it, I want to try it as well. When an Italian in Italy offers you a special dish, I am more willing to try that. Just like the fact that I ate snake in China on my business trips with Chinese people."

(translated by the author, Respondent 14)

It makes sense to eat more local new food when someone gives you a feeling that it is okay and it will be nice. The locals can guide you and help you with choosing a dish, especially when you are in a country where you cannot read the menu due to different languages.

4.3.2.3.2. The unknown within the known

Respondents tended to choose unfamiliar food when they were in a setting that was familiar for them, not for safety reasons as mentioned above where respondents tended to choose familiar food in unfamiliar settings. Due to many visits to a country, this country becomes a familiar for them, as well as the cuisine in general. Within this familiar environment they choose unfamiliar local dishes. They like the food of that country and with this experience they try new dishes.

Furthermore, respondents also tend to choose unfamiliar food when the type of food fits within a frame of reference that feels familiar for them. For instance, meat is recurring food that people feel more uncomfortable to experiment with. They do not want to eat all types of meat because they do not want to eat nasty or weird meat, they are not used to eat all types of animals, or they feel sorry for the animals.

"... although I must immediately think of meat. When it comes to meat I only prepare on holiday what I know and I am not going to eat weird meat things, no heads or lungs, or anything they might have. That is not my cup of tea. In case of vegetables or cheese we do try new things."

(translated by the author, Respondent 11)

"... we did not chose a meat dish in case it there are bones inside the meat, or it appears to be a strange animal or weird organ. For safety, always safe."

(translated by the author, Respondent 15)

In comparison with meat, these respondents were more keen to experiment with vegetables or cheese, because it is not an animal, they feel it is less risky and the assumption that vegetables are always good.

"... because, I actually always like vegetables, at least for me... If there was a local restaurant, it should have at least something with vegetables, I would not try that strange meat."

(translated by the author, Respondent 15)

4.3.2.3.3. Safety-net

Remarkably, a few respondents mention that while trying unfamiliar food they anticipate the possibility of not liking the food. Of course, there is always a chance that one might not like it, because they never tasted it before. However, they do not take the full risk and order an entire plate of new food and accept it. They want to cover themselves. It seems that in the end, they want to have a satisfied experience.

"At the buffet you always see a few new things. And then we want to try it once. I cannot really name an example now, but with fish they make rather special things I never had at home. Well, I need to try that, but I always take a small piece. If it disappoints, I do not have my plate full of it..."

(translated by the author, Respondent 1)

"We often try things we do not really know anything about. It also depends of what is offered. With it. So, it is a mix. Like, oh I know this and something I do not know, so that you do not risk only eating things you do not like."

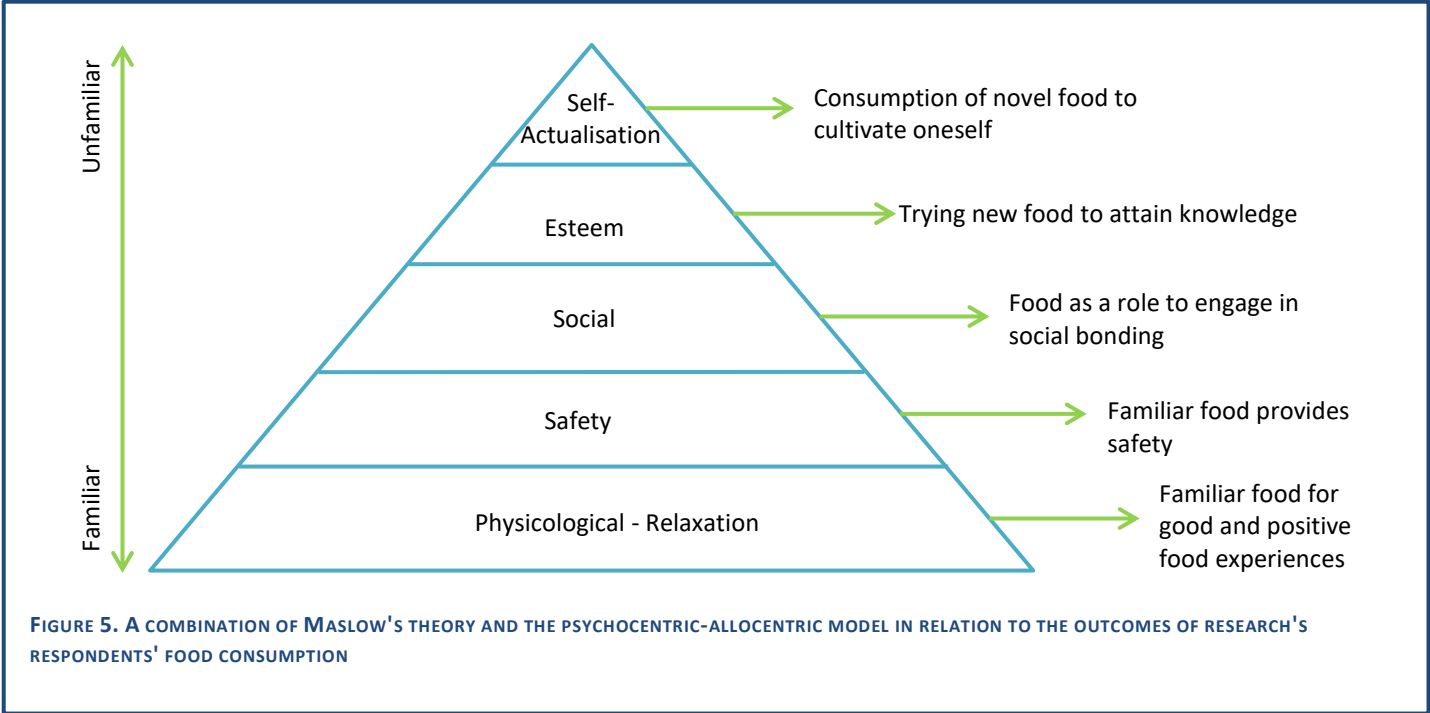
(translated by the author, Respondent 3)

This section outlined that consuming unfamiliar food has to do with curiosity and getting to know other cultures, while often still covering the risk of disliking the food. This is confirmed by literature that argues that trying new food means trying local food. Kim et al. (2009a) researched on motivations for consuming local food and as these factors were also mentioned by the respondents, but their research was more extensive on local food and more motivations appeared. Furthermore

factors that influence the threshold to consume unfamiliar food has to do with creating trust and a safe feeling by the locals and the reduction of risk when choosing familiar and unfamiliar dishes. This shows that one is not fully wanting to dive into the unfamiliar world. This is confirmed by Cohen (1979) who argues that many tourists wish to experience novelty only to a certain extent and tourists also wish to reduce risk, especially when they are not very experienced (Lepp & Gibson, 2003). Still, the majority of food was familiar and they consumed due to health issues, safety and having a good time. After all, a holiday should be to relax.

4.4. Motivations explained

Based on the results figure 6 was created as a way to explain the motivations of respondents. The two models explained in the theoretical framework are combined, because together they perfectly explain the motivations mentioned by the respondents.



One can see on the left side the psychocentric-allocentric model by Plog (Plog, 1990) and in the middle the travel career ladder (Pearce & Caltabiano, 1983) based on the hierarchy of needs by Maslow. The needs on the lower part of the triangle are more fulfilled with familiar food and as one progresses on the ladder, one fulfils the needs relatively more with unfamiliar food. Pearce and Caltabiano (1983) argue that as tourists progress on the ladder as their experiences increase. Lepp and Gibson (2003) add to this that when tourists are more experienced, they perceive less risk and therefore are less reluctant to tasting unfamiliar food. This explanation shows how the continuum

and the travel career ladder can be combined. However, Lepp and Gibson (2003) did not include in their research the multiple needs and therefore one cannot say that if one progresses on the needs one also reduces the perception of risk. Furthermore, it cannot be concluded from this research that respondent who consume relatively more unfamiliar food are more experienced than respondents who fulfil the lower needs. On the right side of the figure each arrow indicates how the food fulfils each need and how it is connected to the psychocentric-allocentric continuum. This will be explained subsequently.

Familiar food for good and positive food experiences. The basic psychological, relaxation need is very connected to the consumption of familiar food. The motivations of these respondents *preference for good foods* can be explained by this need. Familiarity was a significant indicator to consume good and nice food. As Quan and Wang (2003) indicated and confirmed by this research, it supported the overall positive experience on holiday. It is a basic need, and if experienced positively, contribute significantly to the holiday experience. Familiar food helps, according to the respondents, in fulfilling this basic need. Overall, they want a relaxed and positive holiday where they can recharge. This can also be linked to the typologies of Cohen (1972) where tourists on an organised package tour or an individual package tour show more direction in familiarity. The respondents residing in an all-inclusive hotel consume more familiar food compared to other typologies. The ones who choose all-inclusive hotels mention that there are many familiar choices and therefore they do not have an option to choose unfamiliar food. But the fact that they choose such hotels may have the underlying reason of familiarity whether it is conscious or not.

Quang et al. (2010) also mention in their research that some tourists believe that it is of insignificance whether food is good or not. This view supported by a few respondents who rather spend their money on nice attraction than on good food.

“No, food does not have an important role on holiday. It has a more supporting role, because, that is funny, I love food, but food is in this case subordinate. I can eat the rest of my life, and being in Australia is only for this period. So I kept it as cheap as possible. I cannot imagine that food could have a negative influence, although I was very sick due to a muffin I suppose.”

(translated by the author, Respondent 10)

It is just for live sustenance and whether it is familiar or unfamiliar that does not matter, other issues are more important. Anyhow, it will not influence the holiday experience.

Familiar food provides safety. The second safety need is related to the motivations *safety first* and *health issues*. Familiar food can be of good help to reduce the perception of risk and feel more safe. The ones who wish to fulfil this want to be safe and free of any danger. Being on holiday and entering an unfamiliar world can give tourists the feeling of being unsafe. The consumption of familiar food can fulfil this feel of safety. Furthermore, familiar food also reduces the risk to become sick because one knows the ingredients. This is for multiple respondents also a reason, because it will keep them from the danger of being sick. The question rises whether this is a rational thought as familiar food can also make sick when an ingredient was rotten or when the preparation was wrong, but apparently it gives them that feeling and thus fulfils the need of safety. Lepp and Gibson (2003) argue that the more experienced the less risk tourists perceive. This assumes that when one is at the level of safety one is not experienced enough to perceive no risk of the consumption of unfamiliar food. This can be doubted, because food is only one aspect of the total holiday and food might be the only aspect in which persons look for familiarity. This is confirmed by Cohen and Avieli (2004) who state that the intake of food is a significant risk factor. Especially when one should be careful in preventing an allergic reaction as one of the respondents stated. On the other hand, familiar food was a safety fulfiller for a woman who visited Sri Lanka and did not feel safe, while she travelled multiple times through Asia. It seems as if not only the level of experience influence the perception of risk.

Food as a role to engage in social bonding. This third social need was not clearly covered by the consumption of familiar or unfamiliar food. However, this research did clearly show that consumption of food, regardless of its familiar or unfamiliar nature, has a social role. At home, but even more on holiday, it was a time of bonding and being together with loved ones, meet people and interact with others. It did not appear as a familiar or unfamiliar motivator, because it has nothing to do with the level of familiarity.

“Normally you have food three times a day, because you are used to it and because you are hungry. On holiday it is not always because I am hungry, but also for the social part that we order food. Then you have a moment to be together and talk you know.”

(translated by the author, Respondent 4)

“Yes, it is also social, because you have dinner with more and other persons than at home. We went with the six of for a pizza and there was only one oven. That is just what we enjoy, because then you order a pizza Hawaii and you share the pizza until it is finished. You just sit there sharing a pizza with the six of us.”

(translated by the author, Respondent 5)

Kim et al. (2009a) argues that the consumption of local food increases the sense of togetherness and is an opportunity to interact with family. In comparison, this research shows that it is not the type of food, but food in general that brings people together and fulfils the social need.

Unfamiliar food as a way to attain knowledge. Fourthly, the need of self-esteem and reputation is more connected with trying new and unfamiliar food. It is a way to create one's identity and to attain knowledge. Where familiar food does not provide you with new knowledge, unfamiliar food does. This is often connected to local food being unfamiliar. It is a way to learn about the other culture, which is a motivation derived from the respondents. This is confirmed by researches of Quang et al. (2010) and Kim et al. (2009a) who also argue that local food consumption is connected to learning about the other culture and gaining knowledge. Furthermore, it might also be a manner to receive recognition by others. One can imagine that a person who consumed all sorts of strange insects will receive a lot of attention than when someone only consumed pasta Bolognese. This was also indicated by one of the respondents who told with a smile on his face about his squid experience and how he wanted to show the others.

"During a business dinner or so we got squid risotto, that was black risotto. Squid ink does not look very nice in my frame of reference. While in Italy it is a delicacy. I bravely ate everything. Well, during my holiday in Croatia I saw that same dish on the menu. Thus, I showed that to my brother, look what I am going to eat! While I already knew what it was."

(translated by the author, Respondent 14)

Consumption of novel food to cultivate oneself Finally, the self-actualisation need can also be fulfilled by the consumption of unfamiliar food. Tikkanen (2007) describes it as the desire to fully be yourself. Respondents mentioned that searching for novelty is who they are and by looking for unfamiliar food one is cultivating oneself. It is their nature, part of their character to discover and experience new things.

The ones who indicated food as a way to experience the culture and to cultivate oneself consume relatively more unfamiliar food. They also show more characteristics of the descriptions of Cohen (1972) of the typologies drifter and explorer. They did arrange their holiday themselves and leave the environmental bubble of familiarity. It is those people who fulfil the higher needs with unfamiliar food. This does not mean that they do not consume familiar food. While respondents who answer familiar food as a way to feel safe or to have proper meals and splendid holidays fulfil the more lower

needs. Again, not per se excluding unfamiliar food. The categorisation unfamiliar or familiar can also be seen in the consumption of food. The travel career ladder includes the assumption that when an individual experiences more and more, one progresses on the hierarchy of needs (Pearce, 2005). My research shows that this is not so straightforward. Other factors, such as character and destination, influences this too.

Respondents were able to indicate multiple reasons why they would either consume familiar or unfamiliar food. Preference for good food, health issues and safety issues were more related to the consumption of familiar food. While learning the other culture and cultivation of oneself are reasons to consume unfamiliar food. Social aspects were related to the consumption of food, irrespective of familiarity or unfamiliarity. As the above discussion shows, the multiple motivations that were mentioned can be connected to the multiple needs of Maslow and by the desire of tourists to search novelty or familiarity. It should be mentioned that food is only one of many factors that may fulfil these needs. This is very specific for each individual and for one food is a way to explain one need, but accommodation another. Therefore food cannot be seen as the sole factor fulfilling Maslow's needs. It is remarkable though that the motivations derived were all able to explain a need. Thus, even on holiday we are looking for factors that will help us to fulfil needs we have.

5. Discussion

This section will elaborate on the processes of my whole research and discusses drawbacks and advantages of my research. Shortly, the personal process will be reflected on which looks at how I experienced conducting and dealt with issues that arose. This section shows underlying perspectives which create a deeper understanding of the study. Furthermore, it provides future researches insides on how they can prevent issues to arise and do things different accordingly.

The interpretive approach creates a constructed meaning of the experiences of the respondents. It is an individual's interpretation. Other researchers might have different outcomes with the same data, because of the context of the researcher. On the other hand, it gives a very in-depth understanding of the experiences of the tourists and creates new perspectives from which one can look at food and tourism.

As discussed above, many factors influence the actual food consumption which makes it very complex (figure 2). It is difficult to independently research each aspect because there is also a possibility that factors interact with each other. Nevertheless, it is tried to capture the motivational aspect of food consumption behaviour of tourists and there was attention for other influencing factors. Tikkanen (2007) argues that finding the motivations behind actions is a difficult and complex path and Crompton (1979) claims that it is very hard to answer this why-question in comparison with what- or how-questions on tourist behaviour. Finding answers on motivation is a typical why-question, because of the search for the reason of the act. Additionally, the choice made to consume food is a series of conscious and unconscious decisions (Mak et al., 2011), which indicates that steps prior to motivation might not surface. Adding to the complexity is the statement by Dann (1981) that tourists are reluctant or unable to reflect on their motivations behind travel choices and therefore one is unable to find out the motivations. This all makes one wonder whether my research was useful at all. There is no other option to find out about motivations of participants than to engage in a conversation with people and interviewing seems the appropriate technique to do so. It is a way to question the experiences of people and to create awareness in areas people did not think about. Food is such a topic, it is easily taken for granted because of its normalness. This makes it easier to be very unconscious about and the job of the interviewer is creating the awareness on this topic by asking questions. This is tried and feedback from the respondents indicated that it is a subject which they never thought about, but due to the questions they became aware. In this light, interviews were very productive and it is believed that indeed motivational aspects did arise. This is strengthened by

the fact that the answers suited the motivational theories so well. Thus, I think it was a successful attempt to discover motivations behind food consumption behaviour of tourist.

During the interviews the respondents were keen on talking about their holiday. They even talked about many other holidays from which they remembered certain food experiences. Apparently, some food experiences stood out. It was an unforeseen extra that really added to the understanding. But also questions arose. Why do they remember certain food consumption experiences and others not? Were those the one as Quan and Wang (2003) calls them, the peak experiences? My research was specifically focused on all food consumption experiences and such memories might give a skewed outcome. The respondents shared certain memories and others not. They already made a selection based on unknowable considerations within the heads of the respondents. This is a shortcoming, but it is also inevitable.

While interviewing it was sometimes difficult to exactly follow the interview guide in order to keep the conversation natural. As a consequence sometimes some questions were skipped and asked later or differently which might have influenced the results. Also my presence and manner of asking will have influenced the respondents. It was good to have the same culture and language to eliminate part of the influence and to understand each other well. Especially for such qualitative researches it is important to have similar background to more easily understand each other.

During data analysis and interpretation, I was looking for the right fit and went back and forth between the results and the theoretical framework. Searching for articles that are useful for the research led to a never-ending snowballing effect of articles, but it also altered the results in a positive way. This ongoing process led to alteration of the initial idea. The results of the interviews had stronger arguments due to this alteration. It is not a search for whether a hypothesis is true or not, it is a search for finding a proper explanation for the results.

5.1. Personal process

With the little experience I had prior to commencing this research, I was confident that I was able to do this. Especially, when I envisioned a topic and a plan. My proposal was accepted easily and the first part – the research itself – progressed well. I enjoyed conducting the interviews, although sometimes insecure whether it would yield the results I wished. Furthermore, I did not have much experience asking questions. I often quickly let go of the guide and asked what felt natural. I could have been more secure sometimes to ensure attaining all the answers. When almost all the interviews were done, family issues rudely interrupted this process and I was not able to do much.

This took far more longer than I expected and gradually I got more and more disconnected with my research. It was very hard to start again, although I was in a good position to continue my research. I do not know how I could have done this differently, because my head was just somewhere else. In the end, I was able to start interpreting the transcripts. This took very long, because it did not feel right how I arranged the data. This is really frustrating, but I was able to find a way to make the information useful. Since then, I was confident and that I was able to finish it, but still I was not able to dedicate fully due to family circumstances I felt very bad delaying the deadline multiple times. It was not how I would typify myself. I never delay deadlines. This process took too long with too many interruptions that made it long-lasting, heavy and it was sometimes difficult to find the motivation. While prior to the start, I was looking forward to conducting research and having my own project for which I was responsible. It is very unfortunate that I did not enjoy it as much as I would have hoped. Nevertheless, I am happy with the end results and how I was able to successfully finish it.

6. Conclusion

In this final chapter conclusions will be given and an answer will be provided on the goal of this study. Furthermore, potential future research and practical recommendations will be elaborated on to get a greater understanding of food consumption behaviour of people on holiday and how these findings can be applied.

The aim of the study is to understand the motivations behind the consumption of familiar or unfamiliar food of tourists on holiday.

A theoretical review and qualitative research were conducted to find an answer on this aim. The theoretical review focused on factors that influence the food consumption of tourists and more specifically on two motivation theories and familiarity. Seventeen interviews on food consumption experiences on holiday were executed in which people talked about their food consumption of their most recent holiday. The data was analysed and the results of the interviews were discussed in combination with existing theory to create an understanding of why people consume either familiar or unfamiliar food on holiday.

As literature confirmed, there were many factors that influence the consumption of food on holiday. Multiple of these aspects also arose from the data, such as destination, length of stay, travel companions and background of the tourist. The reasons to consume familiar or unfamiliar food were very person-specific and context-specific. However, a few overlapping motivations appeared from the data. All the respondents consumed more familiar food than unfamiliar food and many respondents consumed considerably more familiar food. Familiar food motivations are preference for good food, health issues and safety first. Respondents wished good food experiences and believed familiar food provided that more than unfamiliar food. In the end they want an overall good holiday experience and food can contribute to that. Finally, food can have the role to give the tourists a feeling of safety when they do not feel comfortable in their holiday destination. People who deal with allergy or other diseases are very strict with the consumption of familiar food, because that gives them a security of health. Unfamiliar food gives the risk of getting sick.

Motivations to consume unfamiliar food are curious to local culture and natural self. Respondents who consume unfamiliar food wanted to learn about the local culture, but it was also a way to attain attention. Natural self refers to the desire of someone to express who one really is. Respondents indicated that discovering novelty is who they are and discovering unfamiliar food is part of that. Additionally, a few respondents were more eager to consume unfamiliar and local food when locals

recommend dishes and when they could combine unfamiliar with familiar food. So, when the unfamiliar food turned out not to be tasty, they still had familiar food which they liked.

Figure 5 shows how these motivations can be explained by the travel career ladder (Pearce & Caltabiano, 1983) that is based on Maslow's hierarchy of needs and the psychocentric-allocentric model by Plog (1990). My research shows that food is a way to fulfil one's needs. The physiological/relaxation need is covered by familiar food. People want a positive holiday experience and good familiar food helps this. The safety need can also be fulfilled by food. Especially when health of the person is at stake as well as the comfortable feeling of someone. Familiar food can give the security instead of unfamiliar food. Food is eminently suitable to fulfil the social need which was also mentioned by the respondents. It is a way to have contact with loved ones. The type of food – familiar or unfamiliar – is of less importance compared to having dinner with each other. The self-esteem need is more fulfilled with consumption of unfamiliar food, especially local food. It is a way to develop themselves by learning about something new or to show themselves off. Finally, the self-actualisation needs is fulfilled with the consumption of unfamiliar food in a way that it helps express who one really is when novelty seeking feels natural.

As the data showed, the consumption of unfamiliar food was connected to the higher needs of Maslow and the lower needs connected to familiar food. It is outstanding how the motivations derived from my research fit Maslow's hierarchy of needs and how choice of food can be explained by the search for novelty or familiarity.

6.1. Future research

In order to get a greater understanding of food consumption behaviour of tourists much more research is needed. It is a very complex phenomenon due to the many factors and their interaction and the specificity for each tourist. Especially qualitative research helps to understand these factors due to the complexity of food consumption. My research focused on the motivation aspect and chose (un)familiarity as an approach to give the study direction and explained the motivations provided by the respondents by existing models. Future research can focus on other aspects that are shown in figure 2 or the motivation aspect can be researched via a different approach, such as local versus non-local food, choice between restaurants or between tourists and travellers.

Food consumption seems a way to fulfil basic needs humans have on holiday, as if other aspects of the holiday cannot fulfil these. More research is needed on why food serves these roles and if other aspects of the holiday are (un)able to fulfil these or if there is another explanation of the roles familiar and unfamiliar food have.

With my research people were interviewed while they were at home rethinking their holiday. Outcomes might differ from research that is conducted at holiday destinations. Other manners to conduct qualitative research, such as keeping diaries, might also be a useful tool to capture food consumption experiences. The discussion part showed the drawbacks of my study. It might be interesting to re-do this research where these drawbacks can be overcome. My research was done without appointing a specific group, for future research similarities between the respondents can be used to create a sample, such as age, sex, motivation to travel or a destination. All in all, this broad field of tourism and food needs more research in order to fully comprehend why people eat what they eat on holiday.

6.2. Practical application

The understanding of why and what people eat on holiday is also important for practical implications. When food consumption of tourists is comprehended, the local businesses from holiday destinations can respond to create a more pleasant stay for the tourists. Consequently, they might earn more and there is a higher chance for a positive customer relationship. Tasci and Knutson (2004) stressed that for tourists to have an enjoyable stay they need authentic atmosphere in combination with familiar objects. Familiar food should therefore be offered in a way that feels home-like for the tourists.

This is what can be seen in holiday destinations where one can find McDonald's and a pizzeria. Now local businesses know why those restaurants are successful in a destination where this food is not local. Policy makers are clever to exploit this knowledge and respond to the tourists' wishes to fulfil the tourists' expectations. It is crucial to have this right, because for many countries tourists are a great source of income. They will only return when they have a positive memory of their stay.

More generally, this study showed the familiarity-wish of tourists and its importance to have an overall positive holiday experience. It adds to the awareness of the need for familiarity on holiday. Local businesses and governments should be aware of this aspect in building their holiday environment.

Above all, my research showed the importance of food on holiday, which was already indicated by a few researchers (such as, Cohen & Avieli, 2004) in my introduction. Therefore, more research on food is needed.

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8. Appendices

8.1. Appendix A: Interview guide

My name is Sofie van Koesveld and I am a studying Leisure, Tourism and Environment at Wageningen University and currently writing my thesis. This interview will provide data that I use for my thesis. It will be of great help if you answer my questions truthfully.

The topic of my thesis is food consumption during holidays. I want to gain insights on why tourists choose familiar or unknown food and local or non-local food and how they experience food consumption.

I chose this topic, because I am interested in food. Also, my brother and sister travelled through Asia and I was fascinated by their food habits and choices and therefore I wanted to gain a deeper understanding food consumption of tourists.

Before the interview starts I would like to stress that your answers will remain anonymous and if you do not want to answer a question or you want to stop the interview you are always allowed to say so. The interview will be recorded (is that okay for you?) and will only be used for my research. After the analysis of your answers, the recordings will be deleted. If you would like to know the results, you can indicate that and I will send you the results. Do you agree with our approach and do you want to proceed with the interview? The interview will last maximum an hour.

I will first start with some general questions on your most recent holiday. Then, I will continue with specific question on your motivations why you choose particular food and why you choose this. Consequently, I will focus more on the actual food consumption experience and what decisions you make in choosing a dish or restaurant. Then, I would like to know some details on your holiday and food experiences in general. Finally, I will ask few questions about food habits at home. When the interview is finished you may share or ideas any comments you might have.

I will ask open questions which you can openly answer and mention anything that comes to mind. Everything you will say is valuable for my research.

Introductory questions to the most recent holiday

- Can you tell me a bit about your most recent holiday?
Where? How long? With who?

- Why did you choose that specific destination? What were your considerations?

- What was(were) the highlight(s) of the trip? Or your best memory?

- Was there a downside? If yes, can you explain?
- Before you chose this holiday, do you check what kind of food is offered at that destination?
Why?

Questions about food during the most recent holiday

- Can you tell me a bit about what you eat and drink during your holiday? This can be either familiar food or new food experiences.
Local food, familiar food, new food
Breakfast, lunch, snack, dinner
- Do you have preference for familiar food or new food? Why?
- Can you tell me when you choose familiar food?
How often? Breakfast, Lunch, Snacks, Dinner
- What are your considerations/motivations in choosing familiar food?
Preference, safety, familiarity
- Did food experiences meet your expectations? Or were they different?
Was the taste different? How it was offered?
- Can you indicate how much percent of your consumed food was familiar and how much percent the food you consumed was unfamiliar?

Questions about contribution of food to the total holiday experience

- Can you tell me how familiar food has contributed to the overall holiday experience?
Negative, positive, no contribution
- How important or unimportant food on your holiday? Why?
In comparison with other activities, Serves a goal? Hunger, social
- If you think back on your holiday, do you also remember the food experiences?

- If you were unable to consume the familiar food that you wish, but you were only able to consume unknown food, would that affect the overall experience of your holiday? Can you explain why?

Questions about decisions in choosing restaurants and familiar food

- Can you describe one night out how you come to pick a restaurant? What your considerations?
Do you choose alone or others as well? Atmosphere? What they offer? Meet expectations?
- What are reasons for choosing a specific familiar dish or drink?
Did it meet your expectations?

Questions about experience of food

- Can you describe one day all your food and drink experiences? This can be familiar and new food experiences.
How often? How long? Snacks? Did you enjoy it or not? Did it meet your expectations? Feeling? Thoughts? With who?
- Can you describe a familiar food consumption experience? For example, breakfast or dinner?

Introductory questions to food habits at home

- Why do you eat? What role has food for you?
Social matters, family bonding, hunger
- Can you tell me a bit about what you eat at home (eat habits) during the day?
- Do you cook at home? If yes, can you tell me a bit about that?
Try new things, nice to cook or not
- What are your favourite dishes? Snacks? Drinks?

- Do you go out for dinner?

How often? To where? With who? On what occasion?

Questions about you holidays in general

- How do you see yourself as a holiday maker? A traveller or a tourist? Why?
- How often do you go on holiday per year?
- Can you name countries and places which you have visited?
- What kind of destinations do you choose?
City, nature, mountains
- With who do you go on holiday?
- Why do you go on holiday?
- How you explained your food consumption experiences above, are these similar to other holidays? Are there holidays where the practices differ? Are there holidays when you choose more new food? And why?
- Are there holidays when you choose to eat more familiar or unfamiliar food? Why?
- If you would travel alone, would you consume differently? Why?
- Are your food habits similar when you are on holiday or when you are home? How are your food habits similar or different?

Closing

This was the last question of my interview. Thank you for being so supportive and answering all my questions. I think the interview went very well and your answers are very useful for my research. Do you have anything more that you would like to share? Would you like to see the results when the research is finished?

8.2. Appendix B: Example of a transcript

This is an example of a transcript of one of my interviews. The interview was in Dutch and therefore the transcript too. The underscore parts are questions or remarks of my side. The other parts are the answers of the interviewee.

Transcript R1: Playa des Ingles, Gran Canaria, Spain

Wanneer?

Januari, Februari. Dat was 2 weken.

Met wie gaat u altijd op vakantie?

Met mijn zus.

Waarom eet je? Wat voor rol heeft eten?

Dat is omdat ik honger krijg, trek krijg. En om op gewicht te blijven. Noodzakelijk en gezondheid.

Niet voor sociaal contact?

Ja, dat is het ook wel maar ik zit gewoon vaak alleen.

Kunt u een dag uw eet- en drinkgewoontes beschrijven?

Een doordeweekse dag eerst opstaan, badkamer en dan eten. 2 boterhammen, kop thee en een stukje fruit.

Lunch?

Twee boterhammen, kop soep, thee of karnemelk. Dat is het eigenlijk.

Avondeten?

Warm eten. Aardappelen, groente en een klein stukje vlees. Vooral veel groente. Weinig aardappelen. Toetje meestal yoghurt, vla, ijs of fruit.

Eet u tussendoor ook nog wat?

Altijd met de koffie met een koek, een stroopwafel of snijkoek of krentenbolletje als ik ga tennissen. 's Middags eigenlijk ook. En 's avonds koffie met een koek en om half 10 een handje nootjes of twee en een stukje fruit. Dat is het eigenlijk in het algemeen altijd. Heel veel hetzelfde, regelmaat laat ik het zo zeggen.

Kookt u elke dag?

Ik eet iedere dag warm. Dat is wel dat ik het soms voor een, twee dagen kook. Groente is wel elke dag vers.

Vindt u het leuk?

Voor mij alleen is het een noodzaak, omdat ik het nodig en trek heb.

Maar u kiest niet voor een kant –en-klaar maaltijd?

Nee, alleen als ik laat thuis kom en ik red het niet dan koop ik weleens een loempia of salade maaltijd of een pizza. Iets in die geest.

Daar kiest u niet vaak voor omdat het ongezond is of omdat u koken niet leuk vindt?

Oh, daar sta ik niet bij stil. Groente is erg belangrijk, en bij pizza heb je te weinig wat je echt nodig hebt naar mijn idee. Als ik onverwacht mensen heb, dan kook ik niet maar dan haal ik wat van de Chinees of de toko. Maar dat is soms maar niet regelmatig. En soms ga ik ook wel uiteten.

Hoe vaak?

Een keer in de maand tot zes weken.

Vind je leuk om te doen?

Als mijn zus er is gaan we als het kan een keer uit eten.

Altijd naar hetzelfde restaurant?

Nee altijd verschillend.

In de omgeving?

Ja altijd in de buurt van Haarlem en IJmuiden. Hoewel, toch niet elke keer hoor. Ik denk 1 keer in de twee maanden.

Wat voor gerechten kiest u dan? Iets nieuws of juist wat u kent?

Meestal de toko of de Chinees. Dus wat ik ken.

En in een restaurantje?

Nou dan wil ik graag nog weleens iets kiezen wat ik niet ken, omdat ik dat dan wil weten hoe dat smaakt. Juist wat anders dan wat ik eigenlijk thuis eet.

Thuis kook je altijd hetzelfde of ook nieuwe recepten?

Ik doe veel roerbakken en dan met aardappel of rijst of spaghetti. Dat kan ook niet iedere dag. Sperzieboontjes vind ik lekker. Ik vind eigenlijk alles lekker. Veel groenten.

Uiteten gaan is dus 1 keer in de 2 maanden en vindt u het leuk om wat nieuws te proeven? Ja, en als je nou de vakantie meetelt dan ga ik eerdere dag uiteten. Als het zo omslaat eet ik dus wel vaak buitenshuis.

Nu over de meest recente vakantie met uw zus. Verbleef u in een plaatsje?

Ja, Playa des Ingles. We hadden een hotel geboekt met alles erop en eraan.

Een all-inclusive?

Nee nee, wij zitten altijd halfpension. Want 's morgens uitgebreid ontbijt en dan 's avonds uitgebreid diner. En tussen de middag eten wij een kopje soep of een hapje ergens op de boulevard. Maar dat is dan minimaal.

Dus avondeten en ontbijt doen jullie altijd in dat hotel? Ja, ja.

Maar gaan jullie dan ook altijd naar hetzelfde hotel toe?

Nee, we kiezen wel altijd een ander hotel.

Maar u kiest wel altijd voor een hotel inclusief avondeten en ontbijt?

Ja, we kiezen altijd voor een hotel om lekker echt niks te hoeven doen.

Waarom hebben jullie voor de Canarische Eilanden gekozen?

Voor de temperatuur. Voor toch een beetje zon in de winter.

Jaarlijks gaan jullie daarheen?

Ja, een jaar overgeslagen, maar verder dus al vanaf 2003 dat we ieder jaar met vakantie gaan.

En dan altijd een van de Canarische Eilanden? Ja

Wat is dan jullie overweging? Het weer.

Maar waarom dat hotel of dat eiland?

Uhm, nou we wilden nu een keer weer een Playa des Ingles, omdat we 30 jaar daar niet geweest waren.

En dan kiezen jullie een hotel uit die er leuk uit ziet?

Ja, wat er leuk uit ziet en wat in prijs voor ons reëel is, want dat maakt ook veel uit. Want je hebt hele dure hotels waarvan wij zeggen kan het.

En het hotel viel niet tegen?

Nee viel niet tegen.

Valt het soms wel tegen?

Uhm, Ja het is weleens een keer tegen gevallen. Dat het eten een keer minder was of dat het schoonmaken wat minder is. Nou dan weet je dat en dan wil je de volgende niet weer naar dat hotel. Maar meestal hebben we elke keer een ander hotel, ook al zitten we op hetzelfde eiland, want daar heb je ook allerlei verschillende delen.

Dus aan de ene kant is het vertrouwd, want het eiland is hetzelfde, maar het gebiedje is toch weer anders door de omgeving. En dat doen jullie om weer wat nieuws te verkennen?

Ja, en we wandelen heel veel. We maken ook wel een of twee keer een excursie of we hebben ook weleens geen excursie gedaan en dan hebben we een autootje gehuurd. Maar het verkeer is erg druk geworden op die eilanden en we hebben allebei zoiets van dat hoeft voor ons niet meer.

Waarom kiezen jullie voor een halfpension?

Lekker makkelijk. Het is haast altijd een buffet, dus je kan nemen wat je wilt. Je kan opscheppen wat je wilt. Dan zijn wij zeer luxe, dan beginnen we met een salade of eerst eigenlijk een kopje soep. Dan gaan we kijken wat er voor warm is en er is eigenlijk van alles zoals vlees of vis, salades of nou ja van alles eigenlijk. Dan neem je wat je dan trek in hebt of dat heb ik nog nooit gehad of dat hoef ik niet. Daarna is er nog een toetje, zoetheid, puddinkjes en dan is er nog fruit. Dus het is zo royaal. Heel luxe.

En elke dag verschilt het nog met gerechtjes?

Ja, iedere dag is het anders. En dan is het als je twee weken bent dan is de week erop dezelfde dag weer dezelfde gerechtjes. Maar je hebt zoveel keus dat je neemt gegarandeerd weer nieuwe dingen. Dus iedere dag neem je weer wat anders.

Er is zoveel dat je eigenlijk niet allemaal op een dag kunt eten?

Ja, salade neem ik altijd. En fruit ook. En de rest wisselt.

Wat voor dingen bieden ze aan?

Er is vis, pangasius filet of en de volgende keer een tongetje of gestoofde vis. Vlees een karbonaadjie of kip of stoofpot. Allemaal keuzes. Patat, gekookte aardappelen. Ze hebben salades. Je kunt het eigenlijk zo gek niet noemen of het is er. En fruit is ook heel royaal. Watermeloen, gewone meloen, kaki fruit, appel of banaan of sinaasappel. Allemaal de keus. Het kan weleens zijn dat als je bij het fruit bent dat er dan weleens iets op is. Maar dan ben je weg en dan komt er weer een nieuwe schaal.

Als ik het zo mag zeggen: het is heel anders dan wat u thuis eet.

Ja, veel royaler, ik kom ook altijd enorm aan. Maar ik ga dus wel steeds meer daarop letten en meer voor groente kiezen. Je zal mij daar geen patat of aardappels zien eten. Of als misschien twee patatjes. En niet te veel pudding en ijs en die zoete dingen. Wel heel veel salades.

Die buffetten die u daar had die komen dan overeen met andere hotels. Het idee is hetzelfde?

Ja, het ligt wel aan de prijsklasse van het hotel. Wat wij de laatste tijd kiezen is het eigenlijk wel dat het een beetje overeenkomt.

Ik ben wel benieuwd naar dit jaar, want nu hebben we een aanbieding en ik weet niet wat dat voor resultaat is.

Is het luxer?

Dat weet ik eigenlijk niet want dat heeft mijn zus gedaan.

Wat waren de hoogtepunten van uw vakantie? Leukste herinneringen?

Soms de mensen die je ontmoet, soms een enorme klik met bepaalde mensen en dan trek je regelmatig met elkaar op. Of 's avonds spreken we weer af. Dat is heel gezellig. Het wandelen vinden we heerlijk. Nou dan beetje winkeltjes kijken. Ik kom ook altijd met iets nieuws terug, een bloesje of een paar slippers. Nou ja, noem maar op. Ik kom haast altijd met iets nieuws terug. Een kleiding souvenirkje.

Had je vakantie ook dieptepunten?

Neu, ja een jaar toen zaten we op Fuerteventura en toen hadden we slecht weer. In verhouding. Het was toen 12 graden met een koude wind en veel regen. Dat viel tegen, want we hadden mooi weer verwacht. Over het algemene klopt het wel een beetje. Tussen de 15 en 20 graden. Regelmatig zon en ook weleens een dag weinig zon. Maar in ieder geval lekker weer en dat is positief.

Voordat jullie deze reis hebben gekozen, checken jullie dan altijd wat voor eten en drinken ze daar aanbieden?

Ik denk het niet. Soms staat er wel bij dat de keuken een 8plus heeft, dus dan is het in ieder geval goed. Als het keuken bijvoorbeeld een 6min heeft dan zullen we het hotel niet kiezen.

Omdat jullie weten wat jullie krijgen en dan kijken jullie naar de keuken, omdat jullie daar altijd zullen eten?

Ja, en dan weet je zeker dat er altijd wel wat lekkers tussen zit. Nou wat wij ook hebben, en dat is dus wel uitzonderlijk wat wij daar eten. Inktvis bijvoorbeeld, en garnalen in knoflook en wat ze daar heel erg lekker maken. Wat je hier ook weleens eet, maar beperkt en daar maken we daar dan wel gebruik van. Extra van de producten waar ze echt bekend om staan.

Maar dat eten voelt inmiddels ook wel vertrouwd aan?

Ja, maar dat is echt iets wat we daar speciaal daar doen en hier nooit.

Jullie gaan daar niet heen daarvoor? Ja, en het gebeurt ook weleens dat we het niet tegen komen die lekkere gerechtjes.

En is het ook zo na al die jaren dat jullie ook nog wel nieuwe dingen proeven?

Uhm, in die buffetten zie je toch wel altijd nieuwe dingen. En dan willen we toch wel proberen een keertje. Ik kan nou niet zo gauw een voorbeeld noemen. Met vis maken ze dus best wel speciale dingen die ik thuis nog nooit heb gemaakt. Nou dat moet ik wel eventjes proeven. Maar dan nemen we maar ene klein stukje. Als het tegen valt heb je niet een bord vol. Het is sowieso neem je kleine beetjes. Er is zoveel en je wilt dat wel even proeven en dat. Dus je neemt kleinere porties.

Is dat ook het fijne aan buffetten? Dat u nieuwe dingen kunt proeven, maar dat er ook dingen zijn die vertrouwd zijn.

Ja, ja ook. Zon buffet is eindeloos op een vakantie.

Omdat je kunt variëren je buik voleten?

Ja, ik zal het niet zo leuk vinden om een vastgesteld menu te krijgen. Dat is dan wel iedere avond anders, dat zou ik minder leuk vinden.

En elke avond een restaurantje opzoeken dan?

Uhm nou dan hebben we ook weleens gedaan, maar omdat je halfpension neemt dan gaan we tussen de middag een restaurantje uitzoeken. En dan doen we de speciale gerechtjes. Dat is dus geen hele maaltijd.

Als u nou terugdenkt aan de vakantie. Wat is vertrouwd eten? Wat voelde dan als vertrouwd?

Nou eigenlijk heel veel, soep is vertrouwd, salades is vertrouwd. Warm eten is eigenlijk ook vertrouwd. Er zijn weleens gerechten dat je zegt dat ken ik niet of zo heb ik nog nooit iets gemaakt dus smaakt toch anders daardoor. Maar het is eigenlijk toch allemaal wel bekend voor mij.

En dan soepen? Soep is bekend. Maar het soort soep kan dan wel weer nieuw zijn? Ja.

Maar voelt iets nieuws dan wel vertrouwde, omdat u 'soep' wel kent? Ja, want daar is inderdaad veel variatie in. Spaanse groentesoepen en mosterdsoepen en pompoensoepen. Eigenlijk de naam ken je wel, maar er zijn soms ook namen dat je dan denkt ik ben benieuwd wat dat is. Ja, dan wil je dat toch wel proeven.

Dus over het algemeen vertrouwd. Maar toch af en toe wel at nieuws proberen.

Vooraf bij de lunch? Ja.

Als u aan de vakantie terugdenkt. Eet u dan meer dingen die vertrouwd zijn of nieuwe dingen? Meer wat bekend is. Als u een percentage kunt geven?

75/25. 75 toch wel bekend. Tenminste voor mij. Er zijn natuurlijk mensen die hier in het land alleen de Hollandse kost eten, maar die zullen dan niet zoveel nieuwe dingen proberen. Dat komt ook omdat ik al jaren dit doe. Je weet veel meer en ik ben, voor dat ik dit met mijn zus doe, ook al naar Spanje gegaan en heb ik met mijn vriend ook veel gereisd. Al die landen aangedaan met een boot, maar op z'n boot is eigenlijk ook alles wel bekend. Want het is toch wel de Europese of algemene keuken, met wel wat nieuwe dingen af en toe.

Maar de vorm lijkt heel bekend voor u? De manier waarop het aangeboden wordt, zoals een buffet.

Ja, dat ook.

En blijkbaar bevalt het heel goed? Ja.

Als ik kijk naar wat u thuis eet en wat u op vakantie eet. Allebei is het bekend, maar het komt niet met elkaar overeen? Nee klopt, het is echt vakantie. Het is echt speciaal. Dingen die je eet zijn toch specialer dan wat ik thuis eet.

Maakt dat het ook weer extra leuk zo'n vakantie? Ja absoluut.

Zijn er ook situaties waar u toch kiest om wat vertrouws te eten in plaats van iets nieuws? Bijvoorbeeld in een restaurant?

Nou, weetje, soms vooral in Spanje heb je niet altijd ene Nederlands of Engelse menukaart. En dan zit je wel van wat zou dat zijn. Dan denk ik dat het zou vragen of ze het kunnen uitleggen of misschien een enkele keer toch iets proberen. Maar niet elke keer.

Kiest u dan soms ook voor iets op de menukaart wat u herkent? Ja. Bijvoorbeeld, ik heb een keer met mijn man "Spaans gerecht" gegeten in Spanje. Wat dat was dat wist ik niet, maar dat was zo lekker. Ik heb het daar nooit meer gezien, maar als ik dat nu op de menukaart zie dan zou ik het zo nemen, maar het kan dan best zijn dat het totaal anders smaakt dan dat ik van vroeger herinner.

Maar omdat u het woordje kent?

Ja dan wil ik weer proberen. Dat zijn met meerdere dingen.

Geeft dat dan een veilig gevoel of een thuisgevoel? Nee hoor.

Voldeed het eten aan de verwachtingen?

In principe wel.

U wist ook wel wat u te verwachten stond? Het was geen verassing?

Ik denk dat het heel erg veel minder was dat het dan een tegenvaller zou zijn.

U kunt natuurlijk heel makkelijk vergelijken? Ja.

Het ontbijt is ook een buffet? Ja, kun je ook harde broodjes, zachte bolletjes, gewoon brood. Van alles. Gebakken, gekookte ei. Roerei met tomaat, Kaas worst, salade. Het is heel royaal.

Lunch deed u meestal in een restaurantje?

Nee hoor, meestal kochten we bakjes yoghurt die kochten we in de winkel. Die namen we mee naar de boulevard en dan gingen we daar een yoghurtje eten. Of een stukje fruit. Ook weleens hard broodje met camembert. Want je hebt een koelkastje en dan kochten we dat en namen we een botertje van het buffet. Soms een tomaatje erbij of avocado. Dat deden we ook wel tussen de middag. Een supermarktje in en dan zelf wat kopen. En dan zeker in 14 dagen in restaurantje echt iets luxe.

Hoe kiest u een restaurantje? Je kijkt op de menukaart en dan denk je nou dat hoeft niet. Want je hebt heel veel toch een beetje McDonald's achtige, dat hoeft voor ons niet. Dan eten we liever een broodje met camembert.

Dus het ging echt om wat ze aanboden en niet qua uitstraling? Nee, wat ze aanboden. En meestal waren dat dan toch kleine restaurantjes met lekkere dingetjes.

Kies je wat nieuws of wat vertrouwds? Net wat je aanspreekt? Ja. Toch eigenlijk wel het liefst wat nieuws om te proberen, maar waarbij je wel aanvoelt dat het lekker zal worden.

Gaat dat ook altijd goed? Ja gaat eigenlijk altijd wel goed.

U weet wel een beetje wat je lekker zal kunnen gaan vinden?

Ja, ik ben in Nederland gewend om gekke dingen te eten zoals kikkerbiljetjes of slakken. Dat soort dingen. Eet je het daar dan smaakt het totaal anders, omdat het heel anders bereid wordt.

Maar daar staat u alleen maar open voor? Ja.

Zou u dan kunnen zeggen dat nieuwe dingen proberen eigenlijk heel vertrouwd is? Ja. Ik vind het leuk. En veel dingen lekker. Ik lust eigenlijk alles. En ik probeer ook alles.

Als je nadenkt over deze vakantie? In hoeverre heeft het eten en drinken bijgedragen aan de totale ervaring?

Heel positief.

Stel dat het niet zo lekker was geweest? Als het eten niet lekker was geweest, dan zou het een domper geweest zijn. Het heeft wel echt invloed op de ervaring.

Hoe belangrijk is eten en drinken op vakantie? In vergelijking met andere activiteiten.

Heel belangrijk. Ook een hoofdactiviteit. Echt op mijn gemak van alles genieten.

Is dat anders dan thuis? Met vakantie is het luxe. Dan laat ik de gezondheid wel wat varen, maar ik hou wel in mijn achterhoofd van wat goed voor me is en niet. Ik moet op mijn suiker letten nu.

Als je terugdenkt aan de vakantie zijn de momenten waarop je lekker gegeten hebt ook wel momenten waaraan je terugdenkt? Ja absoluut, leuke dingen en dan ook tussen de middag een heerlijk restaurantje waar je dan heel leuk zit en de entourage. Het water en die vissen die zwemmen. De hele entourage is enorm belangrijk.

Dus dan gaat het niet alleen om het eten maar ook om de sfeer? Ja, alles.

Als u alleen eten en drinken consumeert die u niet kent zou dan de vakantie anders zijn? Zal dat invloed hebben?

Ik denk niet echt want ik lust eigenlijk alles en ik probeer alles. Het kan dan weleens zijn dat iets tegenvalt, maar dan kan gewoon de spruitjes zijn die te lang zijn gekookt. Dat kan gebeuren. Dat kan met onbekende dingen ook gewoon. Niet omdat je weet hoe het hoort te smaken, maar omdat je de smaak niet lekker vindt. Maar dat kan met bekend voedsel ook. Dus dat heeft niet veel invloed, denk ik. Maar ik het nooit ervaren.

Als u in de supermarkt uw dingetjes koopt, zoals de camembert, of koopt u ook belegjes die u niet kent? Nou omdat het makkelijk is en dat gaat in twee dagen op voor de houdbaarheid. Een blikje is ook wel lekker, maar dat is lastig met de warmte.

Gaat u ook alle rekken af in een supermarkt?

Ja, en laatst hadden we crackers die heel anders waren dan we ooit hadden gezien en dan gaan we juist die pakken om te proberen. Die smaakte prima. Dat soort dingen wel. We proberen wel. Maar er moet toch wel iets bekends bijzitten.

Voelt u zich een toerist of een reiziger? Toerist.

Waarom? Een reiziger dan ga ja van door, door, door. En ik ben maar op een gebiedje.

Hoe vaak gaat u op vakantie? Gemiddeld een keer per jaar.

Afgelopen 13 jaar bent u naar Spanje geweest? Ja, en ook wel twee in Turkije geweest.

Waarom gaat u altijd naar de Canarische eilanden?

Nou de temperatuur op die eilanden is dat echt lekker.

Waarom kiest u dan niet bijvoorbeeld voor Marokko of Tunesië?

Nou dat was dit jaar geen optie vanwege de rommel in de wereld en vorig jaar ook niet. We hebben ook wel zitten dubben om naar Egypte te gaan, dat durven we niet aan. Dat risico willen we niet. En daar komt ook bij dat mijn zus een hartkwaal heeft. Dus we willen ook een land waar als er wat mis is, een goed ziekenhuis is. En dat weten we niet van al die andere landen.

Spanje voelt veilig? Ja het is een veilige keus. De zekerheid. En ik vind Turkije ook leuk, maar daar moet je eigenlijk ook wat later in het jaar zijn. Bij de Canarische eilanden is dat vrijwel niet het geval. Maar ik denk dat Egypte ook wel zekerder is, maar dat is op het moment geen optie. Dat had jaren geleden wel gekund, maar ja toen waren we nog lang niet uitgekeken op de Canarische eilanden. Want daar zijn we vaak geweest en daar weten we inmiddels wel heel veel van. Want ik ging met mijn man en mijn zus met haar man ook weleens daar geweest. Het is echt bekend terrein, maar je vindt altijd wel een stuk wat nieuw is. Die 30 jaar geleden van Playa des Ingles. Nou je herkent niets meer. Dat weer totaal nieuw.

Bent u ook nog naar andere landen geweest? Ja ik ben op Bali geweest, en zo'n cruise. Met mijn man en ik ben met mijn vriend op Java, Bali, Lombok geweest. Een keer pp Java, Bali, en Bali alleen. Heel wat keertjes in Indonesië geweest

Met de cruise vanaf Italië, naar Jemen, Thailand, India Maleisië Singapore. In 30 dagen. Bijna elke dag een ander land. 's Nachts vaar je en overdag in een land. En dan vlieg je vanaf Hong Kong terug naar Nederland. We hadden ook wel een keertje ene dag op zee. We zijn ook een keer met een cruise in Noorwegen geweest.

Spanje favoriet?

Ja, en ook de bereikbaarheid, goede weer, goede voorzieningen medisch gezien.

Kiest u altijd voor een hotel in een stadje? Ja. En dan wandelen langs het strand of in de natuur. En in het stadje winkelen.

Waarom gaat u op vakantie? Omdat we anders aldoor thuis zitten. En zij gaat niet alleen ik ook niet. Dus dit is de optie. We vinden het leuk om nieuwe dingen te ontdekken en we kennen elkaar goed. Je zit samen op een kamer. Ik zou dat niet met een wildvreemden doen. Je weet niet hoe dat gaat

Overweegt u ook weleens een groepsreis te doen? Nou zo lang ik mijn zus heb zou ik dat niet doen. Maar als ik alleen ben dan weet ik het niet, want anders ga ik helemaal niet meer op vakantie. En dan denk ik toch wel van ja en als ik nou wil dan zou ik toch wel moeten. Dan zou ik het wel doen. Ik heb dan wel kriebels om op vakantie te gaan. Tijdens een reis waar meerdere alleen zijn.

Als u terugkijkt naar alle vakanties. Zijn de eet en drinkgewoontes altijd hetzelfde? Ja. Graag iets proberen wat nieuw is maar toch ook een bepaalde zekerheid van wat je kent.

Als je alleen zou reizen zou dat anders zijn de eetgewoontes?

Nee dat verschilt niet. Want ik kan gewoon zelf kiezen, als iemand anders wat anders wilt. Ik zou in een vreemd restaurant ook naar binnen gaan en niet weten wat ik bestel en dat is het nou god zegene de greep. Maar meestal denk ik dat het wel zal lusten.

Als u kijkt naar de eetgewoontes thuis en naar de eetgewoontes op vakantie dan zijn ze heel verschillend maar toch allebei wel erg bekend. Zou ik dat zo kunnen omschrijven?

Ja, het verschilt heel erg, maar het voelt beide vertrouwd. Want zelfs iets wat ik helemaal niet ken, denk ik niet dat dat niet vertrouwd voelt als ik dat eet. De smaak zou anders zijn, maar ja zo heel anders kan het ook weer niet zijn omdat ik eigenlijk heel veel kruiden en dingen in mijn eten eigenlijk al wel heb.

Dus eigenlijk is nieuwe dingen proberen vertrouwd omdat u altijd open staat voor nieuwe dingen en dat altijd probeert?

Ja, nu tegenwoordig niet meer, omdat ik niet meer zoveel buiten eet en je dan toch iets meer zekerheid neemt. Maar toen met mijn man die veel van speciale restaurantjes hield en dan gerechten koos, zoals hersenen. Ik had geen idee, maar dat probeer je dan. Dat is dan een keer de eerste keer. Dat doe je dan en het smaakt.

En dan de tweede keer voelt het dan vertrouwd?

Ja, waarschijnlijk wel en als het dan niet echt tegenvallen is dan is het vertrouwd. Als het wel tegenvalt dan doe ik het niet nog een keer, want het is wel voor het genot.

8.3. Appendix C: Overview of the interviewees

Respondent	Sex	Age	Holiday destination	Duration holiday	Company	Number of total visits
R1	F	74	Playa des Ingles, Cran Canaria, Spain	Two weeks	Sister	Two, but every year she visits Canary Islands
R2	F	21	Thailand	Three months	Friend	Two, once when she was very young
R3	F	37	Sri Lanka	Two weeks	Friends and husband	One
R4	M	25	Alanya, Turkey	Eight days	Girlfriend	Two
R5	F	72	Cambodia and Laos	Three weeks	Husband, part of a guided tour	One
R6	F	55	Napels, Italy	Five days	Friend	Two, but every year she visits Italy
R7	M	57	Munich, Germany	Four days	Wife	One
R8	F	35	Kusadasi, Turkey	Two weeks	Boyfriend	Two
R9	F	25	New Zealand	Five weeks	Boyfriend	One
R10	F	25	Australia	Six weeks	Sister and partly alone	One

R11	F	40	Elne, France	Two weeks	Family	Two, but every year she travels to that area
R12	M	25	Gran Canaria, Spain	Eight days	Girlfriend	One
R13	F	60	Trier, Germany	One week	Husband	One
R14	M	64	Croatia	One week	Friends	Multiple times for sailing
R15	F	19	Sri Lanka	Three weeks	Brother	One
R16	M	20	Tenerife, Spain	Six days	Girlfriend	One
R17	F	37	Telfs, Austria	Two weeks	Husband and kids	One

TABLE 2. OVERVIEW OF THE INTERVIEWEES