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Factors Influencing Generation Z Tourists' Intention to Revisit Slow Food Destinations in Thailand

Maung Khin Win and Pattaraporn Jiramahapoka*

Faculty of Management Sciences, Kasetsart University Sriracha Campus, Sriracha 20230, Thailand

(*Corresponding author's e-mail: pattaraporn.jira@ku.th)

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Abstract

Slow food tourism, rooted in the Good, Clean, and Fair principles of the Slow Food Movement, offers authenticity-driven alternatives to mass gastronomy. As Generation Z increasingly shapes global travel, understanding their engagement with slow food destinations is especially critical in Thailand, where culinary heritage closely aligns with these principles. This study examines Generation Z tourists' perceptions of slow food destinations in Thailand and identifies factors influencing their revisit intention. A quantitative design was employed using a structured questionnaire administered to 400 domestic and international Generation Z respondents. Perceptions were measured across food quality and authenticity (Good), environmental sustainability (Clean), and community equity and ethical consumption (Fair).

Results revealed uniformly high perception scores (Good: $\bar{x} = 4.32$; Clean: $\bar{x} = 4.43$; Fair: $\bar{x} = 4.43$), with respondents strongly valuing authentic cuisine, natural landscapes, eco-friendly production, fair pricing, and community benefit. Behavioral intention was high overall ($\bar{x} = 4.14$). Multiple regression tested three hypotheses. H1 was supported, with Good emerging as the strongest predictor ($\beta = 0.443$, $p < 0.01$). H2 was supported, with Clean significantly influencing revisit intention ($\beta = 0.350$, $p < 0.01$), particularly among international tourists. H3 was partially supported; Fair did not predict revisit intention in the full or international samples but was significant among Thai tourists only ($\beta = 0.272$, $p < 0.01$).

These findings enrich slow food tourism literature in Asian contexts and offer actionable guidance for destination managers and policymakers advancing Thailand's sustainable gastronomy positioning through authenticity-centered storytelling, sustainability communication, and enhanced digital visibility.

Keywords: Generation Z, Tourist, Good-clean-fair framework, Revisit Intention, Slow food, Thailand

Introduction

Background of study

In recent years, food tourism has become an important component of cultural and sustainable tourism development (Ellis et al., 2018). Among its diverse forms, slow food tourism, rooted in the global Slow Food Movement, emphasizes the values of *good, clean, and fair* food (Petrini, 2001). This approach promotes not only the enjoyment of local cuisines but also the preservation of culinary traditions, support for small-scale producers, and environmentally sustainable food systems (Buiatti, 2011; Fusté-Forné & Jamal, 2020). By connecting culinary experiences with local culture, communities, and ethical consumption, slow food tourism provides a framework for developing culturally meaningful and environmentally responsible tourism experiences.

In Thailand, where food is closely connected to cultural identity and local livelihoods, slow food tourism holds considerable potential. Local ingredients, regional culinary diversity, and traditional preparation practices provide opportunities to develop tourism experiences consistent with Slow Food principles (Prasongthan & Silpsrikul, 2023; Soonsap et al., 2023). At the same time, the growing participation of Generation Z in

tourism creates a need to understand this segment's preferences and expectations. Defined in this study as individuals born between 1997 and 2012 (Spitznagel, 2020), Gen Z represents an important cohort for understanding the direction of future travel demand. The European Travel Commission (2020) highlights cultural understanding, personal experiences, and perceived benefits to local communities as relevant aspects of this cohort's travel motivations. These interests suggest potential connections with slow food tourism, although the extent to which they are associated with demand for such experiences requires empirical investigation. Understanding how Gen Z perceives and engages with slow food tourism is therefore relevant to Thailand's tourism development and marketing strategies.

Importance of study

Slow food tourism represents an intersection of gastronomy, sustainability, and culture. It can contribute to the preservation of culinary heritage, support local economies, and provide authentic experiences through engagement with local food systems (Buiatti, 2011; Fusté-Forné & Jamal, 2020). The *Good–Clean–Fair* framework brings together food quality and authenticity, environmentally responsible production, and fairness toward producers and communities, providing a basis for examining tourists' evaluations of these experiences (Payandeh et al., 2022).

For Thailand, where gastronomy contributes to cultural identity and community livelihoods, slow food tourism offers opportunities to connect tourism development with environmental responsibility and community well-being. Examining Gen Z is particularly relevant because understanding its preferences can help destinations prepare for future tourism demand (European Travel Commission, 2020). Furthermore, research suggests that sustainability considerations can be relevant to this cohort's travel decisions. Puiu et al. (2022), for example, found positive relationships between recycling and waste-reduction practices and sustainable tourism decisions among Romanian Gen Z respondents. However, Haddouche and Salomone (2018) found that sustainable tourism was not a central concept in their participants' travel experiences. These contrasting findings indicate that Gen Z should not be treated as a uniformly sustainability-oriented market.

Understanding Gen Z's perceptions of slow food tourism can therefore provide useful insights for Thai entrepreneurs, destination marketers, and policymakers. Identifying which Good–Clean–Fair dimensions are associated with revisit intention can inform tourism products and communication strategies that respond to this segment's preferences while supporting culturally grounded and responsible tourism development.

Problem statement

Despite growing interest in the Slow Food Movement, further research is needed to understand how its principles relate to tourists' perceptions and behavioural intentions in specific destination contexts. Related research has also examined slow tourism as an approach to sustainable destination development (Walker et al., 2021). Existing studies have examined the movement's philosophical and community dimensions, ethical food as a destination attribute, and the application of Good–Clean–Fair principles to gastronomy tourism (Buiatti, 2011; Viassone & Grimmer, 2015; Payandeh et al., 2022). Nevertheless, these studies do not establish how the three principles are associated with Gen Z tourists' intention to revisit slow food destinations in Thailand.

In Thailand, slow food practices and initiatives have been examined in relation to community-based tourism and destination image (Prasongthan & Silpsrikul, 2023; Soonsap et al., 2023). However, evidence concerning Gen Z tourists' responses to these experiences remains limited. Research on other generational groups, including Generation Y in Thailand, provides relevant foundations but cannot be assumed to explain Gen Z's perceptions or revisit intentions (Prasongthan & Silpsrikul, 2023).

The focus on Gen Z is justified by its relevance to future tourism demand and the potential relationship between its travel preferences and the experiential, environmental, and social attributes of Slow Food. Interest in cultural learning and community benefits may make slow food experiences relevant to this segment (European Travel Commission, 2020). However, contrasting findings concerning Gen Z's sustainability orientation suggest that environmental and ethical considerations do not necessarily hold equal importance across travel contexts (Haddouche & Salomone, 2018; Puiu et al., 2022). Consequently,

favourable perceptions of sustainability or community fairness cannot be assumed to translate into an intention to revisit.

Therefore, it remains unclear which Good–Clean–Fair dimensions are most closely associated with Gen Z tourists' revisit intentions in Thailand. Addressing this problem can help distinguish between attributes that tourists evaluate positively and those associated with their willingness to return.

Research gap

Previous studies provide foundations for understanding Slow Food principles in gastronomy tourism, community- based tourism, and destination image (Payandeh et al., 2022; Prasongthan & Silpsrikul, 2023; Soonsap et al., 2023). However, a specific gap remains concerning the relationships between Good–Clean– Fair perceptions and revisit intention among domestic and international Gen Z tourists in Thailand. In particular, existing evidence does not establish whether food quality and authenticity, environmental sustainability, and community fairness contribute equally to revisit intention within this segment.

Research on Gen Z also presents different perspectives on the relevance of sustainability to travel. While Puiu et al. (2022) identified relationships between environmental practices and sustainable tourism decisions, Haddouche and Salomone (2018) found that sustainability was less prominent in their participants' accounts of travel experiences. Alongside the European Travel Commission's (2020) findings concerning cultural learning and community benefits, this evidence supports investigating Gen Z's relationship with Slow Food rather than assuming a consistent alignment between generational preferences and sustainable tourism demand.

Accordingly, this study examines Gen Z tourists' travel behaviours and perceptions of slow food destinations in Thailand and investigates the relationships between the Good–Clean–Fair dimensions and their intention to revisit. By examining domestic and international respondents, the study also considers the patterns observed within these two groups. It thereby provides context- specific evidence to inform the development and promotion of slow food tourism for Gen Z tourists in Thailand.

Local context of the study

Thailand is recognized as a leading gastronomy tourism destination in Asia, where food is both a cultural expression and an economic driver. The Tourism Authority of Thailand (TAT) has incorporated gastronomy into its national tourism strategy through initiatives such as *"Amazing Thailand: Go Local"* and *"Thai Kitchen to the World."* These campaigns promote local ingredients, cultural authenticity, and community participation values that resonate with the Slow Food philosophy.

The establishment of Slow Food Chiang Mai, the first official Slow Food Community in Thailand, reflects growing interest in ethical gastronomy. Similar programs in Bangkok and Chumphon, including farmers' markets and sustainable seafood initiatives, demonstrate Thailand's efforts to promote environmentally responsible and culturally grounded tourism (Soonsap et al., 2023).

Despite these developments, there is still limited empirical research exploring Gen Z tourists' perceptions and intentions toward slow food tourism in Thailand. Understanding these behaviors is essential for developing targeted marketing, policy interventions, and destination strategies that align with sustainability goals.

Scope of research

The study was conducted in Thailand and focused on both domestic and international Generation Z tourists' perceptions of slow food destinations through the Good– Clean– Fair framework, emphasizing food quality, environmental sustainability, and community fairness. Data were collected over a three-month period (November– January) using an online questionnaire from both domestic and international tourists who have been to local food destinations in Thailand.

Objectives of research

This study is guided by the following objectives:

1. To examine the travel behaviors of Generation Z tourists in relation to slow food tourism experiences.

2. To study Generation Z tourists' perceptions toward slow food destinations in Thailand.

3. To investigate the factors influencing Generation Z tourists' intention to revisit slow food destinations in Thailand.

Literature review

Food tourism

Food tourism refers to travel motivated by the desire to experience a destination's cuisine, culinary heritage, and food culture (Hall & Sharples, 2008). It encompasses activities such as dining at local restaurants, visiting markets, attending cooking classes, and exploring food festivals, while also contributing to destination branding and rural economic growth (Ellis et al., 2018).

In recent years, food tourism has shifted from luxury dining toward authentic, local, and community-based gastronomy. Travelers increasingly seek experiences that reflect cultural identity rather than standardized offerings (Everett, 2016). Such encounters generate memorable outcomes through sensory appeal, cultural learning, and social interaction, enhancing satisfaction, loyalty, and word-of-mouth behavior (Badu-Baiden et al., 2022). Studies further show that authenticity and sensory experience are primary drivers of satisfaction and behavioral intentions, while hygiene and nutrition contribute indirectly through overall satisfaction (Jalali et al., 2026). Similarly, cultural immersion, emotional benefits, interpersonal relations, and health concerns significantly shape attitudes toward local food, which predict revisit intentions, with moral norms and responsibility reinforcing sustainable choices (Wan et al., 2025).

Food tourism also fosters regional differentiation, as destinations use gastronomy to attract visitors and strengthen image (Cohen & Avieli, 2004). Local gastronomy, food festivals, and culinary heritage enhance both functional and psychological attributes, reinforcing authenticity and sustainability perceptions (Soonsap et al., 2023).

In summary, the evolution of food tourism toward authentic, sustainable, and experiential consumption provides a solid foundation for slow food tourism, particularly in examining Generation Z's behaviors, perceptions of Good–Clean–Fair principles, and revisit intentions in Thailand.

Slow food tourism

Slow food tourism is a form of sustainable and experiential travel rooted in the principles of the Slow Food Movement, which began in Italy in 1986 as a counter-response to the rapid growth of fast-food culture (Petrini, 2001). The movement promotes the philosophy that food should be *"good, clean, and fair"* that is, flavorful and authentic (*good*), environmentally sustainable (*clean*), and socially equitable (*fair*). Building on these values, slow food tourism incorporates local gastronomy, traditional foodways, and community-driven initiatives into meaningful travel experiences (Payandeh et al., 2022).

According to Ellis et al. (2018), slow food tourism is a subset of gastronomic tourism that emphasizes sustainability, culture, and locality. Rather than focusing solely on food consumption, it encourages interaction between tourists, local producers, and the natural environment. Thus, slow food tourism promotes "mindful eating and mindful traveling" (Fusté-Forné & Jamal, 2020), transforming dining into an ethical, cultural, and ecological act that supports regional development and sustainability.

Components of slow food tourism

The core elements of slow food tourism are based on the *Good–Clean–Fair* framework proposed by the Slow Food movement (Petrini, 2001), each reflecting essential dimensions of authenticity, sustainability, and equity in food-based travel experiences.

1) Good (Quality and Authenticity) emphasizes sensory pleasure, cultural authenticity, and food quality through local culinary traditions, seasonal ingredients, and the preservation of regional identity (Viassone & Grimmer, 2015). Such experiences strengthen tourists' emotional and cultural connections with host communities by reflecting local heritage (Ellis et al., 2018; Soonsap et al., 2023). Payandeh et al. (2022) further note that the good principle promotes sensory education and curiosity, enhancing appreciation for locally sourced and culturally meaningful cuisine.

2) Clean (Environmental Sustainability) focuses on environmentally responsible food production and consumption, including agricultural biodiversity, organic practices, and reduced ecological impacts (Fusté-Forné & Jamal, 2020; Soonsap et al., 2023), reinforcing the link between gastronomy and ecological ethics (Payandeh et al., 2022).

3) Fair (Social Justice and Community Equity) highlights ethical trade, fair treatment of producers, and community well-being, ensuring that food tourism supports economic justice, cultural continuity, and local

livelihoods (Payandeh et al. , 2022; Soonsap et al. , 2023).

Together, these three elements create an integrated framework that blends pleasure, ethics, and sustainability, distinguishing slow food tourism from mainstream gastronomic tourism. It not only celebrates food as a cultural expression but also strengthens community resilience, preserves biodiversity, and shapes a positive and sustainable destination image (Dimitrovski et al., 2024; Soonsap et al., 2023).

Building on the Good– Clean– Fair framework, tourists' motivations for engaging in slow food or local food experiences reflect the principles of authenticity, sustainability, and social equity. Prior research shows that travelers are motivated by authentic cultural food experiences (Dias et al., 2023; Zhang et al., 2018) , sensory enjoyment and food quality (Stalmirska & Ali, 2025; Rousta & Jamshidi, 2020) , and emotional well-being gained through food (Huang et al., 2023) . Sustainability-related motives, including eco-friendly food production, support for local communities, and ethical consumption (Payandeh et al., 2022) also shape tourists' preferences. Other factors such as value for money (Rousta & Jamshidi, 2020) and a preference for a relaxed, slow-paced lifestyle (Dias et al., 2023) further contribute to their interest. Overall, these motivations show that slow food appeals not only for its taste but also for its cultural meaning, sustainability values, fairness, and personal well-being.

Perception theory in slow food tourism

Tourists' perceptions of slow food tourism are shaped by authenticity, cultural heritage, sustainability, and ethical food systems. Perception is not purely objective but socially constructed through interaction, media, and personal experience, meaning tourists actively interpret and reconstruct meanings associated with food encounters (Lv et al., 2026).

Early studies suggest that limited awareness of slow food concepts can hinder engagement, particularly among younger travelers (Voinea et al., 2016) . However, experiential learning plays a crucial role in strengthening perceptions. Direct participation in local food practices, such as cooking classes or demonstrations, enhances appreciation for authenticity, sustainability, and cultural value (Çelebi & Genç, 2021).

Recent research conceptualizes slow food tourism as a holistic experience that combines hedonic pleasure, cultural enrichment, and ethical satisfaction (Dryglas, 2025). In Thailand, younger tourists perceive slow food activities as highly authentic, placing strong emphasis on sustainability and fairness within community- based tourism (Prasongthan & Silpsrikul, 2023). These findings highlight those perceptions are multidimensional and closely aligned with the Good–Clean–Fair framework.

Perception is also influenced by both cognitive and affective processes. Ethical consciousness shapes value- based evaluations, while emotions such as happiness enhance positive attitudes toward slow tourism. This dual processing mechanism underscores the importance of integrating rational and emotional factors in understanding tourist perception (Herrada-Lores et al., 2026).

Overall, these insights emphasize the need to examine how Generation Z forms perceptions of slow food destinations and how these perceptions influence their travel behaviors and revisit intentions.

Tourist behaviour and Generation Z

Generation Z tourists are distinguished by their digital connectedness, environmental awareness, and preference for authentic experiences (Francis & Hoefel, 2018) . Their travel decisions are strongly shaped by social media, peer reviews, and user- generated content, which influence perceptions and expectations of destinations (Haddouche & Salomone, 2018).

This generation shows a clear orientation toward sustainability, often prioritizing eco-friendly accommodations, ethical consumption, and local cultural engagement (Puiu et al., 2022). Their behaviors align closely with the Clean and Fair principles of slow food tourism, reflecting a broader shift toward responsible travel.

Experiential and emotional aspects are also central to Gen Z's tourism behavior. Memorable food experiences driven by sensory appeal, learning opportunities, and social interaction that enhance satisfaction, well-being, and loyalty (Badu-Baiden et al., 2022) . Playfulness and enjoyment further mediate the relationship between experience and revisit intention, underscoring the role of affective responses in shaping behavior (Lin et al., 2026).

Ethical and cultural values play an equally significant role. Evidence shows that combined cultural and ethical appeals strengthen attitudes, moral norms, and visit intentions toward local food experiences (Wan et al., 2025). This indicates that Gen Z tourists respond not only to experiential benefits but also to value-driven and socially responsible messages.

Overall, Gen Z's behavior reflects a dynamic interaction between cognitive evaluations (values, ethics), affective responses (happiness, playfulness), and behavioral outcomes (intention, loyalty). Understanding these dynamics is essential for explaining their intention to revisit slow food destinations.

Slow food tourism in Thailand

Thailand has increasingly integrated slow food tourism into its sustainable tourism strategy. National campaigns highlight local gastronomy, cultural authenticity, and community participation, positioning food as a central tourism asset. Chiang Mai exemplifies this approach, adopting the Good–Clean–Fair philosophy through initiatives such as organic markets and farm-to-table dining. Other destinations, including Bangkok and Chumphon, have embraced similar practices by promoting sustainable food systems and local culinary events (Soonsap et al., 2023).

The country's emphasis on low-carbon tourism further underscores the importance of environmental sustainability in destination development. Tourists are motivated by internal drivers, such as the desire for clean environments, and external factors, including eco-friendly services and sustainable management practices (Thipbharos & Sangpikul, 2026). These findings reinforce the relevance of the Clean principle within Thailand's tourism context.

Despite these advances, empirical studies on tourist perceptions and behaviors toward slow food destinations in Thailand remain limited. This gap is particularly significant for Generation Z, whose preferences for authenticity, sustainability, and ethical consumption align closely with slow food principles.

Hypothesis development

Drawing on the reviewed literature, this study adopts the **Good–Clean–Fair** framework to explain Generation Z tourists' intention to visit slow food destinations in Thailand. Previous research indicates that perceptions of food quality and authenticity, environmental sustainability, and social fairness strongly shape value-based travel decisions, particularly among ethically conscious younger tourists.

Food quality and authenticity good

The Good principle emphasizes food quality, sensory enjoyment, and culinary heritage (Petrini, 2001; Viassone & Grimmer, 2015). Local food consumption value contributes to favourable attitudes, destination image, and behavioural intentions (Choe & Kim, 2018; Rousta & Jamshidi, 2020). Quality and authenticity may therefore encourage return visits by offering enjoyable, culturally meaningful experiences relevant to Gen Z's interest in cultural learning (European Travel Commission, 2020).

H1: Perceived food quality and authenticity (Good) positively influence Generation Z tourists' intention to revisit slow food destinations.

Environmental sustainability clean

The Clean principle emphasizes biodiversity preservation and environmentally responsible food practices (Fusté-Forné & Jamal, 2020; Payandeh et al., 2022). Puiu et al. (2022) identified positive relationships between environmental practices and sustainable tourism decisions among Romanian Gen Z respondents. Favourable sustainability perceptions may consequently strengthen destination appeal and revisit intention.

H2: Perceived environmental sustainability (Clean) positively influences Generation Z tourists' intention to revisit slow food destinations.

Social fairness and community support fair

The Fair principle concerns equitable producer–consumer relationships and community livelihoods (Pietrykowski, 2004). Ethical considerations are relevant to tourists' attitudes and local food consumption intentions (Wan et al., 2025). Perceived community benefits may provide an ethical reason to return, particularly for Gen Z tourists who value these benefits (European Travel Commission, 2020).

H3: Perceived social fairness and community support (Fair) positively influence Generation Z tourists' intention to revisit slow food destinations.

Methodology

Population and sampling

The population of this study included Generation Z tourists aged 18-28 who had visited slow food destinations in Thailand. This group was selected because Gen Z represents a rapidly growing segment of sustainability-oriented travelers whose behaviors are important for developing slow food tourism. A purposive sampling method was used to ensure respondents met the inclusion criteria, including both Thai and international Gen Z tourists.

Conceptual framework

The conceptual framework illustrates how demographic characteristics and tourist behaviours shape Generation Z tourists' perceptions of slow food destinations through the Good, Clean, and Fair dimensions. These three principles, representing food quality and authenticity (Good) , environmental sustainability (Clean), and social equity and community support (Fair) serve as the core predictors of revisit intention. The model proposes that each dimension directly influences intention to revisit slow food destinations (H1-H3). By integrating personal attributes, travel behaviors, and value-based perceptions, the framework guides the examination of factors influencing Gen Z tourists' intention to revisit, aligning directly with the study's research objectives and analytic approach.

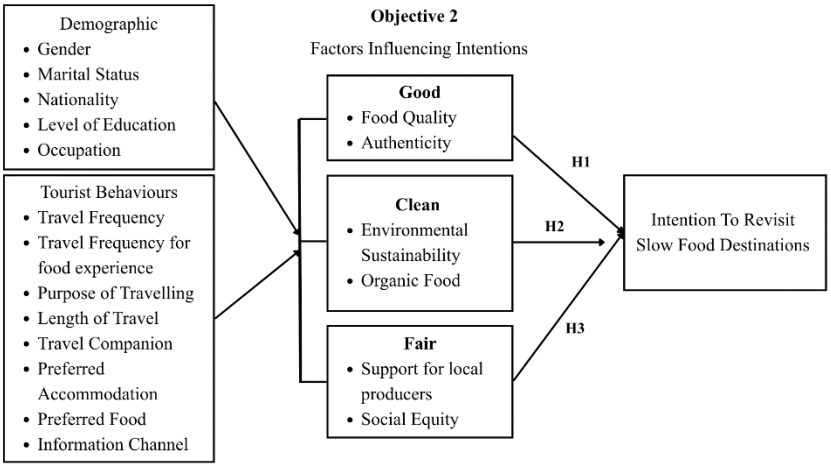

Figure 1 Conceptual framework of the study
Source: Authors (2026)

Research instrument

This study employed a quantitative research design using a self- administered questionnaire to examine factors influencing Generation Z tourists' intention to visit slow food destinations in Thailand within the Good–Clean–Fair framework. A purposive sampling method was used. Sample size determination followed the Krejcie and Morgan table (Krejcie & Morgan, 1970), which recommended a minimum of 384 respondents for large populations and is appropriate for large populations at a 95% confidence level (Yamane, 1967; Oluigbo et al., 2024) . Accordingly, a target sample of 400 respondents was selected.

The third section assessed perceptions of the Slow Food principles across three dimensions: Good (eight items on food quality, authenticity, and cultural experience) , Clean (six items on environmental sustainability and eco-friendly production), and Fair (six items on social fairness, ethical consumption, and community support) . These items were adapted from validated instruments by Lee (2014) , Payandeh et al. (2022) , Fusté-Forné and Jamal (2020) , and Tokucoglu Yumusak et al. (2024).

The fourth section measured intention to revisit slow food destinations using four items assessing willingness to revisit, recommend, and participate in

slow food activities on a five-point Likert scale. The final section invited respondents to provide recommendations for improving slow food tourism in Thailand. The questionnaire was developed in English and translated into Thai using back-translation to ensure accuracy and cultural relevance.

Tool validation

Three experts in tourism management and slow food tourism from different universities in Thailand reviewed the questionnaire to ensure clarity, relevance, and alignment with the research objectives. The Index of Item–Objective Congruence (IOC) (Turner & Carlson, 2003) was calculated, and items scoring below 0. 67 were revised or removed to enhance content accuracy.

Reliability was assessed using Cronbach's Alpha (Nunnally & Bernstein, 1994), with 0.70 as the acceptable threshold. A pilot test with 30 respondents produced Alpha values between 0.703 and 0.816. Subsequent testing with 400 respondents showed improved reliability, with Alpha values ranging from 0.854 to 0.886. These results confirmed strong internal consistency across the Good, Clean, Fair, and Intention to Visit constructs. This study was approved by the Institutional Review Board (IRB), COE69/009.

Data collection

Data collection took place from November to January using a self-administered online questionnaire. On Facebook, participation invitations containing the questionnaire link were posted in *Travel in Thailand*, *Visit Chiang Mai*, *Phuket Travel Group*, and *International Students in Thailand*. On Line, an invitation letter and questionnaire link were shared in student groups. Recruitment invitations were also posted on the researcher' s personal Instagram and Facebook accounts. These channels were used to reach potential domestic and international respondents. Additional international respondents were approached in public parks and airports in Bangkok.

Prior to completing the questionnaire, respondents were screened using three filter questions with "Yes or No" response to confirm eligibility. Only respondents who answered "Yes" to all three questions were eligible to participate, confirming their Generation Z membership and experience with both slow food and local food destinations in Thailand. Respondents who answered "No" to any screening question were excluded from further participation. Participation was voluntary, informed consent was obtained from all respondents, and questionnaires were checked for completeness before inclusion in the analysis.

Screening Questions Used in the Survey are as follows:

1.) Are you a member of Generation Z (born between 1997 and 2012)?

2.) Do you have any experience related to slow food destinations in Thailand?

3.) Do you have any experience related to local food destinations in Thailand?

Data analysis

The collected data were coded and analyzed using the Statistical Package for the Social Sciences (SPSS). Descriptive statistics, including frequencies, percentages, means, and standard deviations, were employed to summarize respondents' demographic characteristics, travel behaviors, and perceptions of the Slow Food principles. To examine the factors influencing Generation Z tourists' intention to revisit slow food destinations in Thailand, multiple regression analysis with a stepwise selection method was conducted. This approach enabled the identification of the most influential predictors among the Good, Clean, and Fair dimensions and facilitated an assessment of the relative strength and statistical significance of each factor within the conceptual framework. In addition, thematic analysis was applied to the open-ended responses to generate practical recommendations for improving and promoting slow food tourism in Thailand.

Results

Descriptive statistics

The descriptive statistics of the demographic variables are presented in terms of frequencies and percentages. The questionnaires explored the trends among the respondents to provide demographic information and a general perspective to serve as a background for the statistical analysis. This part explains the characteristics of the respondents in total sample (400 respondents), as shown in Table 1.

Table 1 Demographic profile of the respondents

Demographic information		Frequency	Percentage
Gender	Male	164	41.00
	Female	219	54.80
	LGBTQ+	17	4.30
Marital status	Single	388	97.00
	Married	12	3.00
Origin of the country	Thailand	200	50.00
	Indonesia	25	6.30
	France	23	5.80
	Myanmar	21	5.30
	United Kingdom	20	5.00
	Germany	18	4.50
	The United States of America	12	3.00
	Australia	9	2.30
	Russia	8	2.00
	Italy	6	1.50
	Switzerland	6	1.50
	Others	52	13.00
Level of education	Middle school	9	2.30
	High school	58	14.50
	Undergraduate	292	73.00
	Postgraduate	38	9.50
	Other	3	0.80
Occupation	Employee	72	18.00
	Unemployed	16	4.00
	Student	299	74.80
	Business owner	11	2.80
	Other	2	0.50

Table 1 presents the demographic characteristics of both domestic and international Generation Z tourists traveling in Thailand. The results indicate that the majority of respondents were female (54.8%), followed by males (41%) and LGBTQ+ participants (4.3%). This distribution is consistent with Thailand's population structure, where females slightly outnumber males in the overall population (United Nations, 2024). Most respondents were single (97%), confirming that Gen Z tourists are predominantly unmarried. The sample was evenly divided between Thai (50%) and international tourists (50%), representing a diverse group from 35 countries. Among international participants, the largest groups were from Indonesia, France, Myanmar, the United Kingdom, and Germany. In terms of education, most respondents were undergraduate students (73%), followed by high school (14.5%) and postgraduate students (9.5%), suggesting that Gen Z tourists in Thailand are generally pursuing higher education. Regarding occupation, students formed the largest group (74.8%), while employees accounted for 18%, and smaller proportions were unemployed, business owners, or engaged in other occupations. Overall, the demographic profile reflects a young, educated, and diverse Gen Z tourist population.

Table 2 Characteristics of the respondents – Tourist behaviors

	Tourist behavior	**Frequency**	**Percentage**
Travel frequency per year	1-3 times	228	57.00
	4-7 times	78	19.50
	More than 7 times	94	23.50
Travel frequency for food tourism per year	1-3 times	283	70.80
	4-7 times	52	13.00
	More than 7 times	65	16.30
Purpose of travelling	Education	69	17.30
	Relaxation	282	70.50
	Business	9	2.30
	Visit relatives	28	7.00
	Others	12	3.00
Length of travel	Less than 3 days	118	29.50
	3-7 days	115	28.75
	8-14 days	49	12.25
	More than 14 days	118	29.50
Travel companion	Travel alone	64	16.00
	Travel with friends and family	316	79.00
	Travel with a tour group	7	1.80
	Travel for cooperation or incentives	6	1.50
	Others	7	1.80
Preferred type of accommodation	Homestays	67	16.80
	Hostels	66	16.50
	Hotels	202	50.50
	Resorts	51	12.80
	Other	14	3.50
Preferred type of food	Meat	193	48.30
	Vegan	15	3.80
	Halal	27	6.80
	All	165	41.30
	Other	2	0.50
Information channel	Previous experience	58	14.50
	Recommendations from friends and family	92	23.00
	Social media: Facebook, Instagram, TikTok	230	57.50
	Online website	13	3.30
	Advertisement	7	1.80

Table 3 Descriptive analysis of variables of perceptions towards slow food

Factor	Variable	$\bar{x}$	SD	Level
Good	I enjoy visiting local or traditional markets when I travel.	4.57	0.708	Very High
	I like to try traditional or local dishes when visiting a destination.	4.55	0.737	Very High
	I believe local food has better taste and quality than commercial food.	4.34	0.807	Very High
	Experiencing authentic local food is an important part of my trip.	4.48	0.749	Very High
	I enjoy joining cooking classes or food workshops when I travel.	3.76	1.168	High
	The freshness and quality of ingredients are very important to me when choosing food.	4.45	0.767	Very High
	I like to learn about the history or stories behind local dishes.	4.07	0.964	High
	I prefer food that reflects the culture and identity of the place I visit.	4.37	0.783	Very High
Overall good		4.32	0.840	Very High
Clean	I am interested in visiting slow cities or eco-tourism destinations.	4.26	0.881	Very High
	I appreciate destinations with pleasant weather and beautiful natural landscapes.	4.61	0.721	Very High
	Protecting rural environments and biodiversity is important to me.	4.50	0.766	Very High
	I prefer local food that is produced in ways that protect nature and reduce waste.	4.39	0.821	Very High
	Eating food made with natural or wild ingredients is a valuable experience.	4.30	0.884	Very High
	I feel happy spending time outdoors and exploring nature during my trips.	4.52	0.756	Very High
Overall clean		4.43	0.800	Very High
Fair	Fair prices motivate me to buy local food products.	4.52	0.725	Very High
	I believe local restaurants deserve fair income for using fresh and organic ingredients.	4.53	0.732	Very High
	I think local restaurants are priced fairly compared to those in urban areas.	4.37	0.842	Very High
	I prefer destinations where tourism benefits local people economically.	4.43	0.807	Very High
	I choose local food experiences because they help preserve rural traditions and jobs.	4.36	0.804	Very High
	I think paying a fair price for authentic food is more important than finding the cheapest option.	4.38	0.817	Very High
Overall fair		4.43	0.790	Very High
Intention	I intend to specifically choose a slow food destination in Thailand for an upcoming trip.	4.07	0.972	High
	I am willing to allocate a significant portion of my time and budget to slow food experiences in Thailand.	4.11	0.922	High
	I would highly recommend visiting slow food destinations in Thailand to others (friends, family, colleagues).	4.30	0.829	Very High
	I would actively seek to participate in slow food activities (e.g., local food tours, farm visits, cooking workshops) during my trip.	4.07	0.979	High
Overall intention		**4.14**	**0.930**	**High**

Table 2 reveals the travel behaviors and preferences of both domestic and international Generation Z tourists in Thailand across multiple dimensions. Most respondents (57.0%) reported traveling 1–3 times per year, indicating occasional travel patterns, while 23.5% traveled more than seven times annually and 19.5% traveled 4–7 times, reflecting varying levels of travel frequency. In terms of food-related travel, 70.8% engaged in such activities 1–3 times per year, with smaller proportions traveling for food tourism more than seven times (16.3%) or 4–7 times annually (13.0%). Regarding travel purpose, the majority (70.5%) indicated relaxation as their primary motivation, followed by education (17.3%), visiting relatives (7.0%), other purposes (3.0%), and business (2.3%), highlighting the dominance of leisure-oriented travel among Gen Z. Travel duration also varied, with 29.5% staying fewer than three days, 29.5% staying more than fourteen days, 27.75% traveling 3–7 days, and 12.25% staying 8–14 days, indicating diverse travel length preferences. Most respondents (79.0%) traveled with friends or family, while 16.0% traveled alone and only small proportions joined tour groups (1.8%), participated in corporate or incentive travel (1.5%), or selected other companions (1.8%). Accommodation preferences were led by hotels (50.5%), followed by homestays (16.8%), hostels (16.5%), resorts (12.8%), and others (3.5%). Food preferences showed that 48.3% preferred meat-based diets, 41.3% consumed all food types, 6.8% preferred halal food, and 3.8% chose vegan options. Lastly, information sources were dominated by social media (57.5%), followed by recommendations from friends and family (23.0%), previous travel experiences (14.5%), online websites (3.3%), and advertisements (1.8%), emphasizing Gen Z's strong reliance on digital and peer-driven information channels.

Perceptions toward the good principle

The overall perception of the good principle is very high ($\bar{x}$ = 4.32, SD = 0.84), indicating that Generation Z tourists place strong value on food quality, authenticity, and cultural significance when visiting slow food destinations in Thailand. The highest-rated items reflect a strong preference for authentic food experiences, particularly visiting traditional markets ($\bar{x}$ = 4.57) and trying local dishes ($\bar{x}$ = 4.55). Respondents also emphasize ingredient freshness and cultural representation. However, activities requiring deeper engagement, such as cooking classes ($\bar{x}$ = 3.76) and learning food histories ($\bar{x}$ = 4.07), received slightly lower ratings, suggesting less emphasis on participatory learning.

Perceptions toward the clean principle

The overall perception of the clean principle is very high ($\bar{x}$ = 4.43, SD = 0.80), indicating that Generation Z tourists place strong importance on environmental sustainability when engaging with slow food destinations in Thailand. The highest-rated items highlight strong appreciation for natural landscapes ($\bar{x}$ = 4.61), outdoor activities ($\bar{x}$ = 4.52), and environmental protection ($\bar{x}$ = 4.50). Respondents also value environmentally friendly food production ($\bar{x}$ = 4.39), natural or wild ingredients ($\bar{x}$ = 4.30), and eco-friendly destinations ($\bar{x}$ = 4.26). Overall, the findings show that Gen Z tourists strongly prioritize nature, sustainability, and ecological responsibility within the clean dimension.

Perceptions toward the fair principle

The overall perception of the Fair principle is very high ($\bar{x}$ = 4.43, SD = 0.79), indicating that Generation Z tourists value economic fairness and ethical support for local communities when visiting slow food destinations in Thailand. The highest-rated items emphasize fair income for local restaurants using fresh, organic ingredients ($\bar{x}$ = 4.53) and the motivating role of fair prices in purchasing local products ($\bar{x}$ = 4.52). Respondents also strongly agree that tourism should benefit local communities ($\bar{x}$ = 4.43) and help preserve rural traditions ($\bar{x}$ = 4.36). Overall, Gen Z tourists prioritize fair pricing, community well-being, and socio-economic sustainability within the Fair dimension.

Perceptions toward the behavioral intention to revisit to slow food destinations

The overall behavioral intention of Generation Z tourists toward slow food destinations in Thailand is at an important level ($\bar{x}$ = 4.14, SD = 0.93), indicating a strong likelihood of future engagement in slow food

tourism. The highest-rated item is the intention to recommend slow food destinations to others ($\bar{x} = 4.30$), reflecting very positive attitudes and strong word-of-mouth potential. Respondents also show a high intention to choose a slow food destination for an upcoming trip ($\bar{x} = 4.07$), to allocate time and budget to such activities ($\bar{x} = 4.11$), and to participate in related experiences ($\bar{x} = 4.07$). Overall, findings show strong behavioral commitment toward slow food tourism.

Hypothesis testing

Multiple regression analysis was conducted to examine the influence of the Good, Clean, and Fair principles on Generation Z tourists' intention to revisit slow food destinations in Thailand.

Table 4. Results of hypothesis testing- both Thai and international Gen Z tourists

Hypothesis	Path	Path coefficient	Standard error	T-value	Hypothesis support
H1	Good > INT	0.443**	0.031	8.669	Supported
H2	Clean> INT	0.350**	0.039	6.854	Supported
H3	Fair > INT	0.046	-a	0.813	Rejected

**p<0.01. a Standard Error not estimated; variable excluded in stepwise procedure.

Table 5 Results of hypothesis testing – Thai Gen Z tourists

Hypothesis	Path	Path coefficient	Standard error	T-value	Hypothesis support
H1	Good > INT	0.338**	0.042	4.661	Supported
H2	Clean> INT	0.247**	0.063	3.154	Supported
H3	Fair > INT	0.272**	0.058	3.746	Supported

**p<0.01

Table 6 Results of hypothesis testing – International Gen Z tourists.

Hypothesis	Path	Path coefficient	Standard error	T-value	Hypothesis support
H1	Good > INT	0.371**	0.044	4.971	Supported
H2	Clean> INT	0.403**	0.052	5.406	Supported
H3	Fair > INT	-0.085	-a	-1.015	Rejected

**p<0.01. a Standard Error not estimated; variable excluded in stepwise procedure.

Result of hypothesis testing- Thai Generation Z tourists

For Thai Gen Z tourists, all three Slow Food principles significantly influenced revisit intention to Slow Food destinations in Thailand.

Hypothesis 1: Perceived food quality and authenticity (*Good principle*) positively influence Generation Z tourists' intention to revisit slow food destinations. The results show that the Good principle has a statistically significant positive effect on revisit intention ($\beta = 0.338$, $t = 4.661$, $p < 0.01$), showing that food quality, authenticity, and cultural value are important determinants of revisit intention. Therefore, Hypothesis 1 is supported.

Hypothesis 2: Perceived environmental sustainability (*Clean principle*) positively influences Generation Z tourists' intention to revisit slow food destinations. The findings indicate that the Clean principle has a statistically significant positive effect on revisit intention ($\beta = 0.247$, $t = 3.154$, $p < 0.01$). This suggests that environmentally friendly practices, natural environments, and sustainable food production contribute positively to tourists' intention to revisit. Therefore, Hypothesis 2 is supported.

Hypothesis 3: Perceived social fairness and community support (*Fair principle*) positively influence Generation Z tourists' intention to revisit slow food destinations. The results reveal that the Fair principle also has a statistically significant positive effect on revisit intention ($\beta = 0.272$, $t = 3.746$, $p < 0.01$), showing that fair pricing and benefits to local communities are important factors influencing Thai Generation Z tourists' behavioral intention. Therefore, Hypothesis 3 is supported.

Results of Hypothesis Testing- International Generation Z Tourists

Hypothesis 1: Perceived food quality and authenticity (*Good principle*) positively influence Generation Z tourists' intention to revisit slow food destinations. The results show that the good principle has a statistically significant positive effect on revisit intention among international Gen Z tourists ($\beta = 0.371$, $t = 4.971$, $p < 0.01$). This suggests that food quality, authenticity, taste, and cultural value are important determinants of revisit intention for this group. Therefore, Hypothesis 1 is supported.

Hypothesis 2: Perceived environmental sustainability (*Clean principle*) positively influences Generation Z tourists' intention to revisit slow food destinations. The findings show that the clean principle has a statistically significant positive effect on revisit intention ($\beta = 0.403$, $t = 5.406$, $p < 0.01$). This shows that environmentally friendly practices, natural surroundings, and sustainable food production strongly enhance international tourists' intention to revisit. Therefore, Hypothesis 2 is supported.

Hypothesis 3: Perceived social fairness and community support (*Fair principle*) positively influence Generation Z tourists' intention to revisit slow food destinations. However, the results reveal that the Fair principle does not have a statistically significant effect on revisit intention ($\beta = -0.085$, $t = -1.015$, $p > 0.05$). This suggests that fairness- related aspects do not directly influence international Gen Z tourists' revisit intention. Therefore, Hypothesis 3 is not supported.

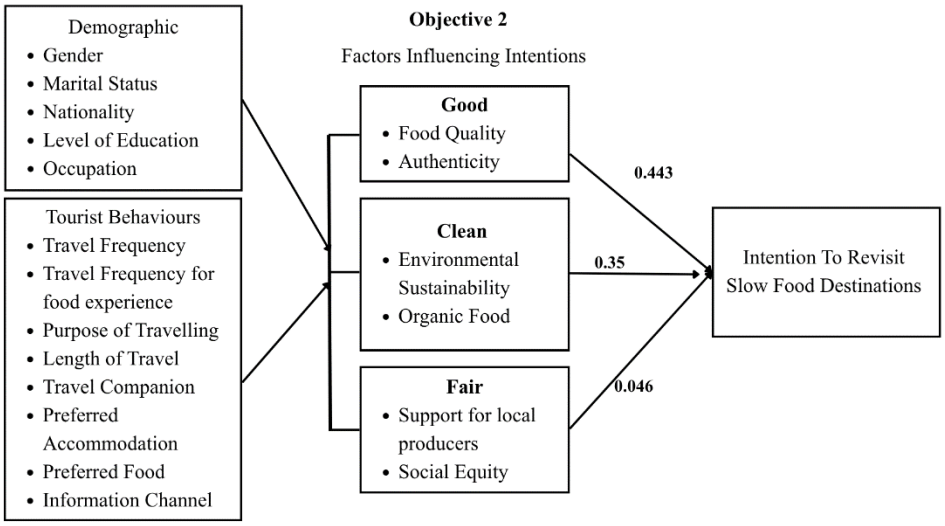

Figure 2 Result of the hypothesis testing

Recommendations to improve slow food tourism

Thematic analysis was conducted using responses from 21 participants who provided recommendations in the last section of the questionnaire. These responses were coded according to four categories: the three principles of the Slow Food concept—Good, Clean, and Fair—along with Marketing/Promotion. The percentage for each category was calculated by dividing the frequency of codes by the total number of respondents. Because participants provided recommendations that fell into more than one category, the total frequency exceeded the number of respondents.

Table 7. Results of thematic analysis

Code category	Description of the code	Frequency	Percentage
Good Principle	Food quality, taste, authenticity, memorable food experiences, safe and fresh ingredients, cooking classes, traditional preparation	7	33.33
Clean Principle	Environmental sustainability, organic/natural ingredients, seasonal food, waste reduction, short supply chains, nature-based experiences	5	23.8
Fair Principle	Supporting local communities, fair income for producers, benefits to the local economy, social responsibility.	4	19.05
Marketing and Promotion	Raising awareness, social media promotion, digital platforms, maps integration, better information access, destination promotion.	10	47.62

The thematic analysis conducted on the 21 respondents who provided recommendations revealed four major categories aligned with the Slow Food principles—Good, Clean, and Fair as well as a fourth category related to Marketing and Promotion. The most often mentioned theme was Marketing and Promotion (47.62%), showing that many respondents emphasized the need for greater visibility, improved digital communication, and enhanced promotional strategies to increase awareness of slow food tourism. The Good principle accounted for 33.33% of responses, highlighting suggestions related to food quality, authenticity, and the enhancement of memorable culinary experiences. The Clean principle represented 23.81% of responses, with participants recommending environmentally sustainable practices such as waste reduction, seasonal ingredients, and nature- based experiences. The Fair principle accounted for 19.05% of responses, focusing on fair income for producers, community support, and the preservation of local economic benefits. Since respondents were able to provide multiple suggestions across categories, the total frequency exceeded the number of participants.

Discussion

Tourist behaviors of Generation Z

Respondents' reported travel behaviours suggest opportunities for developing slow food tourism in Thailand. Table 2 shows that most travelled one to three times annually for general tourism (57.0%) and food-related tourism (70.8%), while 16.3% reported more than seven food-related trips. These patterns indicate varying participation in food tourism (Ellis et al., 2018).

Relaxation was the main travel purpose (70.5%), followed by education (17.3%) and visiting relatives (7.0%), suggesting opportunities to combine culinary enjoyment with learning about local traditions (Everett, 2016). Stays ranged from fewer than three days (29.5%) to three–seven days (28.8%) and more than fourteen days (29.5%), supporting consideration of both short activities and longer itineraries.

Most respondents travelled with friends or family (79.0%), while 16.0% travelled alone. Shared dining and group culinary activities may therefore be relevant offerings, reflecting food tourism's social dimensions (Cohen & Avieli, 2004). Hotels dominated accommodation choices (50.5%), followed by homestays (16.8%) and hostels (16.5%), suggesting opportunities across different accommodation settings.

Social media was the primary information source (57.5%), followed by personal recommendations (23.0%) and previous experience (14.5%). Websites (3.3%) and advertisements (1.8%) were less common. Social media and interpersonal recommendations therefore appear relevant for communicating slow food offerings, although their causal influence was not tested.

Overall, these leisure-oriented, social, and digitally informed patterns suggest opportunities to incorporate slow food experiences into diverse itineraries. They do not independently establish authenticity-seeking or sustainable consumption.

Generation Z tourists' perceptions toward slow food destinations in Thailand

Generation Z tourists hold positive perceptions of slow food destinations in Thailand across all three Slow

Food principles—Good, Clean, and Fair. This shows strong alignment between Gen Z values and the philosophy of quality, sustainability, and equity (Petrini, 2001).

Perceptions of the Good dimension were particularly high, with respondents valuing authentic and culturally meaningful food experiences such as visiting traditional markets and tasting local dishes. These results reinforce earlier research showing that authenticity and cultural connection are central motivators in food tourism (Ellis et al., 2018). Slightly lower ratings for cooking workshops and deeper cultural learning suggest that while Gen Z appreciates enrichment, many prefer accessible, low-effort experiences, showing the need for tiered product offerings.

Perceptions of the Clean dimension were also strong, reflecting Gen Z's environmental consciousness and appreciation for biodiversity, natural landscapes, and eco-friendly food production. This aligns with studies highlighting their sustainability-driven travel attitudes (Puiu et al., 2022).

The Fair dimension received similarly high scores, showing support for fair pricing, local income distribution, and community welfare, consistent with growing interest in ethical consumption and socially responsible tourism (Payandeh et al., 2022).

Overall, Gen Z perceives slow food destinations positively, viewing the Good–Clean–Fair principles as relevant, appealing, and consistent with their values, thereby supporting slow food tourism as a sustainable development approach for Thailand.

Factors influencing Generation Z tourists' intention to revisit slow food destinations in Thailand

Good and Clean significantly predicted Generation Z tourists' revisit intention in the full sample, with Good showing the larger standardized coefficient ($\beta = 0.443$). This highlights the relevance of food quality, authenticity, and cultural meaning to stated willingness to return. The finding is consistent with literature discussing culinary experiences and future tourist intentions (Ellis et al., 2018; Rousta & Jamshidi, 2020). It also complements broader discussion of value-oriented consumption among Gen Z, although such characteristics should not be assumed to apply uniformly to the cohort (Francis & Hoefel, 2018).

Clean significantly predicted revisit intention among both Thai and international respondents. Its standardized coefficient was numerically larger among international respondents ($\beta = 0.403$) than Thai respondents ($\beta = 0.247$), although this difference was not formally tested. These findings suggest that favourable environmental perceptions are relevant to revisit intention. They are consistent with research identifying environmental considerations in Gen Z tourism decisions (Puiu et al., 2022) and with Slow Food's emphasis on environmentally responsible food experiences (Fusté-Forné & Jamal, 2020).

Fair did not significantly predict revisit intention in the full or international samples, despite favourable perception scores. However, it was significant among Thai respondents ($\beta = 0.272$). This pattern suggests that community fairness may be relevant to domestic respondents' revisit intentions. Literature on Slow Food principles and destination image provides context for considering local livelihoods and community benefits (Payandeh et al., 2022; Soonsap et al., 2023). Cultural proximity or familiarity with local communities could offer possible explanations, but neither was measured. Significance in one subsample and nonsignificance in another also does not establish a statistically significant difference between groups.

These findings should be interpreted in light of recent scholarship highlighting possible discrepancies between Gen Z's stated sustainability values and tourism actions (Seyfi et al., 2025). Although respondents evaluated all three Slow Food dimensions favourably, these evaluations did not contribute equally to stated revisit intention. However, because subsequent visits and consumption practices were not observed, this study cannot directly establish an attitude–behaviour gap. The findings concern reported perceptions and intentions rather than demonstrated destination loyalty or sustainable behaviour.

Recommendations for improving slow food tourism in Thailand

The thematic analysis of 21 respondents' recommendations reveals key areas for strengthening slow food tourism in Thailand. The most prominent theme was Marketing and Promotion, with Generation Z emphasizing the need for greater online visibility, improved social media content, clearer destination

information, and digital maps, aligning with survey findings that social media is their primary source of information. The Good Principle was the second major theme, highlighting the importance of authenticity, traditional cooking methods, fresh ingredients, and meaningful storytelling. Comments related to the Clean principle stressed sustainability, organic ingredients, waste reduction, and nature-based experiences. Although less frequent, recommendations reflecting the Fair principle supported fair income and community benefits. Overall, enhancing digital communication while strengthening Good– Clean– Fair practices is essential to increase awareness and revisit engagement.

Conclusion

This study provides insight into Generation Z tourists' travel behaviours, perceptions, and revisit intentions toward slow food destinations in Thailand using the Good–Clean–Fair framework. It contributes to understanding Gen Z tourist behaviour by connecting reported travel patterns and destination evaluations with stated willingness to return.

Regarding travel behaviours, respondents reported predominantly leisure- oriented trips with friends or family, and social media was an important information source. Food- related activities were generally incorporated into broader travel experiences. Variations in travel duration and accommodation preferences suggest opportunities to offer both short and more immersive slow food experiences.

Regarding perceptions, respondents evaluated all three Slow Food principles favourably. These findings indicate appreciation for food quality and authenticity, environmental sustainability, and community fairness within the sampled group. However, favourable evaluations should not be interpreted as evidence that respondents consistently practise sustainable tourism.

Regarding revisit intention, Good and Clean were significant predictors in the full sample. Good had the larger standardized coefficient among Thai respondents, whereas Clean had the larger coefficient among international respondents. Fair significantly predicted revisit intention only among Thai respondents. These findings demonstrate that positively evaluated destination attributes do not necessarily contribute equally to revisit intention. However, the subgroup patterns alone do not establish statistically significant differences between groups or confirm cultural proximity as an explanatory mechanism.

Overall, the study contributes to Gen Z tourism research by distinguishing favourable perceptions from the attributes associated with revisit intention. This distinction is relevant to scholarship highlighting potential discrepancies between Gen Z's sustainability values and tourism actions (Seyfi et al., 2025). Because this study measured stated intentions rather than subsequent behaviour, it cannot directly demonstrate an attitude–behaviour gap.

The findings suggest opportunities to engage Gen Z tourists through authentic culinary experiences, environmental responsibility, and community benefits. Beyond Thailand, these attributes provide a basis for locally adapted assessment and product development in comparable food tourism destinations, subject to further validation.

Implication

Theoretical Implications

This study contributes to slow food tourism and Gen Z tourist behaviour research by demonstrating the usefulness of the Good– Clean– Fair framework in examining destination perceptions and revisit intention in Thailand. Although respondents evaluated all three principles favourably, their predictive relationships differed: Good and Clean significantly predicted revisit intention in the full sample, whereas Fair was significant only among Thai respondents. These findings distinguish positive destination evaluations from the attributes associated with stated willingness to return.

The study therefore offers a more differentiated understanding of Gen Z's responses to sustainable gastronomy rather than treating this cohort as uniformly sustainability-oriented. However, the subgroup patterns do not establish cultural proximity as an explanatory mechanism or demonstrate statistically significant differences between groups. Furthermore, because subsequent behaviour was not observed, the findings cannot confirm that favourable perceptions or revisit intentions translate into actual sustainable tourism practices. The study extends the framework's application to Thailand and provides a basis for further comparative research.

Practical implications

For tourism stakeholders in Thailand, the findings suggest prioritizing food quality, traditional preparation, and culturally meaningful culinary experiences. Environmental practices, including responsible food production and biodiversity conservation, should also be communicated clearly. Clean had the largest standardized coefficient within the international subsample, suggesting its relevance when developing offerings for these visitors. Among Thai respondents, the significant relationship between Fair and revisit intention supports giving attention to producer livelihoods, equitable pricing, and community benefits.

Respondents' reported reliance on social media suggests that digital channels can help communicate these attributes. Supplementary feedback from 21 respondents also identified opportunities to improve online visibility and destination information, although the effectiveness of these measures was not tested.

Beyond Thailand, the findings offer practical considerations for destinations with comparable culinary heritage and community-based food tourism offerings. Destination managers can use the Good–Clean–Fair framework to assess visitors' perceptions and develop locally appropriate experiences and communication strategies. However, authenticity should not be assumed to be a universal driver, nor should the domestic and international patterns be transferred directly to other countries. Application requires consideration of local food cultures, visitor characteristics, affordability, and accessibility, supported by research in each destination.

Limitations

Several limitations should be acknowledged. Purposive sampling limits the generalizability of the findings beyond the respondents studied. Recruitment through social media and university networks may have favoured digitally connected participants, while self-administered questionnaires may be susceptible to recall and social desirability biases.

The cross-sectional design identifies associations rather than causal relationships. Although respondents reported previous tourism experience, revisit intention does not establish subsequent visitation or sustainable consumption behaviour. Consequently, this study cannot directly determine whether an attitude–behaviour gap exists.

The study examined Thailand collectively, potentially overlooking regional differences in culinary traditions and tourism settings. Application beyond Thailand therefore requires contextual validation. Finally, only 21 of 400 respondents (5.25%) provided open-ended recommendations. These responses offered supplementary insights but may not represent the priorities of the wider sample.

Recommendations for future research

Future research could use probability sampling, where feasible, and compare specific destinations within Thailand and other countries, such as Vietnam, Indonesia, and Taiwan, to assess the framework's applicability across contexts.

Longitudinal studies could track subsequent visits and food purchases to examine whether favourable perceptions and revisit intentions translate into actual behaviour. Field experiments involving real choices could investigate how affordability, convenience, and information about Slow Food practices affect decisions. Such approaches would help assess potential discrepancies between stated preferences and behaviour.

More extensive interviews or focus groups could explain tourists' evaluations of Good–Clean–Fair attributes and the differing patterns observed among domestic and international respondents. Future studies could also measure cultural proximity and place attachment and formally test whether relationships differ between these groups.

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Declaration of generative AI in scientific writing

The authors used Copilot solely to assist with grammar checking and improving the conciseness of the manuscript. All intellectual content, analysis, and conclusions are entirely the authors' own, and the authors take full responsibility for the accuracy and integrity of the published work.

CRediT author statement

Maung Khin Win: Conceptualization, Methodology, Validation, Formal Analysis, Investigation, Writing – Original Draft, Writing - Review & Editing. **Pattaraporn Jiramahapoka:** Methodology, Writing - Review & Editing, Supervision, Project Administration

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