UDK: **338.48:640.43(575.1)**
Mamadiyorov Xumoyun
Student, "Silk Road" International University of Tourism and Cultural Heritage
Shomurodov Islom
Student, "Silk Road" International University of Tourism and Cultural Heritage
Scientific supervisor: *Rakhmonov Shukhrat Shavkatovich*
Acting Associate Professor, PhD,
"Silk Road" International University of Tourism and Cultural Heritage
ORCID: 0000-0002-0726-3095

RESTAURANT SERVICE QUALITY, TRADITIONAL CUISINE EXPERIENCES, AND INTERNATIONAL TOURIST SATISFACTION: EMPIRICAL EVIDENCE FROM UZBEKISTAN

Annotatsiya. Mazkur tadqiqotda O‘zbekistonga tashrif buyurgan xorijiy turistlarning restoran xizmatlari sifati va an’anaviy milliy oshxona bilan bog‘liq gastronomik tajribalaridan qoniqish darajasiga aloqador omillar o‘rganiladi. Bunda gastronomik tajribalarning turistlarning mahalliy mehmondo‘stlik haqidagi tasavvurlarini shakllantirish hamda O‘zbekiston restoranlarini boshqa sayohatchilarga tavsiya etishga tayyorligidagi o‘rniga alohida e’tibor qaratiladi. Tadqiqotning asosiy maqsadi xorijiy turistlarning ovqatlanish jarayonidagi tajribalarini belgilovchi xizmat ko‘rsatish va madaniy xususiyatlarni, jumladan, taomlar sifati, an’anaviy o‘zbek taomlariga bo‘lgan qiziqish va afzalliklar, menyuning tushunarliligi, narxlarning maqbulligi, sanitariya-gigiyena talablari, xizmat ko‘rsatish tezkorligi hamda xodimlar va mijozlar o‘rtasidagi muloqotni baholashdan iborat. Tadqiqotda miqdoriy yondashuv qo‘llanilib, O‘zbekistondagi mahalliy restoranlarga tashrif buyurgan 30 nafar xorijiy turist o‘rtasida tuzilmaviy so‘rovnoma asosida birlamchi ma’lumotlar to‘plangan. So‘rovnoma respondentlarning restoran xizmatlari sifatiga bergan baholari, gastronomik afzalliklari hamda milliy oshxona haqidagi tasavvurlarini o‘rganishga yo‘naltirilgan. Olingan ma’lumotlar restoran xizmatlari sifati, an’anaviy milliy taomlar bilan bog‘liq tajribalar va turistlarning umumiy qoniqish darajasi o‘rtasidagi bog‘liqlikni o‘rganish uchun empirik asos yaratadi. Tadqiqot natijalari O‘zbekistonda gastronomik turizm va restoran xizmatlarini takomillashtirish, xizmat ko‘rsatish standartlarini oshirish hamda milliy oshxonaning turistik jozibadorligini kuchaytirishga qaratilgan amaliy tavsiyalar ishlab chiqishda ilmiy-amaliy ahamiyat kasb etishi kutilmoqda.

Kalit so‘zlar: xorijiy turistlarning qoniqish darajasi, restoran xizmatlari sifati, an’anaviy o‘zbek milliy oshxonasi, gastronomik turizm, gastronomik tajriba, turistlarning afzalliklari.

Аннотация. В настоящем исследовании рассматриваются факторы, связанные с удовлетворённостью иностранных туристов качеством ресторанного обслуживания и гастрономическим опытом знакомства с традиционной национальной кухней Узбекистана. Особое внимание уделяется роли гастрономических впечатлений в формировании восприятия местного гостеприимства и готовности туристов рекомендовать рестораны Узбекистана другим путешественникам. Основной целью исследования является оценка ключевых сервисных и культурных характеристик, определяющих впечатления иностранных посетителей от ресторанного обслуживания, включая качество блюд, предпочтения в отношении традиционной узбекской кухни, понятность меню, приемлемость цен, соблюдение санитарно-гигиенических требований, оперативность обслуживания и взаимодействие персонала с посетителями. Методологическую основу исследования

составляет количественный подход, предполагающий сбор первичных данных посредством структурированного анкетного опроса 30 иностранных туристов, посетивших местные рестораны Узбекистана. Анкетирование направлено на изучение оценок качества ресторанных услуг, гастрономических предпочтений респондентов и их восприятия традиционной узбекской кухни. Полученные эмпирические данные формируют основу для анализа взаимосвязей между воспринимаемым качеством ресторанного обслуживания, гастрономическим опытом и общей удовлетворённостью иностранных туристов. Исследование призвано расширить научное понимание особенностей гастрономического туризма и удовлетворённости потребителей в индустрии гостеприимства Узбекистана, а также сформировать практическую основу для разработки рекомендаций по совершенствованию ресторанного обслуживания, повышению качества услуг и укреплению привлекательности национальной кухни как важного компонента туристского продукта страны.

Ключевые слова: удовлетворённость иностранных туристов, качество ресторанного обслуживания, традиционная узбекская кухня, гастрономический туризм, гастрономический опыт, предпочтения туристов.

Abstract. This study examines the factors associated with international tourists' satisfaction with restaurant service quality and traditional culinary experiences in Uzbekistan. Particular attention is given to the role of gastronomic experiences in shaping tourists' perceptions of local hospitality and their willingness to recommend Uzbek restaurants to other travelers. The primary objective of the research is to assess key service-related and cultural attributes influencing international visitors' dining experiences, including food quality, preferences for traditional Uzbek dishes, menu comprehensibility, pricing, hygiene standards, service efficiency, and staff–customer interactions. The study adopts a quantitative research approach based on primary data collected through a structured questionnaire administered to 30 international tourists who visited local restaurants in Uzbekistan. The survey investigates respondents' evaluations of restaurant services, their culinary preferences, and their perceptions of traditional Uzbek cuisine. The collected data provide an empirical basis for exploring the relationship between perceived restaurant service quality, traditional cuisine experiences, and overall tourist satisfaction. The study is intended to contribute to the understanding of gastronomic tourism and customer satisfaction within the context of Uzbekistan's hospitality industry, while providing practical implications for restaurant managers, tourism stakeholders, and policymakers seeking to improve service standards and strengthen the attractiveness of traditional Uzbek cuisine as a component of the national tourism product.

Keywords: international tourist satisfaction, restaurant service quality, traditional Uzbek cuisine, gastronomic tourism, culinary experiences, tourist preferences.

Introduction

Gastronomic experiences constitute an integral component of international tourism, contributing significantly to tourists' overall perceptions of destinations and their satisfaction with travel experiences. Beyond visiting historical and cultural attractions, international tourists engage with local hospitality services, particularly restaurants and food establishments, which represent important points of interaction between visitors and host destinations. The quality of restaurant services can influence tourists' perceptions of destination attractiveness, hospitality standards, and overall travel satisfaction. In this context, several service-related attributes, including food quality, staff professionalism, hygiene standards, pricing transparency, and service efficiency, play an important role in shaping tourists' dining experiences. Furthermore, accessibility-related factors, such as the availability of multilingual menus and effective communication between restaurant

personnel and international customers, can significantly affect visitors' comfort and perceived service quality.

International tourists demonstrate diverse preferences, expectations, and behavioral characteristics when experiencing unfamiliar culinary traditions. While some travelers actively seek authentic gastronomic experiences and traditional dishes associated with a particular destination, others prioritize food safety, dietary compatibility, ingredient transparency, and the accessibility of restaurant services. These differences highlight the multidimensional nature of tourist satisfaction, which encompasses both tangible characteristics, such as food quality, cleanliness, and physical facilities, and intangible elements, including employee responsiveness, cultural authenticity, hospitality, and interpersonal communication. Positive dining experiences may encourage favorable electronic word-of-mouth, restaurant recommendations, and positive destination evaluations. Conversely, service-related shortcomings, such as communication barriers, prolonged waiting times, insufficient menu information, and perceived inconsistencies between price and quality, may negatively influence tourist satisfaction, even when the culinary products themselves meet visitors' expectations.

Within this context, Uzbekistan represents a relevant destination for examining the relationship between restaurant service quality, traditional cuisine experiences, and international tourist satisfaction. The country possesses a rich gastronomic heritage characterized by distinctive culinary traditions, regionally diverse dishes, and longstanding hospitality practices. Major tourism destinations, including Samarkand, Bukhara, and Tashkent, offer international visitors opportunities to experience traditional Uzbek cuisine through popular national dishes such as plov, shashlik, and samsa. These gastronomic products contribute to the cultural identity of Uzbekistan and represent important elements of its tourism offering. Furthermore, traditional cuisine provides opportunities for cultural interaction, allowing international tourists to experience local customs, food preparation practices, and hospitality traditions.

The continued development of international tourism in Uzbekistan highlights the importance of improving restaurant service standards and adapting hospitality services to the expectations of culturally diverse visitors. Restaurants serving international tourists may encounter operational challenges related to service efficiency, foreign-language communication, menu accessibility, hygiene management, and the provision of consistent customer experiences. Addressing these challenges requires a comprehensive understanding of international tourists' perceptions, preferences, and satisfaction levels. Although traditional Uzbek cuisine constitutes an important component of the country's tourism identity, examining culinary attractiveness alone is insufficient to explain overall dining satisfaction. Restaurant service quality and the broader gastronomic experience should therefore be considered interconnected dimensions of tourist satisfaction.

Accordingly, the primary objective of this study is to examine international tourists' satisfaction with restaurant service quality and traditional cuisine experiences in Uzbekistan. Specifically, the research investigates tourists' perceptions of food quality, preferences for traditional national dishes, menu comprehensibility, pricing, cleanliness, waiting times, and staff–customer communication. Employing a quantitative research approach, the study draws on questionnaire responses collected from 30 international tourists who visited restaurants in Uzbekistan. The collected data provide an empirical basis for identifying perceived strengths and potential shortcomings in restaurant service delivery and for exploring the relationships between service-related attributes, gastronomic experiences, and overall tourist satisfaction. The study seeks to contribute to the literature on gastronomic tourism and hospitality service quality by providing context-specific empirical insights from Uzbekistan. From a practical perspective, the findings are intended to inform recommendations for restaurant managers, hospitality practitioners, and tourism stakeholders aimed at improving service standards, enhancing international visitor satisfaction, and strengthening the competitiveness of Uzbekistan as a gastronomic tourism destination.

Literature review

Previous studies in tourism show that food and dining experiences play a big role in how tourists evaluate their trip. Crompton (1979) noted that novelty and cultural exploration are among

the main socio-psychological motivations for pleasure travel [1]. Trying local food is one of the easiest ways for a tourist to experience novelty without needing special preparation. Beerli and Martin (2004) also showed that on-site experiences, including hospitality and local services, directly shape the image of a destination and affect whether visitors feel satisfied with their choice [2].

Hall and Mitchell (2001) examined food tourism as a specific area of travel and pointed out that local cuisine can be both a primary travel motive and an everyday necessity that influences overall trip satisfaction [3]. Similarly, Richards (2018) argued that cultural tourism today includes not only visiting museums and monuments, but also experiencing local lifestyles and culinary traditions [4]. In historical destinations like Uzbekistan, cultural heritage and traditional dining usually go together, because many tourist restaurants are decorated in national style.

In the restaurant business itself, customer satisfaction depends on several connected factors rather than food alone. Ryu and Han (2010) demonstrated that three main elements—food quality, service quality, and physical environment—work together to form customer satisfaction and behavioral intentions, while perceived price acts as an important moderator [5]. If guests think the price is fair and the atmosphere is pleasant, they are much more likely to recommend the place to others. Nicolau and Mas (2006) also confirmed that prices and costs remain important practical factors in tourist perceptions [6].

Another practical factor discussed in tourism literature is the language barrier. Cohen and Cooper (1986) studied how language differences affect communication between tourists and locals in service situations [7]. When service staff do not speak foreign languages and menus are not clearly translated, tourists experience uncertainty and may avoid ordering unfamiliar items. Xiang and Gretzel (2010) and Baloglu (2000) also emphasized that clear information and positive impressions are essential for word-of-mouth recommendations and online reviews [8, 9]. Although general destination motivations in Uzbekistan have been studied before, there is still a need to look closely at practical feedback from foreign tourists regarding local restaurant operations.

Research methodology

This research is based on a questionnaire survey of international tourists (Uzbekistan Restaurant Survey). A sample of 30 foreign visitors (n = 30) who had eaten in local restaurants in Uzbekistan took part in the study. Respondents were asked to evaluate their dining experience across 10 single-choice questions. Nine questions measured satisfaction and service performance across key areas: satisfaction with food (Q1), satisfaction with staff service (Q2), menu clarity (Q4), price perception (Q5), restaurant cleanliness (Q6), waiting time for food (Q7), language communication with staff (Q8), comfort of the atmosphere (Q9), and willingness to recommend Uzbek restaurants to other travelers (Q10). One additional question (Q3) asked respondents to name their favorite Uzbek dish.

Each of the nine evaluation questions had three answer options representing positive, neutral, and negative evaluations. To compare the areas more accurately, the answers were coded on a 3-point scale where the positive option equals 3, the neutral option equals 2, and the negative option equals 1. Based on the exact respondent counts (300 total answers across 10 questions), several indicators were calculated in Microsoft Excel: percentage shares, Acceptable Rate (the sum of positive and neutral shares), Net Score (Positive % minus Negative %), Mean Score (from 1.00 to 3.00), and a standardized Satisfaction Index on a scale from 0 to 100 calculated as (Mean Score - 1) / 2 * 100. Areas with negative answers of 5% or less were classified as 'Strong', up to 10% as 'Moderate', and above 10% as 'Needs attention'.

Analysis and results

The survey data were analyzed to see how foreign tourists rate different sides of restaurant service in Uzbekistan. Because all 30 respondents answered every question, the percentages in the text and tables reflect exact shares of the sample (n = 30). In the original survey summary, percentages were rounded to whole numbers, while in our tables we also show exact shares and calculated scores to compare the nine evaluated areas more clearly.

Overall Service Evaluation and Ranking of Areas. Across all nine evaluated questions (270 answers in total), 140 answers (51.9%) were positive, 105 answers (38.9%) were neutral, and

only 25 answers (9.3%) were negative. The average Acceptable Rate across all areas reached 90.7%, and the overall Satisfaction Index averaged 71.3 out of 100 (Mean Score = 2.43). However, the results vary noticeably between different aspects of the restaurant visit (Table 1).

Table 1

Summary of tourist evaluations across nine restaurant service areas (n = 30)

Q# & Evaluated Area	Pos. (n / %)	Neu. (n / %)	Neg. (n / %)	Mean (1–3)	Sat. Index	Rank / Level
Q9. Atmosphere	21 (70.0%)	9 (30.0%)	0 (0.0%)	2.70	85.0	1 (Strong)
Q2. Staff Service	20 (66.7%)	9 (30.0%)	1 (3.3%)	2.63	81.7	2 (Strong)
Q1. Food Quality	18 (60.0%)	11 (36.7%)	1 (3.3%)	2.57	78.3	3 (Strong)
Q10. Recommend	19 (63.3%)	6 (20.0%)	5 (16.7%)	2.47	73.3	4 (Attention)
Q6. Cleanliness	16 (53.3%)	11 (36.7%)	3 (10.0%)	2.43	71.7	5 (Moderate)
Q4. Menu Clarity	15 (50.0%)	12 (40.0%)	3 (10.0%)	2.40	70.0	6 (Moderate)
Q8. Language Comm.	14 (46.7%)	12 (40.0%)	4 (13.3%)	2.33	66.7	7 (Attention)
Q7. Waiting Time	9 (30.0%)	18 (60.0%)	3 (10.0%)	2.20	60.0	8 (Moderate)
Q5. Prices / Value	8 (26.7%)	17 (56.7%)	5 (16.7%)	2.10	55.0	9 (Attention)
Pooled / Average	140 (51.9%)	105 (38.9%)	25 (9.3%)	2.43	71.3	90.7% Accept.

As shown in Table 1 and Figure 1, the three strongest areas of Uzbek restaurants are Atmosphere (Satisfaction Index = 85.0), Staff Service (81.7), and Food Quality (78.3). In all three of these categories, negative responses were between 0% and 3.3%. In contrast, areas related to information and practical details-such as Menu Clarity (70.0), Language Communication (66.7), Waiting Time (60.0), and Price Perception (55.0)-received lower index scores.

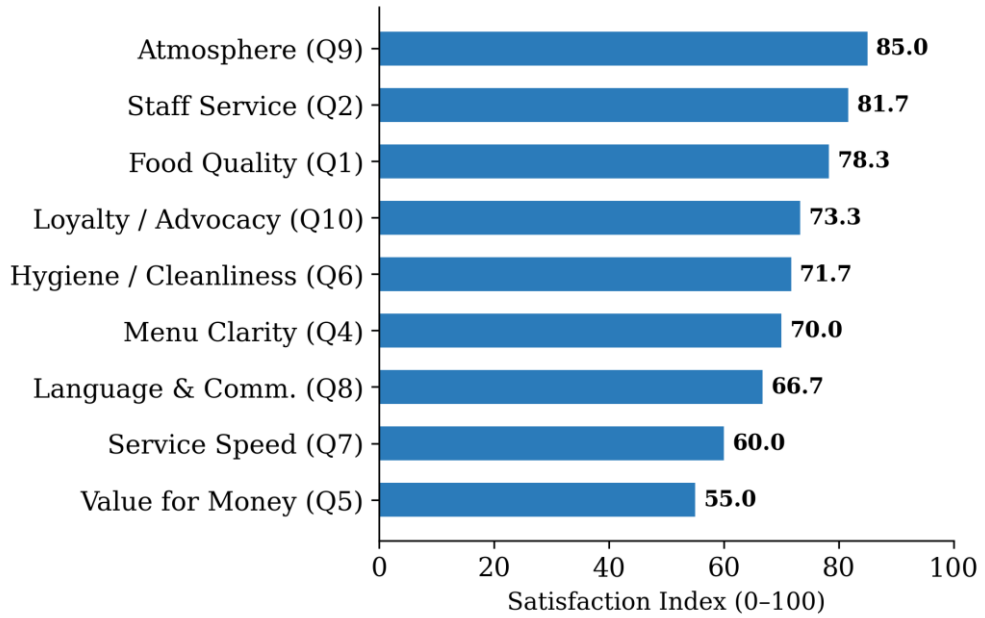


Figure 1. Ranking of evaluated restaurant areas by Satisfaction Index (0–100)

Food Satisfaction and Favorite National Dishes. When asked about their satisfaction with the food (Q1), 18 respondents (60.0%) reported being satisfied, 11 respondents (36.7%) gave a neutral answer, and only one person (3.3%) was unsatisfied. This gives a 96.7% acceptable rate. At the same time, the fact that more than one-third of guests chose 'Neutral' shows that while the food is generally good, for some foreign visitors it may seem unusual, too fatty, or simply average in presentation.

Question 3 examined which specific Uzbek dishes tourists liked the most. Out of 30 respondents, 29 named a favorite dish and one person (3.3%) left the question without an answer (Table 2).

Table 2

Distribution of favorite Uzbek dishes among surveyed tourists (n = 30)

Rank	Dish Name	Respondents (n)	Share of All (n = 30)	Share of Named (n = 29)	Cumulative Share
1	Shashlik	15	50.0%	51.7%	50.0%
2	Plov	11	36.7%	37.9%	86.7%
3	Samsa	2	6.7%	6.9%	93.3%
4	Soup	1	3.3%	3.4%	96.7%
—	No answer	1	3.3%	-	100.0%
Total	All responses	30	100.0%	100.0%	-

Interestingly, shashlik took first place: 15 respondents (50.0% of all participants, or 51.7% of those who named a dish) chose it as their favorite food. Plov came second with 11 responses (36.7%). Together, shashlik and plov account for 86.7% of all answers, making shashlik 1.36 times more popular than plov in this sample. Samsa was selected by two tourists (6.7%), and soup by one tourist (3.3%) (Figure 2). This happens because grilled meat skewers (shashlik) are familiar and easy to eat for international travelers, while plov is heavier and sometimes only served at lunchtime.

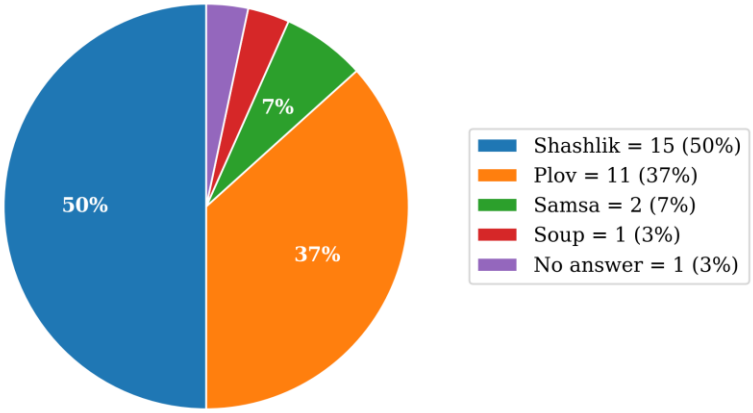


Figure 2. Favorite Uzbek dish among surveyed international tourists

Atmosphere, Staff Service, Waiting Time, and Cleanliness. The highest-rated aspect of the entire survey was restaurant atmosphere (Q9). Twenty-one tourists (70.0%) described the atmosphere as comfortable, nine (30.0%) rated it as average, and nobody (0.0%) called it uncomfortable. Traditional Uzbek interiors with carved wood, tapestries, and courtyard seating clearly leave a very good impression on guests. Staff service (Q2) also received high marks: 20 respondents (66.7%) were satisfied with the waiters, nine (30.0%) were neutral, and only one person (3.3%) was unsatisfied.

Regarding waiting time for food (Q7), nine tourists (30.0%) said the wait was short, and 18 tourists (60.0%) considered it normal. Only three respondents (10.0%) felt that the waiting time was too long. Since 'Normal' waiting time is an acceptable standard in restaurants, 90.0% of visitors had no problem with service speed. Cleanliness (Q6), however, showed more mixed results: while 16 respondents (53.3%) rated the restaurants as clean and 11 (36.7%) as average, three tourists (10.0%) stated that the venue was not clean. Even though 10% seems small, hygiene is a very sensitive issue for foreign travelers and can quickly spoil a restaurant's reputation.

Language Barriers, Menu Clarity, and Price Perception. The biggest practical difficulties found in the survey relate to communication and information. When asked about communicating with staff in a foreign language (Q8), 14 respondents (46.7%) said they could communicate easily. However, 12 tourists (40.0%) had some difficulty, and four tourists (13.3%) could not communicate with the staff at all (Figure 3). In other words, more than half of the surveyed guests (53.3%) faced a language barrier during their meal.

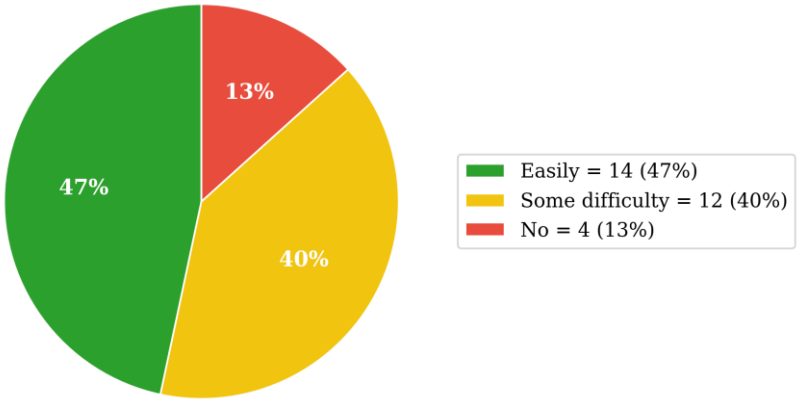


Figure 3. Ease of language communication with restaurant staff

A similar situation appeared with menu comprehension (Q4). Exactly half of the participants—15 respondents (50.0%)—found the menu easy to understand. Another 12 respondents (40.0%) understood it only 'somewhat', and three tourists (10.0%) found the menu difficult to understand. Often local menus only list the local name of a dish (for example, 'Jiz' or 'Mastava') without explaining the ingredients or cooking method in English, which confuses foreign guests.

In terms of prices (Q5), 17 respondents (56.7%) described local restaurant prices as fair, and eight respondents (26.7%) called them cheap. Together, 83.3% of visitors were comfortable with the cost of dining. Still, five respondents (16.7%) considered the prices expensive. In tourist areas, this negative impression sometimes happens when service percentages (10–15% waiter fee) or bread and tea charges are added to the bill without clear notice in the menu.

Tourist Loyalty and Recommendations. The last question of the survey (Q10) asked whether respondents would recommend Uzbek restaurants to other travelers. Nineteen participants (63.3%) answered 'Yes', six participants (20.0%) answered 'Maybe', and five participants (16.7%) answered 'No' (Figure 4). This gives a net recommendation score of +46.7 percentage points.

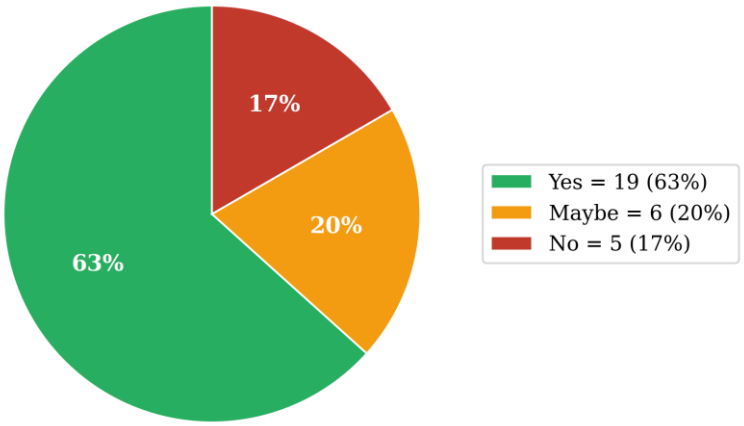


Figure 4. Tourists' willingness to recommend Uzbek restaurants to other travelers

Overall, the survey findings highlight several clear tendencies in how international tourists perceive restaurants in Uzbekistan:

First, traditional interiors and hospitality are major strengths, with 70.0% of tourists praising the comfortable atmosphere and 66.7% satisfied with staff friendliness.

Second, national food is well received (60.0% satisfied, 36.7% neutral), and preferences are heavily concentrated on two main dishes-shashlik (50.0%) and plov (36.7%).

Third, practical service speed and pricing are acceptable for the vast majority of visitors: 90.0% rated waiting time as short or normal, and 83.3% rated prices as cheap or fair.

Fourth, language and menu clarity are the weakest links in the service chain: 53.3% of respondents had difficulty talking to staff, and 50.0% did not find the menu fully clear.

Finally, while 63.3% of guests are ready to recommend local restaurants, around 36.7% remain hesitant ('Maybe' or 'No'), which shows that fixing basic communication and hygiene issues could significantly increase positive word-of-mouth.

Conclusion and recommendations

This study examined foreign tourists' satisfaction with restaurant services in Uzbekistan based on a survey of 30 international visitors. The results show that tourists genuinely appreciate the cozy traditional atmosphere of Uzbek restaurants, the friendliness of the staff, and signature national dishes like shashlik and plov. For most guests, dining in Uzbekistan is an affordable and pleasant cultural experience.

At the same time, the survey revealed practical problems that prevent restaurants from getting even higher ratings. More than half of the tourists struggled to communicate with waiters in a

foreign language, half had trouble understanding the menu, 16.7% felt prices were expensive, and 10.0% noticed cleanliness issues. Based on the survey evidence, a prioritized improvement plan with specific indicators (KPIs) and target benchmarks was developed for local restaurant managers (Table 3).

Table 3

Prioritized improvement recommendations for Uzbek tourist restaurants

Priority & Area	Survey Evidence	Recommended Practical Actions	KPI & Target
High: Language (Q8)	53.3% had difficulty communicating; only 46.7% easily.	Teach waiters basic English restaurant phrases; keep at least one English-speaking staff member per shift; use picture cards.	Q8 'Easily': 46.7% -> >=65%
High: Menu Clarity (Q4)	50.0% did not find the menu fully easy to understand.	Print English menus with photos, short descriptions of ingredients, and spice/vegetarian icons; add QR-code menus.	Q4 'Yes, easy': 50.0% -> >=70%
High: Hygiene (Q6)	Only 53.3% rated clean; 10.0% said not clean.	Introduce daily cleaning checklists for dining halls and restrooms; check staff uniforms and table cleanliness.	Q6 'Clean': 53.3% -> >=70%
Medium: Food Quality (Q1)	36.7% were neutral about the food and 3.3% unsatisfied.	Serve food hot; offer milder/less oily options and half-portions or tasting sets for foreign tourists.	Q1 'Satisfied': 60.0% -> >=70%
Medium: Pricing (Q5)	16.7% found prices expensive (83.3% cheap or fair).	Display all prices and service charges (10-15%) clearly on the menu; offer fixed-price tourist combo sets.	Q5 'Expensive': 16.7% -> <=10%
Maintain: Atmosphere (Q9)	70.0% comfortable atmosphere; 66.7% satisfied with staff.	Preserve traditional national interiors and warm hospitality; showcase them in online photos and booking platforms.	Q9 'Comfort.': Maintain >=70%

Research Limitations. The research has certain limitations that should be kept in mind. First, the survey involved a small sample of 30 international tourists (approximate margin of error is ±17.9% at 95% confidence), so a difference of just two or three people changes a result by 7–10 percentage points. Second, only aggregated survey counts were analyzed, without breaking down the answers by tourists' nationality, age, or specific city. Therefore, these results should be viewed as exploratory and indicative. Future research could survey a larger group of tourists across Samarkand, Bukhara, Khiva, and Tashkent to compare restaurant service quality across different regions of Uzbekistan.

REFERENCES

1. Crompton J. L. Motivations for Pleasure Vacation // Annals of Tourism Research. - 1979. - Vol. 6, No. 4. - P. 408-424.

2. Beerli A., Martin J. D. Factors Influencing Destination Image // Annals of Tourism Research. - 2004. -Vol. 31, No. 3. - P. 657-681.

3. Hall C. M., Mitchell R. Wine and Food Tourism // Special Interest Tourism: Context and Cases / Ed. by N. Douglas, N. Douglas, R. Derrett. - Brisbane: John Wiley & Sons, 2001. - P. 307-329.

4. Richards G. Cultural Tourism: A Review of Recent Research and Trends // Journal of Hospitality and Tourism Management. - 2018. -Vol. 36. - P. 12-21.

5. Ryu K., Han H. Influence of the Quality of Food, Service, and Physical Environment on Customer Satisfaction and Behavioral Intention in Quick-Casual Restaurants: Moderating Role of Perceived Price // Journal of Hospitality & Tourism Research. - 2010. - Vol. 34, No. 3. - P. 310-329.

6. Nicolau J. L., Mas F. J. The Influence of Distance and Prices on the Choice of Tourist Destinations: The Moderating Role of Motivations // Tourism Management. - 2006. - Vol. 27, No. 5. - P. 982-996.

7. Cohen E., Cooper R. L. Language and Tourism // Annals of Tourism Research. - 1986. - Vol. 13, No. 4. - P. 533-563.

8. Xiang Z., Gretzel U. Role of Social Media in Online Travel Information Search // Tourism Management. - 2010. - Vol. 31, No. 2. - P. 179-188.

9. Baloglu S. A Path Analytic Model of Visitation Intention Involving Information Sources, Socio-Psychological Motivations, and Destination Image // Journal of Travel & Tourism Marketing. - 2000. - Vol. 8, No. 3. - P. 81-90.

10. McKercher B. Towards a Classification of Cultural Tourists // International Journal of Tourism Research. - 2002. - Vol. 4, No. 1. - P. 29-38.