

A study on theories and hypotheses for gastronomic blogs

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Abstract

Gastronomy blogs normally present a lot of pictures or some videos took by authors during their culinary journey. Pictures and videos provide unquestionable evidence that the culinary journey was made, that the course was carried out, and that the fun was had. Photographs of the cuisine of touristic destinations help form expectation and desire regarding cuisine tours at the pre-visit stage. Inspiring taste desire refers to factors that could create impact on individual feelings, curiosity, aspiration, and attraction towards local cuisine. Prior studies have suggested that photos or movies that can help to feel the appeal of landscapes, and cause high level of interest and empathy with characters in a drama would create positive effect on individual intention to have direct experience. Applying this to the context of gastronomy blogs, two potential variables associated with inspiring taste desire were examined in this study.

Keyword : Theories; Hypotheses; Internet; Gastronomy blogs