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**Investigation of tourists' total dining experiences in Tanzania:  
an Inbound Tourists Perspective**

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Tourists' food consumption is increasingly considered as a source of memorable and exciting encounter potential to unleash some intense fulfilment of a travel. Since almost all tourists have to eat, tourism dining constitutes major means of experiencing destinations' culinary offerings. Therefore, it is important to understand how tourists evaluate their dining experiences and potential determinants of such responses. This study investigated the relationship between determinants and attributes of tourists' Total Dining Experiences and the mediation effect of emotional responses (positive and negative) in that relationship. Qualitative interviews and a quantitative survey were conducted to 34 and 741 tourists respectively at Arusha, Dar es Salaam, Kilimanjaro and Zanzibar regions. In phase one, a qualitative data utilized thematic analysis and identified determinants and attributes of TDE. Phase two followed, whereby quantitative data analysis employed Structural Equation Modelling and Analysis of Moments Structure to evaluate the proposed relationships. Results indicate seven attributes used by tourists' to evaluate their Total Dining Experiences (TDE) including adventurous (escape), lifetime experience (pleasure), sampling more unique local flavours (novelty), memorability, part of culture (authenticity & social inclusion), varieties of new ingredients (learning) and satisfaction (goal achievement). The determinants of TDE were also identified. These included Food Quality, Service Quality, Environment Quality, Price Offered and Other Guests. Results further indicate significant positive relationships between the five determinants and attributes of TDE as well as some significant and non-significant mediation effect of emotions in the relationship between determinants and attributes of TDE. The study confirms some empirical conceptualization of quality, emotions and consumer experiential fulfilment theoretical frameworks in a holistic Total Dining Experiences framework. This can help culinary establishments in designing of dining stimuli that elicit certain emotions which eventually affect tourists' dining experiences. The study suggests promotion of culinary tourism as one of tourism products where destinations' culinary heritage is highly utilized to enhance quality of tourists' experiences.