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The Effect of Local Food Authenticity on Tourists' Behavioural Intentions: a theoretical and empirical study

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Abstract

Food has been recognised as a critical part of local culture and identity (Richards, 2002), and it plays an important role in the development of a destination image (Hjalager and Richards, 2002). As a result, it is important to understand tourists' perceptions of food authenticity and how this affects their purchase behaviours and destination choice. Following the study by Sidali and Hammerling (2014), this thesis uses a conceptual framework consisting of two constructs—subjective authenticity and object-based authenticity—and argues that tourists' perceived authenticity of local food influences their behavioural intentions.

A total of 375 individuals responded to an online survey evaluating two local Japanese cuisines, Kobe beef in the city of Kobe and Kaiseki cuisine in Kyoto. A series of multiple linear regressions through SmartPLS, a software used in partial least squares structural equation modelling (PLS-SEM), were conducted to explore (a) the relationship between the perceived authenticity of local food and Taiwanese tourists' behavioural intentions—willingness to consume, willingness to pay more, and willingness to visit—and (b) the mediating effect of place attachment in the relationship between the perceived authenticity and behavioural intentions.

The results show that all hypothesized relationships were statistically significant and indicate that Taiwanese tourists' behavioural intentions were significantly influenced by their perception of the local food's authenticity. This study also confirms that place attachment mediated the relationship between Taiwanese tourists' perceived authenticity and their willingness to visit a destination. Conclusions and implications are drawn based on these findings. The findings provide insights into the ways tourists perceive the authenticity of local food and could be useful for marketers promoting destinations and culinary tourism.

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1 Introduction

Since MacCannell (1973, 1976) introduced the concept of authenticity to sociological studies in the 1970s, authenticity has been identified as a central orienting principle in tourism studies over the past two decades and has led to diverse debates (Brown, 1996; Bruner, 1991, 1994; Buchmann, Moore, & Fisher, 2010; Cohen, 1979, 1985, 1988, 2004, 2005, 2007; Crang, 1996; Olsen, 2002; Reisinger & Steiner, 2006; Silver, 1993; Wang, 1999). Authenticity has been widely recognised as the fundamental motivation for visitors (Kolar & Zabkar, 2010) and an essential concept in tourism (Knudsen et al., 2016).

Food has also become one of the most important elements of the tourist experience (Hall & Mitchell, 2001; Hall & Sharples, 2003). Bèlisle (1983) noted over 20 years ago, ‘As food accounts for approximately one-third of tourist expenditure, the proportion of food imports for tourist consumption can significantly affect the economic and social impact of tourism’ (p. 498). This number is even greater in today’s tourism. More and more studies focus on the role of food in culture; food has been deemed not only a basic necessity for tourist consumption, but also an essential element of regional culture (Jones and Jenkins, 2002). As food is an important part of local culture and identity (Richards, 2002), trying out local food specialties can enrich the overall experience of tourists seeking to learn more about a different culture. In line with Richards, Telfer and Hashimoto (2003) also noted that food in tourism has developed from being a basic necessity to becoming an additional ‘tourist experience’ that may enhance the overall evaluation of the travel experience.

Poon (1993) noted that new tourists are searching more and more for authentic cultural and natural experiences. An increasing number of consumers today are seeking authentic products and services (Gilmore and Pine II, 2007). In this context, tourist perception of authenticity has become the main source of competitive advantage (Gilmore and Pine II, 2007). However, in food literature, only a few studies focus on the determinants of food authenticity from the consumer perspective (Camus, 2004; Liao and Mao, 2009; Sidali and Hemmerling, 2014).

The study by Yüncü (2016) found that the authenticity had a significant impact on behavioural intention. Food-related personality traits, which refer to individual characteristics that exert a pervasive influence on a broad range of food-related behaviours, have begun to be recognised as important psychological variables affecting tourist food consumption (Mak et al., 2012). An increasing number of studies also suggests that food can play an important role in tourists' destination choices (Bessiere, 1998; Boniface, 2003; Cohen & Avieli, 2004; Frochot, 2003; Hjalager & Richards, 2002; Long, 2004).

However, the existing studies focus mostly on the general experience of food in the context of tourist attractions, festivals, and museums, ignoring the ways tourists perceive food. This thesis aims to bridge this gap by exploring the ways tourists perceive authenticity of local food and how this affects their behavioural intentions.

The second aspect this thesis measures, place attachment, refers to individuals' emotional bindings to geographic areas. Place attachment has been studied for its dimensionality, effects, and influence on tourists' perceptions of environmental and social conditions experienced on tour (Kyle et al., 2004; Lee & Shen, 2013). Yet, its links to authenticity in tourism have been largely ignored, especially in the context of food tourism. Therefore, this thesis also explores the role of place attachment in the relationship between tourists' perceived authenticity of local food and their behavioural intention.

The following sections introduce the research purpose and objectives. Subsequently, the thesis structure for the remainder of the paper is presented in section 1.2.

1.1 Research Purpose

In order to expand the knowledge and depth of understanding of food authenticity in the tourism context, this thesis adapts an authenticity model from Sidali and Hemmerling's study (2014), which indicates that the perception of authenticity consists of subjective and objective authenticity and that both are essential to understanding tourists' perception of food

authenticity. Furthermore, this thesis argues that the perception of authenticity of local food affects tourists' behavioural intentions. Lastly, this thesis proposes that place attachment acts as a mediator between perceived authenticity and behavioural intention and explains the relationship between tourists' perceived authenticity of local food and travel intention.

1.2 Structure of the Thesis

This section presents the overall structure of the thesis. The first part of Chapter One introduces the research purpose, question, and objectives, followed by the second part, which outlines the research and analysis stages for this thesis. In Chapter Two, previous research on perceived authenticity is evaluated. Next, different factors which affect tourists' intention to visit a destination are discussed. Lastly, the literature on food consumption in the context of tourism and discussion of place attachment are presented. Chapter Three presents the formal propositions of this study in the form of a conceptual model and operational hypotheses. Chapters Four and Five outline the frameworks needed to answer the research question, including the research design, methodology, and data collection of the research. Chapter Six elaborates the methods and statistical tools used for analysing the quantitative data collected from the survey. Chapter Seven analyses the outcomes of the research, examining the comprehensive conceptual model and assessing the proposed hypotheses. Chapter Eight presents the findings of the research and their practical implications. Finally, Chapter Nine concludes the study and the findings, followed by Chapter Ten, which discusses the limitations of this study and offers the suggestions for further research.

2 Theoretical Framework

In order to form a conceptual model and conduct further research with understanding, theoretical concepts are critical. Furthermore, theoretical frameworks help identify the type of data needed and provide a guide for how such data should be collected and analysed. In this regard, the topics of authenticity in the tourism context, perceived authenticity of food, tourist motivation, culinary tourism, and place attachment are discussed in this chapter.

2.1 The Notion of Authenticity in Tourism

Ever since MacCannell (1973, 1976) proposed that ‘touristic consciousness is motivated by its desire for authentic experience’ and introduced the disclosure of ‘authenticity’ into tourism studies, the term has gained increasing attention and been discussed and disputed over the past four decades (Cohen, 2007; Kim and Jamel, 2007; Brown, 2013). The term ‘authenticity’ in tourism was originally used in museums where scholars wanted to determine ‘whether objects of art are what they appear to be or are claimed to be, and therefore worth the price that is asked for them or . . . worth the admiration they are being given’ (Trilling, 1972). The notion of authenticity has played a significant role in understanding the motivation and experience of tourists, and diverse debates and analyses have generated numerous literature in tourism research (Cohen 1988; Grang 1966). The term is acknowledged as a universal value and an essential motive for tourist activity and experience (Cohen 1988; MacCannell 1973; Naoi 2004; Kolar and Zabkar, 2010; Buchmann et al., 2010). According to Sharpley (1994), authenticity in tourism refers to the traditional culture and its origin, the sense of the genuine, the real and the unique. The tourist seeks authenticity as a form of fulfilment to escape from everyday life (MacCannell 1973, 1976; Turner and Turner 1978; Reisinger and Steiner, 2006).

Advancing the studies of MacCannell (1973, 1976), Wang (1999) identifies three kinds of authenticity: objective authenticity, constructive authenticity, and existential authenticity (cf. Table 1).

Objectivism

According to Wang (1999), objective authenticity involves a museum-linked usage of the authenticity of the originals that are also the toured objects to be perceived by tourists. It follows that the authentic experience is caused by the recognition of the toured objects as authentic. Whether the object is authentic or not can be determined by certain criteria (Boorstin, 1961; MacCannell, 1973). For example, works of art, artefacts, cuisine, or rituals are determined to be authentic or inauthentic depending on whether they are made or performed by local people according to their traditions (Reisinger and Steiner, 2006). The right to determine what is objectively authentic, in ordinary usage, is reserved by various authorities (museum curators, archaeologists, art historians, ethnographers or anthropologists), who are believed to have the professional knowledge and thus the authority to define a sight, object, site, or event as authentic (Cohen, 2007).

The conception of objective authenticity has been employed in tourism studies in several overlapping senses as follows (Cohen, 2007): Authenticity 1) as ‘origins’—with its antonym ‘falsification’ (Trilling, 1972; Cohen, 2005; Reisinger and Steiner, 2006); 2) as ‘genuineness’, and the antonym is ‘surrogate’ (Theobald, 1998; Reisinger and Steiner, 2006); 3) as ‘pristinity’, and the antonym is ‘despoliation’ (Cohen, 2004); 4) as ‘sincerity’, and the antonym is ‘disingenuousness’ (Taylor, 2001); 5) as ‘creativity’, and the antonym is ‘copy’ (Daniel, 1996); and finally 6) as ‘flow of life’, and the antonym is ‘despoliation’ (Cohen, 2004).

Constructivism

As authenticity involves a wide range of meanings, in response to the complex and constructive nature of authenticity stands constructivism, the result of social construction (Wang, 1999). This ideology characterizes authenticity as a socially constructed interpretation of the genuineness of observable things, rather than as a real and objective phenomenon discernible empirically (Bruner, 1994; Cohen, 1988; Handler and Linnekin, 1984; Lanfant, 1989; Spooner,

1986; Taylor, 2001; Wood, 1993). For constructivists, multiple and plural meanings of and about the same things can be built from different perspectives, and people may adopt different constructed meanings depending on the particular contextual situation or intersubjective setting (Wang, 1999). According to Wang (1999), things appear to be authentic not because they are inherently so, but because their genuineness is constructed by beliefs, perspectives, or powers. Authenticity is a projection of tourists' own beliefs, expectations, preferences, stereotyped images, and consciousness onto toured objects (Adams, 1984; Bruner, 1991; Duncan, 1978; Laxson, 1991; Silver, 1993; Wang, 1991). Consistent with Graburn (1976) and Cohen (1988), Wang argues that something may be initially inauthentic but subsequently become authentic over time through a process Cohen calls emergent authenticity. Constructive authenticity allows for different interpretations of reality on the basis of individuals' projections onto objects and is essentially symbolic (Leigh et al., 2006).

Existential Authenticity

Nevertheless, Wang (1999) argues that only those occasions in which tourists are in search of signs or symbols of authenticity can be understood by the constructivist perceptive; he points out that numerous activities in tourism are not object-related, but can still be understood as a search for authenticity. The difference between object-related and existential authenticity is that the former is an attribute, or projected attribute, of concrete artefacts, while the latter is 'a potential existential state of Being' that is to be activated by tourist activities and can be understood as a kind of 'authentically good time', as Brown (1996) calls it (Wang, 1999). Existential authenticity, unlike object-related authenticity, can often have nothing to do with the issue of whether toured objects are real (Wang, 1999).

According to Wang (1999), existential authenticity can be divided into two dimensions: *intra-personal* and *inter-personal*. *Intra-personal* authenticity relates to the bodily feelings of pleasures, such as relaxation, rehabilitation, diversion, recreation, entertainment, refreshment, sensation-seeking, sensual pleasures, excitement, play, and so on (Cohen, 1979, 1985; Lett,

1983; Mergen, 1986). Such concern consists of two aspects: sensual and symbolic. While the former is the primary organ of sensibility or feeling, the latter relates to the culture of the body, which becomes a 'display' of individual identity, including health, naturalness, youth, vigour, vitality, fitness, movement, beauty, energy, leisure class, taste, distinction, romance, and so on (Bourdieu, 1984; Featherstone, 1991; Rojek, 1993; Wang, 1999). However, such feelings can only be met for a short period of time. Intra-personal authenticity also involves 'self-making' or 'self-identity', which is an implicit dimension underlying the motivation for tourism. Through the example of mountain-climbing, mountaineers find their alternative, new self by overcoming the mountains, which is an activity of adventure. According to Vester (1987), people seek extra-mundane experiences from adventures as result of dissatisfaction with the quality of their everyday life, and thus adventure becomes 'a form of leisure'.

Another dimension of existential authenticity is called inter-personal authenticity. One typical example is family tourism. The family is a significant private sphere for individuals to experience their 'true selves', and thus family tourism is a peak and ritual experience of existentially authentic relationships (Berger, 1973; Wang, 1999). In recreational tourism, people not only gain pleasures but also experience intensely authentic bonds and a real intimacy in the family relationship at the same time (Wang, 1999). In addition to promoting a sense of intimacy in the family relationship, tourism also allows an individual to experience 'communitas'. Communitas is characterized by 'liminality', which refers to 'any condition outside of everyday life' (Turner, 1974). In cyborg anthropology, communitas is a Latin noun and refers to an unstructured community in which all members are equal; this setting allows the whole of the community to share a common experience. Communitas is an intense community spirit, the feeling of great social equality, solidarity, and togetherness. In tourism, one example is a package tour, which provides a relaxed ambiance and relatively concentrated period of time for intense sociality and emotional interaction. As a result, the pleasure of tourism exists not only in seeing exotic things, but also in sharing and communicating this pleasure with other tourists. In other words, such forms of authentic experience do not search

for the authenticity of ‘the other’ but in, among, and between the tourists themselves (Wang, 1999; Olsen, 2002).

Table 1 Three Types of Authenticity in Tourist Experiences	
Object-Related Authenticity in Tourism	Activity-Related Authenticity in Tourism
<p><i>Objective authenticity</i> refers to the authenticity of originals. Correspondingly, authentic experiences in tourism are equated to an epistemological experience (i.e., cognition) of the authenticity of originals.</p> <p><i>Constructive authenticity</i> refers to the authenticity projected onto toured objects by tourists or tourism producers in terms of their imagery, expectations, preferences, beliefs, powers, etc. There are various versions of authenticities regarding the same objects. Correspondingly, authentic experiences in tourism and the authenticity of toured objects are constitutive of one another. In this sense, the authenticity of toured objects is in fact symbolic authenticity.</p>	<p><i>Existential authenticity</i> refers to a potential existential state of Being that is to be activated by tourist activities. Correspondingly, authentic experiences in tourism are to achieve this activated existential state of Being within the liminal process of tourism. Existential authenticity can have nothing to do with the authenticity of toured objects.</p>
Source: Wang, (1999), graphical presentation by the author	

2.2 The Perceived Authenticity of Food

Different notions and understandings of authenticity have been discussed in the previous subchapter. This section focuses on the authenticity of food, especially local food, which customers and tourists perceive.

According to Telfer and Wall (2000), spending on food and eating out during a holiday accounts for approximately one-third of all tourist expenditures. Tasting local food is a vital part of the tourist experience since it can serve as both a cultural activity and entertainment. Research also shows that food has the potential to enhance the tourist experience by connecting consumers to the region and its perceived culture and heritage (Sims, 2009). Food is part of the everyday experience as well as something that may be out of the ordinary in the hospitality, leisure, or tourism contexts; thus, consumers are increasingly demanding more of their food in originality and authenticity (Beer, 2008).

The resulting questions are what kind of food or beverage product is authentic to consumers and what criteria they use to evaluate the authenticity of a product. According to Muraz and Charters (2013), consumers consider whether a product is authentic based on both the product attributes (appellation, savoir faire, unique style, quality and consistency, and honesty and transparency) and the brand image (heritage and myth). Lu and Fine (1995) suggests that food could be considered objectively authentic when it is prepared by natives according to tradition. Based on personal interviews with 10 consumers and focus group interviews with 17 consumers, Liao and Ma (2009) find that consumers will search for and buy authentic products with one or more of the following six authenticity characteristics:

- 1) Originality; the study finds that consumer evaluation of authentic products is greatly influenced by their integral impression of the products' country of origin.

- 2) Quality commitment and credibility; the respondents of the study indicated that authentic products are revealed to them through recommendations of their fine quality and their high level of consumer acceptance.
- 3) Heritage and style persistence; the study shows that authenticity means that something embodies heritable qualities and characteristics and that these features are consistent with what is in the participant's memory.
- 4) Scarceness; authenticity implies scarceness because people have to spend more time, money, or effort to achieve and maintain it.
- 5) Sacredness; participants indicated that only products from licensed editions or products from the original country and the most well-known sellers are real products.
- 6) Purity; an authentic product's essential materials are not blended with other materials, and they represent the attributes of the product's entirety.

After identifying the properties of authenticity, Liao and Ma (2009) conclude that authenticity is a subjective judgement by consumers about the products. This view is also supported by McNamara (1997), who suggests that consumers who seek to satisfy their need for authenticity make subjective judgements on the authentic value of products. However, Sidali and Hemmerling (2014) argue that both subjective and object-based perceived authenticity can influence the purchase intention. According to Sidali and Hemmerling (2014), while subjective authenticity is related to individuals' associations with local food, object-based authenticity relates to perceptions of intrinsic features of food specialties, namely quality claims about the product's temporal, spatial, and product-specific attributes. Both subjective and object-based authenticity co-exist and are essential dimensions of consumer perception of authenticity. This is supported by Franchi (2012), who suggests that food choices are not rational or conscious cognitive exercises, but rather that food consumption involves multiple emotional dimensions that are often rooted in an individual's history and memory. Supporting Sidali and Hemmerling, Beverland (2005) finds that consumers judge a product authentic based on six attributes of authenticity: heritage and pedigree, stylistic consistency, quality commitments, relationship to

place, method of production, and downplaying commercial motives. Beverland thus argues that marketers' projections and consumers' understandings consist of both objective (real) and subjective (stylised or fictional) factors. As a result, this study argues that subjective and object-based authenticity are self-contained dimensions that will affect consumers' willingness to consume the food and visit the place of the food's origin.

2.3 Tourist Motivation

Destination development has become a significant issue in tourism studies. In order to market tourism services and destinations, it is important for governments, marketers, and tourism organisations to understand tourism motivation and activities (Zhang and Marcussen, 2007; Gee et al., 1984). Even though motivation is one of many variables (e.g., perceptions, cultural conditioning, and learning) that may contribute to explaining behaviour, there is no doubt that it is a critical variable and the driving force behind all behaviours (Fodess, 1994). Motivation tells us why a tourist or a group perform an action or behaviour, and hence understanding consumers' motivations will not only enhance the quality of products but also make tourism operators aware of the exact needs of target tourists and locations of the main tourist markets (Dann, 1981; Zhang and Marcussen, 2007).

Based on person-to-person unconstructed interviews with 39 participants, Crompton (1979) identified nine motives of pleasure vacationers which influence their choice of a destination. Seven are classified as socio-psychological: namely, escape from a perceived mundane environment, exploration and evaluation of self, relaxation, prestige, regression, enhancement of kinship relationships, and facilitation of social interaction. The two remaining motives, novelty and education form an alternate cultural category (Crompton, 1979). Additionally, the majority of discussions related to tourist motivation have tended to revolve around the conceptions of 'pull' and 'push'. The 'push' factors are socio-psychological motives and thus are useful for explaining a desire to go on a vacation; the 'pull' factors are motives aroused by the destination rather than emerging exclusively from within the tourist and have been

considered useful for explaining the choice of destination (Crompton, 1979). Accordingly, 'push' factors precede 'pull' factors. That is, once deciding on the trip, tourists will start to think about where to go and what to do (relating to specific destinations) (Dann, 1977). 'Pull' factors both respond to and reinforce 'push' factor motivation (Dann, 1981).

A study by Dann (1977) identifies two basic tourist motivations: anomie and ego-enhancement. According to Dann (1977), anomie refers to the desire to transcend the feeling of isolation inherent in everyday life and simply 'get away from it all'; ego-enhancement is usually associated with the individual's need for recognition and is obtained through the status conferred by travel. Both of proposed motivations are seen as push factors (i.e., internal factors predisposing the individual to travel) (Fodness, 1994).

Through a review of the relevant literature, Kay (2003) identifies four main theoretical approaches to tourist motivation: needs-based, values-based, benefits sought or realised, and expectancy theory-based.

The first approach to tourist motivations identified by Kay (2003) is based upon the individual's need. The conceptions of satisfying needs or desires are fundamental to most theories of motivation. Maslow's (1943) hierarchical needs theory has been the widely known general theory for understanding motivation and has been applied to explain motivation in many social disciplines and contexts. Accordingly, consumers will choose a destination or type of holiday or vacation that will best satisfy their desires or needs (Shoemakers, 1994). However, needs-based motivation theories have been criticised for not being able to empirically test what people will do to fulfil their needs or indeed whether they will do anything at all; additionally, there is no way to precisely measure how satisfied a person's need is before the next need starts operating (Schiffman and Kanuk, 1997). In spite of criticism, Maslow's hierarchical needs theory is still considered a useful approach to understanding consumer motivations and has been considered an 'emotional trigger' that enables marketers to communicate with their target audiences on a more personal level (Schiffman and Kanuk, 1997; Schrocer, 1991).

Personal values have been extensively discussed in consumer behaviour literature for tourist market segmentation purposes as they are ‘determinants of consumers’ (Kamakura and Novak, 1992). Therefore, a number of valid and reliable measures for personal values have been developed; the most widely used is the Rokeach Value Survey, which consists of 18 instrumental values (ideal modes of behaviour) and 18 terminal values (ideal end-states of existence) (Madrigal and Kahle, 1994; Kay, 2003). Two other commonly used value systems are the Values and Lifestyles (VALS) system (Mitchell, 1983) and the List of Values (LOV) (Kahle and Kennedy, 1989).

Another approach to tourist motivation recognised by Kay (2003) was the benefits-sought research and it was first used as an approach based on attitudes towards brands within a product category to market segmentation and considered consumer value and perception based. Its greatest attention and application, however, has been in the fields of travel, tourism, leisure, and recreation. It has been noted as being better at predicting and explaining behaviours, such as personality and lifestyles or geographical measures, than other measures (Haley, 1971; Loker and Perdue, 1992; Kay, 2003).

The fourth approach Kay (2003) identified is based on expectancy theory. Vroom’s expectancy theory (1964) defines motivation as a function of the attractiveness of the outcome and the expectancy of achieving that outcome through the conceptions of valence (attractiveness), instrumentality (for achieving other outcomes), and expectancy. Even though the conceptions of satisfying needs or desires are fundamental to most theories of motivation, Witt and Wright (1992) argue that predicting the effects of motivation on behaviour also requires an understanding of the processes by which needs are transformed into motivated behaviour and, in particular, of the way people’s expectations give motivated behaviours its direction. They propose an expectancy model of holiday preference and choice, which includes needs, attractiveness (valence) of holiday attributes, relative preference of different holidays, the knowledge of holiday destination characteristics, the limiting factors such as cost, others’

preferences, expectations, and instrumentality of holidays for providing attributes. All of these will be further influenced by sources including brochures, guidebooks, and other people's experiences, as well as by the individual's own experience of previous holidays and thus the feedback loops built into the model, highlighting the relationship between motivation, preference, and choice.

In conclusion, in order to market tourism and enhance the quality of tourism service, it is important for marketers, tourism organisations, and government to understand the motivating factors that influence tourist behaviour, and further develop a suitable strategy to attract their tourists.

2.4 Culinary Tourism

In the previous section, the factors which motivate a tourist to travel to a destination have been discussed. Among all 'pull' factors, food has become a primary driving force for travel. There is a close and symbiotic relationship between food and the tourism, as food is one of the critical tourism resources (Henderson, 2004; Quan and Wang, 2004; Karim and Chi, 2010). According to the research, tourists spend nearly 40% of their travel budget on food (Boyne et al., 2002). Moreover, the *2004 Restaurant and Food Service Market Research Handbook* states that 50% of restaurants' revenue was generated by tourists (Graziani, 2003). In light of these figures, food has proven to be an increasingly important element in the tourism industry and thus has drawn significant attention from experts and researchers.

The term 'culinary tourism' was first developed by Long in 1998; she defined the term as experiencing and participating in the 'foodways' of other people, which include but are not limited to consumption, preparation, and presentation of food items. As researchers have different interpretations of 'culinary tourism', this study adopts a broad definition by Hall and Sharples: the 'visitation to primary and secondary food producers, food festivals, restaurants

and specific locations . . . it is the desire to experience a particular type of food or the produce of a specific region' (2003).

As the culinary activities of a destination are also categorised as part of cultural tourism (Corigliano, 2002), more and more studies are focusing on the role of food in culture. Richards (1996) states that cultural tourism may include experiencing the cultural attractions as well as sampling the local food. Local food serves as a major conduit for tourist to appreciate the culture of a destination (Lee and Crompton, 1992; Ondimu, 2002; Kivela and Crotts, 2006). Art, music, and history are usually viewed as main cultural resources, whereas food and other phenomena such as religions, events, festivals, and architectures are considered to be 'grey zones' of culture; such 'grey zones' exist not only in cultural tourism but tourism in general (Scarpato, 2002; Quan and Wang, 2004). By eating what the local people eat and exploring new cuisines they and their friends are not likely to experience at home, tourists can build their knowledge of the local culture (Fields, 2002). Given that food reinforces the identity and culture of a destination, it also plays a significant role in the development of a destination image; thus, locals food producers can add value to their product by creating a tourist experience around the raw materials (Hjalager and Richards, 2002; Quan and Wang, 2004).

Furthermore, according to Quan and Wang (2004), the experience of food consumption in tourism can be analysed from two perspectives: from its relationship to the peak touristic experience and its relationship to the daily experience. As daily routines and habits are a source of comfort, relaxation, and ease that supply people with a sense of 'ontological security', daily food consumption can be seen as providing the 'ontological comfort of home' (Giddens, 1984; Quan and Wang, 2004). Quan and Wang argue that such ontological comfort of home can be extended to travel and helps tourists overcome anxieties caused by unfamiliar environments. In this sense, a large portion of food consumption in tourism can be seen as a supporting experience for tourists. However, as a deep motive for tourism is to seek novelty and change, tourists also find new opportunities in food consumption rather than merely maintaining their

food habits, routines, and preferences (Cohen, 1974; Quan and Wang, 2004). Tourists often search for novel food experiences and go to local restaurants to try new foods. In so doing, food not only serves as an attraction but also becomes a medium for tourists to achieve the peak touristic experience with their families and friends.

As people have a variety of preferences and habits, different people may look for different kinds of culinary experiences. The difference can be found in what Cohen (1979) calls the recreational modes and the experiential modes. According to Cohen and Avieli (2004), recreational tourists tend to suspend ordinary control over their conduct and be more permissive and self-indulging on their trip than in ordinary daily life. They usually search for familiar food of a higher quality, in greater quantities than consumed in their daily life. On the other hand, experiential tourists seek to vicariously experience the authentic life of others (Cohen, 1979). They show a marked interest in local dishes and food habits. However, they might be reluctant to experience the local cuisine directly and will opt to eat local food in the tourism-oriented locations (Cohen and Avieli, 2004). Lastly, those tourists who seek more direct rather than vicarious experience are in 'existential' mode. They tend to patronise local establishments and subsist on the local fare whether as part of their experimenting with local life or even because they have adopted it in preference to life in their place of origin (Cohen and Avieli, 2004).

In conclusion, food is recognised as an important force driving the tourist's motivation to visit a destination. It is not only the identity and culture of a destination but also a promotional tool to market a region. It is important for local food producers, local restaurants, tourism organisations, and especially marketers to understand local food's effects on tourist's willingness to travel to the food's place of origin.

2.5 Place Attachment

Place attachment is a conception derived from attachment theory (Bowlby, 1969; Bowlby, 1973; Bowlby, 1980), a leading and influential psychological theory that perceives attachment as a relatively steady personality trait (Ram et al., 2016). According to the theory, individuals possess a tendency to trust others who are meaningful and significant to them, based on early childhood experiences (Ram et al., 2016). The emotional link between the self and a place is known in psychology as ‘place attachment’, and this link, according Yuksel et al. (2010: 275), produces ‘the sense of physically being and feeling “in place” or “at home”’ and provides a sense of trust and security (Tsai, 2012). Morgan (2010) describes place attachment as ‘an affective bond to a particular geographical area and the meaning attributed to that bond’; it is also regarded as a development process in which experiences in a place are unconsciously internalized and subjectively manifest into an attachment to that place.

Place attachment has been researched extensively in relation to tourism. In tourism, place attachment is analysed as a multifaceted concept that consists of four interrelated dimensions: place identity, place dependence, affective attachment, and the social bond. Place identity refers to symbolic importance of a place as a repository for emotions and relationships that give meaning and purpose to life (Williams and Vaske, 2003); that place enables individuals to express and affirm their identity (Kyle et al., 2005). Place dependence represents the suitability of a place to meet an individual’s functional needs (Suntikul and Jachna, 2016) and is associated with the opportunities the setting affords for fulfilling specific goals or activity needs (Williams et al., 1992). Hence, place attachment is a form of functional attachment, providing features and conditions that support the achievement of specific goals or desired activities (Williams and Vaska, 2003). Affective attachment, according to Ram et al. (2016), refers to the strong feeling tourists feel towards a destination; it is also conceptualized as place affect (Brown et al., 2016). However, this dimension has received limited interest and thus has rarely been studied. The last dimension, the social bond, which is thought to be critical for understanding human-place bonds, focuses on the social ties that bind an individual to a place

(Hidalgo and Hernández, 2001; Kyle et al., 2004; Mesch and Manor, 1998). It represents the process in which meaningful interpersonal relationships in a place enhance the sense of belonging to a group and a particular setting (Hammitt et al., 2009; Kyle et al., 2005).

According to Ram et al. (2016), in tourist research, place attachment can be viewed in three different roles depending on the context. The first branch views place attachment as an independent variable or as an antecedent of tourists' behaviours and attitudes; its focus is on prediction of visit outcomes based upon place attachment levels and on prediction of pro-environment behaviours. Moreover, place attachment can play as a mediator between tourists' attitudes and visit outcomes. Lastly, place attachment is also perceived as an outcome in itself, and tourists' attitudes are seen as predictors. In this thesis, place attachment is viewed in the second role, as a mediator between tourists' perceived authenticity and behavioural intention.

The relationship between place attachment and perceived authenticity has received limited attention. According to Tussyadiah and Zach (2012), the tourism experience of place may be linked to tourists' feelings about authenticity. However, the majority of recent studies have only researched how place attachment affects tourists' perceived authenticity of tourist attractions and their satisfaction and attitudinal loyalty to a specific locale. This thesis, however, studies the effect of the perceived authenticity of a local food on tourists' behavioural intention, as well as how place attachment mediates the relationship between these two constructs.

3 Conceptual Framework and Hypotheses

As the theoretical foundation of this thesis has been discussed in the previous chapter, there is a need to unify and structure the literature of authenticity models and consumer behaviour in the tourism context. The proposed conceptual framework is based on Sidali and Hammerling's (2014) authenticity model of traditional food and Liao and Ma's (2009) product authenticity model, which examines the underpinnings of tourists' perceptions of local food through the frames of *subjective authenticity* and *object-based authenticity*. In brief, subjective authenticity relates to tourists' associations with local food, whereas object-based authenticity relates to the quality claims about the temporal, spatial, and product-specific attributes of food specialties (Sidali and Hammerling, 2014).

3.1 Subjective Authenticity

The first component of the conceptual model is *subjective authenticity*. Subjective authenticity is based on tourists' perceptions and feelings associated with local food. The increasing interest in local food and traditional food (Eden and Bear, 2010; Kneafsey, 2010; Winter, 2003) has turned many traditional specialties into heritage food, and food items into icons of past agrarian life (Jones and Jenkins, 2002). Consumers who seek to satisfy their need for authenticity continuously make subjective judgements on the authentic value of goods and their consumption (McNamara, 1997). Therefore, there is a need to identify and understand the opinions that individuals perceive with the authenticity local food.

3.2 Object-based Authenticity

The second component of the conceptual model is *object-based authenticity*, which refers to tourist's perceptions of the intrinsic characteristics of local food specialties (Sidali and Hammerling, 2014). For instance, many researchers argue that a known local origin is the most critical attribute authenticating a product (Beverland, 2005; Groves, 2001; Kuznesof et al., 1997; Lewis and Bridger, 2001). Moreover, claims such as 'the traditional production method',

‘the traditional recipe’, ‘the quality of food’ are credence attributes (Kolar and Zabkar, 2010; Nelson, 1970). Accordingly, if a producer can prove their production method is traditional and has been preserved over the years, it may enhance the perceived object-based authenticity of the product (Gilmore and Pine, 2007; Liao and Mao, 2009). Similarly, if a restaurant is determined to cook the food based on their original method, tourists will perceive their food as being authentic. As a result, in conventional supply chains, food companies have started to design product lines, and their marketing and labelling strategies appeal to credence characteristics of locally made products (Jolly, 1999).

3.3 Tourist’s Intentions

Food-related personality traits, the individual characteristics that pervasively influence a broad range of food-related behaviours, have begun to be recognised as important psychological variables affecting tourist food consumption (Mak et al., 2012). Behavioural intention and attitude also affect food consumption. Behavioural intention measures an individual’s relative strength of intention to perform a behaviour, and an attitude consists of beliefs about the consequences of performing the behaviour (Fishbein and Ajzen, 1975). Many studies have tested the relationship between attitude and intention in various settings, and the positive influence of attitudes on intentions has been widely supported (Bianchi and Mortimer, 2015; Bianchi and Andrews, 2012). The more positive attitudes individuals have towards consuming local food, the more likely they will be to purchase local food (Çabuk et al., 2014; Campbell, 2013).

In this thesis, three construal measurements of behavioural intention are applied: *willingness to consume (WTC)*, *willingness to pay more (WTP)*, and *willingness to visit a destination (WTV)*. It is argued that overall evaluation and attitude towards the local food drives such behavioural intentions. The behavioural intention is primarily influenced by a tourist’s *willingness to consume* the local food, *willingness to pay* a higher price for it, and *willingness to visit the food’s origin* is.

3.4 Place Attachment

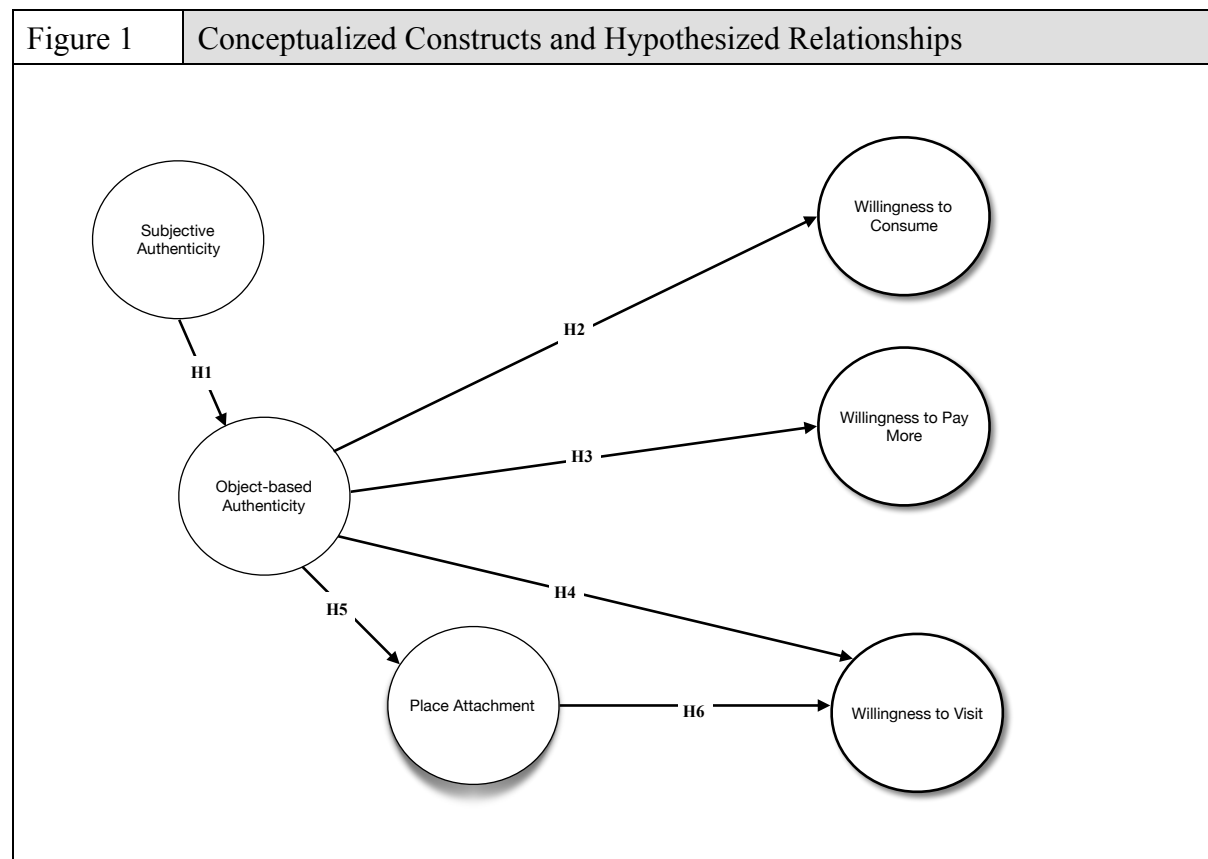
The last latent construct of the conceptual framework is *place attachment*, individuals' emotional bindings to geographic areas. Place attachment has been studied for its dimensionality and influences on tourists' perception of the environment and social conditions encountered on tour (Kyle et al., 2004; Lee and Shen, 2013). While previous studies focus on the relationship between destination image and authenticity, with destination image as the antecedent and place attachment as a predictor of authenticity (Ram et al., 2016), the study by Jiang et al. (2017) uses existential authenticity as a positive antecedent of all dimensions of place attachment. Furthermore, the study by Ram et al. (2016) explores the relationships between place attachment and the perceived authenticity of major attractions; the result indicates a positive correlation between place attachment and authenticity. Lastly, existing studies on place attachment have also revealed effects of attachment on behavioural intentions (Prayag et al., 2015). More specifically, perceived authenticity influences place attachment, which in turn influences tourists' behaviour intention.

3.5 Structural Model and Hypothesized Relationships

Combining the results of the current study and the constructs presented above, the conceptual model proposes that subjective authenticity and object-based authenticity influence tourists' behavioural intentions, measured by tourists' willingness to consume, willingness to pay more, and willingness to visit a destination.

Deeply anchored psychological concepts (i.e., emotions, values, etc.) and the memories elicited by them play a vital role in the complicated process of making a food choice. This is confirmed by Franchi (2012), who emphasises that food consumption involves multiple emotional dimensions that are often rooted in an individual's history and memory (Sidali and Hammerling, 2014).

This thesis hypothesizes relationships among subjective authenticity, object-based authenticity, purchase intention, tourists' intention to visit a destination, and place attachment. These hypothesized relationships are presented in Figure 1 and further explained in the following section.



3.6 Hypotheses

Based on the framework presented above, nine hypotheses are proposed in regard to the effect of subjective and object-based perceived authenticity on tourists' behavioural intentions, which is measured by tourists' willingness to consume (WTC) and willingness to visit a destination (WTV). This study provides an initial test of the proposed constructs of the perceived authenticity of local food.

3.6.1 The Effect of Subjective Authenticity

Throughout the various conceptions and definitions of authenticity, the particular relevance of the subjective dimensions of perceived authenticity seems to prevail (Camus, 2004, Castéran and Roederer, 2013; Sidali and Hammerling, 2014). Consumers who seek to satisfy their need for authenticity continuously make subjective judgements on the authentic value of goods and their consumption (McNamara, 1997). Consistent with McNamara, Li (2016) proposes that tourists' decision-making relies on their subjective judgements of whether the destination meets their needs or not. Moreover, the study by Sidali and Hammerling (2014) finds a strong relationship between subjective authenticity and object-based authenticity; subjective authenticity reinforces the mental images that consumers have about a food specialty regarding its locus of production, which is a component of object-based authenticity. Therefore, the following hypothesis is proposed:

H₁: *Subjective authenticity has a positive direct effect on object-based authenticity.*

3.6.2 The Effect of Object-based Authenticity

Castéran and Roederer (2013) demonstrate that in the field of tourism, it is expected that a positive perception of a food speciality's object-related authenticity will lead to a positive intention to consume it. A study by Yüncü (2016) also finds that object-based authenticity has a significant impact on behavioural intention. As a result, three hypotheses were proposed below:

H₂: *Object-based authenticity has a positive direct effect on tourists' willingness to consume (WTC).*

H₃: *Object-based authenticity has a positive direct effect on tourists' willingness to pay more (WTP).*

H₄: *Object-based authenticity has a positive direct effect on tourists' willingness to visit a destination (WTV).*

3.6.3 The Effect of Place Attachment

Current studies on place attachment tend to focus either on the direct effects of place attachment on satisfaction or the indirect effects of place attachment on behavioural intentions, such as intention to recommend or intention to revisit. Research on the relationship between place attachment and authenticity remains limited (Ram et al., 2016). Furthermore, studies examine the relationship between place attachment and perceived authenticity largely in the context of tourist attractions, rather than in the context of the intention to visit a destination famous for a food or dish. Therefore, this thesis proposes the following three hypotheses:

H₅: *Object-based authenticity has a positive effect on place attachment.*

H₆: *Place attachment has a positive effect on tourists' willingness to visit (WTV).*

H₇: *Place attachment mediates the direct relationship between object-based authenticity and tourists' willingness to visit (WTV).*

The following chapter discusses the research methodology, as well as the methodology for the data collection necessary for testing the proposed hypotheses.

4 Methodology

In the previous chapters, this study's theoretical frameworks and conceptual framework have been developed as the foundation for the research and data analysis. The following section focuses on explaining the research method and strategy that this study applied.

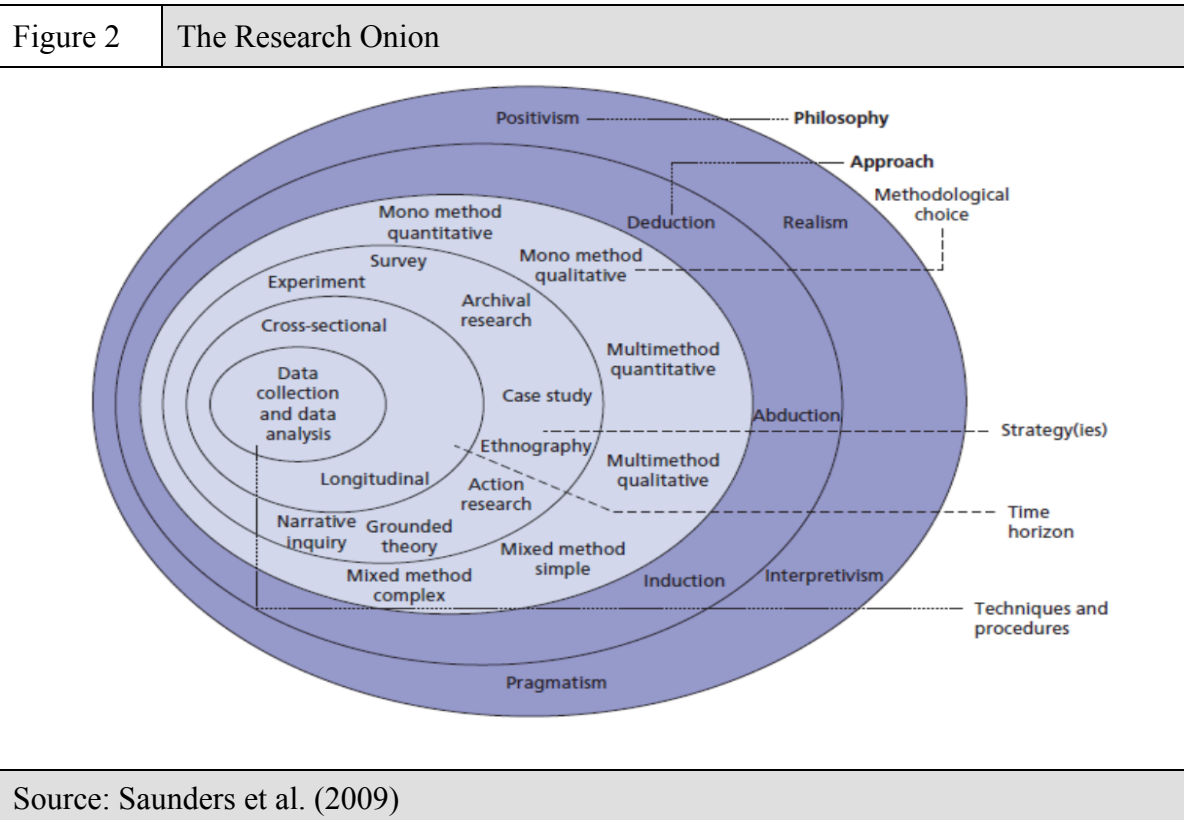
The research onion diagram developed by Saunders et al. (2009), illustrates the steps for developing a research strategy. This model was used to select the approach for how this research was carried out. This chapter introduces the stages of the research onion.

4.1 The Research Onion

The research onion describes the stages through which the researcher must pass when framing an effective methodology. The outer layers of the research onion have to be carefully considered first so that data can be collected and analysed coherently.

The research onion incorporates the following six layers (stages):

1. Research philosophy, concerning how the knowledge in this thesis is viewed and developed
2. Research approach (deductive or inductive)
3. Research method
4. Research strategy
5. Time horizons
6. Data collection and analysis



In the following sections, the methodology of this thesis is explained through the six stages of the research onion.

4.1 Research Philosophy

As illustrated in Figure 1, the research philosophy is situated at the outer layer of the research onion, and each stage of the research process is based on the research philosophy. The research philosophy determines the development, nature, and source of knowledge (Bajpai, 2011; Saunders et al., 2009). The philosophy a researcher adopts contains important assumptions about the way in which the researcher views the world, and these assumptions serve as a base for the research strategy and the methods a thesis applies (Dudovski, 2016; Saunders et al., 2009). The choice of philosophical approach is a reflection of the researcher's values, as is the choice of data collocation techniques (Saunders et al., 2009).

Four research philosophies exist in management research—*positivism*, *realism*, *interpretivism*, and *pragmatism*. Most studies fall into the positivism and the interpretivism paradigms. This thesis will also employ the positivism approach.

In positivism, the researcher considers that the social and natural world ‘conform to certain fixed and unalterable laws in an endless chain of causation’ and that the main purpose of a scientific approach to research is to establish causal laws that enable the prediction and explanation of the phenomena (Malhotra and Birks, 2007). Ontologically, positivism accords with the objective view that social entities exist in reality external to social actors concerned with their existence and that social phenomena and their meanings have an existence that is independent of social actors (Saunders et al. 2009; Bryman, 2012). Moreover, in positivism studies, research is undertaken in a value-free way; the researcher is independent of the data and maintains an objective stance (Saunders et al., 2009). Ultimately, the positivism approach provides a solid base for analysing and interpreting the information collected for this thesis.

4.2 Research Approach

The research approaches are often divided into two types: deductive and inductive. The main distinction between deductive and inductive approaches is the relevance of hypotheses. The deductive approach tests the validity of the hypotheses already in hand, whereas the inductive approach generates new theories. As this thesis aims to rigorously test a set of hypotheses derived from the findings of the existing theories, the deductive approach was adopted. Deduction is the dominant research approach in the natural sciences, where laws present the basis of explanation, allow the anticipation of phenomena, predict their occurrence, and thus permit them to be controlled (Collis and Hussey, 2003).

This thesis goes through the five stages of deductive research proposed by Robson (2002). First, a set of hypotheses is deducted from the related literature review (see Chapter 3). Next, the method of measuring the variables is chosen. Subsequently, the quantitative data collected from

the survey are examined and analysed to test the hypotheses. Lastly, the theory is verified or, if necessary, modified in light of the findings.

4.3 Research Method

Research methods refer to ‘a systematic and scientific procedure of data collocation, compilation, analysis, interpretation, and implication pertaining to any business problem’ (Bajpai, 2011). In business and management research, research methods are often divided into two main types: quantitative and qualitative. Quantitative is predominantly used to describe any data collection technique (questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data. Qualitative, on the other hand, describes any data collection technique (such as an interview) or data analysis procedure (such as categorising data) that generates or uses non-numerical data; thus it can also refer to data other than words, such as pictures and video clips (Saunders et al., 2009). In this thesis, the quantitative method is employed; this means that emphasis is placed on the data collected from the survey and the inferences that can be drawn from it (Herbst, 2004).

Creswell (2014) defines quantitative research as a method for testing objective theories by examining the relationship among variables; these variables can be measured, typically on instruments, so that the numerical results can be analysed using statistical procedures. This approach is most effectively used in situations involving a large number of respondents, where statistical analysis is practical (May, 2011). As the objective of this thesis is to test defined hypotheses, and as these hypotheses could be measured in numerical data and many respondents were available to survey, the quantitative approach is applied.

4.4 Research Strategy

After the research philosophy and approach are defined in this section, the purpose of this thesis is briefly reviewed. Then, the focus turns to the research strategy employed in this study.

The research purposes used in the research method literature are often divided into three types: exploratory, descriptive, and explanatory. For the purpose of this thesis, as the emphasis is on studying a phenomenon in order to explain the relationships between variables, explanatory research, also known as causal research, was conducted (Saunders et al., 2009).

In regard to the research strategy, according to Saunders et al. (2009), the strategy chosen depends on the research question and objectives, the extent of existing knowledge, the amount of time and other resources available, and the researcher's philosophical underpinnings. As the deductive approach is employed and this requires enough data to examine the validity of the hypotheses derived from the literature review, the survey strategy was chosen.

The survey strategy allows the researcher to collect quantitative data. This data can be used to suggest possible reasons for particular relationships between variables and to produce models of these relationships (Saunders et al., 2009). The method for data collection is described in the following section, and the design of the survey is presented in the next chapter.

4.5 Time Horizons

In terms of the time horizon of this research, as this thesis seeks to understand the effect of the perceived authenticity of local food on a tourist when choosing a tourism destination, the cross-sectional study will be undertaken and allow the research to compare different variables at the same time. Moreover, the findings drawn from the cross-sectional study are attached to the specific point of time this research is taken in (Saunders et al., 2009).

4.6 Data Collection and Analysis

The choice of data collection and analysis method depends on the methodological approach used (Bryman, 2012). In terms of the approach used in the research, the collected data can be separated into two major types: primary and secondary. Primary data usually derives from first-hand sources, such as historical departments or the respondents in a survey or interview

(Bryman, 2012). Secondary data, on the other hand, derives from the published works or opinions of other researchers through books, newspapers, magazines, and journals (Newman, 1998). However, Flick (2011) argues that data collected from other researchers may also be used as primary data, or it may be represented by a text being analysed. Hence, the most effective distinction of the two types of data is established by its use in a study, rather than by a characteristic inherent in the data itself.

As quantitative research is selected as the core research method, primary data was collected solely from a survey and was analysed to test the relationships between variables and the validity of the hypotheses. The design of the survey and the sampling method is explained in the following chapter.

5 Quantitative Data Method: Questionnaire

The research strategy and method presented in the previous chapter outlines the procedures by which this thesis has been carried out. This section focuses on how the questionnaire was developed and evaluated before the distribution.

To measure the constructs and the proposed hypotheses within the conceptual framework, two destinations and their representative local foods were selected for quantitative data collection: the Japanese cities of Kobe and Kyoto and their respective cuisines of Kobe beef and Kaiseki. The logic behind these selections is presented in the next section, followed by an introduction to the development of the questionnaire.

5.1 Local Food Selection

The selection of Kobe's Kobe beef and Kyoto's Kaiseki cuisine was based on two criteria: cultural heritage and awareness of the destination and its representative food. Kobe beef, according to rules as set out by the Kobe beef Marketing and Distribution Promotion Association, is a kind of beef from the Tajima strain of *Wagyu* cattle, raised in Japan's Hyogo prefecture; *Wa* is an old Japanese term for Japan and *gyu* refers to beef. Kobe beef has been famous for its delicious flavour for more than a century and is still recognised as one of the delicacies to enjoy when visiting Japan.

Kaiseki cuisine, which Kyoto is well-known for, was originally a meal of small dishes meant to accompany the bitter green tea of Japanese ceremonies; it was also eaten by the royal noble classes (Yu and Sealy, 2016; Savor Japan). Today, it has become a dazzling culinary tradition unto itself (Savor Japan). In Kyoto, Kaiseki cuisine is also sometimes known as Kyoto cooking. It is the ultimate Japanese food, famous for its refined preparation methods and appearance. Most importantly, only seasonal ingredients that pass intense scrutiny are used for this dish (Japan National Tourism Organisation).

As the main purpose of this research is to understand how the perceived authenticity of the local food affects Taiwanese tourists choosing a destination to visit, the extent to which tourists from Taiwan can recognise a destination and its local food is important in being able to collect sufficient data. That is, respondents being able to identify Kobe beef and Kaiseki cuisine will enable them to easily express their opinions about authenticity perceptions of these cuisines and to what extent they are willing to visit these places and consume the food.

5.2 Answering Scales

The Likert scale, also known as the summated rating scale, was originally developed by Rensis Likert and is a method that measures psychological attitudes. Each statement on the scale has an attitudinal value, an ‘importance’ or ‘weight’ reflecting an attitude towards the issue in question. The number of points or categories on the scale depends upon how finely the researcher wants to measure the intensity of the attitude in question and on the capacity of the population to make fine distinctions (Kumar, 2011). A 5-point Likert scale ranging from ‘strongly agree’ to ‘strongly disagree’ has been recommended by researchers who wish to reduce the frustration level of patient respondents, as it is readily comprehensible to respondents and enables them to express their opinions easily (Marton-Williams, 1986; Sachdev and Verma, 2004). Therefore, in this research, in order for respondents to easily understand the rating scale and thus to increase the response rate, respondents were asked to give their opinions through a five-point categorical scale. In other words, the respondents had to choose among five categories: strongly agree, agree, uncertain, disagree, and strongly disagree. A numeric score of 5 to 1 was assigned to the responses.

5.3 Questionnaire Design and Measurement of the Constructs

A survey question is a measurement tool for researchers to discover a respondent’s opinion, knowledge, and behaviour (Sue & Ritter, 2007). Based on the purpose of this research, the survey questions were divided into two parts with four sections each: *subjective authenticity*,

object-based authenticity, *behavioural intention*, and *place attachment*. Demographic information for the respondents was gathered at the last of the survey. This type of data is typically used not only to describe the respondents and compare their characteristics with known population characteristics, but also to segment and compare groups of similar respondents (Sue & Ritter, 2007).

5.3.1 Section 1: Subjective Authenticity of the Local Food

The first section, consisting of five questions, focused on understanding the individual's subjective judgements about two selected foods. Since subjective authenticity is based upon an individual's perceptions and feelings, respondents were asked to what extent they agree or disagree with five statements related to the subjective authenticity. For instance, statement 1: 'This food is handmade' and statement 2: 'This food is made without any mixture of chemical material', provide the understanding of respondents' opinions regarding the production and purity of the selected unit. On the other hand, with statements 3–5, regarding the quality commitment, the identity, and the scarceness of the local food, respondents were asked to rate if they found the food is trustworthy, difficult to obtain, and represents its origin.

5.3.2 Section 2: Object-based Authenticity of the Local Food

Section two, which was also composed of five statements, measured individuals' perceptions of the intrinsic features of the selected food specialties—in other words, the object-based authenticity of the local food. Respondents were asked to evaluate different properties of the unit concerning its production method, traditional recipe, quality, and origin. For example, statement 1: 'I can imagine where this food is produced (made)' and 2: 'I can imagine how this food is produced (made)', reveal respondents' perceptions of the production place and method.

For both Kobe beef and Kaiseki cuisine, five opinion variables of subjective and objective-based authenticity were listed for respondents to rate. As shown in Figure 2, the majority of variables were derived from previous studies and one was elaborated by the author. Each

variable was measured using a 5-point Likert scale that ranged from strongly agree (5) to strongly disagree (1).

Table 2		Scale Items for Subjective and Object-based Authenticity	
Construct and Indicators		Source	
<i>Subjective Authenticity</i>			
S1: This dish is handmade.		Sidali & Hemmerling (2014) 1700	
S2: This dish is trustworthy.		Liao & Ma (2009)	
S3: This dish is made without any mixture of chemical material.		Liao & Ma (2009) "Purity"	
S4: This dish represents the region.		Own elaboration	
S5: This main ingredient of this dish is difficult to obtain.		Liao & Ma (2009) "Scarceness"	
<i>Object-based Authenticity</i>			
O1: I can imagine where this dish is made.		Camus (2003), Lunardo and Guerinet (2007)	
O2: I can imagine how this dish is made.		Sidali & Hemmerling (2014) 1700	
O3: I am sure that the quality of this dish is above average.		Sidali & Hemmerling (2014) 1700	
O4: I am sure this dish is made in a traditional way.		Beverland (2005), Gilmore and Pine (2007)	
O5: I am sure all the ingredients come from the food origin.		Sidali & Hemmerling (2014) 1700	

5.3.3 Section 3: Behavioural Intentions

The third section of the survey measured respondents' behavioural intentions: *willingness to consume* (WTC), *willingness to pay more* (WTP), and *willingness to visit* (WTV). Previous studies have found that tourists make decisions based on their subjective judgements of

whether the destination meets their needs, and object-based authenticity has a significant influence on tourist's further behavioural intention (Li, 2016; Yüncü, 2016).

The measures for the *willingness to consume* (WTC) included four statements: 'I would (further) consume this dish in the near future', 'I plan to consume this dish in the near future', 'I am keen on consuming this dish', and 'I will definitely try this dish'. The scale items for other two constructs, *willingness to pay more* (WTP) and *willingness to visit* (WTV), were also composed of four questions each. The behavioural variables were adapted from the literature reviews and developed by the author (see Figure 3). Again, each variable was measured by a 5-point Likert scale ranging from strongly agree (5) to strongly disagree (1).

Table 3	Scale Items for Behavioral Intention	
Construct and Indicators	Source	
<i>Behavioral Intentions</i>		
<i>Willingness to Consume (WTC)</i>		
I would (further) consume this dish in the near future.	Sidali & Hemmerling (2014) 1700	
I plan to consume this dish in the near future.	Own elaboration	
I am keen on consuming this dish.	Own elaboration	
I will definitely try this dish.	Own elaboration	
<i>Willingness to Pay More (WTP)</i>		
I would pay a higher price for this dish.	Own elaboration	
I would be willing to spend more money on this dish.	Own elaboration	
I would consume this dish even if it was more expensive than most other dishes.	Own elaboration	
I will definitely spend more money in order to consume this dish.	Own elaboration	
<i>Willingness to Visit (WTV)</i>		

I would visit [Place] in the near future.	Own elaboration
I expect to visit [Place] in the near future.	Own elaboration
I predict that I will visit [Place] in the near future.	Own elaboration
[Place] would probably be my next holiday destination.	Own elaboration

5.3.4 Section 4: Place Attachment

Lastly, the fourth section focused on tourists' attachment to a specific place (destination). The measures were adapted from a working paper (Kock et al., 2017) and asked respondents about their agreement with ten statements, which were separated into two subsections: *destination-self connection* and *prominence*.

The scale items for *destination-self connection* were composed of five statements: '[Place] is (would be) part of me and who I am after the visit', 'I (would) feel personally connected to [place]', 'Visiting [place] (would) say something to other people about who I am', 'I (would) feel emotionally attached to [place] after the visit', and 'I feel I (would) 'fit in' at [place] when visiting'.

The *prominence* section asked respondents to rate the following five statements: 'My thoughts and feelings toward [place] often automatically come to mind seemingly on their own', 'My thoughts and feelings toward [place] come to my mind naturally and instantly', 'My thoughts and feelings toward [place] come to mind so naturally and instantly that I don't have much control over them', 'The word "[place]" automatically evokes many good thoughts and feelings', and 'I have many thoughts about [place]'.

The respondents were asked to rate the above-mentioned statements from strongly agree to strongly disagree.

5.4 Sample Method

In some cases, it would be practicable to collect data from an entire population and thus selecting a suitable sampling technique will enable a researcher to reduce the amount of data needed collecting and makes possible a higher overall accuracy than a census (Saunders et al. 2009). In general, sampling techniques can be divided into two types: probability, or representative, sampling and non-probability, or judgemental, sampling. In probability sampling, each element of the population has a fixed probabilistic chance of being selected for the sample, whereas non-probability sampling does not use chance selection procedures, but rather relies on the personal judgement of the researcher (Malhotra et al., 2012). In other words, with probability sampling, the probability of each case being selected from the population is known and is usually equal for all cases. For non-probability sampling, the probability of each case being selected from the population is unknown (Saunders et al. 2009). Due to the constraints of time and budget, it is considered difficult to randomly sample the entire population; therefore, in order to obtain reliable results, the non-probability sampling method was applied.

According to Taiwan's Tourism Bureau, the number of Taiwanese tourists travelling to an international destination was around 13 million in 2015, and all of them are of interest to this survey. However, as this is a large number of people, a lower number of the population was invited to this survey. It was important that the respondents not only could make their own decisions without influences from others, but also have travelled overseas at recently. Therefore, people aged 18 or older who had not travelled to any international destination during the past two years were screened out. A digital, online survey was conducted for the following reasons: First, a web-based questionnaire allows the author to collect the responses within a limited time and without the constraint of locations. This was especially pertinent in this study, as the target group was tourists from Taiwan and the author resides in Copenhagen, Denmark. Moreover, as a web-based questionnaire is convenient for design and analysis, the survey was

conducted on SurveyCake, a web-based survey platform, which not only provides simple and user-friendly interfaces for the researcher to design and the respondents to fill in, but also offers a variety of ways to download the analyse the data. Lastly, online surveys are relatively simple to find respondents for as they can be distributed through pre-existing social networks. Hence, in order to obtain the reliable result from the target group of this study, the link to the survey was posted on Facebook groups with more than 10,000 members and having the terms ‘travel’ or ‘tourism’ in their titles, as members of these groups share the same interest of travelling.

5.4.1 Non-response Issues in Sampling

Non-response refers to the failure to collect data from a sample unit in the target population (Okafor, 2010). Non-respondents may differ from respondents regarding demographic, psychographic, personality, attitudinal, motivational, and behavioural variables (11). The most common reasons for sample units not to respond are inability to provide an answer, lack of motivation, shortage of time, refusal to answer all the questions, sensitivities to certain questions, the social context of the study, characteristics of the respondent, and survey design (Banda, 2003; Lynn; Groves and Couper, 1995; Saunders et al, 2012).

In order to minimise the risks of sample units’ unwillingness or inability to answer the questionnaire, a reward was offered. Respondents who completed the entire questionnaire had the option of participating in a lucky draw to become one of the five winners to win a premium travel amenity kit. Furthermore, a well-designed questionnaire can decrease the overall refusal rate as well as refusals to specific question (Malhotra et al., 2012); therefore, a pilot-test of the questionnaire was conducted to identify potential problems within the questionnaire. This process is explained in detail in the next section.

5.4.2 Pilot-testing the Questionnaire

In order to identify potential problems and eliminate the response errors, this study conducted a pilot-testing, which refers to testing the questionnaire on a small group of respondents before

it was sent to the mail sample group (Saunders et al. 2009). Ten respondents with similar background characteristics and interests to those who would be included in the actual survey were invited to complete the questionnaire for the pilot-testing. The pilot-tests were conducted through personal interview in order for the author to observe respondents' reactions and attitudes (Malhotra et al., 2012). After respondents completed the questionnaire, the author checked each completed questionnaire to ensure that respondents had no problems understanding and answering questions and had followed all instructions correctly (Fink, 2003). Even though the pilot-test may not identify all problems, this process still insured that respondents in the actual survey would have less difficulty answering the questions. Additionally, it allowed the author an idea of the reliability and suitability of the questions and the possibility to assess the validity of the data which was further collected in the actual survey (Kolb, 2008; Malhotra et al., 2012; Saunders et al., 2008).

6 Analytical Methodology and Techniques

In order to structure and understand the data collected from the questionnaire, various forms of analysis were required. This section presents the methodology, techniques, and statistical software used to analyse the data.

6.1 Path Analysis: PLS Structural Equation Modelling

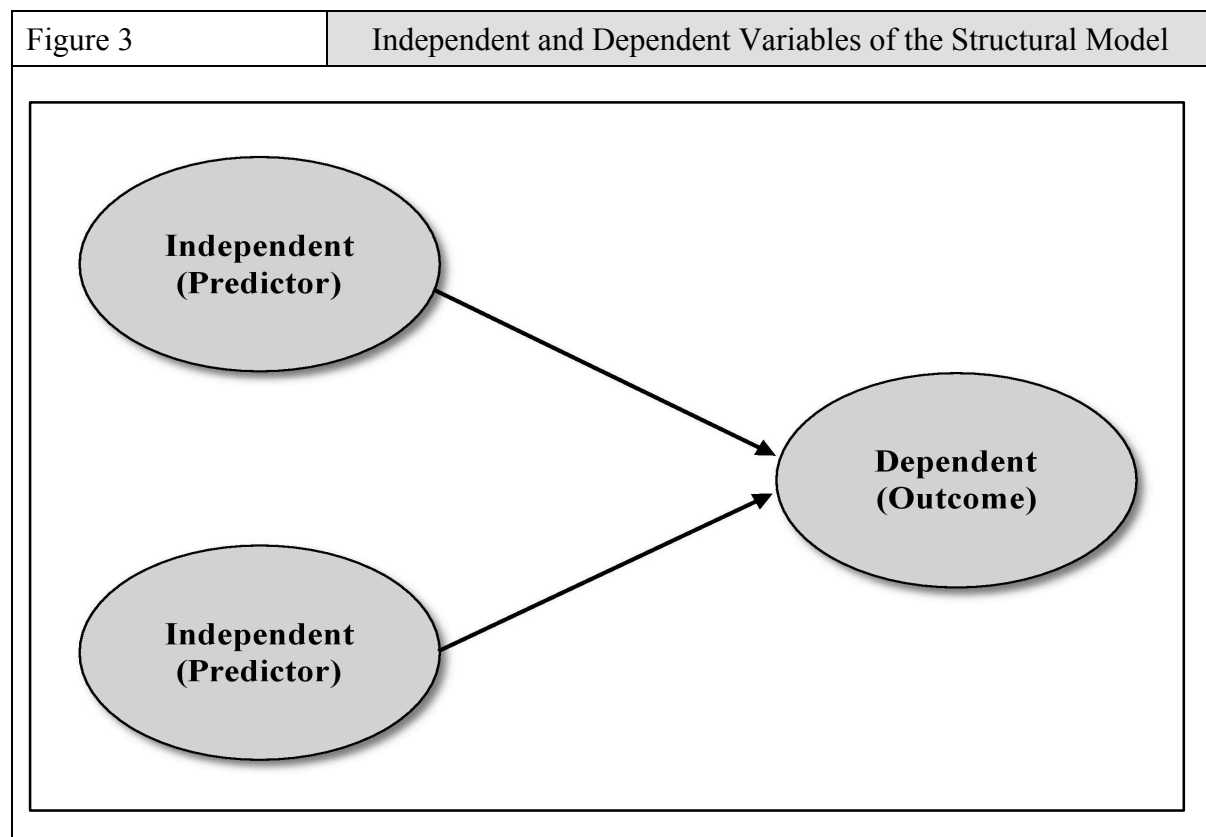
The following section outlines Structural Equation Modelling (SEM) analytical technique, including the rationale for selecting the Partial Least Squares structural equation model. SEM is a statistical analysis technique that has become one of the most prominent and useful in the social sciences today (Hair et al., 2014). It is a class of multivariate techniques that enable the researcher to simultaneously examine relationships among measured variables and latent variables (constructs) as well as between latent variables (constructs) (Hair et al., 2014). Also, SEM enables researchers to incorporate unobservable variables measured indirectly by indicator variables and facilitates accounting for measurement error in observed variables (Chin, 1998).

There are two types of SEM: Covariance-based SEM (CB-SEM) and Partial Least Squares (PLS-SEM). While CB-SEM is often used to confirm theories by determining how well a proposed theoretical model can estimate the covariance matrix for a sample data set, PLS-SEM is used to develop theories in exploratory research by explaining the variance in the dependent variables when examining the model (Hair et al., 2014). Even though CB-SEM is more widely applied, as the purpose of this thesis is to explore and explain the relationships between target variables (constructs), PLS-SEM was chosen for analysing the collected data. Moreover, SmartPLS 3.0, a state-of-the-art, accessible PLS-SEM software tool, was used to assess the reliability and validity of the conceptual framework developed in Chapter 3, as well to explore the relationships between the latent variables (constructs).

6.1.1 Relationship between Constructs

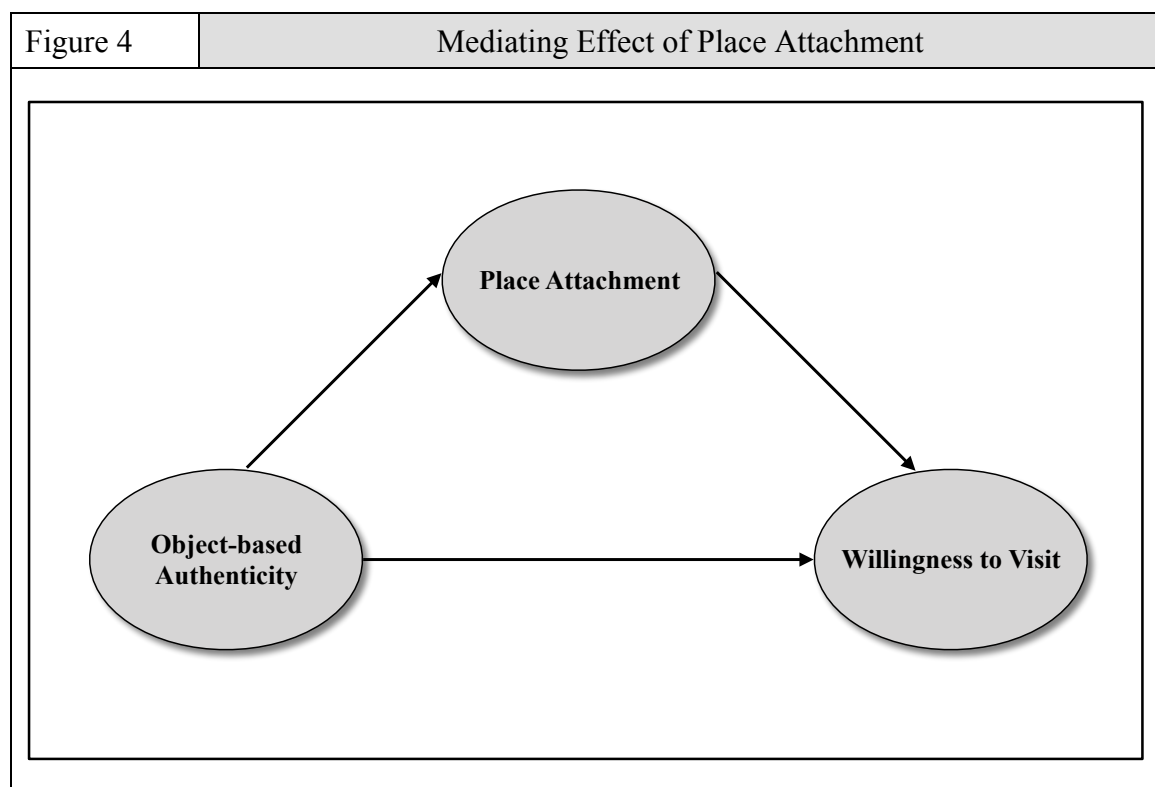
Path model, a diagram that connects constructs/variables based on theory and logic to visually display the hypotheses that will be tested (Hair et al., 2014), is composed of two elements: structural models and the measurement models. The role of a structural model is to describe the relationships between the latent variables (constructs). Two primary issues, the sequence of the constructs and the relationships between them, are important to be considered when developing a structural model.

According to Hair et al. (2014), the constructs placed on the left side of the structural models are independent (predictor) variables, which are also generally referred to as exogenous latent variables, and the constructs on the right side of the models are dependent (outcome) variables, which are also known as endogenous latent variables (cf. Figure 3). Constructs that are placed in the middle of the model can operate as both independent and dependent variables.



After the sequence of the constructs is decided, the next step is to understand the relationships between them. An arrow drawn from the left to the right refers to a predictive and causal relationship, which indicates that constructs on the left side are assumed to precede and predict constructs on the right side. In most cases, a path model consists of two or more constructs and examinations of the linear independent-dependent relationships between them. However, as one of the objectives of this thesis is to examine the mediating effect of place attachment, it is also critical to understand the mediation relationship.

A mediator construct is placed as the third variable between two other, related constructs, namely the independent variable and dependent variable. The most common application of mediation is to clarify and explain the relationship between these two variables. That is, as Figure 4 shows, in this thesis, the construct of place attachment acts as a mediator between two other constructs, object-based authenticity and willingness to visit (WTV), in order to explain the relationship between these two constructs.



6.1.2 Measurement Models

In the previous section, the relationships between latent variables have been described. This section emphasizes the measurement models, which represent the relationships between constructs and their corresponding indicator variables.

The measurement models are generally divided into two types: reflective and formative. One easy way to distinguish the difference between them in the structural model is to look at the directions of the arrows. While the direction of the arrows of the *reflective* measurement model goes from the constructs to the measured indicator variables, the arrows of the *formative* measurement model point from the measured indicator variables to the constructs. This key difference also refers to different effects of a construct. The indicators of *reflective* measurement models can be seen as a representative sample of all the possible items within the conceptual construct, which means all indicator items are highly correlated with each other and are caused by the same construct. For *formative* measurement models, the indicator items are considered the cause of the construct and are not interchangeable.

Based on the objective of this thesis and the literature review, the measurement models in the proposed model are purely reflective. In the following section, the approaches of measuring the measurement model and the structural model are discussed.

6.2 Reliability and Validity

After the data is collected from the questionnaire, it is important to assess the quality of the results. As the measurement models used in the structural model are formative, this section only evaluates reflective measurement models. By assessing the quality of the results, the study will be able to compare the theoretically established measurement and structural models with reality; the study can then determine how well the theory fits the data (Hair et al., 2014).

The assessment of the measurement and structural model results builds upon several evaluation criteria and follows a two-step process. In the section, the approach to assessing the quality of the construct measures, namely the reliability and validity of the indicators is presented first. To assess the reliability and validity of measurement models and identify measurement error, the composite reliability (internal consistency), indicator reliability, convergent validity, and discriminant validity were measured. Reliability refers to the accuracy and consistency of a measurement, whereas validity relates to the extent to which the measurement captures reality (Cooper & Schindler, 2011). It is important to know that reliability is a necessary condition for validity (Hair et al., 2014). An unreliable measure can never be valid because there is no way that a systematic error can be distinguished from a random error (Mooi and Sarstedt, 2011). Once the reliability and validity of the constructs have been measured and assessed, the structural model can be examined. The evaluation criteria for PLS-SEM results are the coefficients of determination (R^2 values), as well as the level and significance of the path coefficients. Moreover, the mediating effect is examined by comparing the direct path relationship between two constructs and indirect path relationship via a third construct (the mediator).

6.2.1 Measurement Model: Internal Consistency Reliability

The most common approach to assessing internal consistency reliability is to evaluate Cronbach's alpha, which estimates the reliability based upon the inter-correlations of the indicator variables and ranges from 0 to 1—higher values indicate greater internal consistency and reliability (Hair et al., 2011). More importantly, the value of Cronbach's alpha should be above 0.7.

In addition to measuring Cronbach's alpha, another approach to assess the internal consistency reliability is composite reliability. Composite reliability is generally interpreted in the same way as Cronbach's alpha, varying between 0 and 1; values of 0.6 – 0.7 are acceptable in the

exploratory approach, and values below 0.6 indicate a lack of internal consistency reliability (Hair et al., 2014).

6.2.2 Measurement Model: Convergent Validity

Convergent validity refers to the extent to which a measure correlates positively with alternative measures of the same construct (Hair et al., 2014). In order to establish convergent validity, researchers will evaluate first the outer loadings of the indicator variables, and next the average variance extracted (AVE).

Outer loadings indicate to what extent the associated indicators of the same construct shared. According to Hair et al. (2006, 2014), a good standardised loading factor of each measurement variable should be above 0.5 and ideally 0.7 or higher, implying that the latent variable can explain at least 50% of each indicator's variance. Indicators with outer loadings between 0.40 and 0.70 should be considered for removal when deleting the indicator results in an increase in the AVE, and indicators with outer loadings below 0.40 should be removed from the scale.

The most common approach to establishing convergent validity is the AVE, which is defined as the average value of the square loadings of the indicators of the same construct. A common standard is that an AVE value should be at least 0.5, which indicates that the construct explains more than half of the variance of its indicators. Lastly, if the outer loading of the indicator is between 0.40 and 0.70 and the AVE value meets the threshold of 0.5, the indicator is retained.

6.2.3 Measurement Model: Discriminant Validity

Discriminant validity refers to the extent to which a given construct is distinct from other constructs in the same structural model (Barclay et al., 1995). Establishing discriminant validity indicates that a construct is unique and captures phenomena not represented by other constructs (Hair et al., 2014). In order to establish the discriminant validity, two methods are applied in this thesis: cross loadings (Hair et al., 2014) and the Fornell-Larcker criterion (1981).

The first approach to assessing discriminant validity is by evaluating the cross loadings of each indicator. The outer loading of an indicator on the associated construct should be greater than all of its loadings on other constructs, indicating that two or more constructs exhibit discriminant validity (Hair et al., 2014).

The second method for assessing discriminant validity, the Fornell-Larcker criterion, is to compare the square root of the AVE values with the latent variable correlations. That is, the AVE of each construct should exceed the squared correlation with any other construct, implying that a construct shares more variance with its associated indicators than with any other construct (Hair et al., 2014).

6.2.4 Structural Model: Path Coefficients and P-Values

The previous sections provide the insights into the assessment of the measurement model. This section evaluates the structural model, and this enables the researcher to determine how well empirical data supports the theory and thus to decide whether the theory has been empirically confirmed (Hair et al., 2014).

In order to understand the structural model relationships as well as the strength of these hypothesized relationships, the path coefficients must be estimated. The standardized values of path coefficients are between -1 and +1. Whereas the path coefficient values close to +1 represents strong, positive relationships that are almost always statistically significant, very low values close to 0 are usually insignificant (Hair et al., 2014). According to Cohen (1988), estimated path coefficients with absolute values less than 0.10 may indicate a ‘small’ effect, values around 0.30 a ‘medium’ effect, and values greater than 0.50 a ‘large’ effect.

Moreover, whether a coefficient is significant ultimately depends upon its stand error that is obtained using bootstrapping, which is a resampling technique to determine standard errors of coefficient estimates to assess the coefficient’s statistical significant without relying on distributional assumptions (Hair et al., 2014). Bootstrapping allows the researcher to obtain the

test statistic value (t-value). According to current study, the typical critical t-values are 2.57 at a significance level of 1% and 1.96 at a 5% significance level (Hair et al., 2014).

Lastly, the derived p-value represents the probability of an effect equal to or more extreme than the one observed when considering the null hypothesis is true. The lower the p-value, the more unlikely the null hypothesis is, and thus, it is preferable to reject it (Biau et al., 2010). That is, a lower p-value indicates that the alternative hypothesis is more favoured. Particularly, p-values of coefficients less than 0.05 are reported as ‘statistically significant’, and p-values less than 0.001 as ‘statistically highly significant’.

6.2.5 Mediator Analysis

In order to examine and explain the relationship between an independent variable and dependent variable, a third construct was added into the structural model, which acted as a mediator between independent variable and dependent variable. According to Preacher and Hayes (2008), there are three steps to assess the mediator effect.

First, by applying the bootstrapping technique, the direct effect should be significant when the mediator is excluded from the model. If the relationship is significant, the mediator may absorb some of this effect or even the entire effect.

Next, when including the mediator, the direct effect between the independent variable and mediator variable, as well as between the mediator and the dependent variable, must be both significant. If the indirect effect is significant, the mediator must absorb some of the direct effects.

Lastly, in order to examine how much the variable absorbs, the next step is to look at the variance accounted for (VAF), which determines the size of the indirect effect in relation to the total effect. The formula is as follows:

$$\text{VAF} = \text{Direct effect} / (\text{Direct effect} + \text{Indirect effect})$$

A VAF less than 20% is reported as no mediation, larger than 20% but less than 80% as partial mediation, and greater than 80% as a full mediation.

All loadings and path coefficients between the constructs in the proposed structural model were assessed, and significance was examined using a two-tailed test with 5,000 bootstrap subsamples, as suggested by Hair et al. (2014).

This section has given the methodology of the analysis technique. In the following chapter, the data collected from the questionnaire is assessed by measuring the reliability and validity of the measurement models and the significance level of the proposed model in order to understand the relationships between constructs.

7 Analysis

This chapter presents and analyses the data collected from the questionnaire, as well as assesses the hypotheses. First, the findings from the quantitative research is summarised. The findings were evaluated by using the PLS-SEM method, testing the reliability and validity of both the measurement models and structural model. Last, the findings for the two culinary dishes are presented in an overall analysis and assessment of the stated hypotheses.

7.1 Quantitative Analysis

A total of 375 responses were collected from the questionnaire; all of them were completed and thus qualified for use in evaluating the conceptual framework and proposed hypotheses. The responses to the questionnaire can be found in Appendix 2.

Among the 375 respondents, 71.4% of them were female and 28.5% were male. The distribution of the respondents' ages revealed that 50% of respondents were aged 25–34, 22% were 18–24, 18% were 35–44, 9% were 45–54, and 1% were 55 and above. Concerning their travel experiences over the past two years, 60% of them have travelled abroad 1–3 times, 28% travelled 4–6 times, 4% travelled 7–10 times, 3% travelled more than ten times, and 4.5% of them haven't been abroad during the past two years. Lastly, during the past two years, nearly 92% of them have been to countries in East Asia, implying that East Asian countries are the most popular tourist destinations for Taiwanese tourists. Twenty-two percent of them have been to Southeast Asia, and 21% have been to European countries.

In the following section, the results from the responses are presented by dish and city.

7.1.1 Measurement and Structural Model of Kobe Beef in Kobe

The following section presents the results regarding Kobe beef. The reliability and validity of the indicator variables are discussed and the significance of the hypothesized relationships in the structural model is next evaluated.

7.1.1.1 Reliability of Measurement Model

As mentioned in the previous chapter, the internal consistency reliability and reliability of the measurement model was assessed by using the Cronbach's alpha of each construct. The results of the measures are displayed in Table 4. In order for a construct to establish reliability, its Cronbach's alpha value should be at least 0.7 (Hair et al., 2014). As Table 4 shows, the Cronbach's alpha values of all five constructs are greater than 0.8, meaning that all five reflective constructs were internally consistent and reliable.

Table 4	Cronbach's Alpha – Kobe Beef		
Construct	Cronbach's Alpha	Number of Items	
Subjective Authenticity	0.813	5	
Object-based Authenticity	0.832	5	
WTC	0.933	4	
WTP	0.953	4	
WTV	0.857	4	
Place Attachment	0.915	10	

7.1.1.2 Convergent Validity and Discriminant Validity of the Measurement Model

The convergent validity of the measurement model was measured by evaluating the loading of each indicator. According to Hair et al. (2014), the outer loadings of all indicators should be statistically significant, at 0.70 or higher. The loadings of two indicators, one from the construct of subjective authenticity and the other one from place attachment, with values of 0.655, were less than 0.70. As mentioned, indicators with outer loadings between 0.40 and 0.70 should be considered for removal when deleting the indicator results in an increase in the AVE. After deleting these indicators from the model, the AVE increased from 0.574 to 0.632 as well as from 0.569 to 0.605. Therefore, these two measures were removed from the following assessments of both structural models of Kobe beef and Kaiseki cuisine.

Next, in order for the indicators to establish the discriminant validity, according to the Fornell-Larcker criterion, the AVE of each construct should exceed the squared correlation with any other construct. As Table 5 shows, the AVE values of all constructs passed the test, indicating that discriminant validity among the construct measures was established.

Table 5	Average Variance Extracted – Kobe Beef	
Construct	AVE	Number of Items
Subjective Authenticity	0.632	4 (adjusted)
Object-based Authenticity	0.599	5
WTC	0.832	4
WTP	0.877	4
WTV	0.703	4
Place Attachment	0.605	9 (adjusted)

Table 6		Fornell-Larcker Criterion – Kobe Beef				
	OA	PA	SA	WTC	WTP	WTV
OA	0.774					
PA	0.526	0.778				
SA	0.733	0.459	0.795			
WTC	0.629	0.352	0.574	0.912		
WTP	0.630	0.423	0.534	0.702	0.936	
WTV	0.518	0.572	0.547	0.624	0.524	0.838

7.1.1.3 Path Coefficients, T-value, and P-value of the Structural Model

Figure 5 presents the path coefficients and t-values of each hypothesized relationship in the structural model. All path coefficient values are greater than 0, ranging from 0.530 to 0.734 and indicating that strong positive relationships exist between constructs (Cohen, 1988).

Both t-values and p-values are important criteria for assessing the significance level of the hypothesis. That is, whether or not significant relationships exist between the constructs in the model depends on both values. The critical t-values are 2.57 at a significance level of 1% and 1.96 at a 5% significance level (Hair et al., 2014). As Figure 5 displays, t-values of all direct hypothesized relationships range from 10.779 to 21.431, passing the threshold. In addition, the derived p-values of coefficients shown in Table 7 are less than 0.001, which indicates all of the hypothesized relationships are statistically highly significant.

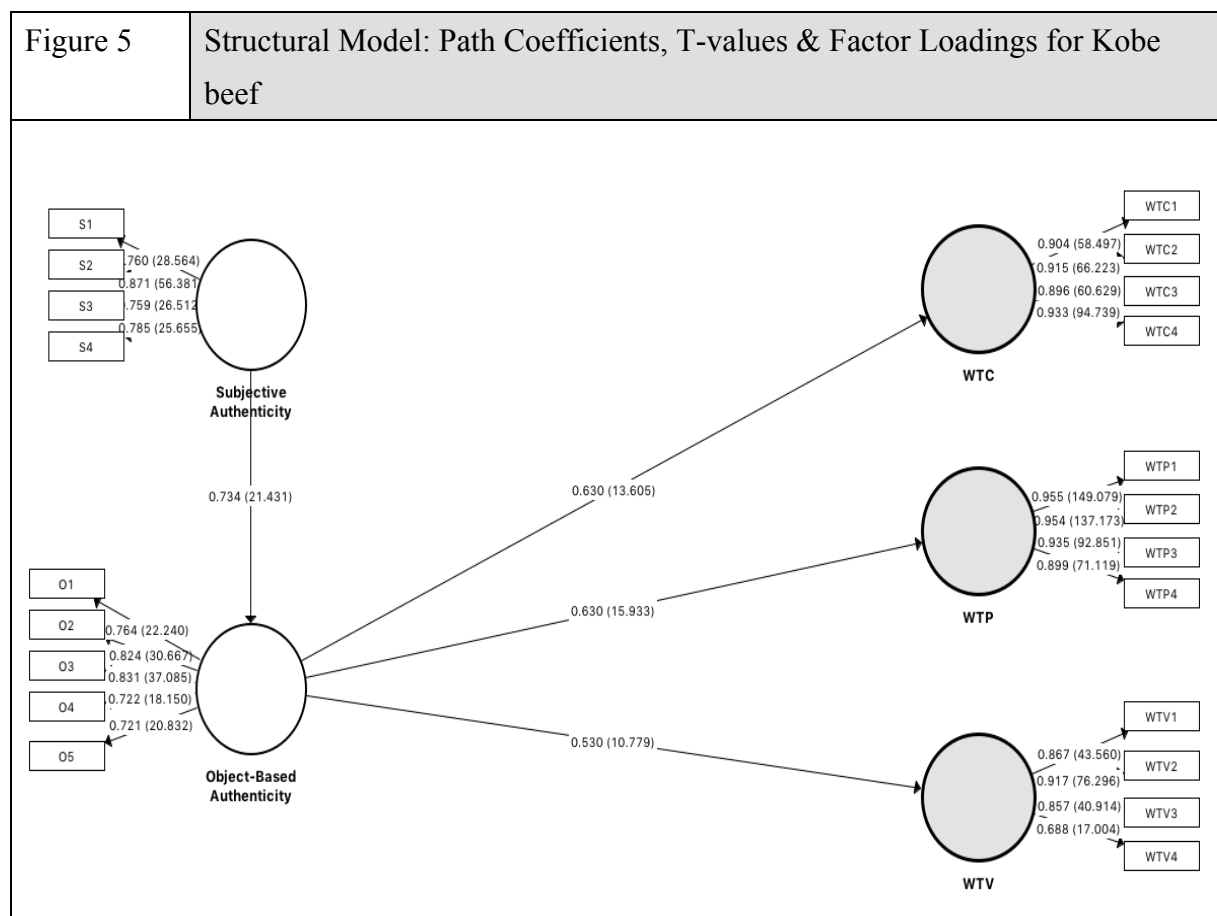


Table 7	P-Values – Kobe Beef	
Hypothesized Relationship	T-Statistics	P-Values
Subjective Authenticity → Object-based Authenticity	21.431	0.000
Object-based Authenticity → WTC	13.605	0.000
Object-based Authenticity → WTP	15.933	0.000
Object-based Authenticity → WTV	10.779	0.000

7.1.1.4 Mediating Effect of Place Attachment

In this section, the mediating effect of place attachment between object-based authenticity and WTV is assessed.

As mentioned, a strong positive relationship exists between object-based authenticity and WTV. After the mediator construct of place attachment was included in the model, significant direct effects were shown between object-based authenticity and place attachment, as well as between place attachment and WTV, with coefficients values (p-values) of 0.526 (0.000) and 0.414 (0.000), respectively. Additionally,, the evaluation of VAT is 42%, indicating that the mediator absorbs 42% of the effects and this is considered partial mediation.

Table 8	Mediation Analysis – Kobe Beef			
	Coefficients	T-Statistics	P-Values	
Object-based Authenticity → Place Attachment	0.526 (direct)	12.487	0.000	
Place Attachment → WTV	0.414 (direct)	8.357	0.000	
Object-based Authenticity → WTV	0.300 (indirect)	4.781	0.000	

7.1.2 Measurement and Structural Model of Kaiseki Cuisine in Kyoto

The following section presents the analysis results concerning Kaiseki cuisine, as well as the reliability, convergent validity, and discriminant validity of the measurement model and the significance of the hypothesized relationships in the structural model.

7.1.2.1 Reliability of Measurement Model

The reliability of the internal consistency and the indicator variables was tested by using the Cronbach's alpha of each construct. The results of the measures are displayed in Table 9, showing that the Cronbach's alpha values range from 0.830 to 0.944. As the threshold of the Cronbach's alpha value should be 0.7 or more, reliability was established among all five constructs.

Table 9	Cronbach's Alpha – Kaiseki Cuisine	
Construct	Cronbach's Alpha	Number of Items
Subjective Authenticity	0.830	4
Object-based Authenticity	0.860	5
WTC	0.920	4
WTP	0.943	4
WTV	0.878	4
Place Attachment	0.944	9

7.1.2.2 Convergent Validity and Discriminant Validity of the Measurement Model

Convergent validity of the measurement model was measured by evaluating the loading of each indicator. As mentioned, one indicator from the construct of subjective authenticity and one from the construct of place attachment were assessed and removed from the model. The loadings of the remaining indicators exceeded the critical value of 0.70. Hence, the convergent validity was established.

According to the Fornell-Larcker criterion, the AVE of each construct should exceed the squared correlation with any other construct. As Table 10 shows, the AVE values of all constructs range from 0.666 to 0.855, implying that discriminant validity among the construct measures was established.

Table 10	Average Variance Extracted – Kaiseki Cuisine		
Construct	AVE	Number of Items	
Subjective Authenticity	0.666	4	
Object-based Authenticity	0.642	5	
WTC	0.807	4	
WTP	0.855	4	
WTV	0.736	4	
Place Attachment	0.693	9	

Table 11	Fornell-Larcker Criterion – Kaiseki Cuisine					
	OA	PA	SA	WTC	WTP	WTV
OA	0.801					
PA	0.532	0.832				
SA	0.781	0.557	0.816			
WTC	0.618	0.566	0.618	0.899		
WTP	0.592	0.535	0.580	0.735	0.925	
WTV	0.525	0.686	0.573	0.675	0.508	0.858

7.1.2.3 Path Coefficients, T-value, and P-value of the Structural Model

Figure 6 displays the path coefficients and t-values of each hypothesized relationship in the structural model. The path coefficient values of relationships range from 0.527 to 0.781, indicating that strong positive relationships exist between constructs (Cohen, 1988).

Furthermore, in order to assess the significance level of each hypothesized relationship, it is important to evaluate both t-values and p-values. According to Hair et al. (2014), the critical t-values are 2.57 at a significance level of 1% and 1.96 at a 5% significance level. As seen in Figure 6, t-values of all the direct hypothesized relationships are significant, ranging from 10.580 to 28.059. Furthermore, the derived p-values of coefficients are less than 0.001 (Table 12), indicating that all of the hypothesized relationships are statistically highly significant.

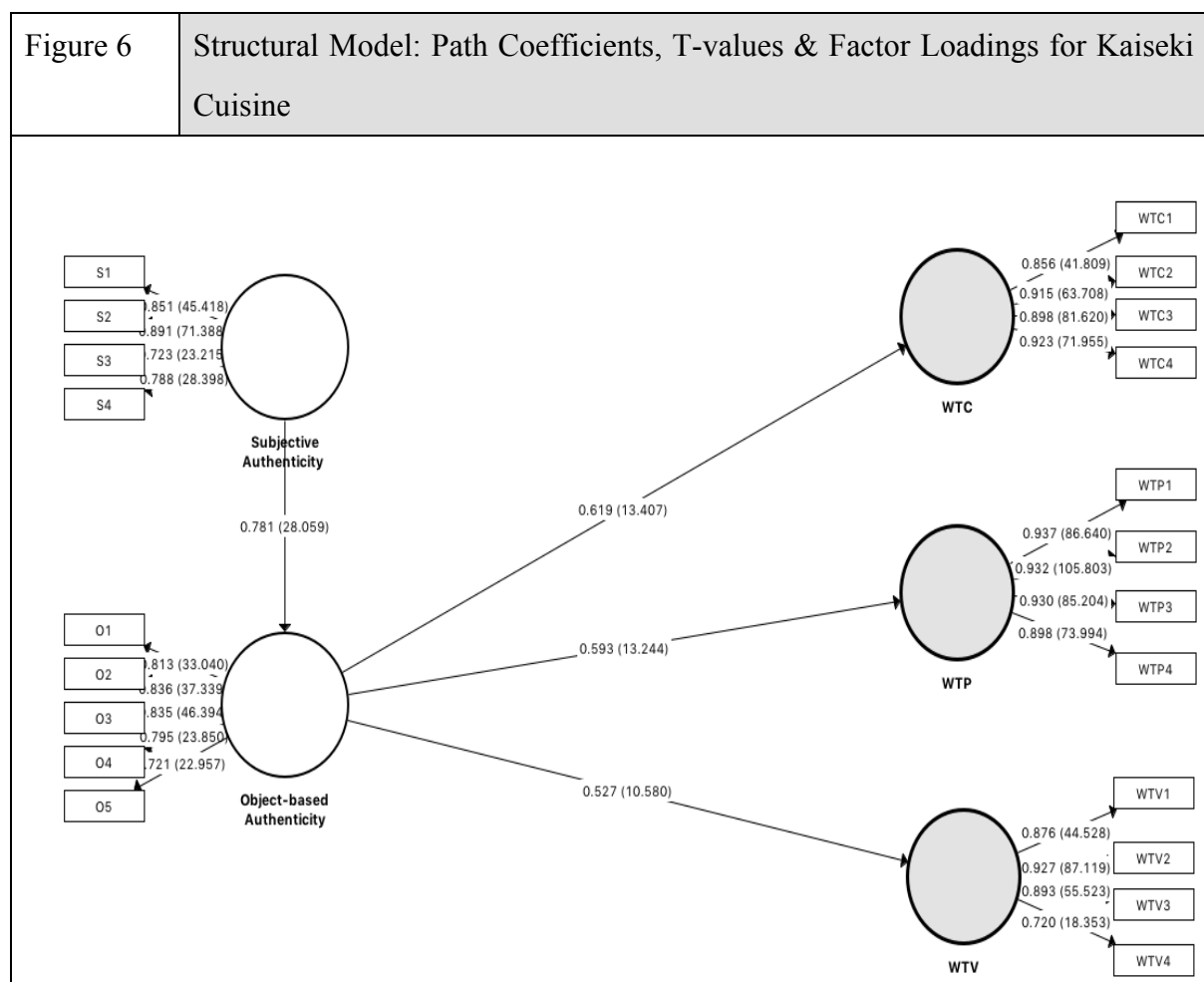


Table 12 P-Values – Kaiseki Cuisine		
Hypothesized Relationship	T-Statistics	P-Values
Subjective Authenticity → Object-based Authenticity	28.059	0.000

Object-based Authenticity → WTC	13.407	0.000
Object-based Authenticity → WTP	13.244	0.000
Object-based Authenticity → WTV	10.580	0.000

7.1.2.4 Mediating Effect of Place Attachment

The previous assessment has shown that there is a strong positive relationship between object-based authenticity and WTV. As Table 13 shows, after the mediator construct of place attachment was included in the model, significant direct effects were shown between object-based authenticity and place attachment, as well as between place attachment and WTV, with coefficients values (p-values) of 0.532 (0.000) and 0.566 (0.000), respectively. Lastly, the evaluation of VAT is 57%, which indicates partial mediation (Hair et al., 2014).

Table 13	Mediation Analysis – Kaiseki Cuisine		
	Coefficients	T-Statistics	P-Values
Object-based Authenticity → Place Attachment	0.532 (direct)	11.107	0.000
Place Attachment → WTV	0.566 (direct)	13.959	0.000
Object-based Authenticity → WTV	0.224 (indirect)	4.940	0.000

7.2 Assessment of Hypotheses

The following section assesses the stated hypotheses, based on an aggregation of the results regarding Kobe beef and Kaiseki cuisine.

7.2.1 The Effect of Subjective Authenticity

H₁: *Subjective authenticity has a positive direct effect on object-based authenticity.*

The results depicted in Figures 4 and 5 indicate that a highly significant relationship between subjective authenticity and object-based authenticity. Path coefficients values were 0.734 (Kobe beef) and 0.781 (Kaiseki cuisine). Furthermore, t-values and p-values of the hypothesized relationship were 21.431 and 0.000, as well as 28.059 and 0.000, respectively, passing the threshold of 2.57 at the 1% significance level ($t\text{-value} > 2.57$). Therefore, this hypothesis can be accepted and it can be concluded that subjective authenticity positively influences object-based authenticity.

7.2.2 The Effect of Object-based Authenticity

H₂: *Object-based authenticity has a positive direct effect on tourists' willingness to consume (WTC).*

The results show a significant positive relationship between object-based authenticity and tourists' willingness to consume the food, as the models have t-values of 13.605 and 13.407, above the 1% significance level ($t\text{-value} > 2.57$). Additionally, p-values of both models are less than 0.001, which indicates that the hypothesized relationship is highly significant. Hence, the hypothesis is accepted, and it can be concluded that object-based authenticity perceived by tourists positively affects their willingness to consume the local food.

H₃: *Object-based authenticity has a positive direct effect on tourists' willingness to pay more (WTP).*

As shown in Tables 7 and 12, both dishes have t-values more than the 1% significance level ($t\text{-value} > 2.75$), namely 15.933 and 13.244. Moreover, the p-values of the two dishes are less than 0.001, meaning that there is a significant and positive relationship between object-based authenticity and tourists' willingness to pay more for a local food. Therefore, hypothesis three is accepted, and it can be concluded that if tourists positively perceive the object-based authenticity of a local food, they will be willing to pay more.

H4: *Object-based authenticity has a positive direct effect on tourists' willingness to visit a destination (WTV).*

Figures 4 and 5 display a positive relationship between object-based authenticity and tourists' willingness to visit a destination. T-values of both dishes are 10.779 and 10.580, exceeding the critical value of 2.57 at the 1% significance level. Also, the derived p-values of path coefficients are all less than 0.001. As a result, the hypothesis can be accepted, and it can be concluded that if a tourist positively perceives the object-related authenticity of a local dish, he or she will be more willing to visit the dish's place of origin.

7.2.3 The Mediating Effect of Place Attachment

H5: *Object-based authenticity has a positive effect on place attachment.*

The t-values of hypothesized relationships between tourists' object-based authenticity perception and their attachment to a destination are 12.487 (Kobe beef) and 11.107 (Kaiseki cuisine), passing the critical threshold of 1% significance level. The derived p-values from the bootstrapping test are less than 0.001, indicating that both models with path coefficients of 0.526 and 0.532, respectively, are positive and highly significant. Therefore, this hypothesis is supported, and it can be concluded that tourists' object-based authenticity perception has significant and positive influence on their attachment to a destination.

H6: *Place attachment has a positive effect on tourists' willingness to visit (WTV).*

As illustrated in Tables 8 and 13, the relationships between tourists' attachment to a destination and their willingness to visit this destination have p-values less than 0.001 and t-values greater than the threshold of 2.57 at the 1% significance level. Therefore, the hypothesized relationship is statistically significant. Accordingly, hypothesis six can be accepted, and it can be concluded

that if a tourist is attached to a destination, he or she may have the willingness to visit this destination.

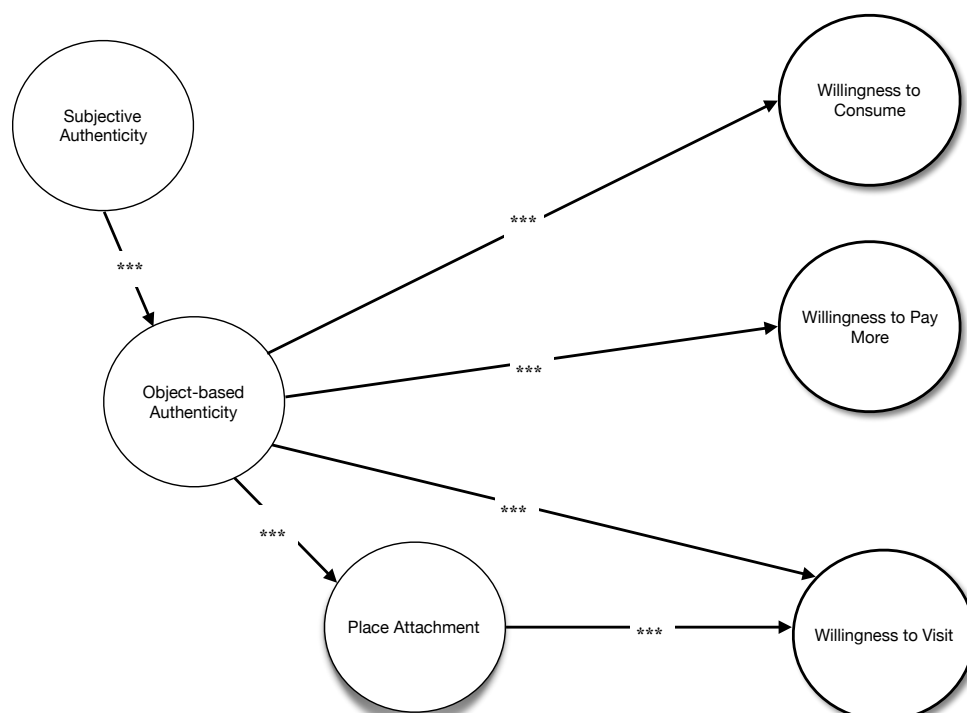
H7: *Place attachment mediates the direct relationship between object-based authenticity and tourists' willingness to visit.*

Lastly, based on the premise that significant and direct relationships exist between the object-based authenticity of a local dish and tourists' attachment to the food's origin as well as between their attachment to the food's origin and their willingness' to visit this destination, hypothesis seven can be supported. It can be concluded that place attachment mediates the relationship between object-based authenticity and intention to visit a destination. Moreover, the VAF of the two models is 42% and 57%, which can be reported as 'partial mediation'. That is, there is not only a significant relationship between the attachment to a destination and tourists' wiliness to visit this destination, but also a direct relationship between object-based authenticity and tourists' intention to visit a destination. The significance level for each hypothesized relationship is illustrated in Figure 7 below, and the results of hypothesis testing are summarised in Table 14.

Table 14	Results of Hypotheses Testing		
Hypotheses	Coefficients	(T-	Result
	values)		
H₁: <i>Subjective authenticity has a positive direct effect on object-based authenticity.</i>	0.734 (21.431); 0.781 (28.059)		Supported
H₂: <i>Object-based authenticity has a positive direct effect on tourists' willingness to consume (WTC).</i>	0.630 (13.605); 0.619 (13.407)		Supported
H₃: <i>Object-based authenticity has a positive direct effect on tourists' willingness to pay more (WTP).</i>	0.630 (15.933); 0.593 (13.244)		Supported

H₄: <i>Object-based authenticity has a positive direct effect on tourists' willingness to visit a destination (WTV).</i>	0.530 (10.779); 0.527 (10.580)	Supported
H₅: <i>Object-based authenticity has a positive effect on Place Attachment.</i>	0.525 (12.487); 0.532 (11.107)	Supported
H₆: <i>Place attachment has a positive effect on tourists' willingness to visit (WTV).</i>	0.414 (8.357); 0.566 (13.959)	Supported
H₇: <i>Place attachment mediates the direct relationship between object-based authenticity and tourists' willingness to visit (WTV).</i>	0.300 (4.781); 0.224 (4.940)	Supported

Figure 7 Conceptual Model: Significance Level of Relationships



("n.s = $t < 1.60$, * = $t > 1.61$ at 10%, ** = $t > 1.96$ at 5%, *** = $t > 2.57$ at 1%")

8 Discussion of Findings

This study has investigated the role of perceived authenticity of local food in tourists' behavioural intentions. Accordingly, this line of thinking has been integrated with the authenticity model developed by Sidali and Hammerling (2014), resulting in the proposed conceptual framework consisting of the constructs of subjective authenticity and object-based authenticity. The relationships between constructs as well as their relationships with certain behavioural intentions have resulted in four hypotheses, which have been tested through a significant empirical study using PLS-SEM in SmartPLS 3.0. Moreover, in order to explore the relationship between tourists' object-based authenticity perceptions of a local food and their intentions to visit the food's place of origin, the construct of place attachment was placed between the construct of object-based authenticity and that of tourists' willingness to visit (WTV), resulting in three more hypotheses about the mediating effect of place attachment.

The findings of the empirical study, first of all, confirm Sidali and Hammerling's finding and show that subjective authenticity has a strong, positive, and direct effect on object-based authenticity. Furthermore, the findings also reveal that tourists' perceived authenticity of a local food positively influences their behavioural intentions, namely willingness to consume the food, pay more for the food, and visit the food origin. Lastly, the findings support the contention that place attachment mediates the relationship between object-based authenticity and willingness to visit (WTV). That is, a tourist who has positive authenticity perceptions of a local food develops an emotional attachment to the food origin and ultimately intends to visit the destination.

8.1 Managerial Implications

This study confirms that tourists not only make subjective judgements on food authenticity, but also evaluate based upon their object-related perceptions. Furthermore, the perceived authenticity of local food positively influences tourists' behavioural intentions. From a

managerial perspective, this opens a need and opportunity for destination marketers to understand how perceptions of authenticity affect a tourist who is making purchases or choosing a destination.

Food is considered a reflection of the culture of a country and its people (du Rand and Heath, 2006). It has also assumed a prominent role in tourists' decision-making satisfaction, tourism products, and place promotion (Henderson, 2009). It is an ideal product to offer as an attraction and to enhance the tourist experience in a destination. Therefore, it is full of potential as a marketing and promotion tool for a destination and its development.

The appeal of food to tourists has been recognised by destination markets at a national, regional, and local level (Frochot, 2003; Okumus et al., 2006). The promotion of local food is effective not only to bolster local economies, but also to strengthen a destination's competitiveness and sustainability (Quan and Wang, 2004). According to du Rand and Heath (2006), food tourism consists of agriculture, culture, and tourism, and positions food as an attraction and experience in a destination. Agriculture provides the food product, culture provides the history and authenticity, and tourism provides the infrastructure as well as services to combine the three components into the food tourism experience.

For a local government, it is critical to understand how a local cuisine can be used in local development and as a destination branding item. For example, a culinary route can be developed for culinary tourists to follow and experience different food to represent the region. Local restaurants could participate in order to provide tourists with excellent dining and ultimately attract more culinary tourists to the destination (Karim and Chi, 2010). Moreover, seasonal food-related events, such as food festivals, can be developed to promote a region and attract tourists from all over the world. Lastly, an official promotional website of a region should be established and provide sufficient information concerning the food products for visitors to access. These actions could all, in turn, protect and create employment for residents and improve the local economies.

Travel agencies can use food as a marketing tool to differentiate themselves from others. The majority of package tours offered by travel agencies in the current market mainly focus on tourist attractions and shopping activities. Hence, a company can apply a concentrated marketing strategy to focus on this niche market. By offering tailored services and tours which highlight gastronomy and food-related activities, a travel agency could reach the specific group of tourists who intend to experience a culture through local cuisine; this would give the agency competitive advantage and enable them to achieve a strong market position in the specific market segment it serves.

In summary, by creating a unique food image, destinations could use the authentic cuisine of a region as a powerful marketing instrument to brand the region and boost the local culinary tourism business. Also, tourism organisations could use food to differentiate themselves by targeting at a niche group of culinary tourists. The tourism market is extremely competitive; uniqueness must, therefore, be identified and emphasised in order to create a sustainable competitive advantage.

9 Conclusion

This study explains the key issue of whether the perceived authenticity of local food affects tourists' behavioural intentions, especially intention to visit the food's place of origin. This study has proposed a conceptual framework based upon Sidali and Hammerling's (2014) authenticity model of traditional food. The authenticity model incorporates subjective authenticity and object-based authenticity; both dimensions co-exist and contribute to the perceived authenticity of local food. Moreover, the construct of place attachment was placed between the construct of perceived authenticity and that of tourists' behavioural intention in order to understand the mediating effect of place attachment.

An online questionnaire was conducted and 375 respondents' opinions of two local cuisines, Kobe beef and Kaiseki cuisine, were evaluated and analysed in order to understand the relationships between constructs of tourists' perceived authenticity and behavioural intentions as well as the mediating effect of place attachment in the proposed conceptual framework. The collected data was analysed through an analysis software SmartPLS 3.0, and the results show that all hypothesised relationships were statistically significant.

This study offers a broader understanding of tourists' perceptions of food authenticity and how this affects their behavioural intentions. The findings are consistent with Yüncü's study (2016), which found that authenticity had a significant impact on behavioural intentions. According to the findings of this study, tourists' subjective authenticity has a positive influence on object-based authenticity. Object-based authenticity further has a strong positive influence on tourists' behavioural intentions, especially their intention to visit a destination. Additionally, the results of this study show that place attachment mediates the relationship between tourists' object-based authenticity of local food and intention to visit the destination.

Moreover, based on the findings, practical implications have been suggested. In particular, it is crucial for destination marketers and tourism-related organisations to be aware of the role of

food in tourism and to use it as a marketing tool to create values for the destination and sustain the tourism organisations' competitive advantage within the market.

10 Limitations and Future Research

The survey was conducted online and obtained 375 completed questionnaires; however, this sample may not be representative, as 71.4% of the respondents were female. Additionally, the survey was distributed only in Facebook groups and forums for Taiwanese tourists, implying that respondents may have a high level of similarity, such as same interest. Also, as there was no trained interviewer to guide the respondents through the questionnaire and clarify the questions, using the Internet as the medium for data collection made it difficult to determine whether the respondents were representative and results from the survey could be biased. It is recommended to conduct further research at the actual destinations.

Furthermore, as this study was only based on the case of Kobe beef in Kobe and Kaiseki cuisine in Kyoto and both cities are in Japan, respondents might have had limited information about the cuisines and destinations. It may be argued that respondents might have different perceptions and opinions on objects and destinations and thus made subjective judgements. Therefore, further study should include foods from different cultures and destinations in different continents, as well as explore whether tourists may have different opinions depending on the cuisine and destination.

Lastly, the target group of this study was tourists from Taiwan. It is recommended that future research include tourists from different nations and cultures and investigate how their cultural traits affect their perceptions of authenticity. That is to say, cross-culture studies could be conducted in order to understand whether the perceived authenticity of local food may vary from culture to culture and whether this affects individual behavioural intentions and destination choice. For example, further research could explore the relationships among Hofstede's cultural dimensions, perceived authenticity of local food, and tourist behaviours. Hofstede's cultural dimensions theory by Geert Hofstede (2011) consists six dimensions—power distance, uncertainty avoidance, individualism versus collectivism, masculinity versus femininity, long-term orientation, and indulgence versus restraint. As tourists' expectations are

largely influenced by the norms applicable in their own cultures and the same are sued for evaluating the experiences and services they receive in a foreign culture (Manrai and Manrai, 2011), further research could include Hofstede's cultural dimensions in the structural model and explore how this will affect the perceived authenticity of tourists and their behaviours.

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12 Appendix

Appendix 1: Questionnaire Design



**Copenhagen
Business School**

Hello,

Thank you for spending time participating in this survey. I am a student from Copenhagen Business School studying MSc./Cand.merc International Marketing and Management. This survey is a vital part of my Master's Thesis. The purpose of this survey is to understand Taiwanese tourists' perceptions of local food and destination choices. Your time is greatly appreciated.

At the end of this survey, you will have the option of participating in a lucky draw. If you would like to participate, please fill in your e-mail address. You will be contacted by e-mail if you are one the five winners (or more). Thank you!

Chi-Hsuan (David) Tsai
Chts15ab@student.cbs.dk

Part 1: Kobe Beef in Kobe City

1. Have you ever been to Kobe City?

- a. Yes
- b. No

2. Please rate the following statements from Strongly Disagree to Strongly Agree related to Kobe Beef:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The dish is handmade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The quality of this dish is trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. This dish is made without any mixture of chemical material.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. This dish represents Kobe City .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The main ingredient of this dish is difficult to obtain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate the following statements from Strongly Disagree to Strongly Agree related to Kobe Beef:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I can imagine where this dish is made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I can imagine how this dish is made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I am sure that the quality of this dish is above average	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- d. I am sure this dish is made in a traditional way. ☐ ☐ ☐ ☐ ☐
- e. I am sure all the ingredients come from the food origin. ☐ ☐ ☐ ☐ ☐

4. **Please rate the following statements from Strongly Disagree to Strongly Agree related to Kobe Beef and Kobe City:**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I would (further) consume this dish in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I plan to consume this dish in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I am keen on consuming this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I will definitely try this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I would pay a higher price for this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I would be willing to spend more money for this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. I would consume this dish even if it was more expensive than most other dishes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. I will definitely spend more money in order to consume this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- | | | | | | | |
|----|--|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|
| i. | I would visit Kobe City in the near future. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| j. | I expect to visit Kobe City in the near future. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| k. | I predict that I will visit Kobe City in the near future. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |
| l. | Kobe City would probably be my next holiday destination. | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> |

5. Please rate the following statements from Strongly Disagree to Strongly Agree related to **Kobe City**:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. Kobe City is (would be) part of me and who I am after the visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I (would) feel personally connected to Kobe City .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Visiting Kobe City (would) say something to other people about who I am.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I (would) feel emotionally attached to Kobe City after the visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I feel I (would) “fit in” at Kobe City when visiting.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6. Please rate the following statements from Strongly Disagree to Strongly Agree related to Kobe City:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. My thoughts and feelings toward Kobe City often automatic come to mind seemingly on their own.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. My thoughts and feelings toward Kobe City come to my mind naturally and instantly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. My thoughts and feelings toward Kobe City come to mind so naturally and instantly that I don't have much control over them.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. The word ' Kobe City ' automatically evokes many good thoughts and feelings	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I have many thoughts about Kobe City .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Part 2: Kaiseki Cuisine in Kyoto City

1. Have you ever been to Kyoto City?

- a. Yes
- b. No

2. Please rate the following statements from Strongly Disagree to Strongly Agree related to Kaiseki Cuisine:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. The dish is handmade.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. The quality of this dish is trustworthy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. This dish is made without any mixture of chemical material.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. This dish represents Kyoto City.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. The main ingredient of this dish is difficult to obtain.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Please rate the following statements from Strongly Disagree to Strongly Agree related to Kaiseki Cuisine:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I can imagine where this dish is made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I can imagine how this dish is made.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- c. I am sure that the quality of this dish is above average ☐ ☐ ☐ ☐ ☐
- d. I am sure this dish is made in a traditional way. ☐ ☐ ☐ ☐ ☐
- e. I am sure all the ingredients come from the food origin. ☐ ☐ ☐ ☐ ☐

4. **Please rate the following statements from Strongly Disagree to Strongly Agree related to Kaiseki Cuisine and Kyoto City:**

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. I would (further) consume this dish in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I plan to consume this dish in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. I am keen on consuming this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I will definitely try this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. I would pay a higher price for this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. I would be willing to spend more money for this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. I would consume this dish even if it was more expensive than most other dishes.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

h. I will definitely spend more money in order to consume this dish.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
i.I would visit Kyoto City in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
j.I expect to visit Kyoto City in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
k. I predict that I will visit Kyoto City in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
l. Kyoto City would probably be my next holiday destination.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Please rate the following statements from Strongly Disagree to Strongly Agree related to **Kyoto City**:

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
a. Kyoto City is (would be) part of me and who I am after the visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. I (would) feel personally connected to Kyoto City .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. Visiting Kyoto City (would) say something to other people about who I am.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. I (would) feel emotionally attached to Kyoto City after the visit.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

e. I feel I (would) “fit in” at **Kyoto City** when visiting.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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6. Please rate the following statements from Strongly Disagree to Strongly Agree related to **Kyoto City**:

Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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a. My thoughts and feelings toward **Kyoto City** often automatic come to mind seemingly on their own.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------	--------------------------	--------------------------	--------------------------	--------------------------

b. My thoughts and feelings toward **Kyoto City** come to my mind naturally and instantly.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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c. My thoughts and feelings toward **Kyoto City** come to mind so naturally and instantly that I don’t have much control over them.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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d. The word ‘**Kyoto City**’ automatically evokes many good thoughts and feelings

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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e. I have many thoughts about **Kyoto City**.

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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Information

<p>1. Gender:</p> <ul style="list-style-type: none"> a. Male b. Female c. Other 	<p>2. Age:</p> <ul style="list-style-type: none"> 1. 18-24 2. 25-34 3. 35-44 4. 45-54 5. 55+
<p>3. Highest education level:</p> <ul style="list-style-type: none"> a. Junior High School and below b. Senior High School c. Bachelor degree d. Master degree e. Doctorate degree 	<p>4. How much is your GROSS income per month?</p> <ul style="list-style-type: none"> a. No income b. Below 20,000 c. 20,001 – 30,000 d. 30,001 – 40,000 e. 40,001 – 50,000 f. 50,000 – 60,000 g. 60,001 – 70,000 h. 70,001 – 80,000 i. 80,000+
<p>5. How many times have you travelled abroad during the past two years?</p> <ul style="list-style-type: none"> a. 0 b. 1-3 c. 4-6 d. 7-10 e. 10+ 	<p>6. Where have you travelled to during the past two years? (Taiwan is excluded)</p> <ul style="list-style-type: none"> a. East Asia b. South East Asia c. South Asia d. Europe e. North America f. Latin America g. Oceania h. Middle East i. Other

Appendix 2: Questionnaire Results

PE = Previous Experience

S = Subjective Authenticity

O = Object-based Authenticity

WC = Willingness to Consume

WP = Willingness to Pay More

WV = Willingness to Visit

PA = Place Attachment

SE = Sex

A = Age

5 point Likert scale was used in the questionnaire.

5 (Strongly agree)

4 (Agree)

3 (Neutral)

2 (Disagree)

1 (Strongly disagree).

Age:

1. 18-24

2. 25-34

3. 35-44

4. 45-54

5. 55+

Part one: Kobe beef in Kobe City

	P												W	W	W	W	W	W	W	W	W	W	W	W	P	P	P	P	P	P	P	P	P	S		
R	E	S	S	S	S	S	O	O	O	O	O	C	C	C	C	P	P	P	P	V	V	V	V	A	A	A	A	A	A	A	A	A	A	E	A	
R1	2	5	4	4	5	5	5	4	5	4	5	5	5	5	5	5	5	5	4	5	5	5	5	5	3	4	4	5	3	3	3	5	4	M	2	
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R6	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	3	
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R11	2	3	3	3	1	3	3	3	3	3	3	2	2	3	2	2	2	2	2	2	2	3	4	2	3	2	4	3	5	5	5	5	4	F	3	
R12	2	4	4	4	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	F	3	
R13	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	1	
R14	2	3	4	3	5	2	4	4	4	4	4	5	5	5	5	5	5	3	3	5	5	5	3	5	3	5	3	3	2	2	2	4	3	F	1	
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R16	2	4	5	4	4	5	4	4	5	5	5	5	5	5	5	4	4	4	4	3	4	3	3	3	3	4	3	4	3	3	3	4	3	M	3	
R17	2	3	3	3	4	3	3	3	4	3	4	4	4	3	3	4	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	F	4
R18	1	5	5	5	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4	
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R20	1	4	4	2	4	3	4	4	4	4	3	5	4	4	5	5	5	5	5	4	4	4	2	2	3	4	4	1	3	2	3	3	3	F	3	
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R28	1	5	5	5	5	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	3	3	3	3	3	3	3	3	3	3	M	4	
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R60	2	4	5	4	5	5	3	4	5	5	5	5	3	5	5	5	5	5	5	5	3	3	5	3	5	5	5	5	5	5	3	F	2			
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R75	2	5	5	5	5	4	4	4	4	4	2	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	3	3	3	3	M	3	
R76	2	5	5	4	4	4	4	4	5	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	3	F	5	
R77	2	4	4	3	4	4	3	4	3	3	3	5	3	3	5	3	3	3	1	5	5	3	3	5	3	5	3	4	3	3	3	3	5	F	2	
R78	1	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	5	5	5	5	5	F	3	
R79	2	3	4	2	4	4	4	3	4	3	3	5	4	4	5	3	3	4	3	5	5	4	3	4	3	3	3	2	2	2	2	4	3	F	2	
R80	2	4	4	3	4	3	3	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	2	2	2	2	1	F	2
R81	1	4	4	4	5	5	4	4	5	5	4	5	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	F	2	
R82	2	4	4	2	4	2	2	4	4	4	4	5	3	4	4	4	4	4	4	4	3	3	3	4	2	3	2	2	3	4	3	4	3	F	2	
R83	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	M	2		
R84	2	2	4	3	5	2	3	3	3	3	4	4	3	3	4	4	4	4	3	4	3	3	3	4	4	2	2	2	2	2	2	4	3	F	3	
R85	1	5	5	4	5	4	5	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	4	5	4	4	4	4	3	5	4	F	5	
R86	2	3	4	5	4	2	4	4	4	3	3	5	5	5	5	3	3	4	3	5	5	4	2	5	3	3	3	3	3	3	3	3	3	F	2	
R87	1	5	5	5	4	5	4	4	4	4	4	5	5	4	5	5	4	5	5	4	4	4	4	5	4	4	4	4	3	3	3	4	4	F	3	
R88	2	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	4	F	4	
R89	2	4	5	4	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	5	3	5	2	2	2	2	2	F	3	
R90	1	5	5	5	4	3	5	5	5	5	4	5	5	3	5	4	4	4	1	5	4	3	3	3	1	1	1	1	1	1	1	3	F	4		
R91	2	4	4	4	5	5	3	4	5	3	4	4	3	3	3	4	4	3	3	5	5	3	3	5	4	4	4	3	1	1	1	3	1	F	1	

R92	2	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	4	3	3	3	3	4	3	M	2	
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R94	2	5	5	4	5	5	3	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	3	2	2	3	3	F	1	
R95	2	2	4	3	5	3	2	2	3	2	5	5	5	5	5	3	3	4	3	4	4	4	4	3	4	3	5	3	4	2	1	1	2	2	F	1
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R103	2	4	4	4	5	5	4	4	5	5	5	5	5	5	5	5	4	4	3	5	5	5	3	5	5	4	5	3	5	5	5	5	5	F	4	
R104	1	4	5	5	5	4	5	5	4	3	4	5	5	5	5	4	4	4	3	5	5	5	3	5	3	3	3	4	3	3	3	5	5	F	1	
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R106	1	5	5	4	4	2	4	4	4	4	5	5	5	5	5	5	5	4	3	5	5	5	5	5	5	4	4	3	3	3	3	4	3	M	2	
R107	2	4	3	2	4	3	3	4	2	3	1	5	5	5	5	4	3	4	4	5	5	5	5	4	3	3	3	3	2	2	3	3	4	F	3	
R108	2	5	5	4	5	5	3	4	5	3	4	3	3	3	3	2	2	2	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	1	
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R110	2	4	4	4	5	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	2	2	2	3	2	F	2
R111	2	4	5	4	5	5	5	5	5	5	3	5	5	5	5	4	4	4	4	5	5	4	3	5	4	4	4	5	3	3	3	3	3	F	3	
R112	2	4	3	3	5	3	5	5	3	5	5	5	5	2	5	5	5	5	5	5	5	3	3	5	5	5	5	5	5	5	5	5	5	F	2	
R113	1	3	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	F	2	
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R116	2	3	3	3	3	3	3	3	4	4	4	4	4	3	3	4	4	3	2	3	3	3	3	4	3	3	3	3	3	3	3	3	3	F	2	
R117	1	5	5	5	5	3	5	5	5	1	5	5	5	5	5	4	4	4	4	3	3	3	3	4	3	5	3	5	3	3	3	4	3	F	4	
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R120	1	5	5	5	5	4	4	3	5	3	4	5	4	3	5	4	3	4	3	5	5	5	4	5	3	5	3	4	3	2	1	4	4	M	2	
R121	1	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	F	2	
R122	2	5	5	5	5	5	3	5	5	5	5	5	5	3	5	5	5	5	4	5	3	3	3	5	3	3	3	3	3	1	1	4	3	M	4	
R123	2	3	4	2	4	3	3	2	4	3	3	4	4	4	4	4	4	4	4	4	4	4	3	2	3	3	3	3	3	3	3	3	3	M	4	

R124	1	4	4	4	4	3	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	3	3	3	4	3	3	3	3	3	3	3	3	3	F	2	
R125	2	4	5	4	5	3	3	3	4	3	3	4	4	2	2	4	4	2	2	4	3	2	2	2	2	2	2	2	2	1	1	1	1	2	F	3	
R126	1	4	4	3	5	4	4	3	5	5	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	4	3	3	5	3	3	4	5	M	3	
R127	2	5	5	5	4	4	4	4	4	4	4	5	5	3	5	4	4	4	4	5	5	4	3	5	3	5	3	5	3	3	3	3	5	3	F	3	
R128	2	4	3	3	4	4	4	4	4	4	4	4	4	3	3	4	4	4	3	4	4	3	3	4	3	4	3	4	3	3	3	3	4	3	F	2	
R129	2	4	5	4	5	5	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	2	3	4	F	2
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R143	1	5	5	5	5	4	5	5	5	3	4	5	5	5	5	5	5	5	5	5	5	5	3	5	3	3	3	3	3	3	3	3	3	F	2		
R144	1	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	4	5	5	5	5	5	5	4	4	4	4	4	4	F	2	
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R171	1	2	4	2	5	5	2	4	4	4	3	3	4	4	3	3	3	4	2	5	5	5	5	5	5	4	2	3	4	2	2	2	2	3	F	2
R172	1	5	5	4	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	4	5	4	4	4	4	4	4	4	4	F	2
R173	2	3	4	3	4	4	3	4	4	3	4	4	4	4	3	2	2	3	2	4	4	4	4	4	3	3	3	3	3	4	3	3	4	4	M	1
R174	2	4	4	3	5	3	2	2	3	4	3	5	5	5	5	4	4	4	3	4	4	5	5	4	1	3	1	2	1	1	1	3	1	F	2	
R175	1	5	4	3	5	2	2	2	3	4	2	5	5	5	5	4	4	4	4	5	5	5	4	5	3	4	3	3	2	2	2	5	4	F	2	
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R177	2	4	5	3	5	4	2	2	4	2	4	5	4	4	5	4	4	4	4	4	4	3	3	4	2	3	3	4	2	2	2	2	2	2	F	2
R178	1	4	5	4	5	4	3	4	5	4	4	5	5	5	5	5	5	4	5	5	4	5	4	4	5	4	4	4	3	4	3	5	4	M	1	
R179	2	2	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	3	3	3	3	1	3	4	2	1	2	2	2	2	4	2	F	3	
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R181	1	4	4	4	5	2	4	4	5	4	4	4	5	4	5	4	4	4	4	4	4	4	3	5	3	3	3	3	3	3	3	3	4	4	F	3
R182	1	4	4	5	3	4	3	5	4	4	4	5	5	4	5	4	4	4	4	4	4	4	3	4	3	3	3	4	3	3	3	3	3	M	1	
R183	1	4	4	2	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	3	3	5	3	2	2	3	2	2	2	4	3	F	1	
R184	2	2	5	2	4	3	4	4	5	4	4	5	5	5	5	5	5	5	5	4	4	4	2	3	2	4	3	4	2	2	2	4	3	F	2	
R185	1	4	5	4	5	4	4	4	5	5	4	5	5	5	5	5	5	5	5	4	4	3	3	4	3	4	3	3	3	3	3	3	4	3	F	1
R186	1	4	4	4	5	5	4	4	5	4	4	4	5	5	4	4	4	5	4	5	5	4	4	5	4	4	4	5	5	5	4	5	5	F	2	
R187	1	3	3	2	4	3	2	2	3	2	2	4	4	3	3	4	4	4	2	4	4	4	2	3	2	2	1	3	2	2	1	2	2	F	2	

R188	1	4	4	4	4	4	3	3	4	4	3	4	4	4	3	4	4	4	4	4	4	3	2	4	3	3	3	3	4	3	3	3	4	M	2		
R189	1	3	5	2	4	4	3	4	4	3	4	5	4	3	5	4	4	4	4	5	3	3	3	5	2	3	2	1	2	2	2	2	2	F	2		
R190	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	5	3	3	4	4	3	3	1	4	4	4	4	3	M	2		
R191	2	1	4	3	5	2	3	3	4	2	4	5	5	5	5	5	4	4	4	4	4	4	3	2	5	4	4	3	3	3	3	2	4	3	M	1	
R192	1	5	4	3	4	4	4	3	4	4	3	5	5	4	3	4	4	4	3	4	4	3	2	4	3	4	2	1	2	2	1	3	3	F	2		
R193	1	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	5	4	4	4	5	5	4	4	4	5	4	4	4	5	5	4	F	2		
R194	2	5	5	5	5	2	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	3	3	3	3	3	3	3	3	F	2	
R195	2	5	3	3	5	4	3	3	2	2	2	5	4	3	4	3	3	4	3	4	3	4	4	3	3	3	3	3	3	2	2	2	3	2	M	2	
R196	2	4	4	4	5	4	4	4	5	3	4	5	5	5	5	5	5	5	5	5	5	5	4	3	4	3	4	4	3	2	2	2	4	4	F	3	
R197	2	5	5	3	5	4	5	5	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	4	3	4	4	4	4	3	F	3	
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R199	2	4	5	4	5	3	3	3	5	4	4	5	4	4	4	5	4	4	3	4	5	3	3	4	3	3	3	3	3	3	3	3	4	3	M	2	
R200	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	4	3	3	4	3	3	3	3	3	F	1		
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R214	2	4	4	3	4	4	3	2	2	2	2	4	4	3	4	4	4	4	3	4	4	3	3	3	3	3	3	2	3	3	2	2	3	2	F	2	
R215	1	4	4	3	5	4	4	4	4	4	3	5	4	5	5	4	4	4	4	4	4	3	3	4	4	4	4	4	3	3	3	4	4	F	2		
R216	1	2	4	3	4	4	3	3	3	2	3	5	5	5	5	4	4	4	3	4	4	3	2	4	2	4	3	3	1	1	2	4	4	F	3		
R217	1	2	4	2	4	2	4	4	4	4	4	4	3	2	3	3	3	3	2	4	3	2	2	4	3	3	2	3	3	3	2	3	2	F	2		
R218	2	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	4	4	5	5	4	4	5	4	4	5	4	3	3	3	4	3	F	2		
R219	1	4	5	4	5	3	5	5	5	5	5	5	3	3	5	4	3	3	3	5	5	2	2	5	3	5	3	3	2	2	1	4	2	F	2		

R220	1	3	4	4	5	4	3	3	5	4	4	5	4	4	5	5	4	4	5	5	5	3	2	3	3	3	2	3	2	2	2	2	2	F	2	
R221	1	4	5	2	5	1	4	4	4	1	1	5	4	4	4	2	1	1	1	4	5	5	5	4	2	4	1	1	2	2	1	4	5	M	3	
R222	2	5	5	3	5	5	4	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2		
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R226	1	5	5	5	5	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	3	5	5	5	F	2	
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R228	2	4	5	4	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	2	5	3	3	3	3	3	3	3	4	4	F	1	
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R231	2	4	5	4	5	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	F	1	
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R279	1	2	4	2	5	4	2	3	4	4	4	5	4	4	4	4	4	4	3	5	5	3	3	4	3	4	2	2	2	2	2	4	5	F	1	
R280	1	3	4	3	4	2	3	3	4	4	4	4	4	4	5	5	4	3	4	4	4	4	4	3	4	3	4	3	3	2	3	3	3	M	3	
R281	1	4	5	5	5	4	4	4	5	5	4	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	M	2
R282	1	4	5	3	5	4	3	3	5	4	4	3	3	3	4	3	3	3	3	5	4	4	4	5	3	4	3	2	2	2	2	4	3	F	3	
R283	2	4	5	3	5	5	4	4	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	4	4	3	4	3	2	2	2	4	F	2

R284	1	4	4	3	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	3	3	4	3	3	3	3	3	2	2	2	3	M	2			
R285	1	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	4	4	4	4	3	3	3	3	4	4	3	4	4	F	2		
R286	1	4	4	3	5	4	4	5	5	4	3	4	4	3	4	5	5	5	4	4	3	3	3	4	4	5	4	3	3	3	3	4	5	F	2		
R287	2	5	5	1	4	3	5	5	4	4	2	5	5	5	5	4	4	5	3	4	5	3	3	5	4	3	2	2	1	1	1	1	3	F	1		
R288	1	4	5	4	5	5	4	5	5	4	3	5	5	5	5	5	5	4	5	4	4	4	4	3	4	3	3	3	3	3	3	3	4	4	F	1	
R289	2	4	4	4	5	3	4	4	5	4	4	4	4	4	4	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	F	1	
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R292	2	5	4	3	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	4	3	3	4	3	4	3	4	4	3	3	4	3	F	2		
R293	2	3	5	3	5	2	3	3	4	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	4	3	3	3	2	2	2	3	2	F	2		
R294	1	5	5	3	5	3	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	3	3	3	4	4	F	2	
R295	1	4	5	5	5	4	4	4	5	5	4	4	4	5	5	4	4	4	4	5	5	4	4	4	4	4	4	4	3	3	4	3	3	M	2		
R296	1	5	5	5	5	5	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	3	3	3	5	4	M	3
R297	2	4	4	2	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	4	3	3	3	4	3	M	1	
R298	1	5	5	5	4	3	3	4	3	4	4	5	4	3	3	3	4	4	3	4	3	3	3	3	3	3	3	3	3	3	3	3	4	3	F	2	
R299	1	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	5	3	3	3	4	4	M	2		
R300	1	5	5	1	5	1	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2	
R301	2	3	3	3	2	2	3	2	2	3	3	4	3	3	3	3	3	3	3	4	4	3	3	4	3	3	3	4	3	3	3	4	4	F	2		
R302	2	3	5	3	4	2	4	4	5	2	5	5	5	5	5	4	4	4	4	4	4	4	4	2	5	3	3	4	3	3	3	2	4	3	F	2	
R303	1	4	5	3	4	4	4	4	5	5	3	5	5	5	5	5	5	5	5	4	4	4	4	5	4	4	4	5	3	3	3	4	3	F	1		
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R305	2	3	4	3	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	3	3	3	3	3	3	3	3	3	F	1		
R306	2	5	5	4	5	3	3	4	4	5	4	5	4	4	5	4	3	5	4	5	5	2	1	5	4	3	4	3	2	2	1	4	3	F	1		
R307	2	3	4	3	4	4	3	3	3	4	4	2	2	2	2	1	1	1	1	3	3	3	3	3	3	3	3	3	2	2	2	2	2	F	3		
R308	1	3	3	2	5	2	3	3	4	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	2	2	2	4	2	F	3		
R309	2	3	2	3	1	2	2	2	1	2	2	1	1	1	1	3	3	3	3	1	1	2	3	1	2	2	2	3	3	4	4	4	4	F	1		
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R315	2	3	2	3	2	3	3	2	2	4	3	1	1	1	1	2	2	2	3	1	1	1	1	2	2	2	2	2	3	3	3	3	3	F	1		

R316	2	4	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	5	5	3	3	4	4	4	4	4	3	3	3	3	3	M	1	
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R319	2	4	4	4	4	4	4	5	5	5	5	5	4	5	5	5	4	5	5	2	4	3	5	4	3	5	3	5	4	3	2	4	4	M	2	
R320	2	3	4	2	4	4	3	4	4	4	3	5	4	4	5	4	4	4	3	5	5	4	4	5	4	4	4	4	4	3	3	3	4	4	F	1
R321	2	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5	4	5	5	5	4	5	4	4	4	4	3	F	2	
R322	1	2	3	4	5	3	4	4	4	3	5	5	5	3	4	4	4	5	3	5	5	3	2	3	3	4	3	2	2	2	2	4	4	M	2	
R323	1	3	5	3	5	3	4	3	4	3	2	5	5	5	5	4	4	3	2	4	4	2	2	5	5	5	4	3	1	1	1	5	4	F	1	
R324	2	5	5	5	5	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	3	
R325	2	4	5	5	5	4	4	4	5	5	4	4	4	4	4	4	4	5	5	4	5	5	4	4	5	4	4	4	3	3	3	4	3	M	1	
R326	2	4	4	4	5	3	4	4	5	4	5	5	4	4	5	4	4	5	4	4	4	4	4	5	4	3	4	3	3	3	4	4	4	4	M	1
R327	2	3	5	4	5	3	4	4	5	3	3	5	5	5	5	5	5	5	5	5	5	5	3	4	3	4	3	4	3	3	3	3	2	M	1	
R328	2	3	5	3	5	2	5	3	5	4	3	5	5	5	5	5	4	5	4	5	5	5	5	5	4	4	3	3	3	4	3	5	4	M	1	
R329	1	3	5	3	5	3	5	5	4	5	3	4	4	3	3	4	5	5	5	4	4	3	3	4	3	4	3	4	3	3	2	5	5	F	2	
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R337	2	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	3	2	2	3	4	4	4	4	4	4	4	3	4	3	F	2	
R338	1	5	4	3	4	5	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	3	3	3	3	2	2	2	4	3	F	2	
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R348	2	5	5	5	3	5	4	4	5	4	3	5	5	5	5	5	5	3	5	5	5	5	5	5	3	4	4	3	3	3	3	4	M	2		
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R364	1	4	4	2	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	3	2	3	2	2	2	5	4	F	2	
R365	1	3	5	3	5	4	4	5	5	4	4	5	4	5	5	5	4	5	5	4	4	5	5	5	3	4	4	3	4	5	3	4	3	F	3	
R366	1	4	4	4	4	3	3	4	4	4	4	5	5	4	5	4	4	4	3	5	4	3	2	5	4	3	3	3	2	2	2	3	3	F	2	
R367	1	4	5	4	5	4	5	5	4	5	4	5	4	5	5	5	5	5	5	3	4	2	2	4	2	3	3	2	2	2	2	3	1	F	3	
R368	1	4	4	4	4	3	3	4	4	3	4	5	4	4	4	4	4	4	3	4	4	3	3	4	3	3	3	3	2	2	2	4	4	F	2	
R369	2	4	4	5	5	5	4	4	5	5	4	5	5	5	5	4	4	4	4	4	4	3	3	4	3	3	2	3	2	2	2	3	3	F	2	
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R372	2	4	4	2	5	4	5	5	5	2	3	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	3	3	3	2	2	1	4	3	F	1
R373	2	4	4	4	4	4	3	3	3	3	3	5	4	5	5	4	4	4	4	3	3	2	2	5	2	2	2	2	3	3	3	4	3	F	2	
R374	1	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	3	4	5	3	M	3	
R375	2	4	4	4	5	4	4	4	4	5	4	4	3	3	3	4	4	4	4	3	2	1	1	2	3	4	2	1	2	2	2	3	2	F	4	

Part Two: Kaiseki Cuisine in Kyoto City

R	P E											W	W	W	W	W	W	W	W	W	W	W	W	W	P	P	P	P	P	P	P	P	P	P	S		
R1	1	5	5	5	5	4	5	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	3	5	5	5	5	5	5	M	2	
R2	1	5	5	5	5	3	4	4	3	4	3	4	4	3	3	4	4	3	3	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	F	3	
R3	1	5	5	4	5	4	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	4	3	3	3	3	3	4	3	F	1	
R4	1	4	4	3	4	3	2	2	3	2	2	4	4	3	3	4	4	3	4	5	5	5	5	5	5	5	5	5	5	5	3	2	2	4	4	F	2
R5	1	4	4	3	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	3	3	3	3	3	F	2
R6	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	3	
R7	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	3	
R8	1	4	4	4	2	3	3	3	4	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	2	2	2	2	2	2	2	F	3	
R9	1	4	4	2	3	2	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	3	4	4	4	4	4	4	4	4	4	3	M	1	
R10	1	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2	
R11	1	3	2	3	2	4	2	2	2	4	4	2	2	2	2	2	2	2	2	1	1	3	5	2	2	2	5	3	3	3	3	2	2	F	3		
R12	2	4	3	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	4	3	4	4	4	4	4	4	F	3	
R13	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	1	
R14	1	4	3	4	3	2	4	4	3	2	2	5	5	5	5	3	3	2	3	5	5	5	5	5	5	4	3	3	3	3	3	3	3	3	4	F	1
R15	1	5	5	4	5	4	4	4	4	4	4	4	4	4	5	5	4	5	5	5	5	5	5	4	5	5	4	4	5	5	5	5	5	4	F	3	
R16	2	4	4	3	4	4	4	4	4	4	3	4	4	3	4	3	3	3	3	4	4	4	3	4	3	4	3	4	3	4	3	4	4	M	3		
R17	1	4	4	3	4	3	3	3	4	4	4	4	3	3	3	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	F	4	
R18	1	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4	
R19	1	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	5	3	F	4		
R20	1	3	4	2	4	2	3	4	4	3	2	4	4	4	4	4	4	4	4	3	4	2	1	2	2	4	3	3	3	3	3	3	4	3	F	3	
R21	1	3	4	3	5	3	4	3	3	4	2	5	5	4	5	4	4	4	3	5	5	5	5	4	4	4	4	5	5	5	5	5	5	F	1		
R22	1	5	5	4	3	3	5	5	5	4	4	5	3	3	3	3	3	3	3	5	5	3	2	4	3	3	3	3	3	3	3	5	5	F	2		
R23	2	4	4	4	4	3	4	4	4	4	4	4	4	4	3	3	3	2	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	F	4		
R24	2	4	4	4	5	4	4	4	4	4	3	4	4	4	4	3	3	3	3	5	5	4	3	5	4	4	4	4	4	4	4	4	3	F	2		
R25	1	4	4	4	4	3	4	4	3	4	3	4	3	3	3	4	4	3	3	5	5	4	3	5	5	4	4	4	5	5	5	5	4	F	4		
R26	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2			
R27	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2		

R28	2	3	5	4	5	4	4	3	3	2	2	5	5	5	5	5	5	5	5	5	5	3	3	3	3	3	3	3	3	3	3	M	4			
R29	2	4	4	3	5	4	4	4	4	4	4	5	5	5	5	4	4	4	3	5	5	4	3	5	5	5	5	4	5	5	5	5	F	2		
R30	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	1	F	4			
R31	1	5	5	4	5	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	5	5	5	5	5	F	4			
R32	1	3	3	3	4	3	3	3	4	4	3	4	3	3	3	3	4	3	3	4	3	3	3	3	3	3	3	3	2	2	2	2	3	F	4	
R33	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2			
R34	1	4	5	5	5	4	5	5	4	5	4	5	5	4	5	4	4	5	4	5	5	5	4	5	4	5	5	5	4	4	4	5	5	M	1	
R35	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	M	5		
R36	2	4	4	3	3	3	5	5	4	3	4	5	5	5	5	4	4	4	4	5	5	5	5	5	3	2	3	4	3	3	3	3	4	F	1	
R37	2	4	4	3	5	3	4	4	4	4	3	4	4	3	3	4	4	4	3	4	3	3	2	4	2	3	3	4	3	3	3	4	2	F	2	
R38	1	5	4	4	4	4	4	4	4	4	3	4	5	4	4	4	4	4	4	5	5	5	5	3	3	4	3	4	3	4	3	5	3	F	4	
R39	1	4	4	4	4	3	3	4	5	3	3	5	4	3	5	5	5	5	5	5	5	4	4	3	5	3	3	3	3	4	4	4	4	F	2	
R40	1	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	4	4	4	4	4	4	4	4	5	4	M	4	
R41	1	5	5	4	5	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	M	2
R42	1	4	5	5	5	3	4	4	5	5	3	5	5	5	5	4	4	5	5	5	5	5	5	3	3	3	3	3	4	4	4	4	3	F	1	
R43	2	4	4	2	5	5	3	4	4	5	2	5	3	2	3	4	5	5	3	5	5	3	1	5	5	4	4	3	3	3	3	3	4	F	1	
R44	1	5	5	5	5	4	5	5	5	5	5	5	4	4	5	3	3	4	3	5	5	5	5	4	3	4	3	3	3	4	3	4	3	F	2	
R45	1	4	4	4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	F	2		
R46	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	3	4	4	3	F	4	
R47	2	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	M	1		
R48	1	5	5	4	4	3	4	3	4	4	3	5	5	5	5	5	5	5	5	5	4	4	4	3	4	3	3	3	3	3	3	3	5	4	F	2
R49	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	4		
R50	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4		
R51	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	F	2	
R52	2	5	4	4	5	3	4	4	4	4	3	4	4	3	3	4	4	4	3	4	4	3	2	4	4	4	3	2	4	4	3	3	2	M	4	
R53	2	3	4	3	5	4	2	2	4	3	3	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	F	3	
R54	1	3	4	3	4	3	3	2	4	4	3	4	3	4	5	4	4	4	4	5	5	3	4	4	2	3	2	3	3	4	3	5	4	F	2	
R55	1	5	5	4	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	F	2	
R56	2	3	3	2	3	3	2	2	2	2	2	2	2	2	2	2	2	2	2	4	4	3	3	2	2	3	3	2	2	2	2	2	M	2		
R57	2	4	5	4	5	3	4	4	4	5	3	5	5	3	4	3	3	5	3	5	5	5	5	4	4	4	3	3	3	3	3	4	4	M	2	
R58	1	4	4	4	4	4	3	3	3	3	4	5	4	4	4	3	4	4	2	4	4	3	3	4	3	4	3	4	4	4	4	4	3	F	4	
R59	1	4	4	3	3	3	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	3	3	4	4	4	5	5	4	4	4	4	4	F	2	

R60	2	4	5	4	5	4	4	4	4	5	4	5	5	5	5	5	5	5	5	5	3	3	5	4	5	5	5	5	5	5	5	4	F	2	
R61	2	5	4	4	5	3	4	4	4	4	5	5	5	3	5	4	4	4	4	4	4	3	3	5	3	4	3	3	3	4	3	M	4		
R62	1	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2		
R63	1	5	4	2	5	2	5	5	4	4	3	5	5	5	5	4	5	5	3	5	5	5	4	5	4	5	5	2	5	5	5	5	F	2	
R64	2	5	4	4	5	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	3	4	5	5	5	5	F	3	
R65	1	5	4	4	4	4	4	4	5	4	3	5	5	5	5	5	5	5	5	5	5	3	4	3	4	3	4	4	4	3	4	4	F	2	
R66	2	5	4	4	5	4	4	4	3	4	4	4	4	4	4	4	4	3	3	4	4	3	3	4	4	4	4	4	3	3	3	3	F	3	
R67	2	5	4	5	2	1	4	4	3	4	2	5	5	3	5	5	5	4	4	5	5	5	5	5	4	4	4	3	4	4	4	5	5	F	2
R68	1	5	5	5	5	2	3	4	4	5	4	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2	
R69	1	5	5	5	5	5	4	4	5	5	5	5	4	4	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	F	4	
R70	1	4	4	4	4	3	3	3	4	4	4	4	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	3	
R71	1	5	5	5	5	5	3	3	4	4	3	5	4	3	5	5	5	5	4	5	5	5	4	5	5	5	4	4	4	4	4	5	5	F	3
R72	1	3	3	3	5	3	4	4	4	4	3	4	4	4	4	2	2	2	2	5	5	5	5	4	3	3	3	5	3	3	3	3	5	M	3
R73	1	5	5	5	5	4	5	5	5	5	4	4	3	2	3	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	3
R74	1	4	5	4	4	4	4	3	4	5	4	4	3	4	5	4	5	4	4	4	4	3	4	4	5	4	3	4	4	5	4	5	4	M	2
R75	1	5	5	5	5	3	5	5	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	4	3	4	4	4	3	3	3	3	3	M	3
R76	1	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	5
R77	2	4	4	4	3	3	4	4	4	3	3	5	3	3	4	3	3	3	3	5	5	3	4	5	4	5	4	4	5	5	4	4	5	F	2
R78	1	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	4	4	5	4	4	4	4	5	5	5	5	5	F	3
R79	2	3	4	2	4	3	4	3	4	3	2	5	4	3	4	3	3	4	3	5	5	5	5	4	4	3	3	3	5	5	4	4	4	F	2
R80	1	4	4	4	3	4	4	4	4	4	4	4	3	3	4	4	4	4	4	4	4	3	3	3	3	3	3	3	2	2	2	3	3	F	2
R81	1	4	4	4	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	F	2
R82	1	3	3	3	3	3	2	2	2	2	3	4	2	2	2	2	2	2	1	4	4	4	3	4	4	4	4	3	4	4	4	4	4	F	2
R83	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	M	2
R84	1	4	3	2	3	2	3	3	3	3	2	4	3	3	3	4	3	4	3	4	3	2	2	4	3	3	3	2	4	4	3	4	3	F	3
R85	1	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	3	5	5	5	5	5	F	5
R86	1	3	4	3	3	2	3	3	3	3	3	5	5	5	5	3	4	3	3	5	5	5	5	4	4	4	5	5	5	5	4	4	4	F	2
R87	1	4	4	4	4	3	4	4	4	4	4	4	4	3	4	4	4	4	3	4	4	3	3	5	4	3	4	4	4	4	4	4	4	F	3
R88	2	4	4	4	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	4	4	4	5	4	F	4
R89	1	4	4	5	5	3	3	3	3	3	3	5	5	4	5	4	4	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	F	3
R90	1	5	5	5	4	2	5	5	5	5	3	5	5	3	3	2	2	2	1	5	5	5	3	3	1	1	1	1	3	3	3	5	3	F	4
R91	2	4	4	4	5	3	3	4	3	3	3	5	3	3	3	3	3	3	2	5	5	3	2	5	3	3	3	3	1	1	1	3	2	F	1

R92	2	5	5	3	5	3	4	5	5	5	4	5	5	4	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	3	4	4	3	M	2		
R93	1	5	5	3	5	3	4	4	5	5	3	5	5	5	5	4	4	4	3	5	5	5	5	5	4	4	3	3	5	5	5	5	5	F	4		
R94	1	5	5	4	5	5	4	5	5	5	5	5	4	4	5	4	4	3	3	5	5	5	3	3	4	5	4	5	3	4	4	5	4	F	1		
R95	2	2	2	2	3	2	3	3	3	2	3	5	5	5	5	3	5	5	3	4	4	4	4	4	4	3	5	3	4	2	2	1	2	2	F	1	
R96	1	1	2	3	2	3	2	2	2	3	3	2	3	3	3	2	2	3	3	2	2	3	3	2	3	3	3	2	3	3	3	3	3	F	3		
R97	1	5	5	4	4	4	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4		
R98	2	4	4	2	4	1	3	3	3	3	1	4	4	3	3	3	3	3	2	4	4	4	4	4	4	3	3	3	2	3	3	3	3	2	F	3	
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R100	2	4	4	3	4	3	4	3	3	4	4	4	4	4	3	4	4	4	4	4	4	4	3	3	4	4	3	4	3	3	4	3	3	3	M	2	
R101	1	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	5	4	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	F	3	
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R103	1	4	4	4	5	5	4	4	5	5	5	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4	
R104	1	5	4	4	5	4	3	3	4	4	4	5	4	5	4	3	3	5	4	5	5	5	3	5	4	3	3	3	3	3	3	3	5	4	F	1	
R105	1	5	5	4	5	4	5	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	4	
R106	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2	
R107	1	4	4	2	3	2	4	4	4	3	2	4	4	4	4	4	3	4	4	5	5	5	5	4	4	4	4	4	5	5	4	5	5	F	3		
R108	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	1	
R109	2	4	4	2	5	3	4	4	4	4	2	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3	4	2	3	3	3	3	4	3	F	3	
R110	1	4	4	3	4	2	4	4	4	4	4	4	4	3	4	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	2	
R111	1	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	3	3	5	5	4	4	4	4	4	4	4	F	3	
R112	1	4	3	3	3	3	3	3	3	4	3	4	4	2	4	4	4	4	4	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	F	2	
R113	1	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	F	2	
R114	1	5	4	4	4	3	4	4	4	4	2	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	4	4	F	1
R115	2	4	4	4	5	3	5	5	4	4	3	5	5	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	M	2	
R116	1	3	3	3	3	3	3	3	3	3	3	4	4	3	3	3	3	3	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2	
R117	2	5	5	5	5	3	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	4	4	4	5	5	F	4		
R118	1	4	4	3	3	3	4	4	4	3	3	5	5	5	5	4	4	4	4	5	4	3	2	5	3	3	3	4	3	3	4	4	4	M	1		
R119	1	4	3	3	4	4	4	3	3	4	3	4	5	3	4	4	3	4	3	5	5	4	4	4	3	3	3	3	3	3	3	3	3	3	F	2	
R120	1	5	5	4	5	4	3	4	5	5	4	5	5	5	5	4	4	4	4	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	M	2	
R121	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2		
R122	1	5	5	5	5	3	4	3	4	4	3	3	3	2	2	3	3	2	2	3	2	3	2	3	2	3	2	3	2	3	2	1	1	1	3	M	4
R123	1	4	4	4	4	3	4	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	M	4	

R124	1	4	3	4	4	3	4	4	4	4	4	4	4	4	3	3	3	3	4	4	4	4	3	3	3	3	3	4	4	4	4	4	F	2	
R125	2	4	4	4	5	3	2	2	4	3	2	4	2	2	2	2	2	2	4	2	2	2	1	1	1	1	1	1	1	1	1	1	F	3	
R126	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	3		
R127	2	5	5	5	4	3	4	3	4	3	3	5	5	3	5	5	5	5	5	5	5	4	5	3	5	3	5	4	4	4	5	4	F	3	
R128	1	4	4	4	4	2	4	4	4	4	2	4	3	3	3	4	4	4	3	5	5	5	4	4	4	4	4	3	4	4	4	4	F	2	
R129	2	5	4	3	5	3	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2	
R130	1	4	4	3	4	2	3	3	4	4	4	5	4	4	4	4	4	3	5	5	5	5	5	5	5	5	4	3	4	2	5	5	F	2	
R131	1	5	5	4	5	4	4	4	4	4	4	5	5	5	5	4	4	3	3	5	5	5	5	4	3	3	3	4	3	3	3	5	4	F	1
R132	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	5	5	F	4
R133	2	4	5	4	5	4	4	4	5	4	4	5	4	4	4	4	4	4	5	5	4	3	5	4	4	4	4	3	3	2	3	2	M	2	
R134	1	1	1	2	2	2	2	2	2	2	2	2	2	2	1	3	2	2	3	1	2	2	2	2	2	2	2	2	2	2	2	2	1	F	4
R135	1	5	5	5	5	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	5	4	5	4	4	4	5	5	F	2	
R136	1	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	3	3	4	3	3	3	3	3	M	2	
R137	1	5	4	4	3	5	5	4	4	5	3	5	4	3	4	2	4	3	3	5	4	3	3	5	5	5	3	4	4	4	5	5	4	F	1
R138	1	3	4	4	4	3	4	4	4	5	4	5	5	4	5	5	5	5	4	5	5	5	3	4	4	4	5	5	5	5	5	4	5	F	2
R139	2	5	5	3	4	3	5	5	5	5	3	5	3	2	3	4	3	3	3	5	5	3	2	5	3	4	2	4	3	3	3	5	3	F	2
R140	2	4	5	4	5	3	4	4	5	4	5	5	5	5	5	4	4	4	3	5	5	5	5	5	5	5	5	5	3	3	3	5	5	F	2
R141	1	4	5	3	4	3	4	4	3	3	2	5	5	3	4	4	3	4	3	5	4	2	1	5	4	5	4	4	3	3	3	5	4	F	2
R142	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2	
R143	1	5	5	5	5	3	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	5	3	4	3	3	3	3	3	3	3	3	3	F	2
R144	1	5	5	4	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	4	5	5	5	5	5	5	F	2
R145	1	4	3	2	3	2	4	4	3	3	2	5	5	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	F	2
R146	2	5	5	5	5	5	5	5	5	5	5	4	3	3	3	4	4	3	2	4	4	4	4	4	4	4	4	3	4	4	4	5	4	M	2
R147	1	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	M	1
R148	1	4	5	5	5	5	5	5	5	5	5	5	5	5	5	3	3	3	3	5	5	3	5	5	5	5	5	5	3	3	3	3	3	M	1
R149	2	4	4	2	4	1	5	3	5	1	4	5	2	5	5	3	3	2	1	5	5	5	4	4	2	4	1	1	3	3	3	4	3	M	2
R150	1	5	5	4	5	3	3	4	5	5	3	5	5	4	5	5	5	5	5	5	5	3	3	5	4	3	3	4	4	4	4	5	4	F	2
R151	1	4	4	3	4	2	4	4	3	4	3	4	3	3	3	2	2	2	2	5	4	4	2	4	3	3	2	3	3	3	3	4	4	F	2
R152	1	5	4	4	4	4	5	5	4	4	4	5	4	5	5	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	M	2
R153	2	3	3	3	4	3	3	3	4	3	3	5	5	5	5	4	3	3	3	4	4	4	3	3	4	3	2	3	4	3	3	4	4	F	2
R154	1	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	1
R155	1	2	4	2	4	2	4	4	3	3	3	4	4	4	4	4	3	4	3	4	4	5	5	5	3	3	3	3	5	4	5	4	3	F	1

R156	1	4	4	3	4	2	4	4	4	4	3	4	3	3	4	3	4	3	2	4	5	5	4	4	2	2	2	2	2	2	2	5	3	F	2	
R157	1	4	5	5	5	4	4	5	5	5	4	4	4	4	4	3	3	3	3	5	5	5	5	5	5	5	5	4	5	5	5	5	5	F	4	
R158	1	3	4	4	4	3	3	4	5	4	3	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	F	2	
R159	1	2	3	3	3	2	3	3	2	4	2	5	4	3	2	3	3	3	3	5	5	5	2	4	2	2	2	3	4	4	4	4	3	F	2	
R160	1	3	4	3	4	2	4	5	5	3	2	4	3	3	3	4	4	4	3	5	5	5	5	5	4	3	3	3	4	4	4	4	4	F	2	
R161	1	5	5	5	4	3	5	5	5	5	5	5	5	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	5	4	M	3	
R162	2	4	4	4	5	4	4	4	4	4	4	5	5	5	5	4	4	4	4	5	5	3	3	3	3	3	3	3	3	3	3	3	3	M	2	
R163	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	5	5	5	5	5	5	F	2	
R164	1	3	3	3	4	3	3	3	4	4	3	4	3	3	3	3	3	4	3	4	4	3	3	3	3	3	3	3	3	3	3	4	4	3	F	1
R165	1	4	4	4	5	3	3	4	4	4	4	5	4	4	4	4	4	5	4	5	5	5	5	5	4	4	4	4	3	4	3	5	4	F	2	
R166	2	3	3	4	4	3	3	4	3	3	4	3	4	4	3	4	4	3	3	3	3	4	4	4	4	4	3	3	3	3	3	3	3	3	F	1
R167	2	5	5	5	5	4	4	5	5	5	5	5	4	4	4	4	5	5	4	5	5	4	4	5	4	5	4	4	4	4	4	4	5	4	F	2
R168	1	4	4	3	3	3	4	5	3	4	2	4	3	3	3	4	4	4	3	5	4	3	2	5	5	3	3	4	4	4	4	5	4	M	2	
R169	1	3	4	4	4	3	4	4	5	5	4	4	4	3	3	4	4	3	3	4	4	4	4	3	2	3	2	3	2	2	2	3	3	F	3	
R170	2	4	5	4	5	3	4	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	4	4	5	4	F	1
R171	1	5	5	2	5	3	4	3	5	4	3	5	4	2	2	4	3	4	2	5	2	2	2	4	2	2	2	4	1	1	1	2	4	F	2	
R172	1	5	5	4	5	4	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5	4	5	5	4	5	5	5	5	5	F	2	
R173	2	3	4	3	4	3	4	4	4	3	3	4	4	4	3	2	2	3	2	4	4	4	4	4	3	3	3	3	4	4	4	4	4	M	1	
R174	1	4	4	2	3	3	3	4	3	3	2	4	3	2	3	3	3	3	3	5	5	5	5	4	1	3	2	3	2	2	1	3	2	F	2	
R175	1	5	4	3	5	3	3	2	3	2	3	5	5	5	5	4	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5	F	2	
R176	1	4	4	3	4	3	4	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	F	2
R177	1	4	5	2	4	2	2	2	4	4	4	4	4	4	4	5	4	4	4	5	5	4	5	4	4	2	5	4	4	4	4	4	4	F	2	
R178	1	5	5	4	4	3	4	5	5	3	3	5	4	4	5	4	4	3	4	5	5	5	5	5	4	4	5	4	5	4	4	5	4	M	1	
R179	1	4	4	2	5	1	3	3	5	5	1	5	5	3	3	3	3	3	1	5	5	5	1	4	5	3	4	3	3	4	3	5	4	F	3	
R180	1	4	4	3	4	2	4	4	3	3	3	4	4	3	4	4	4	3	3	4	4	3	2	4	3	4	2	4	3	3	3	5	5	M	3	
R181	1	4	4	3	4	3	4	4	4	4	3	4	4	4	4	4	4	4	3	4	3	3	3	4	3	3	3	3	3	3	3	3	4	4	F	3
R182	1	4	5	3	5	3	4	4	4	4	4	5	5	3	4	4	4	4	4	5	5	5	5	5	4	3	4	5	5	4	4	4	5	M	1	
R183	1	4	4	3	4	2	4	4	4	3	3	5	3	3	3	3	3	3	2	5	4	4	5	5	3	2	3	2	5	5	4	4	4	F	1	
R184	1	4	4	2	4	2	4	4	4	3	3	5	5	5	5	5	5	5	5	5	5	5	5	2	3	2	4	3	4	3	3	3	5	4	F	2
R185	1	4	4	4	5	3	4	4	4	5	3	3	3	3	3	3	3	3	3	4	4	4	4	5	5	3	4	3	4	4	4	5	4	F	1	
R186	1	5	5	4	4	4	4	4	5	5	4	5	5	5	4	4	5	4	4	5	5	4	5	5	5	4	4	4	4	4	5	5	5	F	2	
R187	1	4	4	3	2	2	4	4	2	4	2	4	4	4	4	4	4	4	4	4	4	4	4	4	3	3	4	3	4	3	3	3	3	2	F	2

R188	1	3	3	3	4	3	4	4	4	4	3	4	4	4	4	4	4	4	5	5	2	2	5	5	5	5	4	5	5	5	5	5	M	2		
R189	1	4	4	2	5	3	3	4	4	3	4	5	3	3	3	4	4	4	4	5	5	5	5	5	2	3	2	1	5	5	5	5	5	F	2	
R190	1	5	5	5	5	5	4	4	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	M	2		
R191	1	4	4	3	5	3	2	3	4	3	1	3	2	1	3	3	2	2	2	4	4	4	2	5	4	4	3	4	3	3	2	5	4	M	1	
R192	1	4	4	3	3	3	4	3	4	3	2	4	3	3	3	4	3	3	2	5	4	4	2	3	2	4	3	1	2	2	2	4	4	F	2	
R193	1	4	4	5	4	4	4	4	5	5	5	5	4	4	4	5	5	5	5	5	5	5	4	5	4	5	4	5	5	4	5	5	4	F	2	
R194	2	5	5	5	5	3	4	3	4	3	4	5	3	3	3	3	3	3	5	5	5	5	5	5	5	5	5	5	5	4	5	5	5	5	F	2
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R200	1	3	3	3	4	3	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	3	5	5	5	5	3	5	5	5	5	5	F	1	
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R204	1	4	4	4	5	4	4	4	4	5	4	5	4	4	4	4	4	4	4	5	5	5	4	5	5	5	4	4	5	5	5	5	5	F	2	
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R220	1	5	4	5	4	3	4	4	4	5	3	5	5	5	5	4	4	4	4	3	3	3	2	3	3	3	2	3	2	2	2	2	2	F	2	
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R222	1	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	F	2		
R223	2	4	5	4	5	3	4	4	4	3	3	4	3	3	3	4	4	4	3	5	5	5	5	5	3	4	3	2	2	3	3	4	3	F	1	
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R228	1	5	5	5	5	2	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	2	5	3	3	4	3	5	5	5	5	5	F	1	
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R247	1	3	4	3	5	2	3	3	5	4	3	5	5	3	3	4	4	4	3	5	5	5	4	5	3	3	2	2	3	3	3	4	4	M	2	
R248	1	4	4	3	4	3	4	4	4	4	3	5	5	5	5	5	5	5	5	5	5	5	2	4	4	4	4	4	3	3	3	4	4	F	2	
R249	1	1	2	2	1	2	2	2	1	1	1	1	1	2	1	1	1	1	1	1	1	1	3	3	1	1	1	3	3	1	1	1	1	2	F	4
R250	1	4	4	3	4	3	4	4	4	4	3	4	4	3	3	4	4	4	3	4	4	4	3	5	4	4	5	4	5	5	4	5	4	F	2	
R251	1	5	5	2	5	3	5	3	4	3	3	5	4	5	5	5	5	5	5	5	5	5	4	4	5	4	5	3	4	4	4	4	5	4	M	1

R252	1	4	4	3	3	3	3	4	4	4	3	4	4	3	4	4	4	4	3	5	4	3	3	4	3	3	3	4	3	3	3	4	4	F	3	
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R254	1	4	2	3	4	2	2	2	3	3	2	4	4	4	4	4	4	4	4	5	4	3	3	4	4	4	4	4	4	4	4	3	3	4	F	2
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R256	1	4	4	3	5	4	4	3	5	5	4	5	5	5	5	5	5	5	5	5	5	5	5	4	3	4	3	4	4	4	4	4	5	3	M	2
R257	2	3	3	2	3	3	4	4	4	4	4	4	4	4	4	4	4	3	3	4	4	3	3	3	4	4	4	3	4	4	4	3	3	M	3	
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R269	1	1	2	3	2	2	2	2	2	1	3	1	2	2	1	1	2	2	2	1	1	1	1	1	1	1	1	1	1	1	1	1	1	F	1	
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R275	1	5	5	4	5	4	4	4	5	5	4	5	5	5	5	5	5	5	5	5	5	4	4	5	4	5	4	4	5	5	5	5	4	F	2	
R276	1	5	5	3	4	4	4	4	5	5	3	5	4	4	5	5	4	5	4	5	5	5	4	5	5	5	5	4	4	5	5	5	5	F	1	
R277	1	2	1	3	2	2	2	2	1	2	2	1	1	2	1	1	1	1	1	1	1	1	2	3	1	1	1	2	3	2	2	2	1	2	F	2
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R282	1	4	4	2	4	3	4	3	4	4	3	5	4	3	3	4	3	4	3	5	5	4	3	5	3	4	3	2	3	3	2	5	3	F	3	
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R284	1	4	4	3	4	4	4	4	4	4	3	4	3	3	3	4	3	3	3	4	3	3	3	4	4	3	4	3	4	4	4	4	4	M	2	
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R292	1	5	5	4	5	4	5	5	5	4	4	5	4	4	4	4	5	4	4	5	5	5	5	5	4	4	4	4	5	5	5	5	5	5	F	2
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R297	1	5	5	4	3	4	4	4	4	4	4	3	4	4	5	4	4	4	4	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4	M	1
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R316	1	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	4	4	4	3	4	4	4	4	4	4	4	4	M	1				
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R348	1	5	5	5	5	3	5	5	5	3	3	5	5	5	5	5	5	5	5	5	5	5	5	5	3	5	3	5	5	5	5	M	2			
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R371	1	4	5	3	5	2	4	4	5	4	3	5	4	4	3	4	4	4	2	5	5	4	4	5	5	5	3	5	5	5	5	5	5	F	1	
R372	1	5	5	2	5	2	5	5	5	5	2	5	5	5	5	5	5	5	5	5	5	5	4	5	5	3	3	3	3	3	2	2	4	4	F	1
R373	1	3	4	3	4	3	3	3	4	3	3	5	4	4	4	5	5	4	4	3	3	3	2	3	3	2	2	2	3	3	3	3	3	F	2	
R374	1	5	5	4	5	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5	4	M	3	
R375	1	2	2	2	3	1	3	3	3	2	2	4	3	2	2	4	4	3	4	4	4	3	3	5	5	3	3	3	2	3	2	3	2	F	4	

Appendix 3: Kobe Beef – PLS Output

Table 3.1		Factor Loadings – Kobe Beef				
	Subjective Authenticity	Object-based Authenticity	WTC	WTP	WTV	Place Attachment
S1	0.751					
S2	0.843					
S3	0.764					
S4	0.763					
S5	0.655					
O1		0.763				
O2		0.823				
O3		0.831				
O4		0.724				
O5		0.721				
WTC1			0.904			
WTC2			0.915			
WTC3			0.896			
WTC4			0.933			
WTP1				0.955		
WTP2				0.954		
WTP3				0.935		
WTP4				0.899		
WTV1					0.867	
WTV2					0.917	
WTV3					0.857	
WTV4					0.688	

PA1						0.614
PA2						0.768
PA3						0.735
PA4						0.825
PA5						0.726
PA6						0.802
PA7						0.799
PA8						0.792
PA9						0.705
PA10						0.755

Table 3.2	Cronbach's Alpha – Kobe Beef		
Construct	Cronbach's Alpha	Number of Items	
Subjective Authenticity	0.813	5	
Object-based Authenticity	0.832	5	
WTC	0.933	4	
WTP	0.953	4	
WTV	0.857	4	
Place Attachment	0.915	10	

Table 3.3	Average Variance Extracted – Kobe Beef		
Construct	AVE	Number of Items	
Subjective Authenticity	0.632	4 (adjusted)	
Object-based Authenticity	0.599	5	
WTC	0.832	4	
WTP	0.877	4	
WTV	0.703	4	

Place Attachment	0.605	9 (adjusted)
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Table 3.4	Fornell-Larcker Criterion – Kobe Beef					
	OA	PA	SA	WTC	WTP	WTV
OA	0.774					
PA	0.526	0.778				
SA	0.733	0.459	0.795			
WTC	0.629	0.352	0.574	0.912		
WTP	0.630	0.423	0.534	0.702	0.936	
WTV	0.518	0.572	0.547	0.624	0.524	0.838

Table 3.5	Bootstrapping Values – Kobe Beef				
Hypothesized Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	T-Statistics	P-Values
Subjective Authenticity → Object-based Authenticity	0.734	0.733	0.034	21.431	0.000
Object-based Authenticity → WTC	0.630	0.628	0.046	13.605	0.000
Object-based Authenticity → WTP	0.630	0.630	0.040	15.933	0.000
Object-based Authenticity → WTV	0.530	0.530	0.049	10.779	0.000

Table 3.6	Mediation Analysis – Kobe Beef			
	Coefficients	T-Statistics	P-Values	
Object-based Authenticity → Place Attachment	0.526 (direct)	12.487	0.000	
Place Attachment → WTV	0.414 (direct)	8.357	0.000	
Object-based Authenticity → WTV	0.300 (indirect)	4.781	0.000	

Appendix 4: Kaiseki Cuisine – PLS Output

Table 4.1	Factor Loadings – Kaiseki Cuisine					
	Subjective Authenticity	Object- based Authenticity	WTC	WTP	WTV	Place Attachment
S1	0.819					
S2	0.861					
S3	0.746					
S4	0.775					
S5	0.650					
O1		0.810				
O2		0.834				
O3		0.834				
O4		0.796				
O5		0.725				
WTC1			0.856			
WTC2			0.915			
WTC3			0.898			
WTC4			0.923			
WTP1				0.937		
WTP2				0.932		
WTP3				0.930		
WTP4				0.898		
WTV1					0.876	
WTV2					0.927	
WTV3					0.894	
WTV4					0.721	

PA1						0.785
PA2						0.833
PA3						0.765
PA4						0.805
PA5						0.715
PA6						0.879
PA7						0.894
PA8						0.874
PA9						0.832
PA10						0.841

Table 4.2	Cronbach’s Alpha – Kaiseki Cuisine		
Construct	Cronbach’s Alpha	Number of Items	
Subjective Authenticity	0.830	4	
Object-based Authenticity	0.860	5	
WTC	0.920	4	
WTP	0.943	4	
WTV	0.878	4	
Place Attachment	0.944	9	

Table 4.3	Average Variance Extracted – Kaiseki Cuisine	
Construct	AVE	Number of Items
Subjective Authenticity	0.666	4 (adjusted)
Object-based Authenticity	0.642	5
WTC	0.807	4
WTP	0.855	4
WTV	0.736	4

Place Attachment	0.693	9 (adjusted)
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Table 4.4	Fornell-Larcker Criterion – Kaiseki Cuisine					
	OA	PA	SA	WTC	WTP	WTV
OA	0.801					
PA	0.532	0.832				
SA	0.781	0.557	0.816			
WTC	0.618	0.566	0.618	0.899		
WTP	0.592	0.535	0.580	0.735	0.925	
WTV	0.525	0.686	0.573	0.675	0.508	0.858

Table 4.5	Bootstrapping Values – Kaiseki Cuisine				
Hypothesized Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation	T-Statistics	P-Values
Subjective Authenticity → Object-based Authenticity	0.781	0.782	0.028	28.059	0.000
Object-based Authenticity → WTC	0.619	0.618	0.046	13.407	0.000
Object-based Authenticity → WTP	0.593	0.592	0.045	13.244	0.000
Object-based Authenticity → WTV	0.527	0.526	0.050	10.580	0.000

Table 4.6	Mediation Analysis – Kaiseki Cuisine			
	Coefficients	T-Statistics	P-Values	
Object-based Authenticity → Place Attachment	0.532 (direct)	11.107	0.000	
Place Attachment → WTV	0.566 (direct)	13.959	0.000	
Object-based Authenticity → WTV	0.224 (indirect)	4.940	0.000	