



Factors Influencing Tourists to Consume Malaysian Local Cuisine

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Abstract

It believed that food tourism makes a huge contribution in our tourism industry because food is considered to be a key tourist attraction. Food tourism can contribute to our economy because the unique and distinctive foods of each races and ethnic groups. These helps as the tools in promoting Malaysian food tourism and attracting tourist. It cannot be denied that food consumption are essential during the visit period. It resulting that the local cuisines consumption are mostly influences by the quality of the food, including the taste, authenticity and safety of food while others factors that influencing the local cuisines consumption is food image, price and destination food image. The method used in this study is content analysis through the examination of literature and documents relating to local cuisine food and food consumption. Methods have been used to objectively evaluate, review and select data in order to identify and distinguish the potential of food as a tourism commodity, especially in Malaysia. It is hoped that the results would provide valuable insight into the particular promotion, distribution and development of great experience of the relevant authorities, government and food suppliers that can express a true image of Asia.

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