

Why Do Tourists Go to The Food Market? -A Host-Guest Sharing Model Based on The Theory of Self-regulation

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摘要: With the expansion of urban tourism, food markets, the traditional community cites, have transformed into popular tourist attractions. However, why it becomes a tourism attraction remains unclear. Because food market is a typical place for host-guest sharing, this study aims at understanding the mechanism of the tourists travel to food market based on the theory of self-regulation (TSR). This study adopted an exploratory method combining qualitative and quantitative approaches in the context of online food market travel notes and questionnaires. Findings from grounded theory indicate that food market becoming a tourist attraction can be conceptualized through the constructs of six factors based on TSR model. Structural equation modeling verified the mechanism and determined the quantitative relationship between factors. The results demonstrate that host-guest sharing, sense of place, traveling desire, subjective norms positively influence the traveling intention. This research contributes to tourism psychology and urban tourism sustainability, informing urban planning practices.

关键词: Food market; Grounded theory; Host-guest sharing; Structural equation modeling; The theory of self-regulation