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**Chinese Tourists' Food Tourism Experience:
A Case Study on Jianshe Road, Chengdu, China**

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Abstract

This study takes Jianshe Road Snack Street in Chengdu, Sichuan Province, China as its research context, focusing on Chinese tourist visiting Chengdu. The paper examines tourists' food tourism experiences, focusing on food quality, service, pricing, and satisfaction, to offer practical and theoretical insights for improving Jianshe Road and similar food streets. The article employed qualitative methods for interview research, randomly selecting eight tourists from different places who were interested in food tourism and were playing on Jianshe Road for in-depth interviews. All interviews were recorded on video and transcribed into text. The main content of the interviews revolved around the central theme of food tourism experiences. Then, content analysis was used to integrate and summarize the entire interview content. Through this research investigation, it was found that tourists pay more attention to the freshness of food ingredients, whether the taste meets their standards. In terms of service and price, it is not simply about whether the price is high, low, or transparent. The cold service attitude of merchants forced sales, and chaotic queueing for food also affect the satisfaction of customers' food tourism experience. In terms of hygiene and environment, it is the bottom line for customers. Through the research conducted, it was found that the experience of food tourism could be better enhanced, providing effective assistance and suggestions for tourism planning departments and managers.

Keywords: Food Tourism, Customer Experience, Service Quality, Food Quality, Satisfaction

Introduction

Food tourism involves traveling to taste unique local cuisine. In China, as living standards and the economy improve, people's demand for diverse travel experiences has grown.

The main research case of this article is Chengdu, the capital city of Sichuan Province. According to the latest data from Chengdu Bureau of Statistics in 2023, Chengdu received over 280 million tourists and generated 377.4 billion yuan in tourism revenue (Chengdu Bureau of Statistics, 2023).

This article selects the Jianshe Road as the case study because Jianshe Road is a typical representative of regional characteristic food streets in China. Jianshe Road spans over 800 meters long, with more than 200 restaurants of various sizes and scales along this section. The average daily visitor flow during holidays can reach 30,000 people (Chengdu Bureau of Statistics, 2023).

With the popularity of Jianshe Road, it attracts many food enthusiasts every year. Not only tourists, but also local residents, have brought some considerations to Jianshe Road. Common considerations include ensuring food quality, enhancing service quality during peak times, as well as maintaining the environmental hygiene of the place (Nield et al., 2000).

Through the qualitative research method of interviews to gain an understanding of the subjective feelings of customers, this has extremely important research value and practical significance for Chengdu or all food streets and even the entire food tourism market.

Research objectives (RO)

1. To gain an understanding of Chinese customers' opinions regarding aspects such as food quality (taste, freshness, uniqueness), service quality (service attitude, service efficiency), satisfaction (whether the price is reasonable, environmental hygiene, transportation convenience), overall food tourism experience, and price.

2. To propose improvement suggestions to enhance the dining experience and service quality to increase satisfaction based on the findings.

Research Question (RQ)

1. What are the significant opinions and feelings of the customers regarding the dining experience at Jianshe Road?

2. What suggestions could help improve the food and tourism services at Jianshe Road?

Significance of study

This research offers insights into food tourism, customer experience, and business strategy, contributing to tourism and hospitality management.

Local merchants

Findings help businesses improve food, service, pricing, and environment, enhancing competitiveness and appeal in the food area.

Literature Review

The definition and importance of food tourism

Food tourism, as a rapidly developing segment within the tourism market, has witnessed continuous expansion and diversification in both academic research and practical applications, with its core concepts and scope constantly evolving and enriching. In their seminal work, Ellis et al. (2018) conducted comprehensive research examining the multifaceted dimensions of food tourism. This encompasses sampling distinctive regional cuisines, visiting and tasting locally produced agricultural products, immersing in local food culture and traditions, understanding historical dietary patterns, participating in specialized cooking processes, engaging with local food festivals, and exploring carefully curated culinary routes and landmarks.

With rising living standards and disposable incomes, there is a growing interest in unique cultural experiences and gourmet consumption. Contemporary tourists are no longer satisfied with resolving satiation; There is heightened emphasis on the cooking process, ingredient quality, freshness, safety, health benefits, and environmental sustainability—and the overall authenticity of the experience (Kim et al., 2022). food tourism has collaborated with other travel types to generate wholesome blended experiences. For example, agritourism programs allow visitors to pick fresh ingredients and transform them into meals, effectively merging food tourism with rural tourism (Ellis et al., 2018).

The spectrum of food tourism is remarkably diverse, each offering distinct experiences. The case study of Chengdu's Jianshe Road, examined in this paper, falls under the category of street food tourism. Other categories include high-end dining tourism, featuring Michelin-starred restaurants or celebrity chef establishments; culinary education tourism, involving cooking classes for regional specialties; and festival-based tourism, centered around local food celebrations (Shalini & Duggal, 2015). Tourists engage in food tourism with varied intentions: some seek to understand a destination's history and culture through its cuisine. Collectively, these motivations reflect a broader lifestyle attitude that prioritizes culinary discovery and cultural connection (Yang et al., 2024).

There are a myriad of benefits brought about by food tourism to the concerned destinations (Quan & Wang, 2004). It stimulates local economies by boosting revenue across multiple sectors, including hospitality, transportation, and retail, while simultaneously generating employment opportunities and fostering regional development. Furthermore, it elevates a destination's reputation, strengthening its competitiveness in the global tourism market (Yang et al., 2024). By showcasing unique flavors and time-honored traditions, food tourism not only attracts visitors but also preserves and revitalizes culinary practices that might

otherwise fade into obscurity (Nield et al., 2000).

Wang et al. (2023) examined localized production types in ethnic tourism restaurants, including traditional, reconstructed, embedded, and glocalized forms. The study shows that these types shape distinct tourist experiences, with local food culture bridging tradition and globalization. Tourists actively contribute to constructing the meaning and identity of local cuisine through their interactions.

Wang et al. (2021) conducted a case study on food tourism in Chengdu's historic districts, focusing on visitor dining experiences. The study found that food quality, service, environment, pricing, and local cultural atmosphere significantly affect satisfaction and revisit intentions. Authentic flavors combined with quality service enhance overall dining experiences and strengthen tourists' emotional ties to the destination.

Jiang et al. (2024) explored the concept of "smoky vitality" in urban tourism and its influence on visitor experiences. They argue that it integrates everyday life with tourism, enriching emotional engagement and local identity. Food and street culture jointly create a city's distinctive charm, fostering cultural and emotional connections between visitors and the destination.

Theoretical framework

This study is based on existing academic research results and has constructed a theoretical framework structure for the culinary tourism experience of the jianshe Road.

Figure 1

Framework Concept Map



Food quality

Food quality is a paramount factor that can directly impact tourists' satisfaction with their travel experience. It is not limited to the traditional sense of taste alone; it is a comprehensive term with many connotations. The literature includes the basic concepts of taste, portion size, food freshness, food safety. (Shalini & Duggal, 2015)

Nield et al. (2000) found that food quality is a crucial factor that directly affects tourists' satisfaction, thereby directly influencing whether they will recommend the place to others or return to it. Shalini and Duggal (2015) indicated that good food quality not only enhances satisfaction but also increases the cultural appeal of the region. Therefore, a higher food quality would contribute to a pleasant travel experience for tourists, generating a positive emotion while leaving a deep impression. This will encourage tourists to recommend and analyze their food experience to others and even return to the place again.

Service quality

Al-Ababneh (2013) research indicates that the level of service quality has a strong impact on tourists' satisfaction with the travel experience. Good service not only improves the short-term experience of tourists but can also attain high standards of reputation and customer loyalty. Research by Foster (2001) also shows that the higher the service quality, the more it can meet the inner expectations of tourists and bring about higher tourist satisfaction.

Al-Ababneh (2013) research indicates that the higher the service quality, the higher the satisfaction of tourists' travel experience. Infrastructure and the attractiveness of the destination are the most influential factors. The research of Nield et al. (2000) shows that food quality, service quality, and price all have behavioral impacts on tourists' travel satisfaction. Foster (2001) research also supports that high-quality service leads to high satisfaction. Friendly attitude during service, professional skills, efficiency in handling problems, a clean and comfortable environment, and constant attention to tourists' needs, can significantly improve tourists' travel experience.

Price

The level of price and value for money will affect tourists' sensitivity and purchase intention, and there are other factors that may also influence this. The research by Masiero and Nicolau (2012) indicates that different tourism demands, travel frequencies, age and other different conditions will all affect tourists' consumption. For example, some tourists' demands are for a unique and luxurious tourism experience; at this time, their price sensitivity will be reduced. Other factors that affect tourists' sensitivity to price include the tourists' economic level, their own standards of self-evaluation of things, cultural background, and the type of tourism they prefer. These will have varying degrees of influence on tourists.

Customer satisfaction

There are many factors that can affect customer satisfaction. From the comprehensive literature, they include food quality, service quality, price, environmental hygiene, local cultural experience, and interaction participation, etc. Nield et al. (2000) research shows that these points are all important factors affecting customer satisfaction. In Foster's (2001) research, it is clearly stated that customer satisfaction can be improved by enhancing service quality and meeting customer needs. All of these are important factors affecting the satisfaction of customers' culinary tourism experience.

Overall food tourism experience

The overall culinary tourism experience is a multi-dimensional structural concept. It is not composed of a single factor but represents the comprehensive internal and external experiences that customers perceive throughout the culinary tourism process. From an economic perspective, culinary tourism is an experiential tourism product. Its core lies in creating a unique and subjective overall experience that is different from traditional tourism products through food and the desire for the culinary tourism destination (Quan & Wang, 2004). Yang et al. (2024) conducted a study that focused more on summarizing sensory experiences, emotional experiences, cognitive experiences, behavioral experiences, social experiences, and cultural experiences. These distinctive memory points are the key elements that constitute memorable experience tourism.

Table 1

Review of Related Literature

Title	Author	Variables of the Study	Conclusion of the Study
What is food tourism?	Ashleigh Ellis, Eerang Park, Sangkyun Kim, Ian Yeoman	Motivation, culture, authenticity, and destination management	Food tourism research focuses on motivation, culture, and destination promotion.
The Effect of Food Tourism Experiences on Tourists' Subjective Well-Being	Sen Yang, Yi Liu, Liping Xu	Sensory experience, service experience, environmental experience	Food tourism boosts well-being and guides better tourism planning.
The role of food service in tourist satisfaction	K. Nield, M. Kozak, and G. LeGrys	The study's variables are food quality, service quality, price fairness, tourist satisfaction, and behavioural intentions.	The study finds that food, service, and value strongly affect tourist satisfaction and revisit intentions.
A review on food tourism quality and its	D. Shalini and S. Duggal	The study examines food quality, cultural significance, and customer satisfaction as key	High food quality significantly enhances tourist satisfaction and strengthens the cultural

Title	Author	Variables of the Study	Conclusion of the Study
associated forms around the world		variables in food tourism experiences.	appeal of food tourism destinations.
Service Quality and its Impact on Tourist Satisfaction	Mukhles Al-Ababneh	The study examines service quality (facilities, accessibility, and attractions) as independent variables and tourist satisfaction as the dependent variable.	High service quality positively impacts on tourist satisfaction, with facilities and attractions being the most influential factors.
Price Sensitivity to Tourism Activities: Looking for Determinant Factors	Lorenzo Masiero and Juan L. Nicolau	Motivations, age, and length of stay affect price sensitivity.	Motivation significantly impacts price sensitivity, with certain motivations reducing it, while age and length of stay play moderating roles.

These two literature review tables complement each other: Table 1 outlines the broader motivations and impacts of food tourism on satisfaction, while Table 2 delves deeper into how specific local food attributes and cultural contexts shape the tourist experience. Together, they form a cohesive research thread from general service quality to specific, culturally-rich dining experiences.

Table 2

Review of Related Literature

Title	Author	Variables of the Study	Conclusion of the Study
Measuring Customer Satisfaction in the Tourism Industry	David Foster	Tourism service quality (facilities, accessibility, and attractions) impacts tourist satisfaction.	Higher service quality leads to greater tourist satisfaction by meeting their expectations.
Towards a Structural Model of the Tourist Experience: An Illustration from Food Experiences in Tourism	Shuai Quan and Ning Wang	Food consumption's role (supporting or peak experience) impacts the overall tourist experience.	Food consumption enhances the tourist experience when it aligns with novelty, memorability, and tourist motivations.
Effects of Local Food Attributes on Tourist Dining Satisfaction and Future Intention: The Moderating Role of Food Culture Difference	Seongseop (Sam) Kim, Ja Young (Jacey) Choe, and Peter Beomcheol Kim	Local food attributes impact tourist dining satisfaction and future intention, moderated by food culture differences.	Local food attributes enhance satisfaction and future intention, with food culture differences influencing the strength of these effects.
When Food Becomes a Tourism Attraction: Locality Production and Tourist Experience in Ethnic Tourist Restaurants	Wang Gongwei, Cheng Junlan, Wang Yiding, Zhang Wenxin, Zhou Wenli	Locality types (traditional, reconstructed, embedded, glocalized) and tourist experience (taste, environment, culture).	Locality types create different experiences; food culture blends tradition and globalization shaped by tourists.

Title	Author	Variables of the Study	Conclusion of the Study
A Study on Food Tourism Experience of Tourists in Chengdu Historical Districts	Tang Yong	Food quality, service quality, environment, price, local culture, satisfaction	Good food, service, and local atmosphere boost satisfaction and revisit intention.
The True Flavor in the World: An Exploratory Study of City “Yanhuo-qi” Tourist Experience	Jiang Ting, Miao Li, Li Chun	<i>Yanhuo-qi</i> elements and tourist experience	<i>Yanhuo-qi</i> blends daily life and tourism, enhancing emotion and sense of place.

Research Methodology

Research design

This article focuses on the overall satisfaction and influencing factors of Chinese tourists who experience food tourism in Chengdu's Jianshe Road. To understand tourists' overall experiences, the study used qualitative methods, focusing on their feelings and behaviors through direct interaction.

Using a qualitative case study, this research analyzes factors shaping tourists' experiences and identifies common and unique patterns.

Data collection

The data collection for this study was mainly accomplished by conducting face-to-face, detailed interviews with tourists who had experienced culinary tourism on Jianshe Road. The data collection process began on January 12, 2025, and lasted for three months.

Research population

Interviewee Requirements: respondents must be Chinese tourists who are consuming and tasting food on Jianshe Road in Chengdu.

Data Sampling Method: This research adopts the method of face-to-face interviews based on its main research objectives. A total of 8 Chinese tourists from different regions were interviewed.

Research instruments

Data Collection Methodology: Semi-Structured Interview Framework.

Core Interview Questions:

1. Demographic Information: Gender, age, origin, occupation.

2. Food Quality-related Questions:

E.g., Which aspects of the food here appeal to you the most? In what ways could food quality be improved?

3. Service Quality-related Questions:

E.g., How did the service staff contribute to your dining experience? How could service

quality be enhanced?

4. Price-related Questions:

Do you think the prices match the value of the food? Would you recommend/ not recommend based on the prices?

5. Customer Satisfaction-related Questions:

E.g., Are you satisfied with the overall experience on Jianshe Road? Which aspects exceeded/ fell short of your expectations? What improvements would enhance your satisfaction?

6. Overall Food Tourism Experience-related Questions:

E.g., Compared to other places, what makes Jianshe Road unique? What suggestions would you give to future tourists to enhance their overall experience?

Data collection procedure

Location and Time: All the interviews for this research were conducted on Chengdu's Jianshe Road.

Interview process: Before starting the interview, the researcher explained the purpose of the research project and briefly shared the content to be interviewed as well as the approximate duration. The interviewees were also assured that any personal information shared would be kept confidential. The duration of interviews varied between 5 minutes to 20 minutes.

Interview Record: To ensure the accuracy of the data, we conducted video recording and paper-based documentation with the consent of the respondents.

Ethical Considerations: This research was conducted strictly in accordance with academic ethical norms throughout the interview and data collection process. This includes that all respondents voluntarily participated in the interviews with full knowledge of the situation, and the entire research process and risks were explained to them. Respondents could terminate the interview at any time. All information about the respondents was only used for this research and was properly

Data analysis

The study uses content and thematic analysis to categorize data and identify key themes and recurring ideas. By combining these two analysis methods, the research questions can be answered more comprehensively.

Research limitations

Sample limitations: This study used a qualitative approach with interviews of eight tourists; while providing in-depth insights, the small sample means the findings mainly reflect the participants' specific experiences and should be applied to all tourists with caution.

Regional Limitation: The research cases presented in research are limited to the Jianshe Road in Chengdu, China.

Limitations of the respondents: This study only involved interviews with Chinese tourists and did not include the views of international tourists and local residents regarding the food tourism experience in Chengdu's Jianshe Road.

Results and Discussion

Overview of findings

This article is based on in-depth interviews conducted with 8 Chinese tourists during their culinary tourism experience in Chengdu's Jianshe Road. The basic demographic information of the respondents is presented in the form of a table sample.

Overview of interviewees' information

The following are the basic demographic information of the 8 respondents in this study.

Table 3

Basic Demographic Information Form

respondent ID	Gender	Place of origin	Job
1	Female	Chongqing Municipality	Handicrafts
2	Female	Songpan County, Aba Tibetan and Qiang Autonomous Prefecture, Sichuan Province	Tourism industry
3	Male	Chongqing Municipality)	Construction industry
4	Female	Dazhou City, Sichuan Province	Self employed
5	Male	Nanchong, Sichuan Province)	Chef
6	Male	Zhengzhou, Henan Province)	Chef
7	Female	Kunming, Yunnan Province	Sales export trade
8	Male	Shandong Province	Imports and export

Interview Questions and Analysis

The following are the 10 main questions that were interviewed in this article.

Table 4

The 10 main questions that were interviewed in this article

	Individual answers	Themes
Question #1 What aspects of the food here stood out to you the most?	1 Freshness. There are many vendors here, so there are a lot of food options. 2: I had "Mao Cai" on Jianshe Road, which was recommended to me. I found it tasty and the ingredients fresh. 3: Mainly the taste. I recommend Chengdu's "hotpot" and "cold noodles." 4: Also the taste. "Bo Bo Ji" is very delicious, and Sichuan cuisine is also great. 5: The variety. 6: The taste is good. 7 There are many kinds of snacks, and I find them delicious. It's cheap, and you can buy whatever food you want. 8 The spicy flavor, which suits my taste.	<ul style="list-style-type: none"> ➤ Food is fresh ➤ Food Is delicious taste ➤ Food variety/option are many food varieties/options - hotpot, noodles, spicy, Boboji, MaoCai, snacks ➤ Food is cheap ➤ Sichuan food is great and can be recommended
Question #2 In what ways can the food quality at Jianshe Road be improved?	1: Prices. Prices need improvement as they are relatively high. 2: No improvements are needed because the food is delicious. 3:Taste. The taste should cater more to the general public. 4:Jianshe Road is quite famous in Chengdu, so many tourists come here to eat. The variety of food should be improved. 5:Vendors should be more honest, and prices should be lower. 6:I think everything is good. 7:I also think the same. Stop forcing customers; it's very irritating. 8:Hygiene needs to be improved.	<ul style="list-style-type: none"> ➤ The price should be reduced ➤ No improvements ➤ Taste and variety should be increased ➤ Stop forcing customers ➤ Hygiene needs to be improved.
Question #3 How did the service staff contribute to your dining experience?	1:Jianshe Road is a very famous food street locally, and the service is good. People from all over the country come here to travel. 2:The service was fine, the restaurant environment was clean, and the staff was very enthusiastic. 3:This is a well-known spot in Chengdu, and the service staff are very good. 4: I didn't pay much attention to this aspect. 5:The service is good, and they make delicious food. 6:They provide tasty food. 7: It's okay. Everyone is just doing their job. 8:The service was good	<ul style="list-style-type: none"> ➤ The staff were very nice and welcoming. ➤ restaurant environment was clean ➤ Provide delicious food ➤ Everyone is just doing their job. ➤ pay no attention
Question #4 What aspects of service do you think could be improved?)	1: Better taste and lower prices. 2: No improvements are needed; it is very good. 3: Some vendors do not clearly mark prices. I hope the pricing can be more transparent. 4: I avoid buying things in overly popular areas because I feel the service will not be good. 5: Don't pressure customers to enter their restaurants. 6: I feel the same way. If customers don't want to eat, don't force them in.	<ul style="list-style-type: none"> ➤ Don't pressure customers to enter their restaurants. ➤ Too many customers can affect the quality of service. ➤ Better taste and lower prices

	Individual answers	Themes
	7: Because there are too many customers, the staff is very busy, and the service quality is not high. I hope they can work more steadily. 8: Improve the speed of serving food.	➤ Improve the speed of serving food
Question #5 Do you feel the pricing matches the value of the food provided? Why or why not?	1:It depends on the vendor. Some are reasonable, and some are not. 2:It is acceptable, but meat dishes are a bit expensive. 3:I think it's okay. The average price is around 20-30 RMB, which is better value compared to other food streets. 4:Yes, it matches. I think it depends on personal spending capacity. 5:Yes, it does. Most vendors offer low prices, and the food is quite good. 6:I agree with that. 7:Yes, it does, because it's cheap around the school area. 8:No, the price is slightly high.	➤ Most people find the price reasonable. Average price is around 20-30 RMB.food is quite good. ➤ The price is a little higher. The meat is expensive
Question #6 Would you recommend or not recommend Jianshe Road food to others because of the price? Why?	1:I would recommend it because I have eaten it here and found the food delicious. 2:It is acceptable, but meat dishes are a bit expensive. 3:I would recommend the food here, but not because of the price. Chengdu doesn't have many food streets; it's up to personal preference. 4:Yes, I would. I think it depends on personal spending capacity. 5:Yes, because there are many food options, and the prices are relatively balanced. 6:Yes, because this area is lively. 7:Yes, because this street is very famous, and there are many options. 8:Yes, because the taste is good.	➤ Everyone would recommend it ➤ Food delicious and varied ➤ This street is lively and famous ➤ Personal preferences and spending power
Question #7 Are you satisfied with the overall experience of Jianshe Road? Where did it exceed or fall short of your expectations?	1:Average; it did not meet my expectations. 2:Satisfied. It did not exceed expectations but also did not fall short 3:Average. It did not meet my expectations. 4:Average. It did not meet my expectations. 5: Satisfied. It exceeded expectations because the food is very delicious, and there are many varieties, but the hygiene is poor. 6:Not satisfied. The hygiene is poor. 7:Satisfied. It exceeded my expectations. 8: Satisfied. It did not exceed expectations.	➤ The average did not meet expectations. ➤ Among those who are satisfied, half met expectations, while the other half did not. ➤ Not satisfied. The hygiene is poor.
Question #8 What aspects (e.g., service, hygiene, price) do you think would improve your satisfaction?	1:Price. 2: I think hygiene; everything else is fine. 3: Hygiene. Environmental hygiene is the most important, but the hygiene here is poor. 4:Hygiene, because cleanliness is the most important factor for food streets. 5:Hygiene. 6:Hygiene. 7:Price and taste. 8: Better hygiene and lower prices.	➤ Hygiene. Most people believe that the sanitation environment can be improved. ➤ Price.

	Individual answers	Themes
Question #9 Compared to food experiences in other places, what makes Jianshe Road unique?	1: Many vendors.	<ul style="list-style-type: none"> ➤ Food tastes good ➤ Local food court ➤ lots of variety
	2:The food. The food stands out.	
	3:Mainly the taste, but it depends on individual preferences.	
	4:This street includes snacks from the surrounding areas of Chengdu, and taste depends on personal liking.	
	5: Its uniqueness is that there are many local students here. I feel the food is good because locals eat here too.	
	6:I think it is similar to other food streets.	
	7:The whole street is full of food, and there are many options.	
	8:The flavors suit my taste, and they have strong local characteristics.	
Question #10 What do you suggest to enhance the overall food tourism experience for future visitors?	1:Higher value for money and better service.	<ul style="list-style-type: none"> ➤ lower the price ➤ Better service ➤ Food fresh ➤ Do not force customers. ➤ Traffic planning adjustment
	2:Since I work in the hotel industry, I think service is the most important, and ingredients must be fresh.	
	3:Improve hygiene, slightly lower the prices, and the service is fine as it is very enthusiastic and welcoming.	
	4: I agree with him.	
	5: Don't pressure customers to eat. If they don't want to, don't insist. This is very annoying.	
	6:I also think the same. Stop forcing customers; it's very irritating.	
	7: I think the traffic planning needs to be adjusted because this street is very congested.	
	8:Improve hygiene in the dining environment and don't make the prices too high.	

Analysis of Interview Question 1: What aspects of the food here stood out to you the most?

The first question reflects that the taste, freshness, and variety of food in this area are important factors in determining food quality. Tourists' perception of value is also reflected in it. Some tourists think that the food on Jianshe Road is cheap and cost-effective. Overall, most tourists are satisfied with the food on Jianshe Road. Whether it is the taste, the variety of choices or the Sichuan characteristics, it has left a good impression on the tourists.

Analysis of Interview Question 2 : In what ways can the food quality at Jianshe Road be improved?

Tourists desire a diverse range of flavors and food types, but they are also concerned about food quality and safety as well as environmental hygiene. Tourists have their own price perceptions and make mental comparisons and judgments about prices, so they hope to enjoy delicious and safe food at a low cost. Most importantly, some tourists suggested that customers should not be forced to consume or make choices. Of course, there were also tourists who felt that everything was good.

Analysis of Interview Question 3 : How did the service staff contribute to your dining experience?

Most tourists' experience with the service on Jianshe Road is generally acceptable. Some even praise the restaurants for their clean environment and friendly staff. However, there are also a few who feel that the dining experience is just average, neither particularly good nor bad. In summary, the service experience on Jianshe Road for tourists is not outstanding, but it is not bad either.

Analysis of Interview Question 4 : What aspects of service do you think could be improved?

When tourists experience the quality of service, if the information they receive is inconsistent with their self-perception, such as opaque pricing, inappropriate marketing, and hidden consumption, it will greatly reduce their service experience. These situations can lead to dissatisfaction among tourists and lower their satisfaction. This is very important for the future development of the overall service environment of Jianshe Road.

Analysis of Interview Question 5 : Do you feel the price matches the value of the food provided? Why or why not?

Tourists have different views on whether the 20-60 CNY price range is reasonable. Their judgments depend on past consumption experiences and personal expectations. Whether the price matches the value also affects their satisfaction. This also shows that tourists are very meticulous when making internal comparisons during their tourism consumption.

Analysis of Interview Question 6: Would you recommend or not recommend Jianshe Road food to others because of the price? Why?

In the question of whether to recommend or not, the price factor does not seem to be the primary one, but it is not a minor obstacle either. This indicates that a high overall cost-performance ratio is more acceptable to more people. The main reasons for recommendation still lie in the delicious and diverse food in Jianshe Road and the lively and famous atmosphere of the area, which shows that these reasons can enhance the appeal to tourists.

Analysis of Interview Question 7: Are you satisfied with the overall experience of Jianshe Road? Where did it exceed or fall short of your expectations?

The overall satisfaction of tourists with the Jianshe Road in Chengdu is not high. Most of them consider it average and did not meet their expectations or were only satisfied but did not exceed expectations. In fact, poor hygiene conditions are the main reason for the low level of satisfaction. However, delicious food and a wide variety of options make a small number of tourists feel beyond expectations.

Analysis of Interview Question 8 : What aspects (e.g., service, hygiene, price) do you think would improve your satisfaction?

The key factor for enhancing the satisfaction of tourists in Chengdu's construction lies in improving the hygiene conditions. This is the unanimous demand of almost all the respondents. Hygiene and price are the two major core aspects for increasing customer

satisfaction. Additionally, some tourists have also expressed the desire to enhance the taste requirements.

Analysis of Interview Question 9 : Compared to food experiences in other places, what makes Jianshe Road unique?

Most tourists appreciate the uniqueness of Chengdu's Jianshe Road in terms of its excellent food flavors, diverse range of dishes, strong local characteristics, and genuine local atmosphere. However, some tourists think that Jianshe Road is similar to other food streets, which is related to the tourists' personal experiences and expectations.

Analysis of Interview Question 10 : What do you suggest to enhance the overall food tourism experience for future visitors?

The dimensions of food, price, service, and environment can greatly enhance tourists' comprehensive food tourism experience and are also the points that people care about. Especially for better service and eliminating the bad marketing behaviors of merchants. Not only the internal aspects need to be solved, but also the external physical aspects such as traffic planning issues need to be considered.

Conclusion and Recommendations

(RQ1): What are the significant opinions and feelings of the customers regarding the dining experience at Jianshe Road?

Based on the main core feelings of these eight tourists, they came to Jianshe Road for the delicious food, but they were also disappointed by the experience. The tourists highly praised the food, such as its freshness, authentic flavor, and diverse range. These positive evaluations formed the basis of their travel motivation. However, these good feelings were undermined by negative comments such as substandard hygiene, forced sales by merchants, and poor cost-effectiveness, resulting in an overall satisfaction level that did not meet expectations and a negative food experience.

(RQ2): What suggestions could help improve the food tourism services at Jianshe Road?

Tourists' suggestions are mainly focused on the need to optimize the basic experience. The most urgent and pressing need is to enhance the environmental hygiene of Jianshe Road. Next, the behavior of merchants needs to be regulated to prevent forced consumption and price opacity towards consumers. Additionally, it is necessary to improve service efficiency during peak hours and plan for traffic congestion.

Conclusion

The Five Core Conclusions

Food Quality

The distinctive Sichuan cuisine flavors in the Chengdu Jianshe Road area showcase the unique taste of this region, and there are many types such as mao cai, bo bo ji, hot pot, and other Sichuan specialties. These two aspects have gained the recognition of most tourists and are also one of the key elements that attract tourists. Tourists also highly praise the freshness and local characteristics of the food. However, some tourists hope that the flavors can be more suitable for a wider range of people, add some new dishes, and ensure the quality of the food while making it more cost-effective.

Service Quality

Based on the analysis of our interview content, tourists' evaluations of the service quality in Chengdu's Jianshe Road are highly polarized. Most of the merchants offer warm and high-quality services, and the dining environment is relatively clean and tidy, which has received positive feedback from tourists. However, there are also some merchants who have low service efficiency during peak hours, unclear pricing, and force tourists to make purchases. These are pain points in the service experience and have seriously affected tourists' perception of the merchants and their consumption experience.

Price

Tourists have suggested that the average consumption level in Chengdu's Construction Road is between 20 to 60 CNY. The prices set by merchants are basically in line with the value of the food provided, and they are relatively cost-effective compared to similar food areas, which is very consistent with the positioning of this area. However, some tourists think that the prices of some dishes, especially meat dishes, are a bit high, and they hope that the overall food prices can be reduced a little.

Customer Satisfaction

The overall satisfaction of tourists with the Construction Road in Chengdu is mostly in the range of "basically satisfied but still needs improvement", "average", and "below expectations". A small portion of tourists directly expressed dissatisfaction or extreme satisfaction. Among them, the poor environmental hygiene was the main negative factor affecting customer satisfaction, followed by other negative factors such as distrust in prices and poor service experiences.

Food tourism experience: Construction Road in Chengdu offers tourists a very local and distinctive taste and sensory experience with its rich local flavors, diverse food types and the local street atmosphere, which constitutes the core attraction of Construction Road. However, poor environmental hygiene, traffic congestion and poor service quality to some extent affect the overall experience and tourists' willingness to recommend.

Suggestions for merchants

Suggestion 1: For the merchants, it is necessary to promote the enhancement of their own quality consensus, especially regarding the collective feedback from tourists about hygiene issues. Encourage merchants to adopt the transparent kitchen model, which can be done by using transparent glass or conducting live video broadcasts to publicly display the food preparation process, which can make tourists feel more at ease and be subject to supervision. In terms of environmental hygiene, a complete cleaning and disinfection process and schedule should be formulated and posted within the visual range so that tourists can clearly feel that hygiene is guaranteed. Waiters should strictly implement health management systems, need to update health certificates regularly, and should wear work uniforms, masks, hats, and gloves during work.

Suggestion 2: Regarding the issues faced by tourists during their consumption, especially the behaviors of merchants' forced sales and forced solicitation, they seriously affect tourists' travel experience and their right to make independent choices. It is necessary to forcibly formulate service standards, and internally, it must be clearly prohibited to force solicitation or force ordering. When training employees, they should learn to respect customers' choices and focus on guidance rather than promotion. Restaurants can add signs for quiet areas to serve tourists who prefer a calm environment. They may also place welcoming signs at the entrance to encourage free choice.

Suggestion 3: merchants should set prices honestly and eliminate the information gap between item prices. All food items should be clearly priced. For weight-based foods, the unit price must be marked. After weighing the total amount, the total price should be shown to the customers. Different types of packages can also be launched to meet the consumption needs of tourists with different levels of spending, making tourists feel that it is worth the expense.

Suggestion 4: the addition of cultural stories can be used to enhance the added value of the food products. More options for spiciness and different flavors can be provided to cater to the tastes of tourists from various provinces. The styles can be more inclined towards local characteristics and be more portable, making them easy to take photos and look appealing to attract young consumers. QR codes can be printed on the packaging of some foods to enhance their cultural value and brand promotion.

Suggestions for Street management department

Suggestion 1: The management department can close some sections of the motorways during peak hours when there are many tourists to divert the crowds and traffic flow. They can also set up more temporary parking areas and provide traffic guidance. In terms of environmental hygiene, more trash cans can be placed, and cleaners can be assigned to do frequent cleaning. It is also necessary to stipulate that shops must uniformly handle garbage and oily food waste to better manage the street cleanliness and avoid secondary pollution.

Suggestion 2: Due to the poor self-awareness of hygiene management among merchants, it is necessary to enhance the supervision by the street department. A regular hygiene rating system for the streets can be implemented to monitor the areas where the merchants operate. An electronic screen can be set up in the street area to specifically display the ratings of regular supervision, using five-star, four-star, three-star, two-star, and one-star to indicate. This can motivate merchants to strengthen hygiene management. Moreover, merchants who fail to pass multiple evaluations consecutively should be criticized or fined. In more serious cases, they can be ordered to suspend operations to reverse the negative hygiene evaluation situation on Jianshe Road.

Suggestion 3: As some tourists have complained that the merchants are engaging in forced sales, offering unreasonable prices, and having poor service attitudes, which have seriously damaged the reputation of Jianshe Road, a dedicated training platform can be established to provide regular service training for the merchants or to address the specific complaints from tourists. A business association organized by the merchants can also be established to regulate and set prices among themselves. Long-term evaluation of good merchants can also result in rewards such as rent reduction or high-profile publicity in public areas.

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