

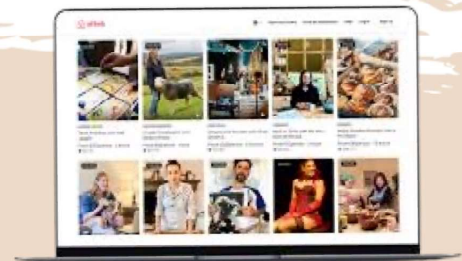


Opportunities of virtual gastronomic tourism in South East Asia: An assessment of AirBnB Online experiences



Side dishes: Research questions

- Q1: Why does virtual food tourism become important for South East Asian countries during this COVID-19 pandemic ?
- Q2: To what extent, do virtual online experiences promote virtual food tourism effectively ?

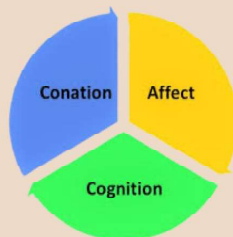


Entree: Introduction

Due to the COVID-19 pandemic, virtual gastronomic tourism (VGT) has taken the opportunity to develop and cater for the needs of tourists who want to experience the destination from their homes. Hence, to fulfil the tourists' demands, one of the most famous vacation providers, Airbnb, has provided various virtual gastronomic tourism activities to offer tourists who are currently unable to travel. This study focuses on 17 virtual gastronomic experiences (VGT-experiences) from the Airbnb platform across three different in South East Asia (SEA), including Thailand, Indonesia and Vietnam. Furthermore, this study investigates consumers' attitudes towards the VGT sector for promoting the local cuisine when the world approaches the next normal. The finding provided a positive picture for SEA's gastronomic tourism sectors as most users who engaged in the experiences find these experiences fun and enjoyable.



First main: Theoretical frameworks



The tricomponents of consumers attitudes (Schiffman, Kanuk, Kumar & Wisenblit, 2010)



2nd main: Method

The research investigated 17 online experiences (cooking classes and making drink sections) from Airbnb from three countries from South East Asia, including Vietnam, Thailand and Indonesia. These countries were selected because of the growth of gastronomic experiences in their location and the volume of VGT-experiences in these three countries on this platform.



3rd main: Results and discussions

Virtual experiences	Indonesia		Thailand		Vietnam	
	Frequency	Percentage	Frequency	Percentage	Frequency	Percentage
class	100%	100%	100%	100%	100%	100%
experience	87%	87%	94%	94%	94%	94%
delicious	79%	79%	84%	84%	96%	96%
course	72%	72%	84%	84%	74%	74%
fun	64%	64%	83%	83%	65%	65%
recommended	60%	60%	61%	61%	61%	61%
best	53%	53%	50%	50%	57%	57%
food	49%	49%	43%	43%	43%	43%
love	47%	47%	47%	47%	47%	47%
great	47%	47%	47%	47%	47%	47%
enjoyable	46%	46%	45%	45%	48%	48%
enjoy	46%	46%	45%	45%	48%	48%
enjoyed	46%	46%	45%	45%	48%	48%
delicious	46%	46%	45%	45%	48%	48%
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