

A Conceptual Study on the Role of Street Food in Gastronomic Tourism

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Abstract

Street food, which can be defined as food and beverages that are not available within a specific organizational structure or under the roof of a place, prepared in advance or during sales by sellers on the streets and public areas, and offered directly to the customer's consumption with minimal or no processing during the sale, is shaped by the geographical conditions, agricultural characteristics, socio-economic and religious characteristics of the region, as well as the relations of societies with other societies. Street food, which reflects the culinary culture of the destination to which it belongs, has the potential to increase the region's attractiveness in gastronomy tourism while positively impacting the image and competitive advantage of the region. This study conceptually focuses on street food. In addition, the relationship between street food and gastronomy tourism is discussed and it is aimed to examine street food as a gastronomic tourism product. For this purpose, the prominent topics and studies in the literature were examined. Because of the study, some suggestions are presented for the relevant sector stakeholders and future studies. Finally, the study presents a conceptual model focusing on tourists, trends, and marketing factors within the context of street food consumption and its relationship with tourism.

Keywords: Street Food, Local Foods, Gastronomic Tourism, Gastronomic Tourism Products

JEL Kodu/Code: L83.

Gastronomi Turizminde Sokak Yiyeceklerinin Rolü Üzerine Kavramsal Bir Çalışma

Özet

Sokak yiyecekleri, belirli bir kurumsal yapı ya da mekan çatısı altında sunulmayan, satıcılar tarafından sokaklarda ve kamusal alanlarda önceden ya da satış sırasında hazırlanan, satış anında minimal düzeyde veya hiç işleme tabi tutulmadan doğrudan tüketiciye sunulan yiyecek ve içecekler olarak tanımlanabilir. Sokak yiyecekleri, bölgenin coğrafi koşulları, tarımsal yapısı, sosyo-ekonomik ve dini özellikleri ile toplumların diğer toplumlarla olan ilişkilerinden etkilenerek şekillenir. Ait olduğu destinasyonun mutfak kültürünü yansıtan bu yiyecekler, bölgenin gastronomi turizmi açısından cazibesini artırma potansiyeline sahip olup, aynı zamanda bölgenin imajına ve rekabet avantajına olumlu katkılar sağlayabilmektedir. Bu çalışma, kavramsal olarak sokak yiyeceklerine odaklanmakta, sokak yiyecekleri ile gastronomi turizmi arasındaki ilişkiyi ele almakta ve sokak yiyeceklerini gastronomi turizmi ürünü olarak incelemeyi amaçlamaktadır. Bu doğrultuda, literatürde öne çıkan konular ve çalışmalar incelenmiş, araştırma neticesinde ilgili sektör paydaşları ve gelecekteki çalışmalara yönelik birtakım öneriler sunulmuştur. Son olarak, çalışmada sokak yiyecekleri tüketimi ve turizm ilişkisi çerçevesinde turistler, trendler ve pazarlama faktörleri üzerine kavramsal bir model önerisi sunulmuştur.

Anahtar Kelimeler: Sokak Yiyecekleri, Yerel Yiyecekler, Gastronomi Turizmi, Gastronomik Turizm Ürünleri

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1. INTRODUCTION

As a result of the evolving global order, social changes such as population growth, migration from rural areas to major cities, the active participation of women in the workforce, and rising levels of welfare have impacted the food and beverage services industry, as in many other sectors. Today, the increase in demand for the products and services produced by the food and beverage services industry can be considered because of the modern consumer's eating out behavior (Özdemir, 2010). As a reflection of consumers' eating out behavior, the street food market is becoming one of the fastest-growing business areas in many countries, especially on developing countries. (Chukuezi, 2010; Omemu & Aderoju, 2008; WHO, 1996).

Although interest in street food has waned during certain periods, it has persisted from historical times to the present and holds a significant role in the socio-cultural and economic fabric of societies across various geographies (Franck, 2005; Sharath, 2016). In recent years, street food has become a concept that has started to attract attention in the academic field in addition to being frequently preferred products for consumers living in the city. In the existing literature, studies on the concept of street food have been presented in different fields such as urban planning, legal regulations, practices of local governments, food safety and public health, the right to access food, the opportunity to own a business, and the role of women in working life (Karsavuran, 2018).

Street food is shaped by the geographical conditions, agricultural characteristics, socio-economic and religious characteristics of the region, as well as the relations of societies with other societies (Yıldırım & Albayrak, 2019). In this context, street food can be considered an important heritage in terms of the local culinary culture of societies (Choudhury et al., 2011) due to its characteristics such as being prepared mostly using local foods and traditional cooking methods, having culinary traditions from different geographies and reflecting ethnic diversity (Calloni, 2013). According to Chavarria and Phakdee (2017), since culinary culture is considered an intangible heritage that is passed down from one generation to another, it is not possible to have a truly authentic food experience without visiting the destination where the food belongs and interacting with the local people who offer the essence of the food. In addition, culinary culture is expressed in many studies as one of the cultural information sources that add value to the destination image. In this context, street foods, which are a reflection of the culinary culture of the destination to which they belong, are products that have the potential to increase the attractiveness of the region in terms of gastronomy tourism (Bhowmik, 2005; Horng & Tsai, 2010; Kim et al., 2009; Okumuş et al., 2007; Pullphothong & Sopha, 2013; Ramli et al., 2016; Simopoulos & Bhat, 2000). This study aims to assess the role of street food in gastronomy tourism and examine its potential as a gastronomic tourism product. For this purpose, databases providing access to academic research and information, including Scopus, Web of Science, Google Scholar, and ProQuest, were searched using the keywords "Street Food, Local Food, Gastronomy Tourism, Gastronomic Tourism Products." Academic studies that emerged as prominent in relation to these concepts were incorporated into the research process.

2. CONCEPTUAL FRAMEWORK

2.1. The Concept of Street Food

A review of the literature reveals numerous definitions of the concept of street food. The World Health Organization (WHO) defines street food as "food and beverages that are pre-prepared in streets or similar public places, or prepared and offered by the seller at the point of sale, and can be consumed during or after the sale without the need for additional processing" (WHO, 1996). Tinker (1997) describes street food as "food sold on the streets for quick consumption, processed as minimally as possible." Similarly, Ekanem (1998) defines it as "food sold on the streets and in public places that is either unprocessed or can be consumed after minimal preparation." In line with these definitions, the Food and Agriculture Organization (FAO) characterizes street food as "ready-to-eat food and beverages sold at fixed points in streets or similar public spaces, or prepared and sold by hawkers" (FAO, 2009). Calloni (2013) further defines it as "any food prepared by the vendor and sold through a stall or cart." In summary, street food refers to food and beverages that are prepared in advance or during sale by vendors in public areas, offered directly to the consumer with little or no further processing.

Several studies in the literature have classified street food based on production conditions, marketing methods, and product categories (WHO, 2010; Aluko et al., 2014; Steyn & Labadarios, 2011). While the World Health Organization classifies street food into four groups: food prepared in small-scale businesses or traditional workshops, at home, in marketplaces, and on the street (WHO, 2010), Aluko et al. (2014) classify street food vendors into two groups: mobile and stationary. Finally, Steyn and Labadarios (2011) categorized street food into four categories: food, snacks, drinks, and fruits. Another issue that draws attention in the literature is the reasons for preferring street food. Alimi et al. (2014) stated that street food is preferred because it allows those who cannot spare time to cook at home to save time, is easily accessible and is offered at low price ranges, while Choi et al. (2013) similarly stated that the reasons for preferring street food are easy accessibility, ease of consumption and timesaving. Like the the above studies, Hiamey et al. (2013) evaluated the reasons for preferring street food as sensory appeal, nutritional quality, price advantage and social benefit, especially convenience, while Loriato and Pelissari (2017) stated that service quality, sensory features, food, environment, convenience and price are the main reasons for preferring street food. Martins (2006) suggested that the freshness and affordability of food could influence consumers' preferences for street food..

Finally, when the studies on street food are observed, it is seen that different areas such as food safety, economic and cultural dimensions of street food, governance, the role of women and entrepreneurship have been examined (Karsavuran 2018; Kurt, 2018). It can be said that the more prominent topics in the studies are food safety and the socio-economic dimensions of street food. Food production, food preservation conditions, food microbiology, food safety and the role of producers in food safety (Alimi, 2016; Chavarria & Phakdee, 2017; Choudhury et al., 2011; Da Silva et al, 2014; Isaacs, 2014; Karsavuran, 2018), while studies on the socio-economic dimensions of street food have mainly focused on creating employment for different business lines and providing a source of income for city and



country economies despite being an informal economy (Draper, 1996; Long-Solis, 2007; Nirathron, 2005).

2.2. The Role of Street Food in Gastronomic Tourism and Its Assessment as a Tourism Product

From past to the present, the concepts of tourism and food have been in an inseparable relationship with each other. The consumption of food, which is one of the important elements of the destination visited, is physiologically essential for tourists (Henderson et al., 2012). Apart from this necessity, in line with the developments in tourism and changing consumer demands, food has become an important attractive element for tourists visiting the destination, and this has started to be used as a competitive tool between destinations through the dining experience (Cohen & Avieli, 2004). Likewise, considering the developments in the field of tourism, it is seen that local cuisines food and beverage cultures have come to the forefront in the marketing of destinations (Ignatov & Smith, 2006). According to Long (2004), local cuisines and eating habits are important elements that distinguish the identity and culture of a region from others. Destinations offer their cultural structures to tourists by using their local cuisines and thus aim to be different from other destinations and gain a competitive advantage (Okumuş et al., 2007). In line with this goal, local foods and products have become more important and interesting than ever. However, it is seen that countries that want to achieve success in the field of tourism are to promote their local cuisines and local products (İrigüler & Öztürk, 2016). Culinary culture, which is accepted as an attractive element of destinations, is accepted as a tourism product and is also used as a promotional tool.

Similarly, local food has sparked curiosity and motivation among visitors, providing tourists with a unique opportunity to engage with the local culture, socialize, and connect with the destination's history (Jeaheng et al., 2023; Karim & Chi, 2010; Okumuş et al., 2007; Zvirbule et al., 2023). In conclusion, numerous studies have highlighted the significance of local cuisine for tourism at the destination. In this context, the potential of local cuisine to contribute to the sustainable competitive advantage of the destination (Rand & Heat, 2006) and the economic value that can be obtained depending on tourist demand (Sims, 2009) come to the fore. Again, it is seen that local food, including street food, is an important source of motivation for tourists' destination choice (Cohen & Avieli, 2004; Mak et al., 2013; Quan & Wang, 2004) and contributes to destination image (Silkes et al., 2008). According to İrigüler & Öztürk (2016), street food has become a part of gastronomy tourism and gastronomic experience by becoming known among destination products.

Street food is an important element of the culinary culture of undeveloped, developing, and developed countries (Bhimji, 2010; Newman & Burnett, 2013; Omemu & Aderoju, 2008). Choi et al., (2013) stated that street food reflects the local culinary culture and street food vendors have become very popular among visitors, while Tinker, (1993) states that street food is a local product that is frequently consumed not only by locals but also by visitors. Likewise, Newman and Burnett (2013) state that the areas where street food is marketed create an attraction for locals and visitors, bringing mobility to city squares, while Privitera and Nesci (2015) state that street food consumption has recently become a trend. Generally, street food consists of flavors and food and beverage culture specific to the region. Therefore, street food is a representative of the food culture and local cuisine of the region they belong

to. Through this situation, street food is valuable for destination gastronomy and motivating and attractive for visitors (Bhowmik, 2005; Horng & Tsai, 2010; Kim et al., 2009; Okumuş et al., 2007; Pullphothong & Sopha, 2013; Ramli et al., 2016; Simopoulos & Bhat, 2000).

According to Choi et al. (2013), street food is an important option for diversifying tourism in destinations and developing gastronomy tourism. Hall and Mitchell (2005) define gastronomy tourism as visiting food exhibitions, festivals, restaurants, and special food-related areas while Ignatov and Smith (2006) define it as activities that allow the purchase and consumption of local delicacies or the observation of food production. Likewise, tourists' travels to consume local food and beverages, learn and experience the food and beverage culture of the region can be defined in this context (Kivela & Crofts, 2005; 2006). In this context, gastronomy tourism is an important type of tourism that provides a competitive advantage to a destination by reflecting its cultural heritage and identity. In addition, Wolf (2006) defined gastronomy tourism as a travel behavior that provides an unforgettable dining experience for tourists. In summary, gastronomy tourism can be defined as a type of tourism in which the culinary culture of the destination is brought to the forefront to provide a difference and competitive advantage to the destination, and the main motivation source for tourists to choose a destination includes food or food-related activities. In the context of gastronomy tourism, food can create a sense of belonging for visitors to the destination they are traveling to and allow them to connect directly with the local culture of the destination because of their experience. For this reason, food plays a very important role in the marketing of a destination. Many countries recognize the attractiveness of street food as a profit-generating and unique resource for gastronomy tourism. Street food, which has emerged as a gastronomic trend worldwide in recent years (Privitera & Nesci, 2015), is used as an important tourist attraction, especially in Asian countries (Okumuş et al., 2007).

3.METHOD

This study adopts a qualitative research methodology through literature review and document analysis to examine the relationship between street food, gastronomic tourism, and gastronomic tourism products. During the research process, academic databases such as Scopus, Web of Science, ProQuest, and Google Scholar were systematically searched for published studies without any specific date range. The literature review included empirical and theoretical articles directly related to street food within the context of tourism and gastronomy; conversely, studies unrelated to street food or outside the specified time frame were excluded. The findings of the selected studies were structured by summarizing key themes, examined variables, and significant conclusions reached by the authors. Evaluations were made based on the obtained findings, and recommendations for future research were proposed. The limitations of this study include the potential bias present in the existing literature and the subjective nature of the qualitative assessments conducted.

4. FINDINGS

In the literature, there are many studies on street food, especially on food safety, hygiene (Alimi, 2016; Chavarria & Phakdee, 2017; Choudhury et al., 2011; Da Silva et al., 2014; Isaacs, 2014) and socio-economics (Draper, 1996; Long-Solis, 2007; Nirathron, 2005). Again, many studies have addressed

gastronomic tourism products independent of street food (Güzeler & Çağla, 2018; Hjalager, 2002; Nebioğlu, 2017; Smith & Xiao, 2008). However, there are relatively few studies evaluating street food as a gastronomic product or flavor. However, in the related literature, the reasons for consumption of street food (Alimi et al., 2014; Choi et al., 2013; Hiamey et al., 2013; Loriato & Pelissari, 2017; Martins, 2006), food preference (Steyn & Labadorios, 2011), consumption frequency (Hiamey et al., 2013; Vieira-Cardoso et al., 2014), while there are also studies that evaluate street food culturally (Abdul-Karim & Abdul-Halim, 2014; Isaacs, 2014) and directly (Ballı, 2016; Solunoğlu & Nazik, 2018). In addition to this situation, with the recent increase in interest in the field of street food, there have been a small number of studies on the relationship between tourism and street food. Table 1 presents prominent studies related to the topic along with the variables they examined. The subsequent text discusses the scope of these relevant studies.

Table 1. Highlighted research and the variables they examine

Research	Variables
Jeaheng et al. (2023)	Perceived quality of Thai street food > Perceived reasonable price of Thai street food > Involvement in Thai street food > Repurchase intention for Thai street food Cultural difference (Eastern vs. Western) variable acts as a moderator variable in the interaction between all the above variables.
Bayram (2020)	Attitudes towards Street Food and Perception of Gastronomic Image > Purchase Intentions
Di Matteo (2020)	Activities Related to Street Food > Tourist Mobility, Revisit Intentions
Gupta et al. (2020)	Authenticity and Diversity in Street Food > Experience, Revisit Intentions, Recommendation Intentions
Maknu et al. (2020)	Gastronomy Attractiveness, Past Gastronomy Experience > Gastronomy Satisfaction Gastronomy Satisfaction, Gastronomy Knowledge, Gastronomy Motivation > Repatronage Intention (Japanese local street food vendors)
Yeap et al. (2020)	Taste Value, Health Value, Price Value, Emotional Value, Interaction/Social Value, Epistemic > Value Attitude towards Penang Street Food Attitude towards Penang Street Food > Place Attachment > Intention to Revisit Penang for Street Food
Kurt (2018)	Attitudes towards Street Food, Subjective Norms, Perceived Behavioral Control and Past Experiences > Consumption Intentions
Chavarria & Phakdee (2017)	Tourist Profile, Travel Behavior > Attitude towards Street Food in Phuket. Attitude towards Street Food in Phuket, Subjective Norm, Perceived Behavioral Control > Behavioral Intention

* > represents the interaction between variables.



An analysis of the empirical studies presented in Table 1 reveals that the highlighted variables primarily focus on understanding tourists' attitudes and behavioral intentions towards street food. Researchers have also incorporated additional factors such as perceived quality, price perception, involvement in street food, cultural differences, perceived gastronomic image of street food, authenticity and diversity, gastronomic appeal, gastronomic experience, gastronomic satisfaction, perceived value of street food, tourist profiles, and travel behavior to explore these relationships comprehensively. Furthermore, Polat and Gezen (2017) conducted a conceptual study evaluating street food within the context of tourism and gastronomy, focusing specifically on Adana's street food offerings. Chavarria and Phakdee (2017) stated that the most important motivation sources of tourists visiting Phuket are street food and street vendors accordingly, tourists intend to consume and recommend street food in the future. Drawing attention to the limited number of studies on street food in the tourism literature, Karsavuran (2018) presented a comprehensive compilation of studies from different disciplines on street food and aimed to provide a basis for future studies in the field of gastronomy. Kurt (2018) aiming to explore the factors affecting the street food consumption intentions of independent travelers, stated that tourists' attitudes towards street food, subjective norms, perceived behavioral control, and past experiences are important variables on their street food consumption intentions, while the hedonism variable does not have a moderating effect between attitude and intention variables. Gupta et al. (2020), while drawing attention to the relevance of food as a destination attraction, concluded that street food vendors can be considered as a strategic management tool that can sustain or stimulate gastronomic tourist movements in destinations. Gupta and Sajnani (2020) aimed to assess how the overall destination experience of foreign tourists in India is influenced by the perceived authenticity and diversity of street food, as well as to examine the effects of street food on tourists' behavioral intentions (revisit intention and word-of-mouth promotion). The results suggest that perceived authenticity and cultural diversity of street food have a positive impact on foreign tourists' overall perceived experience, but also their behavioral intentions. In his study conducted in Italy in 2020, Di Matteo (2020) found that street food events have a positive impact on visitor mobility and intention to revisit the region. Bayram (2020), in his study aiming to examine the effect of tourists' gastronomic image perception towards street food on their purchase intention, stated that attitude towards street food and gastronomic image perception have a positive and significant effect on purchase intention. In the context of the studies, it can be said that street food has the potential to contribute to the tourist experience in destinations as a gastronomic tourism product.

In the study conducted by Nebioğlu (2017), the concept of gastronomic tourism products was defined as food and beverage products specific to a region, facilities such as restaurant establishments where these products are served, events such as festivals where these products are served, or visits (tours) to places where these products are produced. Although studies on gastronomic tourism products (Hjalager, 2002; Scarpato & Daniele 2004; Smith & Xiao, 2008) focus on activities such as restaurant establishments, farms, or festivals, it can be stated that the definitions also include street food in the context of local food. Solunoğlu and Nazik (2018) and Karsavuran (2018) also emphasize that street food can be considered as a gastronomic product. Within the scope of gastronomy tourism, the attractiveness of destinations has been increased by using many gastronomic tourism products from local food to vintage, street food to food festivals. Especially recently, street food events and festivals



in many developed countries reveal the value of street food as a gastronomic product in terms of gastronomy tourism (İrigüler & Öztürk 2016). In this context, street food is becoming an important factor in gastronomic tourism by being a window that allows tourists to get to know local cultures, economies, and societies closely. The authenticity, affordability, and social interactions offered by street food make it an attractive option for tourists, offering unique experiences (Jeaheng et al., 2023; Maknu et al., 2020; Samaddar, 2023; Zvirbule et al., 2023).

The Cyclical Relationship between Tourist Behavior, Trends and Marketing Strategies in Street Food Consumption

From another perspective, a review of the existing literature reveals that street food is primarily evaluated within the context of gastronomic tourism and gastronomic tourism products, focusing on the relationships among trends, tourists, and marketing methods (Domínguez-Barreto et al., 2023; Jeaheng et al., 2023; Jeaheng & Han, 2020; Kowalczyk & Kubal-Czerwińska, 2020; Moussavi et al., 2016; Rewtrakunphaiboon & Sawangdee, 2022; Yodchim & Bousri, 2022). In this regard, Figure 1 presents a conceptual model that explains the factors influencing the consumption of street food within the framework of gastronomic tourism. The model details the dynamic interactions among three key components—tourists, trends, and marketing—and elaborates on their subcategories. These core components are analyzed in an interconnected manner, emphasizing how each is shaped by various subdimensions. The overall framework of the schema allows for a holistic examination of factors related to street food consumption. Such an integrative approach may enable the street food sector to enhance consumer satisfaction and achieve sustainable competitive advantage in the market in the future stages.

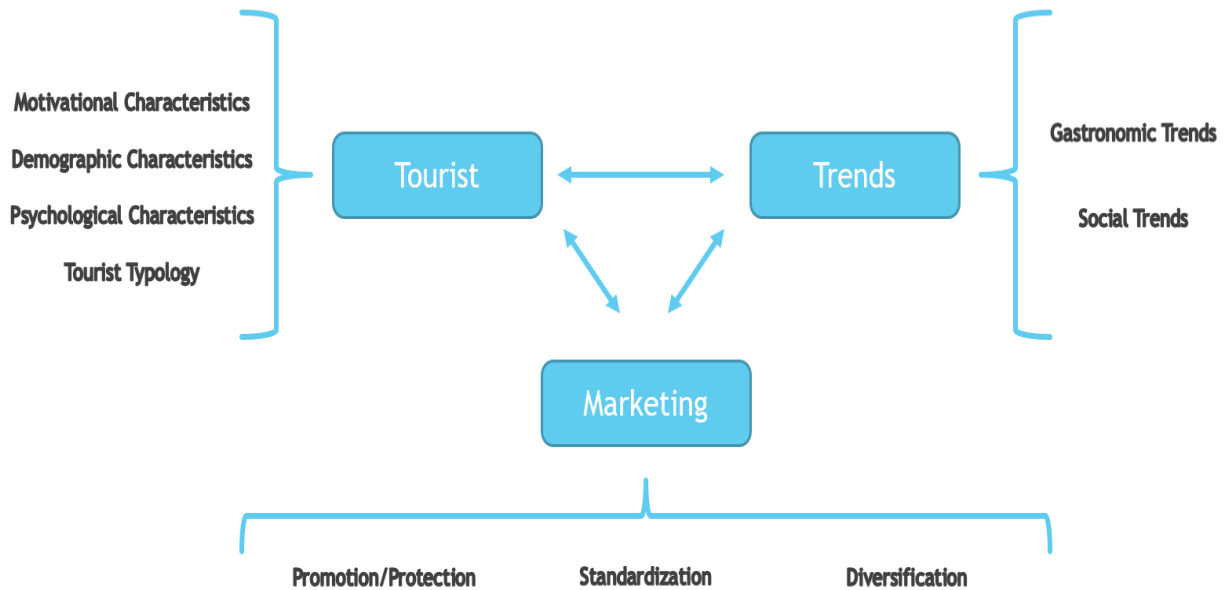


Figure 1. The cyclical relationship between tourist behavior, trends and marketing strategies in street food consumption

Tourism, and consequently the tourist factor, emerges as the most significant element influencing the consumption of street food (Jeaheng & Han, 2020). In this context, the motivational, demographic, and psychological characteristics of tourists are among the primary determinants of their consumption preferences for street food. Motivationally, tourists are drawn to street food due to their search for authentic experiences, economic reasons, or a sense of adventure (Al Harthy et al., 2021; Göller & Doğan, 2023; Gupta et al., 2020; Maknu et al., 2020; Yusuf, 2017). Demographic characteristics (e.g., age, gender, cultural background) influence consumption behaviors, creating distinctions in preferences (Gupta et al., 2020; Özçelik & Akova, 2021; Torres Chavarria & Phakdee-auksorn, 2017). Furthermore, tourists' psychological attitudes, such as trust, perceptions of hygiene, and tendencies toward neophobia or neophilia (Amenume et al., 2015; Chen et al., 2021), provide deeper insights into these behaviors. Additionally, tourist typology offers a valuable framework for analyzing varying tendencies in street food consumption based on traditional classifications of tourists (Gupta & Sajani, 2020; Ying et al., 2018).

Trends constitute another critical component influencing the consumption of street food. In particular, gastronomic and social trends can be regarded as the primary driving forces behind change and innovation in this domain (Pérez et al., 2024). Gastronomic trends heighten consumer interest in local cuisines and healthy food options, while social trends shape consumption habits, thereby influencing the demand for street food (Kowalczyk, 2020; Kowalczyk & Kubal-Czerwińska, 2020; Moussavi et al., 2016). These trends offer opportunities for enhancing both the presentation and the diversity of street food products. Simultaneously, with the influence of tools such as social media, street food can reach a broader audience, transforming consumer behavior and further elevating its prominence in the gastronomic landscape (Evelina & Safitri, 2021; Yusuf, 2017).

Marketing serves as a vital tool in enhancing the visibility of street food and professionalizing the sector. The promotion of products and adherence to hygiene standards play a critical role in building consumer trust (Domínguez-Barreto et al., 2023; Jeaheng et al., 2023; Jeaheng & Han, 2020; Moussavi et al., 2016). The standardization of marketing activities ensures consistent quality in street food offerings and fosters a sense of reliability among both consumers and businesses (Domínguez-Barreto et al., 2023; Privitera & Nesci, 2015). Additionally, diversification strategies provide innovative avenues for businesses to appeal to diverse consumer segments. Introducing culturally significant flavors, developing health-focused products, and creating new options tailored to consumer expectations have the potential to expand market share (Asim & Yasmeen, 2020; Gargiulo et al., 2022).

In conclusion, this framework provides a comprehensive model to elucidate the strategic significance of street food within gastronomic tourism. The interaction between tourist characteristics, consumption trends, and marketing processes highlights the opportunities and challenges that street food presents for both consumers and the industry. Understanding this dynamic structure can contribute to the development of strategies necessary for achieving sustainable growth in the street food sector.

4. CONCLUSION AND RECOMMENDATIONS

This study conceptually examined the role and significance of street food within gastronomic tourism. Street food is not only a reflection of regional culinary culture but also an essential tourism element contributing to local economies, sociocultural interactions, and destination image. The findings indicate that street food holds significant potential to offer a sustainable competitive advantage in the context of gastronomic tourism. The literature review and analyses reveal that street food provides unique experiences for both locals and tourists. In particular, street food is highlighted as a medium for showcasing local cultural heritage while offering tourists an opportunity to establish a direct connection with the destination. The affordability, authenticity, and socially interactive nature of street food make it an attractive option for tourists. Moreover, it has been observed that diversifying gastronomic products through street food enhances tourist motivation and strengthens the destination's image.

In addition, the need to support street food with marketing strategies and local government policies is emphasized. Ensuring hygiene standards, developing innovative products, and employing effective promotional strategies can solidify the position of street food in the market. Furthermore, a deeper exploration of the social, cultural, and economic impacts of street food can significantly contribute to the development of both the sector and the academic field. In conclusion, street food has substantial potential as both a tourist attraction and a tool for preserving local culture. The approaches and research directions proposed in this study can enable both industry stakeholders and the academic community to better leverage this potential. In this regard, street food can further establish its position within gastronomic tourism, enhancing destinations' competitive strength in the global tourism market.

Recommendations for the Industry

Street food vendors and producers should prioritize understanding their target audience, particularly tourists, by identifying them as a distinct customer profile. Conducting demographic and psychological analyses can enable the development of tailored sales and marketing strategies, ensuring alignment with consumer needs. Furthermore, leveraging insights from long-standing tourist typologies in the tourism literature can help vendors align their offerings more closely with consumer intentions, creating a robust competitive edge.

It is also essential for street food vendors to stay informed about evolving trends in food and beverage preferences. Monitoring emerging culinary movements and adapting product offerings to incorporate health-focused or culturally diverse options can foster innovation and increase customer satisfaction. By aligning their products with current trends, vendors can expand their market share and strengthen their brand presence.

Promotion plays a critical role in enhancing the visibility of street foods. Vendors can harness the power of social media to implement targeted marketing strategies that reach a wider audience, improve customer engagement, and boost sales. Participation in local festivals and events provides additional opportunities to introduce street foods to new consumer segments, thereby increasing brand recognition and market penetration.



Product quality and safety must remain a cornerstone of the street food sector. Adhering to hygiene standards and food safety protocols builds consumer trust and enhances brand reputation. Training programs and certification processes for vendors can ensure compliance with these standards, fostering a professional and reliable image. Moreover, implementing standardization practices can help maintain consistent quality in taste, presentation, and ingredient use, cultivating an environment of trust for both consumers and businesses.

Lastly, diversification strategies should be embraced to achieve a competitive advantage. Offering an array of cultural flavors, experimenting with innovative products, and incorporating health-oriented alternatives can attract diverse consumer groups. This approach not only satisfies evolving consumer demands but also supports market expansion and long-term business sustainability.

Recommendations for Researchers

For future academic studies, it is critical to investigate tourist attitudes and motivations toward street food consumption in relation to their demographic characteristics. Additionally, examining psychological factors that influence food consumption behaviors and exploring how street food consumption intentions align with traditional tourist typologies can provide valuable insights into consumer decision-making processes. These findings can significantly enhance the academic discourse on gastronomy and tourism.

Further research should also delve into the social and gastronomic implications of street food consumption. Studies that explore the role of street foods in reflecting social identities and preserving cultural heritage can deepen our understanding of their broader societal impacts. Comparative analyses of street food trends across different geographies and their emergence can contribute to a more comprehensive body of knowledge, enriching the literature with global perspectives.

From a marketing perspective, researchers should undertake systematic investigations of street food marketing strategies. Analyzing the effectiveness of these strategies and their influence on consumer behavior can provide actionable insights for both academia and industry. Highlighting successful practices and incorporating these examples into the marketing literature will bridge the gap between theory and practice.

Lastly, examining the policies of local governments and regulatory bodies concerning street foods is essential for developing sustainable practices. Research in this area can offer guidance on how regulations impact the street food ecosystem and suggest improvements that benefit vendors, consumers, and communities alike. By integrating these dimensions into their work, researchers can make significant contributions to the development of a resilient and sustainable street food sector.

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