

Traditional gastronomy as factor in the experience of heritage culture: The experience of visiting the Royal Tombs of Sipan Museum of Lambayeque (Perú)

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ABSTRACT

Currently, gastronomy has become an important factor in the management of tourist destinations. This research focuses on gastronomic aspects. In this regard, it is crucial to understand the elements involved in gastronomy. The objective of this study is to analyze whether local gastronomy in the case of Lambayeque (Peru) has a positive effect on satisfaction with traditional restaurants, overall experience, and satisfaction with the visit to the Royal Tombs of Sipan Museum. The research methodology used was PLS-SEM with a structural equation model to evaluate the 6 proposed hypotheses. The results show how gastronomy has positive effects on overall experience, traditional restaurants, and the visit to the Royal Tombs of Sipan Museum. Furthermore, it impacts loyalty and destination recommendation. In a renowned gastronomic destination such as Peru, the study provides new fields of research in a specific region of the country.

1. Introduction

Peruvian gastronomy today is a blend of different continents, inheriting its history, cooking methods, and culinary creations. Spanish gastronomy: since the 16th century, when Peruvian cuisine experienced its first fusion, leading to culinary mestizaje. Italian gastronomy: between 1840 and 1880, when the most significant Italian migration to Peru occurred, bringing culinary customs that influenced existing Peruvian cuisine. Lastly, the influence of Chinese and Japanese gastronomy: the greatest fusion impact on Peruvian cuisine happened between the 19th and 20th centuries, as a result of the first Chinese immigrants in 1849 and Japanese immigrants in 1889, bringing a world of flavors and spices.

In this sense, Lambayeque, a medium-sized city located in the north of the country, stands out for its national culinary tradition, which reflects the mestizaje of various pre-Hispanic cultures along with other cultures that settled in the region, contributing unique raw materials. Furthermore, it positions ancestral Lambayeque gastronomy as a tourist attraction (Vega Monteza, 2021). The Moche culture, located in the current region of Lambayeque and developed between 100 and 700 A.D,

developed various methods of cultivating, preparing, and using ingredients that today enhance the gastronomy of northern Peru as a symbol of identity (Núñez Zurita and Uriarte Braco, 2015). During the Moche period, the diet was based on maize, beans, pallares, potatoes, yuca, sweet potatoes, zapallo-loche, etc., as well as fruits like tumbo, pumpkin, soursop, lucuma, among others (Gumerman and Briceño, 2003). Consequently, traditional gastronomy in the Lambayeque region is of importance to the country, from the inception of the Moche culture, as an economic, tourist, and social attraction. The traditional and updated dishes that can be found include: arroz con pato, Causa a la chichayana, Chinguirito, Espesado, and Cebiche.

The Moche culture, in addition to a gastronomic legacy through recipes, left a material heritage: a legacy of ceramics and pyramids that were used as burial sites for their rulers. In this sense, the tombs of the Lord of Sipan, discovered in 1987 (Alva and Hurtado, 2006), are considered the archaeological discovery of the 20th century (Koons et al., 2024). In 2002, the so-called museum of the Royal Tombs of Sipan was established in the city of Lambayeque to protect and disseminate all the findings from the archaeological site. Additionally, it allows visitors to immerse themselves in the reality of Moche culture through a virtual

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representation of it.

The city of Lambayeque has traditional restaurants where the region's traditional cuisine is developed. This cuisine originates from Moche traditions but features a mix of other cultures, making it unique and attractive to visitors. A destination can come to represent the culture of that place, as one of the most important and significant activities when visiting a destination is experiencing its cuisine (Yilmaz et al., 2020). Among the motivations for tourists to visit inland destinations are heritage aspects; however, this can be enhanced if the local cuisine is prepared correctly and in harmony with the material heritage that is visible. This is because local cuisine offers tourists an intellectual and sensory immersion in the local culture (Leong et al., 2017).

The overall experience at a destination is considered a crucial element in tourists' final assessment of the destination and their future behavior (Huete-Alcocer and Hernandez-Rojas, 2022). Additionally, the experiences generated from visits to traditional restaurants and the overall experience are related to loyalty towards the destination, as gastronomic experiences and the search for unique and distinctive experiences rooted in the territory have become important (Björk and Kauppinen-Räsänen, 2016). This, combined with satisfaction from visiting material heritage, can enhance loyalty to the visited area.

Consequently, this study addresses destination loyalty in relation to traditional gastronomy, considering satisfaction after visiting the material heritage of the territory, specifically through the Royal Tombs of Sipan Museum. It examines how satisfaction from the museum visit influences experiences at traditional restaurants and the overall experience at the destination. The research also aims to highlight the connection between traditional gastronomy and recognized material heritage and to investigate the importance of gastronomy in recommending the destination. The research is novel due to its focus on the Peruvian region and its gastronomy. The methodology used to test the hypotheses involved structural equations; data were analyzed and tabulated using PLS-SEM, specifically employing Next Generation Path Model-Smart-PLS version 4.1.0.6.

The article first reviews the conceptualization of the region's gastronomy and links the satisfaction with restaurants and the overall experience of the destination to understand the impact of satisfaction following a visit to the Royal Tombs of Sipan Museum. It then describes the research methodology used and discusses the key findings from the empirical analysis based on data obtained through a survey of tourists who visited the Royal Tombs of Sipan Museum and had a gastronomic experience in the area. Finally, the document presents the conclusions.

The questions addressed by this research are: Does gastronomy influence restaurant satisfaction and the overall experience, as well as the visit to a museum that reflects the territory itself? Does satisfaction with traditional restaurants and the overall experience affect the museum visit? And finally, does a museum representing one of the region's cultures generate loyalty among tourists, and can traditional gastronomy help?

2. Theoretical background

2.1. Gastronomy in relation to satisfaction with traditional restaurants, material heritage, and the overall experience

The relationship between gastronomy, the image of the destination, and traditional restaurants has been studied in World Heritage cities (Hernández-Rojas and Huete-Alcocer, 2021; Huete-Alcocer and Hernandez-Rojas, 2022), though the relationship with the overall experience is less studied. In general terms, the authors confirm the importance of gastronomy for a destination, specifically local cuisine. In this sense, this study is appropriate.

Regarding the relationship between gastronomy and the destination itself, Peru, there is a wide and substantial body of research on Peruvian cuisine (Matta, 2021; Pasco-Dalla-Porta et al., 2021; Esparza Huamanchumo et al., 2023; Aguirre-Sosa et al., 2023). In general, the authors

emphasize the importance of Peruvian gastronomy in the international context. Concerning specific studies on the Lambayeque region, despite its archaeological significance and having the most visited museum in Peru (Ministerio de Cultura Perú, 2024), there are no academic studies, particularly those linking gastronomy with material heritage, making this a contribution to the scientific literature.

2.2. Satisfaction with traditional restaurants and satisfaction with visits to museums or heritage sites

The scientific literature focused on satisfaction with visits to heritage sites is extensive, covering Jewish heritage (Dua-Seifert et al., 2022), Catholic heritage (Hernández-Rojas et al., 2021), Muslim heritage (Elasall et al., 2023), cultural heritage (Sharmaa et al., 2022), and Buddhist heritage (Wang, 2021). However, the relationship between restaurants and material heritage is less studied, with research on mountain tourism and restaurants (Kala and Barthwal, 2020), restaurant authenticity (Gao et al., 2020), restaurant motivation (Yang and Luo, 2021), or satisfaction with restaurants related to ecological sites (Carvache-Franco et al., 2020). However, there are no studies related to the archaeological heritage of the area or museums. Thus, this study raises the role of gastronomy in relation to territories with a strong archaeological and tourist legacy.

2.3. The overall travel experience, satisfaction with museum visits, and recommendation of the destination

The overall travel experience refers to the set of sensations accumulated by a visitor to a destination (Soltani-Nejad et al., 2024). Numerous factors contribute to this experience, including the journey, gastronomy, accommodation, destination safety, among others (Karim et al., 2024; Pourhashem et al., 2024). Studies on the relationship between the overall travel experience and museum visits have shown that people's preferences affect their intention to visit (Chen et al., 2014). Additionally, positive emotional experiences will positively impact travel behavior (Wang and Hsu, 2010). In general, the scientific literature highlights the importance of the overall experience for destination managers to consider in order to enhance loyalty and recommendation.

Regarding recommendation or loyalty to the destination, in relation to satisfaction with museum visits, this is one of the most studied variables in the scientific literature. There are studies on the museum in Ghana (Kofi and Gyepi, 2021), the Reina Sofía Museum in Spain (Virto et al., 2017), the Antioquia Museum in Colombia (Brida et al., 2013), the Guanajuato Mummies Museum in Mexico (Morales et al., 2018), and the Jewish History Museum in Girona, Spain (Forga and Valiente, 2017). In general, the authors highlight factors that make museums stand out: the professionalism in museum explanations, tourist attention, comfort during the visit, and the ambiance created by the museums themselves.

2.4. Hypothesis development

Satisfaction with a territory's gastronomy is an important aspect to consider as it affects satisfaction with restaurants, the overall visit, and satisfaction with museum visits (Hernández-Rojas and Huete-Alcocer, 2021). The study includes variables that impact tourists' intentions to visit and recommend a cultural heritage site. To this end, it analyzes the gastronomy of Lambayeque (GASTLAMB), satisfaction with traditional restaurants (TRADREST), satisfaction with the Royal Tombs of Sipan Museum (SATVISITMUSIPAN), overall experience (TRGLOB), and loyalty to the destination (LPERU) individually. The proposed model for this study is based on these variables that may contribute to measuring tourist loyalty: 1) The gastronomy perceived by tourists in Lambayeque. 2) Satisfaction with traditional restaurants. 3) The overall tourist experience. 4) Satisfaction with the Royal Tombs of Sipan Museum.

In this section, the hypotheses for the empirical research are established. The main objective of this research is to identify the significant

gastronomic factors influencing loyalty among visitors to Lambayeque. The methodology analyzes six hypotheses based on the previously reviewed literature. Therefore, based on the literature review, the research hypotheses are presented as follows:

- H1. The traditional gastronomy of Lambayeque has a significant and positive relationship with satisfaction in traditional restaurants.
- H2. The traditional gastronomy of Lambayeque has a significant and positive relationship with satisfaction with the visit to the Lord of Sipan Museum.
- H3. The traditional gastronomy of Lambayeque has a significant and positive relationship with the overall travel experience.
- H4. Satisfaction with traditional restaurants has a significant and positive relationship with satisfaction with the Royal Tombs of Sipan Museum.
- H5. The overall travel experience has a significant and positive relationship with satisfaction with the Royal Tombs of Sipan Museum.
- H6. Satisfaction with the visit to the Royal Tombs of Sipan Museum has a significant and positive relationship with loyalty to the destination Peru.

The proposed model shows the different factors to be studied (Fig. 1 and Proposed Model. Fig. 2).

3. Material and methods

3.1. Data collection and coding procedure

The study was conducted in the city of Lambayeque, located in northern Peru, which is the capital of the district or coastal community of the same name. Its economy is primarily agricultural (Vargas et al., 2020), though the so-called tourism economy is becoming increasingly significant (Steel, 2013). The city is inland but well-connected to the rest of the country via road and air infrastructure. It is attractive to tourists

due to its Moche cultural heritage and the discovery of the so-called Lord of Sipan tomb, as well as the current Royal Tombs of Sipan Museum, which opened in 2002 and is recognized as the most important museum in the country (Perinango, 2018). Lambayeque features traditional gastronomy that reflects the various cultures of the region (Guardia, 2020; Aguirre-Sosa et al., 2023). Fieldwork was conducted with tourists who visited the museum and had a gastronomic experience at one of the traditional restaurants in the area.

3.2. Questionnaire and scales

Adapted from Chen and Chen (2010), five indicators were used to measure experience quality with the attractions. The quality of gastronomic experiences and services was assessed using six indicators (Hernandez-Rojas and Camarero, 2006). Information was collected through a questionnaire combined with a personal interview with each tourist after their gastronomic experience. The surveyors conducted the survey ensuring anonymity and stating that it was for academic purposes. The data collection took place in the first quarter of 2024. The correct validation of the questionnaire and the formulation of the questions were based on consolidated items from previous research (Berbel-Pineda et al., 2019; Elassal et al., 2023; Fernández-Gallardo and Hernandez-Rojas, 2024). Once the items were obtained, the questionnaire was verified in two stages. First, the proposed questions were reviewed by a researcher; second, the final survey was tested and validated by a professional tour guide and the academic author of the research. In this way, the validity of the items forming the constructs of the theoretical model designed in this research was verified twice.

The questionnaire was organized into six sections. The first section includes questions about the tourist’s demographic profile. The following sections inquire about satisfaction with traditional dishes, gastronomy, loyalty to the destination, overall experience, and satisfaction following the museum visit. The different variables were measured on a five-point Likert scale (1: strongly disagree and 5: strongly agree). Pre-tested questions from other studies, as shown in Table 1, were adapted and used in this research.

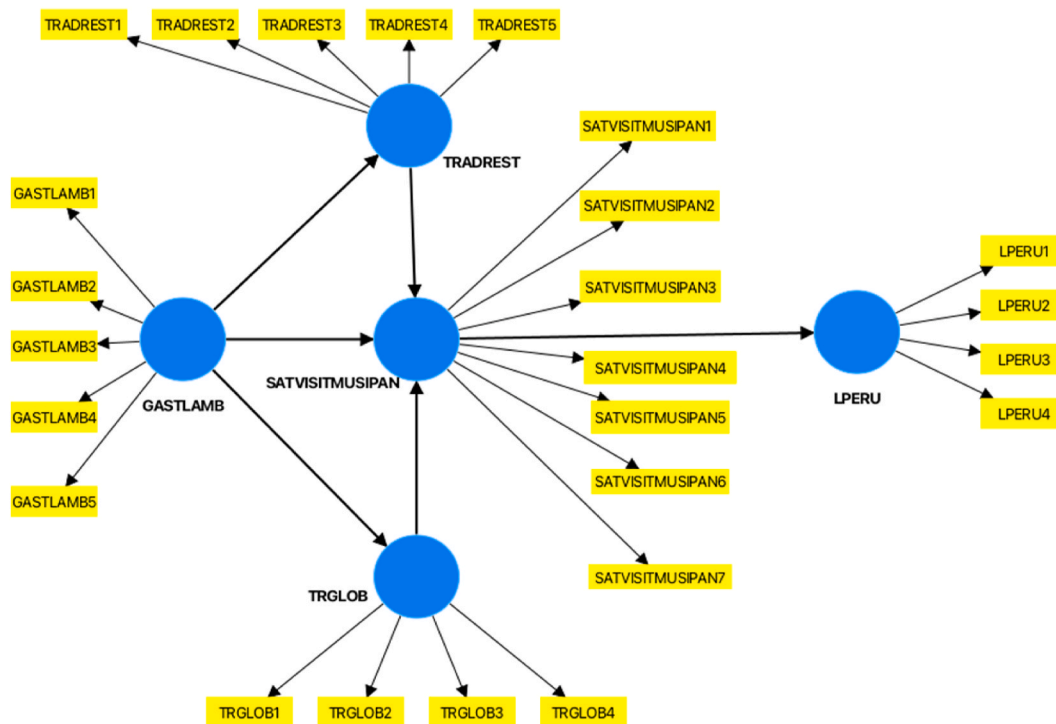


Fig. 1. Research design. Source: Prepared by the author from the data obtained (2024)

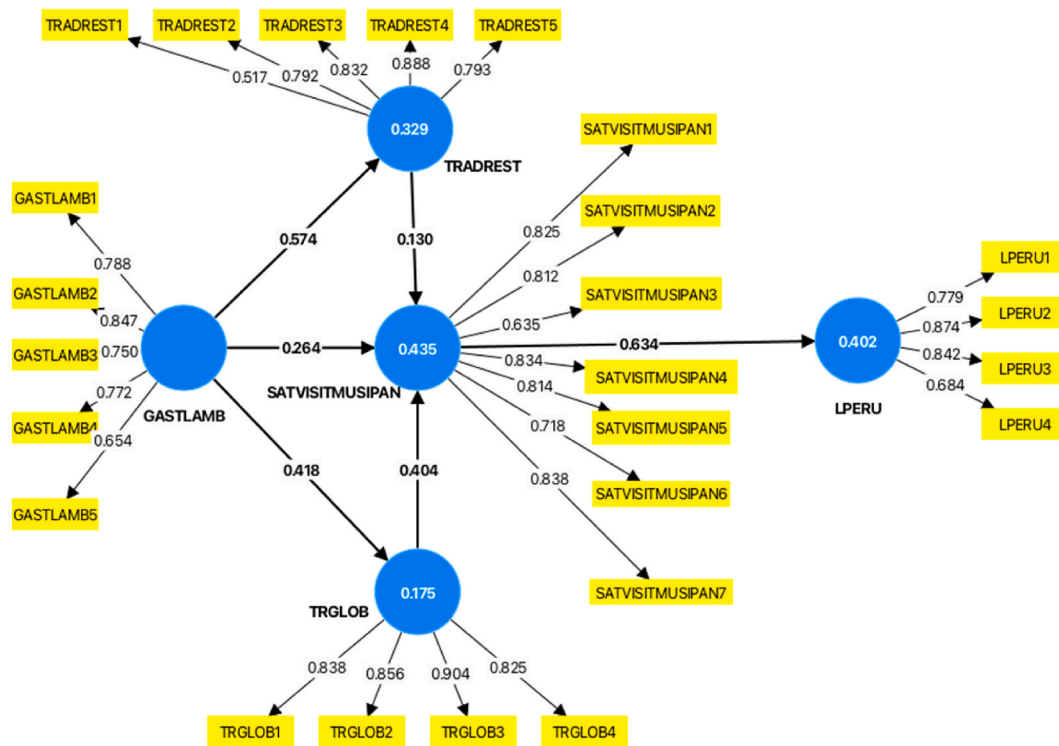


Fig. 2. Illustrates the causal relationships within the proposed model. Source: Prepared by the author from the data obtained

The survey was administered in both English and Spanish. The questionnaire is structured around the five parts of the theoretical model designed (Fig. 1): satisfaction, gastronomy, and recommendation. The total number of items used in our model was 25, after the item refinement process through the calculation of Cronbach's alpha for each construct. The fieldwork was conducted using a simple random sampling of gastronomic and museum visitors. A pretest of 20 surveys was carried out. In total, the number of valid questionnaires was 240, achieving a 95% confidence level.

The SEM method used is considered the most appropriate approach in the literature for validating the proposed hypotheses in structural equations and for confirming the model of relationships as presented in the research. To achieve the results and subsequently confirm or refute the reliability of the structural equations, Partial Least Squares Structural Equation Modeling (PLS-SEM) is employed as a tool for analyzing complex interrelationships between observed and latent variables. It has been widely used and validated for scientific research in gastronomy (Huete-Alcocer and Hernandez-Rojas, 2022a,b).

4. Results

4.1. Assessment of the reliability and validity of the model

The model outlines the interaction of relationships between the research elements (Fig. 1). To assess reliability and validity, an evaluation of the constructs was performed, considering them as reflective. According to Hair et al. (2006), the results show that the observed variables measure the theoretical constructs proposed earlier. The evaluation covered the constructs: satisfaction with the visit to the Royal Tombs of Sipan Museum, overall experience, and loyalty. The individual and composite reliability of the indicators, internal consistency of the construct, convergent validity, and discriminant validity of the reflective constructs were calculated. The individual reliability was adequate: all load values were above the minimum required threshold of 0.505 (Forga and Valiente, 2017) or 0.6 (Barclay et al., 1995). Furthermore,

discriminant validity was verified, showing that the correlations between constructs are lower than the square root of the average variance extracted (Vinzi et al., 2010). Consequently, we assert that the measurement model was considered valid and reliable, allowing for the analysis of the structural model to proceed.

4.2. Composite reliability (CR), convergent validity

Therefore, construct reliability allows us to verify whether the indicators truly measure the constructs. Table 2 shows favorable results according to the study by Ramayah et al. (2018), concerning the validity of the measurement model through instruments such as internal consistency analyses. Criteria such as Cronbach's alpha, which should be greater than 0.6 (>0.6), composite reliability, which should be greater than 0.7 (>0.7), and Henseler's rho, which should be greater than 0.7 (>0.7), are used.

The most common measure for evaluating convergent validity in PLS-SEM is the Average Variance Extracted (AVE). Convergent validity is used to assess the extent to which all indicators need to measure the same construct, with all indicators needing to be highly correlated. This measurement is based on studies by Hair et al. (2012), J. Henseler et al. (2015), and Sarstedt et al. (2019). Table 2 shows the AVE values, with all constructs having values greater than 0.5.

4.3. Discriminant validity

This index indicates the extent to which a construct is distinct from others. For positive acceptance, the values on the diagonal should be significantly higher than those in the rows and columns. In this research, the discriminant validity is shown in Table 3. This study conducted latent variable correlations according to the Fornell-Larcker criterion, where the diagonal of the matrix displays the square root of the AVE values for each construct (Achjari, 2004) (see Table 4).

Table 1
Scales used.

Authors	Dimension	Indicator
Ghanbari, A. et al. (2021); Adzovie, D. E., & Jibril, A. B. (2020); (Su, D. et al., 2020; Echevarria et al., 2023; Sutiadiningsih et al., 2023; Hossain et al., 2023)	Gastronomy of Lambayeque (GASTLAMB)	(GASTALAMB1) Rice with Duck as Lambayeque Gastronomy, (GASTALAMB2) Causa a la Chiclana as Lambayeque Gastronomy, (GASTALAMB3) Chinguirito as Lambayeque Gastronomy (GASTALAMB4) Espesado as Lambayeque Gastronomy, (GASTALAMB5) Ceviche as Lambayeque Gastronomy
(Yi, M., & La et al., 2023; Cheng et al., 2023) Goncalves, O et al. (2021); Li et al. (2024); Karagöz et al. (2024)	Loyalty to Destination (LPERU)	(LPERU1) I will visit the Royal Tombs of Sipan Museum, Peru, again (LPERU2), I will recommend the Royal Tombs of Sipan museum, Peru, to family and friends (LPERU3), My next trip will probably be to Peru (LPERU4) I will return to Peru and to this region
(Hernandez-Rojas and Huete Alcocer, 2021; Huete-Alcocer & Hernandez-Rojas, 2022; Silaban et al., 2023; Martina et al., 2023; Triantafyllou et al., 2023)	Satisfaction with traditional restaurants (TRADREST)	(TRADREST1) It is well-known abroad (TRADREST 2) Tradition and connection with the tourist (TRADREST 3) Location of the restaurant (TRADREST 4) Organization (TRADREST 5) Satisfaction with the food
(Brida et al., 2012; Radder and Han, 2013; Preko et al., 2020) (Hernández-Rojas RD, Huete-Alcocer and Hernandez-Rojas, 2022; Zhang and Abd Rahman, 2022; Fernandez-Gallardo and Hernandez-Rojas, 2024)	Satisfaction with the visit to the Royal Tombs of Sipan Museum (SATVISITMUSIPAN)	(SATVISITMUSIPAN 1) Guides' explanations (SATVISITMUSIPAN 2) Comfort of the visit (SATVISITMUSIPAN 3) Waiting time for buses (SATVISITMUSIPAN 4) Restrooms at the Royal Tombs of Sipan Museum (SATVISITMUSIPAN 5) Overall satisfaction with the visit (SATVISITMUSIPAN 6) Safety during the visit (SATVISITMUSIPAN 7) Attention of the staff at the Royal Tombs of Sipan Museum
(Gohary et al., 2020; Hernández-Rojas et al., 2021; Nowacki, M., & Kruczek, 2021; Elbaz et al., 2023; Karim et al., 2024; Folgado-Fernández et al., 2024)	Overall experience at the destination (TRGLOBAL)	(TRGLOBAL 1) The overall image is positive (TRGLOBAL 2) The overall experience is positive (TRGLOBAL 3) It has a good reputation (TRGLOBAL 4) The trip was worth it overall

Source: Prepared by the author from the data obtained (2024)

4.4. Hypothesis testing. Explained variance (R^2)

Once the measurement model of the samples was validated, the internal model was evaluated to measure the amount of variance in a variable explained by the constructs. This was done to verify the

Table 2
Measurement instrument: Composite reliability and convergent validity.

	Alfa de Cronbach	Rho A	Composite Reliability	Average Variance Extracted (AVE)
GASTLAMB	0,822	0,841	0,875	0,585
LPERU	0,808	0,830	0,874	0,637
SATVISITMUSIPAN	0,895	0,901	0,918	0,617
TRADREST	0,828	0,867	0,880	0,601
TRGLOB	0,878	0,883	0,916	0,733

Source: Prepared by the author from the data obtained (2024)

proposed hypotheses regarding the relationships between constructs. The values confirmed the correct evaluation. The acceptance threshold for these values is 0.1, with all values being well above this figure. To accomplish this, the R^2 value was calculated, allowing for the analysis of the significance of the relationships (Forga and Valiente, 2017; Falk and Miller, 1992; Hair et al., 2012).

4.5. Bootstrapping

The structural model was executed using the bootstrapping procedure, specifying a one-tailed t distribution, with 5000 subsamples and a significance level of 5%. Table 5 shows the results, with p-values less than 0.05, thus confirming all hypotheses. With the above analysis, it is concluded that the various measurements conducted in this study demonstrate both the reliability and validity, including convergent and discriminant validity, of the adjusted theoretical research model. Therefore, the data from this research are reliable and valid for testing the proposed structural model, where six hypotheses were tested.

5. Discussion

All six hypotheses proposed in the research were fulfilled. Specifically, the first three hypotheses focus on the gastronomy of Lambayeque. Hypothesis H1 is confirmed, showing a positive relationship between the region's gastronomy and satisfaction with traditional restaurants in Lambayeque. This indicates that the restaurants in the area showcase and provide traditional gastronomy to the satisfaction of diners. This relationship between gastronomy and traditional restaurants aligns with studies by Liu et al. (2017) and Wan and Choi (2022). Additionally, it is important to highlight the responsibility of restaurants regarding the gastronomy they offer, as a poor gastronomic experience could negatively impact the satisfaction with the museum visit.

Hypothesis H2 confirms a positive relationship between gastronomy and satisfaction with the visit to the Royal Tombs of Sipan Museum. This means that the region's unique gastronomy positively influences satisfaction with the visit to the cultural heritage site. This finding aligns with research by Hernández-Rojas et al. (2021), who established significant positive relationships between gastronomy and cultural heritage satisfaction in the city of Córdoba (Spain). In fact, Ding et al. (2022) support the notion that satisfaction with restaurants influences overall satisfaction with a destination. Practically, this hypothesis implies that museum managers should not overlook the ancillary services offered to tourists, particularly gastronomy, as it can be crucial in enhancing visitor satisfaction with the museum.

Regarding Hypothesis H3, it indicates a positive relationship between gastronomy and the overall tourist experience. This relationship was supported by various authors in the field of gastronomy and gastronomic events, such as Mogollón et al. (2015), Folgado-Fernández et al. (2017), Carpio et al. (2021), and Tena et al. (2022). These studies demonstrate that high-quality and culturally significant gastronomy enhances the overall experience of tourists, reinforcing the idea that culinary experiences play a crucial role in shaping and enriching the global perception of a destination.

Hypothesis H4 indicates a positive relationship between satisfaction

Table 3
Measurement instrument: Composite reliability and discriminant validity.

	GASTLAMB	LPERU	SATVISITMUSIPAN	TRADREST	TRGLOB
GASTLAMB	0,765				
LPERU	0,417	0,798			
SATVISITMUSIPAN	0,508	0,634	0,785		
TRADREST	0,574	0,457	0,497	0,775	
TRGLOB	0,418	0,511	0,584	0,533	0,856

Source: Prepared by the author from the data obtained

Table 4
Explained variance (R²).

	R-square	R-square adjusted
LPERU	0,402	0,398
SATVISITMUSIPAN	0,435	0,423
TRADREST	0,329	0,324
TRGLOB	0,175	0,169

Source: Prepared by the author from the data obtained

with traditional restaurants and satisfaction with the visit to the Tumbas Reales de Sipan Museum. It is crucial for traditional restaurant managers to objectively measure the outcomes of the gastronomic experience, as this can impact the effectiveness of the work done by the museum managers. This relationship underscores the interconnectedness between the quality of culinary experiences and the overall satisfaction with cultural and heritage sites, highlighting the importance of maintaining high standards in both areas to enhance visitor satisfaction comprehensively.

Hypothesis H5 demonstrates that the overall experience positively affects satisfaction with the Tumbas Reales de Sipan Museum. This finding aligns with research by [Brida et al. \(2016\)](#) and [Rojas and Camarero \(2006\)](#), which highlights the importance of a holistic approach to visitor satisfaction. From a practical perspective, it emphasizes the need for a comprehensive focus on all aspects of the visitor’s journey, including their arrival in the city, accommodation, and overall experience. This study also underscores the role of local gastronomy, specifically traditional cuisine, in shaping the overall experience.

Hypothesis H6 reveals a positive relationship between satisfaction with the Royal Tombs of Sipan Museum and the recommendation to visit Peru. According to [Widjaja et al. \(2020\)](#), a tourist’s perception of the destination’s experience quality is influenced by service infrastructure and the destination environment. While the relationship between museum satisfaction and loyalty is less explored in archaeological and cultural contexts, it has been studied in modern museums incorporating digital elements ([Li et al., 2024](#)).

6. Conclusions

Traditional gastronomy, in conjunction with traditional restaurants and the overall travel experience, significantly contributes to satisfaction with visits to recognized heritage sites, and fosters the recommendation of both the territory and the destination. Traditional cuisine,

Table 5
Hypothesis testing.

Hypothesis	Original sample (O)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Accepted
H1: GASTLAMB - > TRADREST	0,574	0,082	7011	0,000	YES
H2: GASTLAMB - > SATVISITMUSIPAN	0,264	0,114	2314	0,021	YES
H3: GASTLAMB - > TRGLOB	0,418	0,103	4065	0,000	YES
H4: TRADREST - > SATVISITMUSIPAN	0,130	0,136	0,959	0,037	YES
H5: TRGLOB - > SATVISITMUSIPAN	0,404	0,120	3378	0,001	YES
H6: SATVISITMUSIPAN - > LPERU	0,634	0,079	8014	0,000	YES

Source: Prepared by the author from the data obtained

characterized by unique local dishes and a history of culinary blending, serves as a key attraction for visitors ([Soltani et al., 2021](#)). The findings of this study affirm that Lambayeque’s gastronomy positively influences not only the overall tourist experience but also the visit to the Royal Tombs of Sipan Museum and the satisfaction with local traditional restaurants. This, in turn, enhances the likelihood of visitors returning, recommending the destination, restaurant, and museum.

The research questions addressed are answered affirmatively: Gastronomy influences satisfaction with restaurants and the overall experience, as well as the visit to a museum that reflects the territory. Furthermore, satisfaction with traditional restaurants and the overall experience have a significant impact on the museum visit. Lastly, the Royal Tombs of Sipan Museum, which represents one of the region’s past cultures, confirms that it fosters tourist loyalty, with traditional local gastronomy playing a crucial role in this relationship.

This research concludes and gives importance to gastronomy as a cultural heritage linked to the territory itself. Therefore, the visitor’s recommendation of the Royal Tombs of Sipan Museum is enhanced by the quality traditional gastronomy of the region, offered through its restaurants. It was verified that these establishments provide a wide range of traditional dishes, adding significant value to the heritage visit. Previous research ([Quan and Wang, 2004](#)) supports the notion that local food products are a crucial means of promoting the identity and culture of a destination. Consequently, a synergy is created between the material heritage, represented by the museum, and the tourism experience through Lambayeque’s local cuisine.

Among the practical applications of this study for the traditional gastronomy of Lambayeque is to promote the study of recipes to preserve dishes prepared in an ancestral way. In this sense, the Museum of Royal Tombs can serve to preserve them by giving them a place or area within the museum itself. With regard to the managers of traditional restaurants as a practical application after the gastronomic experience, the visitor can have the option of seeing all the theoretical parts of the dishes and their union with the culture of the territory in the museum. In this sense, traditional restaurants become prescribers of the museum and vice versa. Likewise, another practical application is to combine traditional gastronomy with visits to local markets and producers of raw materials, where the restaurants themselves can lead this type of strategy to complete the visitor’s gastronomic experience.

Managers of the Royal Tombs of Sipan Museum should coordinate with the operators and managers of the region’s traditional restaurants. Both parties share the objective of ensuring visitor satisfaction, thus joint actions are essential. The primary benefit is increased visitor loyalty and the development of enduring brands. Therefore, it is crucial to

identify which traditional restaurants are best suited for such coordination and strategic actions, benefiting both the destinations and the traditional restaurants themselves.

The findings of this research were corroborated through surveys and tourist feedback. It is crucial for future studies to integrate the construct of loyalty or recommendation and analyze the relationship between the constructs proposed in this study with the intention to revisit the destination. This will help strengthen the image and brand of Lambayeque as a specific gastronomic destination in Peru. Additionally, this work provides both practical and theoretical implications that contribute to the knowledge in the field of gastronomy. On a broader scale, effective management of the variables proposed in this study by the destination's tourism stakeholders is vital for ensuring that tourists have a successful gastronomic experience.

Regarding the limitations of this study, additional variables could have been included to explain satisfaction with gastronomy, service, explanations of dishes, the effect of advertising, or pricing. Future research could focus on the intersection of supply and demand information to provide insights into achieving a proper balance in specific markets. The proposed model could also be applied to other similar locations, allowing for useful comparisons and the identification of critical points that promote continuous improvements in customer satisfaction and loyalty.

CRedit authorship contribution statement

Luz Arelis Moreno Quispe: Writing – original draft, Methodology, Investigation, Conceptualization. **Ricardo David Hernández-Rojas:** Writing – review & editing, Writing – original draft, Investigation, Formal analysis, Data curation, Conceptualization.

Implications for gastronomy

- The traditional gastronomy of the area is a factor to be taken into account by the managers of museums related to the territory itself.
- This research concludes and gives importance to gastronomy as a cultural heritage linked to the territory itself
- Territories with an archaeological attraction based on their cultural past have traditional gastronomy as a factor for the recommendation of the destination.
- The article contributes to the importance of gastronomy through museums at archaeological sites

Declaration of competing interest

The authors received no specific funding for this work.
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Data availability

Data will be made available on request.

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