



The Effects of Local Tourist Food Consumption Value on Destination Image of Bigbang Park in Davao City

Tessa Mae S. Carbon, Marry Ann R. Fuentes Jessa, Marie T. Ogale,
Dec Vincent M. Lafuente

College of Hospitality Education, University of Mindanao
Davao City, Davao del Sur
dlafuente@umindanao.edu.ph

ABSTRACT: This study explored how local tourist food consumption impacts the image of BigBang Park as a food destination in Davao City. The food image of a destination plays a key role in attracting visitors, and the study aimed to understand how tourists perceive the local food offerings at BigBang Park and how these perceptions influence their food choices. The researchers used a descriptive approach, collecting data through a survey distributed to 384 local tourists within BigBang Park. The study focused on how factors like age, education, and marital status might influence the consumption value of food, and differences between these groups were analyzed using Analysis of Variance (ANOVA). The findings showed a significant link between food consumption and the park's destination image. Tourists value taste, quality, health, price, and emotional connection to the food, which affects their decision to visit. Additionally, factors like social interaction, prestige, and the desire for unique, local experiences were also important reasons for the park's success as a food destination. These insights suggest that aligning food offerings with tourists' preferences is crucial for enhancing BigBang Park's image as a culinary hotspot.

Keywords: food consumption, destination image, local tourist, SGD 3: good health and well being

INTRODUCTION

Davao City, known for its rich cultural heritage and vibrant culinary scene, has become an increasingly prominent destination for food tourism. Among the city's many food hotspots, BigBang Park stands out as one of the most popular food parks, attracting both local and international visitors. Alongside BigBang Park, other notable food destinations in Davao City include the Roxas Night Market and TAG-PUAN, each contributing to the city's reputation as a food destination. Given the growing importance of food tourism in Davao City, understanding the factors that influence local tourists' culinary preferences at these locations is essential for enhancing the tourist experience and ensuring the sustainability of the food tourism industry (Soltani, 2020).

One of the critical factors shaping tourists' dining decisions is food consumption value. This encompasses a range of elements including taste, quality, health, price, and the emotional value that food provides. These factors significantly affect how tourists perceive and interact with local, destination-specific food items. For instance, the characteristics of the foods offered at a destination





can influence how tourists evaluate the destination as a whole (Choe & Kim, 2018). Furthermore, the destination's image—shaped by the food it offers and the overall experience it provides—plays an integral role in attracting visitors and encouraging repeat visits. Thus, understanding how food consumption values align with a destination's image is crucial in shaping the culinary tourism experience (Phillips, 2013; Tsai & Wang, 2017).

While previous research has explored aspects of food tourism, particularly in terms of food quality and the tourism experience, there is limited empirical work examining how food consumption values influence the destination image at specific local food parks. Existing studies have largely focused on international visitors, leaving a gap in understanding how local tourists perceive food destinations like BigBang Park (Bilog, 2018). There is a need for research that considers how different factors—such as taste, quality, health, and emotional connections to food—affect the local perception of a food destination. Additionally, the role of demographic factors, such as age, education, and marital status, in shaping food preferences and destination perceptions remains underexplored (Han, 2019).

This study seeks to address these gaps by investigating the relationship between food consumption value and the destination image of BigBang Park in Davao City. The study will explore how food attributes like taste, quality, health, and emotional value influence the overall perception of BigBang Park as a culinary destination. In addition, it aims to examine whether local tourists' demographic characteristics significantly affect their food consumption values and perceptions of the destination. This research aims to contribute to the existing literature on food tourism by providing new insights into local food tourism behavior and offering practical recommendations for enhancing the food tourism experience in Davao City.

The primary objectives of this study are as follows:

1. To assess the food consumption value of local tourists at BigBang Park, focusing on key factors such as taste, quality, health, cost, and emotional value.
2. To evaluate the destination image of BigBang Park, specifically examining aspects like visitor interaction, prestige, and epistemic value.
3. To analyze the relationship between food consumption value and destination image, investigating how food-related factors influence tourists' overall perception of BigBang Park as a food destination.

By addressing these objectives, the study aims to offer valuable insights that can be applied to improve the marketing, branding, and overall tourist experience at food parks in Davao City, particularly BigBang Park.

This study is significant in several ways, both academically and practically. From an academic perspective, the research will contribute to the growing body of literature on food tourism, particularly in the context of local tourists. While much





of the existing literature has focused on the food tourism experiences of international travelers, this study will shed light on the unique preferences and expectations of domestic visitors. Understanding these factors is crucial, as local tourists may have different expectations compared to international visitors, particularly when it comes to familiar food items and cultural experiences (Choe & Kim, 2018; Soltani, 2020).

The findings of this research will also have practical implications for food tourism businesses and stakeholders in Davao City. By understanding the specific food attributes that local tourists value, businesses can tailor their offerings to better meet these expectations, leading to improved customer satisfaction and increased visitor retention. Additionally, the study will provide valuable insights for destination marketing organizations (DMOs) and local tourism authorities, helping them refine their strategies for promoting Davao City as a premier food tourism destination. This, in turn, can contribute to the sustainable development of the city's tourism industry, ensuring long-term growth and economic benefits (Tsai & Wang, 2017; Hsu & Scott, 2020).

Moreover, the research will highlight the role of food consumption in shaping a destination's image. As food becomes an increasingly significant factor in tourists' decision-making processes, destinations that can effectively combine local cuisine with positive food experiences will have a competitive advantage in attracting both local and international visitors. Therefore, this study's outcomes will be valuable for improving the image of Davao City as a culinary hotspot, not just for tourists but also for local communities, as food tourism can strengthen cultural pride and local economic opportunities (Hsu & Scott, 2020; Kim, 2018).

Food tourism is an essential and growing component of the global tourism industry, and it plays a particularly significant role in the tourism landscape of Davao City. As food parks like BigBang Park become central to the city's tourism offerings, understanding the relationship between food consumption values and destination image is critical for enhancing the tourist experience. This study seeks to fill a gap in the existing literature by investigating how food consumption values shape local tourists' perceptions of food destinations in Davao City, with a particular focus on BigBang Park. By exploring the factors that influence tourists' culinary preferences and destination perceptions, the study will provide valuable insights for businesses, tourism authorities, and researchers, ultimately contributing to the sustainable development of food tourism in Davao City.

METHOD

The primary objective of this study was to explore the relationship between local tourists' food consumption value and the destination image of BigBang Park in Davao City. To achieve this, the study employed a quantitative descriptive research design, which is particularly effective in systematically examining the characteristics of a specific population or phenomenon (Seidlecki, 2020). In this case, the focus was on understanding local tourists' food consumption behaviors and their perceptions





of BigBang Park as a food destination.

Due to the specific nature of the research, purposive sampling was utilized as the primary sampling technique. Purposive sampling is a non-random method where participants are selected based on predefined characteristics that align with the study's objectives. This method was chosen because it allowed the researchers to focus on local tourists visiting BigBang Park, ensuring that the sample would provide relevant insights into the study's goals. As noted by Crossman (2020), purposive sampling is particularly effective when the researcher needs to focus on individuals with particular experiences or knowledge pertinent to the research.

Davao City, with a population of approximately 897,946 residents, is a popular destination for both domestic and international tourists, particularly those aged 18 to 40. Based on this demographic, the researchers used the RAOSOFT sample size calculator to determine the appropriate sample size. The calculator recommended a sample of 384 respondents to ensure statistically significant results and adequate representation of local tourists.

Data collection was carried out using an adopted survey questionnaire, which was designed to assess two main aspects: food consumption value and destination image. The survey included multiple dimensions to capture these aspects: food consumption value was assessed in terms of taste, quality, health, cost, and emotional value; while destination image was evaluated based on factors such as interaction, prestige, and epistemic value. Respondents' attitudes toward these dimensions were measured using a 5-point Likert scale.

Upon obtaining approval from the Dean of the College of Hospitality Education, the researchers proceeded with data collection. The survey was administered by the researchers directly to respondents at BigBang Park. This ensured that the data was collected in a controlled and consistent manner. After gathering the completed questionnaires, the data was recorded and analyzed statistically.

The data collected from the surveys were analyzed using three main statistical methods. First, frequency analysis was used to describe the demographic profile of the respondents, such as their age, gender, education, and marital status. Then, mean analysis was applied to measure the respondents' perceptions of food consumption value (taste, quality, health, cost, and emotional value) and the destination image of BigBang Park (interaction, prestige, and epistemic value). Finally, Pearson correlation was used to determine the strength and direction of the relationship between local tourists' food consumption value and their perception of the destination image of BigBang Park. These analyses helped identify key patterns in tourists' food preferences and how they viewed BigBang Park as a food destination.



RESULT AND DISCUSSION

Level of Local Tourist Food Consumption Value of BigBang Park in Davao City.

The overall mean for the level of local tourist food consumption value at BigBang Park is 4.05, indicating a high level of food consumption satisfaction. This suggests that local tourists frequently experience and engage with the food offerings at BigBang Park. The high overall mean can be attributed to the positive ratings given across most of the food consumption indicators. Specifically, the respondents rated health value the highest, with a mean score of 4.21, followed by emotional value at 4.15. Price value received a mean score of 3.94, while taste/quality value was rated at 3.89. These results reflect the significant importance that local tourists place on factors such as health, emotional satisfaction, affordability, and food quality when choosing to visit BigBang Park for its food offerings.

Table 2. Level of Local Tourist Food Consumption Value on BigBang Park in Davao City

Indicators	Mean	Standard	Descriptive Deviation
Taste/Quality Value	3.89	0.516	High
Health Value	4.21	0.431	High
Price Value	3.94	0.753	High
Emotional Value	4.15	0.538	High
Overall	4.05	0.292	High

Several studies have explored how local tourists' food consumption values influence their positive attitudes toward food choices at a destination (Choe, Kim, Eves, Kivela, & Crotts, 2018). These food choices not only shape tourists' experiences but also play a crucial role in promoting and innovating local products and commodities (Bianchi, 2017). By understanding the factors that drive food-related decisions, destinations can effectively enhance their culinary offerings and attract more visitors.

Level of Destination Image of BigBang Park in Davao City

The overall mean score for the level of the destination image of BigBang Park in Davao City, as presented in Table 3, is 3.81, indicating a high level of perception among local tourists. This suggests that local tourists generally view BigBang Park positively in terms of its destination image. The high rating is attributed to the favorable responses for most of the indicators. Specifically, the respondents rated

three key factors highly: destination interaction, with a mean value of 4.00; destination epistemic value, with a mean of 3.81; and prestige, with a mean of 3.64. These findings highlight that tourists place significant value on the interactive, intellectual, and prestigious aspects of the park’s image.

Table 3. Level of Destination Image of BigBang Park in Davao City

Indicators	Mean	Standard	Descriptive Level
Interaction	4.00	0.572	High
Prestige	3.64	0.597	High
Epistemic	3.81	0.492	High
Overall	3.81	0.334	High

According to Bianchi (2017), destination image plays a crucial role in shaping tourists' attitudes toward food. A positive destination image not only influences food choices but also enhances tourists' overall experience, fostering a deeper connection to the local culture. Favorable evaluations of gastronomic destinations encourage tourists to engage more meaningfully with the place's culinary offerings, creating a stronger cultural bond during their visit.

Correlation of Destination Image and Food Consumption Value

The Pearson Product Moment Correlation (Pearson's r) was used to examine the relationship between the destination image and food consumption value among local tourists at BigBang Park in Davao City, with a significance level set at 0.05. As shown in Table 4, the analysis of local tourists' responses based on their demographic profiles revealed a significant relationship between the two variables. The results indicated a correlation of $r(384) = 0.117$, with a p-value of ≤ 0.05 . This suggests that as the destination image of BigBang Park improves, the food consumption value among local tourists also increases, demonstrating a positive association between the park's image and tourists' food-related experiences.

Food can serve as a key symbol of a destination's image (Seo, 2017). According to Goncalves (2016), research has shown that both food consumption value and destination image are strong predictors of tourist behavior. In this context, the way local tourists perceive BigBang Park as a destination plays a significant role in influencing their food consumption choices. A positive image of the park, shaped by factors such as ambiance, reputation, and food quality, directly impacts the extent to which visitors are willing to engage with and enjoy the food offerings available at the park.

Table 4 Correlation Matrix of the local tourist's food consumption value significantly affects the destination image of BigBang Park in Davao City.

Destination Image	Food Consumption Value				
	Taste/Quality	Health	Price	Emotional	Overall
Interaction	-0.047	-0.048	-0.046	-0.045	-0.089
Prestige	-0.019	-0.009	-0.077	-0.136*	-0.124*
Epistemic	-0.013	-0.033	0.003	0.068	0.015
Overall	0.044	-0.049	-0.070	-0.073	-0.117*

CONCLUSION AND RECOMMENDATIONS

This study offers significant insights into the relationship between local tourist food consumption and the destination image of BigBang Park in Davao City. The findings highlight that local tourists place a high value on their food consumption experience, with key factors such as taste, quality, health, price, and emotional value playing a major role in their satisfaction. This aligns with trends observed in other local food destinations, where the overall food experience heavily influences tourists' decisions. Similarly, the study also found that the destination image of BigBang Park is perceived positively by local tourists. The aspects of interaction, prestige, and epistemic value were particularly emphasized by respondents, who believe these factors contribute to the park's growing popularity and success as a food destination. This suggests that the park has successfully cultivated a strong and appealing image, helping it attract and retain visitors.

Furthermore, the study revealed a significant correlation between food consumption value and destination image at BigBang Park, especially when analyzed alongside demographic factors like taste/quality, price, health, emotions, interaction, prestige, and epistemic value. This correlation underscores the interconnectedness of a positive destination image and the food experience, indicating that enhancing one aspect can positively influence the other. A strong, appealing image of a place can, therefore, stimulate local tourists' food consumption choices, highlighting the importance of both the culinary offerings and the overall environment in shaping perceptions and behaviors.

Based on these conclusions, several recommendations are offered to improve both the destination image and food consumption value at BigBang Park. To enhance its destination image, BigBang Park should consider expanding its range of interactive



experiences, such as incorporating games, entertainment, and lifestyle activities. This would help to create a more engaging atmosphere, attracting a larger and more diverse crowd while encouraging repeat visits. Additionally, gathering customer feedback through surveys or comment cards could provide valuable insights into areas for improvement, helping to maintain a high level of customer satisfaction and loyalty.

In terms of food consumption value, it is essential for BigBang Park to continue prioritizing the quality of food and service. This includes ensuring food is consistently of high quality, and that it is served in a timely manner. Providing training for food vendors on best practices in customer service and food preparation could further enhance the overall dining experience. By focusing on these areas, BigBang Park can increase the appeal of its food offerings, making it a must-visit destination for local tourists and visitors alike.

Lastly, future research could expand on the findings of this study by exploring the relationship between food consumption value and destination image across different tourist food destinations. Comparative studies could help identify universal factors that drive the success of food tourism and contribute to more effective destination branding strategies. In doing so, future research could further inform best practices for improving both food offerings and destination appeal in tourist-driven markets.

By implementing these recommendations, BigBang Park can continue to strengthen its position as a premier food destination in Davao City, enriching the local tourism experience and attracting even more visitors in the future.

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