

Event article summary

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EVENT ARTICLE SUMMARY The hospitality industry is a complicated business. Success in the field is dependent on satisfaction, reliability of the services and appropriate food preparation techniques. Thus, many researchers aim to identify the opportune ingredients for the tourism business. The work summarizes two journal articles titled “ The Impact of Food Quality on Foodservice Satisfaction at International Conferences” (Yu-Ping Wei, 2013). The other article is “ Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle” (Jeou-Shyan Horng, Ching-Shu Su & Siu-Ian Amy So, 2013).

“ The Impact of Food Quality on Foodservice Satisfaction at International Conferences”

The article co-authored by Yu-Pin Wei and Yu-Chun Huang presents the findings of the study that analyzes intercontinental conference food value. The research applied self-administered online questionnaire to seek varied concerns and presents concrete facts. The analysts acknowledge that a state’s excellence in international exhibitions and conventions outlines prosperity towards internationalization (Yu-Ping Wei & Yu-Chun Huan, 2013). A vibrant tourism sector facilitates the economic growth. In addition, quality food ensures a pleased and frequent consumer base in the restaurant business and attendees at international conferences.

The article highlights food quality determinants that include taste, appearance, cleanliness, temperature, serving portion, variety, and freshness. The authors proceed to link the food attributes with satisfaction at international conferences by reviewing relevant literatures. The mentioned gaps and findings by other author’s further stamp the importance of the food attribute (Yu-Ping Wei & Yu-Chun Huan, 2013). Moreover, food variety is

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most critical in international conferences. In line with the mentioned characteristics, planners are continuously seeking new styles to improve their services and attract more customers. Other notable areas of concern for international conferences comprise of energizing and stimulating menu, special dietary alternatives, and networking platforms. Therefore, integration of all the features facilitates country's success and enhances the attractiveness for similar conferences.

According to the study findings, the determining factors for international food quality encompass food content quality, menu selection, conference specific features, and local food experience. Hence, food quality performance positively correlates with overall food service satisfaction.

The article concludes by giving the differential perspectives of the future of international conferences. Precisely, the authors enlighten event planners that the conferences attract professionals whose interests might differ.

Therefore, they should aim to assess' food quality satisfaction because it has the potential for further developments.

“ Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle”

The competing tourist destinations organize festivals to inspire regional tourism growth. States that lack tourist sites compensate with systematic food carnivals to maximize on the scarce resources. Hence, food also serves to promote tourism in some regions (Jeou-Shyan Horng, Ching-Shu Su & Siu-lan Amy So, 2013). The article authors based their ideas of theoretical frameworks of planned behavior to develop a characteristic model for food festival participants, an area that has knowledge gaps.

The authors present a comprehensive theoretical basis and hypothesis that

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explains events and festivals. They recognize that events promote tourism. Tourists' motivations to the events are varied; age and social class also play a role in determining the success of the food festivals. For example, wine festivals attract the younger generations (Jeou-Shyan Horng, Ching-Shu Su & Siu-lan Amy So, 2013). Particularly, people feel motivated to participate in food festivals to taste new food and wine, enhance their customer satisfaction, reliability of the services and appropriate food preparation techniques. Thus, many researches aim to identify the opportune ingredients for tourism business. The work summarizes two journal articles namely “ The Impact of Food Quality on Foodservice Satisfaction at International Conferences” and “ Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle”.

The Impact of Food Quality on Foodservice Satisfaction at International Conferences

The article co-authored by Yu-Pin Wei and Yu-Chun Huang presents the findings of study that analyses international conference food quality. The research applied self-administered online questionnaire to seek varied concerns and presents concrete facts. The analysts acknowledge that a state's excellence in international exhibitions and conventions outlines prosperity towards internationalization (Yu-Ping Wei & Yu-Chun Huan, 2013). A vibrant tourism sector facilitates the economic growth. In addition, quality food ensures a pleased and frequent consumer base in the restaurant business and attendees at international conferences.

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international conferences by reviewing relevant literatures. The mentioned gaps and findings by other authors further stamp the importance of the food attributes (Yu-Ping Wei & Yu-Chun Huan, 2013). Moreover, food variety is most critical in international conferences. In line with the mentioned attributes, planners are continuously seeking new styles to improve their services and attract more customers. Other notable areas of concern for international conferences comprise of energizing and stimulating menu, special dietary alternatives and networking platforms. Therefore, integration of all the features facilitates country's success and enhances the attractiveness for similar conferences.

According to the study findings, the determining factors for international food quality encompass food content quality, menu selection, conference specific features, and local food experience. Hence, food quality performance positively correlates with overall food service satisfaction.

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Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle

The competing tourist destinations organize festivals to inspire regional tourism growth. States that lack tourist sites compensate with systematic food carnivals to maximize on the scarce resources. Hence, food also serves to promote tourism in some regions (Jeou-Shyan Horng, Ching-Shu Su & Siu-lan Amy So, 2013). The article authors based their ideas of theoretical

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frameworks of planned behavior to develop a characteristic model for food festival participants, an area that has knowledge gaps.

The authors present a comprehensive theoretical basis and hypothesis that explains events and festivals. They recognize that events promote tourism. Tourists' motivations to the events are varied; age and social class also play a role in determining the success of the food festivals. For example, wine festivals attracts the younger generations (Jeou-Shyan Horng, Ching-Shu Su & Siu-lan Amy So, 2013). Particularly, people feel motivated to participate in food festivals to taste new food and wine, enhance their social standards, meet new people, enjoy the events, escape daily routines, and meet celebrity chefs and wine professionals.

The article also provides a means for understanding the different participation and attractions through visitors' groupings. Groups include multipurpose seekers, family and culture seekers, event seekers and escapes seekers (Jeou-Shyan Horng, Ching-Shu Su & Siu-lan Amy So, 2013). Analysis evidences distinctive motivations for the visitors. Therefore, event planners should aim to identify associations between festivals visitor breakdown and the behavioral frameworks. According the article, visitor turnout for a tourist event depends on the nature of lifestyle and the complex interplay of psychological aspects.

The study findings based on objective hypothesis that largely addresses different levels of participation in food festivals based on the psychological and cognitive considerations meet new people, enjoy the events, escape daily routines, and meet celebrity chefs and wine professionals.

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The study findings based on objective hypothesis that mostly addresses different levels of participation in food festivals based on the psychological and cognitive considerations.

References

- Jeou-Shyan Horng, C.-S. S.-I. (2013). Segmenting Food Festival Visitors: Applying the Theory of Planned Behavior and Lifestyle. *Journal of Convention & Event Tourism*, 1-22.
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