

FEBRUARY 2023 | VOLUME 4 ISSUE 4

# ACADEMIC WEEKLY DIGEST

YOUR WEEKLY DIGEST OF KEY RESEARCH FINDINGS

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## SURPRISED, EXCITED OR WORRIED?

**How Tourists  
Emotionally  
Respond to Street  
Food**

Tourists may experience a wide range of emotions when they consume street food.

This study done by Linh Pham, Anita Eves and Lorna Wang finds these emotions to vary in types, valence, intensity and time.

They also have different components, including the cognitive appraisals and action tendency, explaining how emotions can be rational and how emotions can be linked to the tendency to act.

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# UNDERSTANDING TOURISTS' CONSUMPTION EMOTION IN STREET FOOD EXPERIENCES

Linh Pham, Anita Eves & Lorna Wang

Semi-structured, in-depth interviews (n=38), using an emoji set to aid elicitation of emotion were conducted with international visitors visiting Vietnam. The main purpose was to understand the emotion elicitation process around street food consumption and the connection between these emotions and consumption behaviour.

Findings show that tourists' feelings towards street food can be neutral (*surprised*), positive (*fun, comfortable*), negative (*scared, disappointed*), or a mix of feelings for different aspects of a food experience. Emotions were expressed with different intensity levels, from enjoyable or comfortable to amazing or incredible, or from uncomfortable to frustration. Notably, tourists' emotional experiences differed over time with anticipative, real-time feelings

(*excited, worried*) before and reflective goal/expectation feelings (*satisfied, disappointed*). The cognitive appraisal theory helps identify the appraisal criteria (*novelty, discrepancy from expectations, goal congruence, and control potential*) and confirms that these criteria can explain which feelings should be evoked and how the appraisals and the feelings can determine tourists' behaviours (*approach, avoid, adapt*). The use of an emoji set as a stimulus for the interviews was proven successful as it supported emotion elicitation and expression and an in-depth understanding of emotional responses. This study adds to the literature on local food consumption among international tourists, specifically street food.

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**The multidimensionality of emotions reflects the multiple aspects of food experience. The emotional components, including cognitive appraisal, subjective feelings and action tendency, create a more informed connection between food experience stimuli and tourists' behaviours.**

Pham, L. L. D., Eves, A., & Wang, X. L. (2023). Understanding tourists' consumption emotions in street food experiences. *Journal of Hospitality and Tourism Management*.  
Link: [bit.ly/3YFQW5C](https://bit.ly/3YFQW5C)