

## **Local Food Festivals Quality: Towards Successful for Egyptian Food Tourism**

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### **Abstract:**

A food festival is an event that focuses on food, often locally produced, to raise awareness of cultural tourism as a vital sector of the industry, the local economy, and the construction of environmentally friendly infrastructure even though Food is frequently seen as a tourism development catalyst in areas where the economy is lacking access to natural or historical attractions. Local food festivals can be exploited to enhance food tourism opportunities. Egypt is designated as the richest region with local food resources, but stakeholders hardly use local food festivals and other opportunities for improving the destination image and create sustainable local food tourism. This study examines how, through the manipulation of such festival dimensions, festival managers can foster positive consumer perceptions of products central to the festival.

The study is based on a quantitative approach to achieve its aim. The primary data was collected via a structured questionnaire from 500 visitors of Cairo international dates festival from 1st to the 7th of March 2023 after deletion of incomplete responses, 412 questionnaires were valid to use with a response rate of 82.4%.

The study results shown that local food festival quality dimensions play a vital role in improving the image of Egypt as a destination for local food festival tourism and increase visitors satisfaction and intention to revisit.

**Key words:** Local Food Festivals, quality, Food Tourism, Egypt, intention to revisit, satisfaction.

### **1- Introduction:**

As a reflection of cultural diversity, foods are crucial for the development and marketing of tourism. (Khoshkam et al., 2022). Therefore, it is not unexpected that those earlier studies looked at the connection between food tourism and travel behaviors (Kivela & Crofts, 2006; Wijaya et al., 2017; Stone et al., 2018; Agyeiwaah et al., 2019). For instance, researchers have looked into memorable local food encounters, food knowledge satisfaction, destination knowledge satisfaction, tourists' satisfaction and behavior intentions, and more (Stone et al., 2021; Pestek & Cinjarevic, 2014; Hedijani, 2016).

Additionally, persons in charge of tourist locations frequently oversee food festivals as a part of the overall tourism manufacture due to the enormous growth in food tourism and the reaction to visitor's requirements to gain food-related knowledge. As a result, food festivals generally significantly impact how well tourist places are doing due to how desirable they make a visitor's whole experience (Lee et al., 2012; Yang et al., 2020). Local food is also a major enhancer of the visitor's experience and a key aspect in motivating visitor's to choose a destination (Khoshkam et al., 2022). Therefore, the attractions' local cuisine and culinary legacy enhance tourism by creating or reestablishing a sense of cultural identity (Vitterso & Amilien, 2011). As a result, the quality of the supporting culinary experience significantly impacts how satisfied tourists are with returning to a particular location (Rousta, 2020).

Food is frequently seen as a tourism development catalyst in areas where the economy is struggling or as an alternative for places lacking access to natural or historical attractions (Pizzichini et al., 2022). Food festivals may be decisive event components for the development of food tourism in particular and to raise the perceived rate of the travel knowledge (Getz, 2019). (Green and Dougherty, 2008; Sims, 2009) mentioned that by presenting and tasting common culinary items, food festivals often aim to promote local cuisine and culture (Rinaldi, 2017). Additionally, including a cuisine event may raise visitor costs (Kim et al., 2011) and contribute to building a unique image, which is crucial to influencing visitor happiness and the choice of a destination (Getz, 2019).

A food festival is an event that focuses on food, often locally produced, to increase consciousness of traditional tourism as a vital sector of the industry, the native economy, and the construction of ecologically friendly infrastructure (Lee & Arcadia, 2011a, 2011b). Tourist destinations have grown accustomed to the term "food festival" in recent decades. Since local cuisine represents the preferences of a specific country, region, or person, such as Chinese tourists' favored cuisine; it is believed to improve the reputation of tourist magnetism (Anh et al., 2022).

The elements and consequences of "procedures cape," including service quality, visitor approval, and loyalty purposes, are regularly emphasized in good research on food festivals (Stone, Migacz, & Wolf, 2021; Vajirakachorn & Chongwatpol, 2017; Lee et al, 2017). Additionally, taking part in regional food festivals may deepen tourists' understanding of the local way of life and amplify their personal experiences, both of which can increase visitor's loyalty to the festival's host city (Ela et al., 2007; Kivela & Crotts, 2006; Woosnam et al., 2009).

Principally emphasizes on the connection among happiness, festival quality, and loyalty in the setting of festivals (Baker & Crompton, 2000; Cole & Illum, 2006; Lee et al., 2008a, 2008b; Esu & Arrey, 2009; Kim et al., 2010a; Yoon et al., 2010; Yan et al., 2012; Wong & chan, 2013). The festival study discovered that participants' overall pleasure influenced their loyalty, including their intent to return and desire to suggest the event to others. Consequently, to a certain extent, loyalty is a sign of a festival's quality (Deng & Pierskalla, 2011).

Additionally, observed quality, image, and contentment are the key drivers of visitor's loyalty, and devoted customers may purchase more, agree to pay more, and spread favorable word of mouth (Wongi et al., 2015).

The purpose of this research is to identify the impact of local food festivals quality on the intention to revisit, visitors' satisfaction and destination image.

## **2. Literature Review**

### **2-1. Local Food Festivals:**

Events when food and meals are produced and consumed, are called "food festivals" (Meretse, Mykletun, & Einarsen, 2016a). As a result, food festivals encourage guests to engage in "holistic, hedonistic involvements" with food by allowing them to try new tastes or preferences in a fun environment (Anh et al., 2022).

A food festival is a celebration that employs food, frequently locally manufactured, as its main topic to promote consciousness of cultural tourism as a crucial component of the industry, the native economy, and the creation of infrastructure that is environmentally friendly (Lee & Arcodia, 2011a, 2011b).

Local cuisine festivals are the most famous festivals of the many events (Xie, 2003). Festivals "that pretend to focus on and rotate about food" are known as food festivals (Wan & chan, 2013). Major tourism attractions and travel motives include food festivals (Park et al., 2008). Due to the tight connections between food and daily life, food-related festival activities are simple methods to amuse locals and guests of all ages (Hu, 2010).

Local festivals are frequently regional in scope and narrowly focused on minority communities, according to an analysis of their features. They encourage "hit and go" tourism, in which visitors only stay at a location for a brief period (Vesci & Botti, 2019). They give locals a chance to rediscover old odors and culinary customs. Tourists from domestic and foreign countries, particularly for regional events close to tourist attractions, simply offer a perspective and incremental handler collection that can benefit event managers and attendees (Agha & Taks, 2015; O'Sullivan & Jackson, 2002).

### **2.2. Food tourism**

Hall and Sharples (2003) give a great introduction to food tourism, which they define as "*a visit to main and minor food manufacturers, food festivals, restaurants, and precise places for which food tasting and undergoing the features of expert food manufacture region are the major motivating factors for travel,*" which is the main motivation. Given that food consumption is one of the fundamental components of the tourism industry, food tourism is a current concern for destination managers, academics, and marketers (Henderson, 2009; Robinson & Getz, 2014). Many locations have tried to provide visitors with unique culinary experiences in the past because food has long been a major draw for visitors (Cohen & Avieli, 2004; Tsai Wang, 2017).

### **2-3. Food festival quality**

Crompton and Love (1995) laid the groundwork for the investigation into festival quality; they used a list of 22 quality features to evaluate the food festival quality (e.g., quality of food and beverage, quality of entertainers, data booths giving site course, the feeling of safety, number of sit places to sit down and rest, sanitation of the festival site, decorative lighting, friendliness of people, and indoor

performances). Based on the research of Crompton and Love (1995), Baker and Crompton (2000) examined four aspects to evaluate the quality of festivals: generic features (which describe the festival's overall characteristics), specialized entertaining features, data sources, and comfort facilities.

The five quality aspects of service—reliability, tangibility, responsiveness, assurance, and empathy—have been the focus of primary festival examination and tourist studies that looked at festival quality in the context of service quality. However, according to recent festival research, these unique characteristics were designed expressly for festival quality measurement, affecting festival satisfaction, loyalty, image, and intent to return (Wongi et al, 2015.).

In order to evaluate the perceived festival quality with the four general feature dimensions of specific entertainment aspects, data sources, and relaxation facilities, Lee et al. (2007) developed a total of 10 items. These factors were also noted earlier by Baker and Crompton (2000), who confirms that supposed festival quality performance has a greater overall impact on festival loyalty than festival enjoyment.

#### **2-4. The Impact of Local Food Festivals' Quality on Intention to Revisit:**

Festivals can change how people perceive a destination, according to research on festivals and travel intentions (Payini et al., 2020). The past studies also show that growing the use of recurring events can be a decisive strategy for improving the reputation of a host city or a particular place and luring visitors back repeatedly (Boo & Busser, 2006; Huang et al., 2010; Payini et al., 2020).

Liang et al (2008) looked at festival visitors' intentions to return and found that enjoyment, socialization, and appreciation of history affect festival attendees' intentions to attend; they also found differences between in-town visitors who prioritize socialization and out-of-town visitors who prioritize enjoyment.

Cole and Chancellor's (2009) also found visitors' overall experiences, which in turn affect their pleasure and, ultimately, their purpose to return to the festival, are influenced by the quality of the programs, entertainment, and amenities.

According to Chang and Huang (2009), the rate of repeat visitors is a crucial metric for gauging a destination's appeal and the management of the tourism-related leisure sector. There is a strong relationship between food festival quality and revisit intention, which can be seen as the consequence of marketing efforts for goods and services and visitors 'intentions to return to the destination once they have tried travelling there ( Han et al.,2022).

The desire to recommend the festival is frequently linked to the desire to return. There is a good chance that a festival goer will tell their mates and family about the event and how much they enjoyed it if they are happy and want to return. By increasing its reputation in this way, the festival increases the possibility that more people will attend (Rivera et al., 2022; Mason & Nassivera, 2013).

Lee and Beeler (2009) identified five mechanisms of food tourism and described how each affected the intention to return. "Local specialties," "local foods," "local drinks," "known foods in the country," and "local goog food" are the five categories. Among the five variables, "familiar food," "native food," and "high-

quality food in the country" all had a favorable impact on the likelihood of returning.

**As a result, this study suggests the first hypotheses as follow:**

**H1.** Local Food festival quality has *significant* positive effect on the intention to revisit.

### **2-5.The Impact of Local Food Festivals' Quality on Visitors' Satisfaction:**

Evaluating the consumption experience leads to an emotional state of satisfaction (Baker & Crompton, 2000). Since the success of a festival depends on how satisfied attendees are, satisfaction is also a crucial issue in the festival and event sector (Lee et al., 2012). Most importantly, contentment maintains the bond between the event and the attendees over the long term (Chieh and Hee., 2022).

A psychological condition that conveys total happiness from the festival, satisfying the guest's hopes, requests, needs, and feelings, is represented by participants' overall satisfaction in the context of food festivals (Rivera et al., 2022; Tanford & Jung, 2017).

High satisfaction levels may make festival goers more likely to return and suggest the event to others, according to the literature (Anderson et al., 1994; Leninkumar, 2017). Tanford and Jung (2017) contend that since festival attendance is so important to the success of these events, gauging attendee happiness is essential. Through repeated attendance and word-of-mouth advertising, repeat attendees ensure that the festival will continue to be attended, ensuring the financial viability of the event (Cole and Illum, 2006& Kukoyi et al., 2015)

Four significant areas of the neighborhood food festival that were positively connected with pleasure were examined by Bruwer and Kelley (2015): (1) general festival amenities and personnel, (2) entertaining and catering, (3) relaxation elements, and (4) festival location and details. The relationship between an employee and a client is a significant component that affects customer happiness, according to Beckman et al. (2020).

According to Beckman et al. (2020), key elements that contributed to higher attendee satisfaction included the festival program and the quality of the festival facilities (e.g., sufficient services at the festival location, clean festival area, well-organized festival programs, adequate resting zones, sufficient size of the festival space, and pleasant atmosphere of the festival site).

**As a result, this study suggests the second hypotheses as follow:**

**H2.** Local Food festival quality has *significant* positive effect on visitors' satisfaction.

### **2-6 The Impact of Local Food Festivals on Destination Image:**

The term "destination image" refers to a collection of thoughts, emotions, and expectations that visitors identify with a specific location (Castillo, 2019). However, many information sources can change the final image's creation. Particularly, newcomers rely more on outside information from various sources (Stylos et al., 2017).

The perception of a place by visitors is referred to as the destination image (Deng & Tang, 2020). The destination is considered a tourism knowledge merging many scenic locations, objects, the ordinary world, traditional culture, activities, and other properties with traditional culture (Kolb, 2006).

Integrating tourists' beliefs, values, and opinions of the location and the destination image are crucial to tourism marketing (Deng & Tang, 2020). The significance of goal image, a crucial feature for the separation and investigation of single motivation and definite behavior, was also stressed by Bigne Snchez and Snchez (2001). The important factor in enhancing the distinction between destinations and their competitors is the enjoyment provided by the culinary experience, according to research on the association between destination image and cuisine (Ignatov & Smith, 2006).

Food festivals are therefore seen to contribute to destination branding and significantly improve destination image (Lee & Arcodia, 2011). Because it reflects a person's national, regional, and personal identities, local food can improve the perception of a place (Chang et al., 2010; Henderson, 2009).

Food is one of the most significant aspects of a destination's image (Horng & Tsai, 2012; Timothy & Ron, 2013). Thai, French, and Italian cuisines are a few instances of how food significantly impacts a destination's appeal (Ab Karim & Chi, 2010). So, to increase the uniqueness of tourist locations, local cuisine festivals have been used as a marketing and branding approach (Berg & Sevon, 2014). More precisely, popular chefs and nearby restaurants have become useful culinary assets for promoting a place; examples include Singapore and the Niagara region (Folgado et al, 2017). (Castillo, 2019). **As a result, this study suggests the third hypotheses as follow:**

**H3.** Local Food festival quality has *significant* positive effect on destination image.

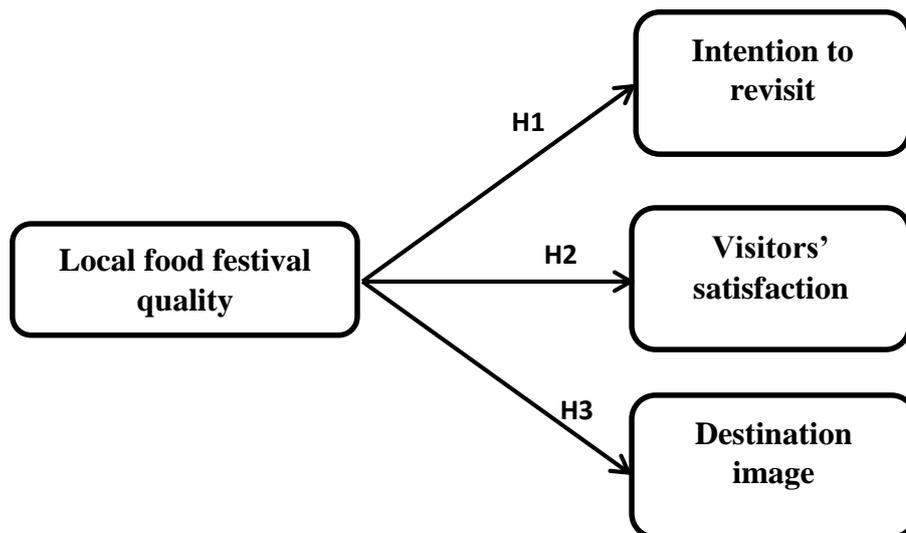


Figure (1) research framework

## Methodology

A quantitative approach was used to test research hypotheses. The primary data was collected through a questionnaire form distributed to 500 visitors (according to statistical tables) who had visited the Cairo international dates festival from 1st to the 7th of March 2023 in Egypt. Random sample was used to distribute the questionnaire forms. Statistical analyses were performed using Statistical Package for Social Sciences SPSS version 23 software. Study results have been considered significant at  $p \leq 0.01$ . For testing the conceptual model the researchers designed a questionnaire form with 5-point Likert-style scale (“1=strongly disagree” to “5=strongly agree”). Items of questionnaire were extracted from previous studies for example (Henderson,2009:Kim,etal.,2011: Sunny Lee 2012; Muhammad etal 2013: Organ, etal.,2015: Choe, and Kim 2018: Pirnar,etal.,2019; Santos etal.,2020; Rousta, and Jamshidi Khoshkam 2020: Pizzichini,etal., 2022; etal.,2023 ).

The research has tested three hypotheses of how local Food festivals have affecting the dependent variable (visitors` satisfaction, destination image, visitors` intention to revisit Egypt)

The questionnaire consists of four parts the first one for demographic data (age, gender, nationality, income, Social status and educational level) Visitor behavior (number of previous visits, Source of Information about festival, Length of stay) the second is for the motivations of visitors for attending food festivals in Egypt. The third is for the perception of visitors about the quality of services provided at the food festival and the fourth is for measuring the impact of local Food festivals on visitors` satisfaction, destination image, and visitors` intention to revisit Egypt.

The questionnaire was pre-tested with 50 visitors to ensure the initial questionnaire validity, and to discover any possible misunderstanding between research sample connected to questionnaire language and design. Questionnaires were distributed to visitors during the day, over the period of festivals, during March 2023. A total of 500 questionnaires were distributed and after removal of imperfect responses, 412 questionnaires were valid and ready to distribute with a response rate of 82.4 % from the original target sample population.

Basically, this study found relationship between local food festival and visitor satisfaction, image of destination, intention to revisit Egypt. The findings suggest vision to help local food festival planners to better understand the participants' needs in order to satisfy them. It gives the advices for festival's planners about how to apply an effective policy depending on a deep investigation of festivals visitor's needs.

## Results and Discussion

**Table 1:** Reliability of Research Variables

Variables	Question Numbers	No. of Items Selected	Cronbach's Alpha
Local food festival quality	1-25	25	0.875
Food festival motivations	26-41	16	0.866
Revisit intention	42-43	2	0.867
Destination Image	44-45	2	0.789
Satisfaction	46-48	3	0.801

Visitor`s loyalty	49-53	5	0.856
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Table 1 shows that Destination Image had the lowest value ( $\alpha = 0.789$ ), then Satisfaction with a value of ( $\alpha = 0.801$ ), followed by Visitor`s loyalty which had the reliability value of ( $\alpha = 0.856$ ), Food festival motivations had a reliability value of ( $\alpha = 0.866$ ), revisit intention with a value of ( $\alpha = 0.867$ ), however Local food festival quality had the greatest reliability rate with ( $\alpha = 0.875$ ).the results of Cronbach`s Alpha are greater than 0.7 which indicates that the construct reliability is fulfilled, and there is consistency and stability in the instrument.

**Table 2:** Descriptive Statistics of the Respondents Demographic Data (n=412)

Description		Frequency	Percent %
Gender	Male	302	73.3
	Female	110	26.7
Age	Less than 20	65	15.8
	21-40	267	64.7
	41-50	60	14.6
	More than 50	20	4.9
Nationality	Egyptian	327	79.4
	Foreigners	85	20.6
Education Level	Med level	146	35.4
	University education	248	60.2
	Others	18	4.4
Income per month	1500-2500 LE	82	19.9
	2500-5000 LE	102	24.8
	more than 5000 LE	228	55.3
Social status	single	75	18.2
	Married	337	81.8

The respondents' data were presented using simple descriptive statistics such as frequencies and percentages to summarize the gathered data. The results indicate that males are more than females (73.3%, 26.7%). The majority of customers were between the ages of 21 and 40 (64.7%) of respondents. 60.2% had university level of education. there was 20.6% are foreigners, and 79.4% are Egyptian. for income there was (55.3%) their income more than 5000 LE.81.8% were married and 18.2 %were single

**Table 3:** Descriptive Statistics of the Respondents behavior (n=412)

Description		Frequency	Percent %
Type of visitor	First time	302	73.3
	Repeat visitors	110	26.7
	Internet and Festival website	195	47.3

Source of Information about festival	Advertisements in newspaper	22	5.3
	Television	48	11.7
	Word of mouth (Friend/business associate/relative)	147	35.7
Length of stay	One day	223	54.1
	Weekend	102	24.8
	One week	32	7.8
	More than one week	55	13.3

The previous data indicate that repeated visitors were more than first time visitors (73.3%, 26.7%). 47.3% of festival visitors got the information about the festival from Internet and Festival website, 35.7 % from Word of mouth (Friend/business associate/relative). 54.1% of visitors stayed for one day.

**Table 4:** Descriptive Statistics

Factor/ Variable of Food festival motivations	Mean	Std. Deviation	Attitude
To identify the Egyptian culture	4.80	0.951	Strongly Agree
To join the programs presented by a festival	3.88	0.668	Agree
Personal or family relation with the festival	3.58	0.814	Agree
To experience something different	4.20	0.859	Agree
To learn children something new	4.31	0.744	Agree
To spend time with my family	4.13	0.749	Agree
To relieve boredom and daily stress	3.88		Agree
Because I was curious	3.75	0.766	Agree
To try the original taste of the dish	4.45	0.801	Agree
experience the flavor of local food	4.54	0.723	Strongly Agree
Contact with local manufacturers and merchants	3.89	0.833	Agree
Socialization	4.25	0.665	Agree
Food variety	4.01	0.787	Agree
Food quality	4.01	0.918	Agree
Exhibitors' service and hospitality	3.89	0.815	Agree
Prices	4.23	0.799	Agree

The lowest mean of the factors was founded in Personal or family relation with the festival, which is 3.58, which shows virtually an “Agree”. The greatest mean of 4.80 was noted by to identify the Egyptian culture, which shows almost a “Strongly Agree”

level. Followed by discover the taste of local food which is 4.54, which shows virtually a “Strongly Agree”.

**Table 5: Descriptive Statistics**

Factor/ Variable	Mean	Std. Deviation	Attitude
Local food festival quality	4.22	0.859	Agree
Food festival motivations	3.77	0.661	Agree
Revisit intention	3.65	0.714	Agree
Destination Image	3.45	0.851	Agree
Satisfaction	4.78	0.641	Agree

The less value mean of the independent variables was founded in destination image, which is 3.45, which displays practically an “Agree”. The greatest mean of 4.78 was noted by satisfaction, which displays nearly an “Agree” level. the respondents’ decided that Local food festival quality lead to positive/negative intention to revisit, destination image, satisfaction.

**Table 6: Spearman's Correlation Matrix among Research Variables**

	Research Variables	Correlation Coefficient	
	Spearman's rho	Local food festival quality	Spearman's Correlation
Sig. (2-tailed)			0.000
Food festival motivations		Spearman's Correlation	0.782**
		Sig. (2-tailed)	0.000
Intention to revisit		Spearman's Correlation	0.791**
		Sig. (2-tailed)	0.000
Destination Image		Spearman's Correlation	0.834**
		Sig. (2-tailed)	0.000
Satisfaction		Spearman's Correlation	0.586**
		Sig. (2-tailed)	0.000
Visitor`s loyalty		Spearman's Correlation	0.642**
		Sig. (2-tailed)	0.000

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

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

Correlation displays the relationship amongst research variables. In this research, the significance level is less than 1% (99% confidence). Therefore, the hypothesis was accepted. Coefficient of correlation of Local food festival quality, Food festival motivations, Revisit intention, Destination Image, Satisfaction, and Visitor`s loyalty have recorded 0.714, 0.782, 0.791, 0.834, 0.586 and 0.642 correspondingly. Researchers could see there is a positive relationship amongst all of Local food festival quality impacts on visitor`s Satisfaction/loyalty and their intention to revisit.

This means that the more quality the visitor gets the more destination image, intention to revisit, satisfaction and loyalty is high and positive.

**Table 7:** Regression Analysis of Transformational Local Food Festival Quality, Intention to Revisit, Destination Image, and Satisfaction

Model	Unstandardized Coefficients		t	Sig.	R <sup>2</sup>	Dependent Variable
	$\beta$	Std. Error				
1	(Constant)	0.101	0.133	0.765	0.445	Intention to revisit
	Transformational Local food festival quality	0.397	0.042	9.431	0.000	
.688						
2	(Constant)	0.373	0.115	3.248	0.000	Destination image
	Transformational Local food festival quality	0.935	0.031	29.788	0.000	
.700						
3	(Constant)	1.427	0.085	16.732	0.000	satisfaction
	Transformational Local food festival quality	0.669	0.023	28.688	0.000	
.685						

\* Significant at 0.05

\*\* Significant at 0.01

From Table 7 it is showed that all  $\beta$  coefficients are not equal to zero which means rejecting the null hypothesis.

table 7 displayed that R square values are .688 and that means that the regression model of Local food festival quality explains 68.8 % of the variation in the intention to revisit and 31.2 % is the residual or unexplained factors, and 0.700 that means that the regression model of Local food festival quality explains 70 % of the variation in the Destination image and 30% is the residual or unexplained factors. And 0.685 that means that the regression model of Local food festival quality explains 68.5 % of the variation in the satisfaction and 31.5 % is the residual or unexplained factors.

The study result of the effect Local food festival quality on intention to revisit, destination image, satisfaction and loyalty is agreed with (Henderson, 2009; Chang et al., 2010; Grappi & Montanari, 2011; Leninkumar, 2017; Wardi et al., 2018; Castillo, 2019; Payini et al., 2020; Deng & Tang, 2020; Chieh & Hee, 2022; Rivera et al., 2022; Chieh and Hee., 2022 ), who determined that the local festival quality dimensions affects revisit intention, destination image and visitor satisfaction.

In general, the study results shown that local food festival quality has a vital role in improving the image of Egypt as a destination for local food festival tourism, it also increase the revisit intention and raise visitors satisfaction and loyalty rates. Results give the Egyptian food festivals managers the ideal model to deal with visitors needs to retain them for the success of Egypt as a destination for food tourism through visitor satisfaction and loyalty which agreed with (Stylos et al., 2017; Tsai Wang, 2017; Stone et al., 2018; Agyeiwaah et al., 2019; Getz, 2019; Payini et al., 2020; Yang et al., 2020; Van Roust, 2020; Stone, Migacz, & Wolf, 2021; Khoshkam et al., 2022; Pizzichini et al., 2022; Anh et al., 2022; Han et al., 2022; Rivera et al., 2022; Chieh & Hee, 2022). Therefore, the hypotheses are accepted and statistically supported.

### **Conclusion**

Food is frequently seen as a tourism development catalyst in areas where the economy is struggling or as a substitute for places lacking access to natural or historical attractions. Hence, the study's aim is to examine the influence of Local food festival quality on revisit intention, destination image, satisfaction and loyalty in Egypt. The research has experienced three hypotheses of exactly how these dimensions of Local food festival quality affect the dependent variables intention to revisit, destination image, satisfaction of local food festival visitors in Egypt.

The primary data was collected through a questionnaire form distributed to 500 visitors of Cairo international dates festival from 1st to the 7th of March 2023 and after removal of imperfect responses, 412 questionnaires were valid and ready to use with a response rate of 82.4%.

Results give the Egyptian food festivals managers the ideal model to deal with visitors needs to retain them for the success of Egypt as a destination for food tourism through visitor satisfaction and loyalty because there is a positive association among each of Local food festival quality impacts on visitor`s Satisfaction/loyalty and their intention to revisit. This means that the more quality the visitor gets the more destination image, intention to revisit, satisfaction and loyalty is high and positive.

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## جودة مهرجانات الطعام المحلية نحو نجاح سياحة الغذاء المصرية

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### الملخص العربي

مهرجان الطعام هو حدث يركز على الطعام الذي يتم انتاجه لزيادة الوعي بالسياحة الثقافية كقطاع حيوي للصناعة والاقتصاد المحلي وبناء بنية تحتية صديقة للبيئة على الرغم من أن الطعام كثيرًا ما يُنظر إليه على أنه محفز للتنمية السياحية في المناطق التي يفتقر فيها الاقتصاد إلى مناطق الجذب الطبيعية أو التاريخية. يمكن استغلال مهرجانات الطعام المحلية لتعزيز فرص السياحة الغذائية حيث تم تصنيف مصر على أنها أغنى منطقة بالموارد الغذائية المحلية ، لكن القائمين علي الصناعات بالكاد ما يستخدمون مهرجانات الطعام المحلية وغيرها من الفرص لتحسين صورة مصر كوجهة لسياحة الغذاء وإنشاء سياحة طعام محلية مستدامة. تبحث هذه الدراسة في كيف يمكن لمديري المهرجان ، من خلال تحسين جودة المهرجان و تعزيز التصورات الإيجابية للمستهلكين عن المنتجات التي تعرض داخل المهرجان.

تستند الدراسة إلى منهج كمي. تم جمع البيانات الأولية من خلال توزيع استمارة استقصاء على ٥٠٠ زائر لمهرجان القاهرة الدولي للتمور في الفترة من ١ إلى ٧ مارس ٢٠٢٣ بعد حذف الاستمارات غير المكتملة ، وكان هناك ٤١٢ استبيانًا صالحًا بمعدل استجابة ٨٢,٤٪. أظهرت نتائج الدراسة أن أبعاد جودة مهرجان الطعام المحلي تلعب دورًا حيويًا في تحسين صورة مصر كوجهة لسياحة المهرجانات الغذائية المحلية وزيادة رضا الزوار وعزمهم على العودة.

**كلمات مفتاحية:** مهرجانات الطعام المحلية , الجودة , سياحة الغذاء , مصر, النية للعودة . الرضا.