



**ATLAS SIG Gastronomy and Tourism
meeting**

**New approaches for providing customer
experiences in gastronomy tourism**

**Bergamo, Italy
21-23 February, 2018**

Abstract Book

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New approaches for providing customer experiences
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The Tourism and Gastronomy Group has been running since 2000. Expert meetings have taken place in Portugal, France, Italy and Spain and has produced a number of publications, including the Tourism and Gastronomy volume (Routledge, 2002). Most members of this Special Interest Group (SIG) are involved in research in this subject in their local /regional area. During the meetings the aim has been to present good practices of this subject area, discuss our current research and to identify opportunities for joint research as well as other co-operative initiatives.

The next meeting will be held in Bergamo (Italy), at the local university, from the 21st to the 23rd of February of 2018 and it will be an opportunity to rejuvenate activities within the SIG.

Contents

Delegates	5
Abstracts	11
A Bibliometric study in the consumption of local food.....	11
Rui Amaral, Jaime Serra, Patrícia Pinto.....	11
Involving local producers in tourism, the case of "Benvinguts a Pages" (Welcome to the farm)	11
Silvia Aulet Serrallonga.....	11
Children as gastronomy (culinary, food) tourists	12
Karolina Buczkowska-Golabek	12
Along the countryroad of taste: food and wine tourism for the promotion of the Murgia territory	12
Angela Coscia	12
Experiential gastronomy tourism in rural areas: study of cases in southern Piedmont (Italy)..	13
Enrico Ercole	13
Exploring a model for developing gastro-tourism destinations.....	14
Carlos Fernandes, Paulo Carrança.....	14
Travelling for food: An analysis of Italian tourists' attitudes and behaviours	15
Roberta Garibaldi, Andrea Pozzi	15
Food tourism experiences as factor stimulating positive relationship among stakeholders and visibility for the region	15
Roberta Garibaldi, Elena Viani.....	15
Gastronomic Memories in Hospitality: Are we leaving the table hungry?.....	16
Dr Bill Gregorash	16
Towards a holistic wine experience the German approach of the "culture and wine- ambassador"	17
Werner Gronau, Tim Harms.....	17
Supplier-driven business models in rural gastronomy tourism.....	17
Anne-Mette Hjalager.....	17
Street food as sensory experience to know the cities.....	18
Salvatore Lampreu, Sivia Battino.....	18
Reinforce wine and gastronomy identity through storytelling and creative tourism strategies.	19
Josefina Olívia Marques Godinho Salvado	19
Wine hospitality - Not only wine tastings - the academic training of "wine hospitality manager"	20

Cristina Mascanzoni Kaiser, Demet Guzey, Francesca Gorlero Pedrazza.....	20
Gastronomic festivals for (re)covering peripheral areas. Evidences from Castellalto, Central Italy.....	21
Dante Di Matteo, Giacomo Cavuta	21
The narrative of a creative experience in the National Park Peneda-Gerês (Portugal) : a 'Natural Pantry'	21
Olga Matos, Alexandra Correia.....	21
Mcdonaldization against typicity. For a new idea of food and wine tourism.....	22
Rossano Pazzagli, Antonella Golino	22
The Industrial District of Gastronomic Tourism: the case of Pinchos in Barcelona	23
Maria del Pilar Leal Londoño	23
Food in the Tourist Experience: A Systematic Literature Review	24
Susana Andreia Salgueiro Rachão.....	24
Intimacy-based approaches in the food tourism sector	24
Katia Laura Sidali	24
The use of food in destination marketing: reflections on the nature of "local"	25
Anna Stalmirska, Peter Whalley	25
Gastrodiplomacy and Tourism	26
Wantanee Suntikul	26

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Abstracts

A Bibliometric study in the consumption of local food

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Gastronomy as a tourism product has aroused both interest and growth with regard in terms of research. According to the literature, one of the most evident and immediately perceptible limitations in gastronomic tourism is concerned with the intangibility of the product/service prior to the purchase, defined as the inability to objectively evaluate the tangible aspects of food selection. This means that when we decide to “taste a destination” we have to rely on a set of mental perceptions, from which we extrapolate a mix of interesting elements able to convince individuals to choose to consume local food. Thus, it is possible to consider the search for a particular gastronomic product – centred on the intrinsic preferences of the tourist – as a factor that could partially break gastronomic intangibility in the destination. Intrinsic factors are among the most widespread and can be considered for tourists regarding gastronomy, with increasingly close links to concepts that are extremely important today, such as sensory attributes; ingredients used in preparation; preparation and confection methods; type of cuisine/cuisine practice; seasonality of ingredients/food; price value and quality. This study aims to evaluate bibliometric studies in gastronomic tourism, depict emerging themes around the consumption of local food, and offer a critical discussion about recently undertaken and future research. To achieve this purpose, 2156 papers with bibliometric analyses from leading hospitality and tourism journals were selected and critically analysed. Findings revealed that bibliometric articles published in three top tourism journals, such as *Journal of Travel Research*; *Annals of Tourism Research* and *Tourism Management*, significantly increased between 2006 and 2016. According to the defined criteria, working with a sample resulting from 23 articles, it was possible to perform a bibliometric survey of the various factors related to the intentions to consume local food in a destination. Finally, some indications for future research could be identified regarding factors to be included in the consumption of gastronomy by visitors as a tourism product.

Involving local producers in tourism, the case of "Benvinguts a Pages" (Welcome to the farm)

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The paper will explore the relationship among the concepts of gastronomy, heritage and local communities and on how gastronomy tourism can help in the development of local communities. Gastronomy tourism is a growing trend in the tourism sector as it allows more experience-based contact with local culture. If planned properly, culinary tourism can bring significant benefits to the regions where it is implemented, benefitting local communities. Through the study of

"Benvinguts a Pagès" (Welcome to the farm), it is shown how gastronomy tourism can help in the promotion of local producers, in the diversification of tourism expenditure and the in extending the tourist season. "Benvinguts a Pages" is an event that was promoted in Catalonia during 2016 as it was the European Region of Gastronomy. The event was a great success so it was repeated in 2017 and now the third edition is being prepared. This event is an example of coordination of different agents in the field of gastronomy tourism as there are involved farmers and producers, restaurants, hotels and tourism institutions. In this paper it will be analysed how the different stakeholders have worked together in this project and the impacts and benefits it has had.

Children as gastronomy (culinary, food) tourists

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The subject of cultural and gastronomy (culinary, food) tourism has been widely described in the literature, yet very little attention has been paid to children at pre-school (so-called preschoolers, in early childhood: 3 to 6 years old) and early-school age (middle childhood: 7-10 years old) in its context. Those children participate in both these forms of tourism with their parents, and are very receptive to the content and experience deriving from this encounter. There exist few research data concerning the topic of children, gastronomy and tourism, however the common conclusion of the research authors (eg. of Frisvoll, Forbord, Blekesaune, 2016) is that local food is a means employed by parents to educate their children in the ways of the holiday idyll and that the symbolic function of local food plays a role in socialisation and upbringing. Due to the above, I have set myself two research goals to achieve through the publication. First of all, I will analyze, using a case study from Poland, how much culinary experiences children can gain while participating in different forms of gastronomy tourism (visiting places, cooking workshops, bringing culinary souvenirs etc.). Next, I will try to answer the question if and to what extent children can be called cultural (culinary) tourists, according to the experience, they have gained.

Along the countryroad of taste: food and wine tourism for the promotion of the Murgia territory

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Generally, the importance of Food & Wine tourism is a given for the local development especially for areas which are not already known or areas in which tourism is experiencing a deadlock. The aim of this essay is to overcome these problems in a particular area of Apulia, proposing a new itinerary which starts from the local products and leads to a desirable cultural and economic development. The area which is being investigating is included between Bari, the main city of Apulia, and Matera, known all over the world for its Sassi and that will have a leading role in 2019, year in which the city will celebrate the European Capital of Culture events. The itinerary develops along an ancient countryroad, called Tratturo: the Tratturi were roads used by

shepherds with their flocks during Springtime to move to better pastures. The towns involved are Bari, Modugno, Palo del Colle, Binetto, Grumo Appula, Toritto and Altamura. Most of these places are completely unknown, but they are worth of interest, above all for the gastronomical point of view. Gastronomy in this area is very important and it is linked to the peasant tradition. This, combined with the creation of a complex cultural itinerary, which involves all the stakeholders of the area, could provide a significant increase in terms of economy, jobs and could be a solution to the problem of overcrowding which is present in parts of Apulia, especially during the Summer months. In fact, the itinerary would take place in Autumn and would last for 4 or 5 days. The tourist would arrive in Bari and, from there, he could move by train, along the railway which perfectly follows the Tratturo of taste. The methodology I used to develop the idea of this itinerary includes: • research on the Web; • research on books of historical memories; • interviews with the locals, especially with the grandmothers which owns the traditional recipes; • interviews with the stakeholders that can be involved in the itinerary: restaurants, ancient Masserie (typical Apulian manors in the countryside), territorial entities, ... According to these researches, the region can be considered as a shrine of traditions, important artistic and historical sites, tasty local products. In view of the above arguments, the results of the adoption of this new itinerary could be different: • improvement of the cultural offer of this unknown area; • seasonal adjustment of the tourist flows; • creation of a network of stakeholders which can promote events, thematic guided tours, educational laboratories; • ... The Tratturo of taste passing by Bari, Modugno, Palo del Colle, Grumo Appula, Toritto and Altamura can be considered a bridge between the sea and the Sassi, across the wonderful landscape of the Apulian Murgia. The tastes, the smells of this region are the expedient for the promotion of unknown places and for the development of them.

Experiential gastronomy tourism in rural areas: study of cases in southern Piedmont (Italy)

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Modern rural tourism in Italy has developed over the last few decades, especially in Tuscany, Veneto, Trentino and, more recently, Piedmont. Experiential tourism is a numerically limited niche constantly and significantly growing, especially in rural areas. Experiential tourism is a phenomenon with blurred boundaries, a fuzzy set that overlaps with cultural, naturalistic, wine and food and wellness: it focuses on passions, interests, vocations, and the desire to transform of the tourist. In the paper, we will consider experiential gastronomy tourism in rural areas, first analyzing it, also using the conceptual tools of local development and, secondly, carrying out a review of some cases of public policies and private entrepreneurs in the hill area of southern Piedmont. The information gathered allows a first reflection on two crucial factors: leadership and network building. In the first place, it emerges the crucial role of leadership as a driver of innovation: in the first two cases, by external actors activating public policies and, in the other three cases, by local entrepreneurs. Leadership does not automatically guarantee network building, a second factor of success. In fact, entrepreneurs are more effective in linking to vertical networks, but encounter difficulties in building local networks. The cases of public policies by external actors, testify, however, the difficulty in building local networks lasting in time. It is also important to frame experiential tourism in a wider scenario. As far as the time-scenario is concerned, scholars identify three stages of rural tourism development: in the first

stage (emergency), the destination is discovered by a limited number of tourists looking for nature. In the second stage (consolidation) there is a greater tourist flow and the emergence of tourism activities (both natural as hiking or cycling and cultural as heritage or food and wine). In the third stage (stagnation) because of growing competition and environmental degradation brought about by the development of tourism, destinations faces the threat of decline or the opportunity for regeneration through innovation: rural experiential tourism is an opportunity to get out of the stagnation stage. As far as the place-scenario is concerned, scholars focus on the relationship between the micro and macro. From the micro point of view, for example, choices of entrepreneurs are important; but it is crucial they are aligned with the dynamics playing at the macro level. Certainly, the most suitable innovations are realized by innovative entrepreneurs and subsequently disseminated through an imitation process (it is the case of the three private companies presented in the paper). However, they have a chance of success when they match the needs of tourists and the competitive dynamics of the tourism market. In micro-macro relationship, public institutions play a strategic role, through regulation and policies (it is the case of the two publicly funded actions presented in the paper), achieving relevant results when they are able to align the behavior and micro strategies of local actor to the macro dynamics of tourism.

Exploring a model for developing gastro-tourism destinations

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It has long been held that traditional food is an attraction for tourists. But one of the problems with traditional food as an embedded part of local culture is that it is not easily clear to tourists who are not familiar with that particular culture, creating a need to link the food culture of the destination with the visitor. In going about this process, two factors need further thought as they tend to alter food consumption patterns. First, food has acquired a meaning in human society that goes beyond simply providing nourishment for the body and is increasingly closely associated with feelings that arouse emotional needs and experiences. Second, the changes in lifestyle trends and cultural tastes of today's ever demanding tourists and their quest for novelty that includes foodways from traditional to contemporary contexts. The key question and the principal challenge for destinations is how to develop a gastro-tourism destination in which lifestyles, food traditions and gastronomic innovation are incorporated. This paper examines the model presented by Fernandes (2012) in the "recipe for an Idea: developing a gastro-tourism destination" and its application in the Minho region of Portugal, awarded the designation of European Region of Gastronomy in 2016. Each phase of the model is attributed specific variables that collectively are expected to contribute to the gastronomic identity and position of the region as a gastro-tourism destination. We consider that this case study is of particular relevance given the region's resistance to changing its foodways. Findings are likely applicable in others destinations with similar characteristics and context.

Travelling for food: An analysis of Italian tourists' attitudes and behaviours

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The role of food in tourism has dramatically gained importance in recent years (Everett, 2016). Food and drink experiences have been linked with an increase in travel satisfaction (Stone & Micagz, 2016), in tourists' expenditure (Correia et al., 2008) and in destinations' image (Harrington & Ottenbacher 2013), confirming their importance to destination development. Thus, the study of attitudes towards food and drink experiences among tourists has a practical importance to the tourism industry. This paper seeks to learn more about the role of food and drink experiences in the tourists' experience through the presentation of an explorative study on a sample of Italian leisure travellers. Italy has a highly developed gastronomic landscape and it is renowned as a tourist destination. There's also to be clear evidence that food (and drink) experiences are gaining an increasing importance also among domestic tourists (Corigliano, 2002; Montanari, 2009; Romano & Natilli, 2009; Asero & Patti, 2011; Garibaldi et al., 2016). Results show that 30% of Italian leisure travellers are food-motivated tourists, meaning that they have been motivated to take a trip or visit a destination to participate in a food (and drink) experience. On holiday, both food-motivated tourists and other tourists seek not only memorable experiences but participate in a variety of. Regardless their motivation, they express the desire to experience local food culture in a wider sense. Results also show that food and drink experiences are linked with an increase in in travel satisfaction and a positive word of mouth.

Food tourism experiences as factor stimulating positive relationship among stakeholders and visibility for the region

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The title of European Region of Gastronomy is awarded to up to three regions each year as a stimulus to link food, hospitality, tourism, culture, health and sustainability, and to support economic, cultural, social and environmental development, as part of a long-term regional strategy. East Lombardy obtained the Award for the year 2017 and according to the scope of the Title - contributing to better quality of life in European regions, by highlighting distinctive food cultures, educating for better health and sustainability and stimulating gastronomic innovation - defined a Strategic Plan. The main aim of this medium- term development plan is to integrate food and wine in tourism offer in a sustainable way, in order to give value to the tourism experience and increase the number of visitors. This assumption is in line with the concept that food is an important component of a tourist visit, because it contributes to enhance visitors' experience and then the attractiveness of a territory, diversifying traditional offer (Richards, 2012). In order to offer an experiential product, that could be really satisfactory, it's necessary to create a strong network of stakeholders, aware of their identity and of their role in the promotion of the destination (De Carlo, 2013). The created trust relationships to reach a common aim are more efficient in the tourism sector (Chase et al., 2011), as they are able to transfer to the visitor

the sense of trust and hospitality that will surely lead to a greater satisfaction and the positive results in terms of tourism presence (Getz, 2000). This paper aims to analyse the case of East Lombardy, where a network of more than 1.000 stakeholders has been created, working on the same topic and connected each other and the practical implications and benefits for the destinations. The creation and activation of food tourism experiences –led together by the stakeholders- in this pilot project not only increase the tourist attractiveness of the Region, but also generate benefits, such as improving land visibility and the relationship among local stakeholders. And in this sense, impacting positively on the promotion of the destination.

Gastronomic Memories in Hospitality: Are we leaving the table hungry?

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The food service industry is all about feeding people away from home. There are only two reasons we eat away from home...we have to or we want to. This thesis is about the experiences of those who want to dine away from home, nearby or on holiday, foodservice in commercial context. To determine how gastronomic memories are created, twenty-one participants were interviewed using auto-driven photo-elicitation, the process explored trigger points within the tangible and intangible attributes of the presented experience. A focus group was also conducted using food-elicitation, an avant-garde meal served during the event. The findings demonstrated that food and atmosphere were equally deemed as a 'driver' in memorable experiences but the surprising factor that played the biggest role was the people themselves who were at the table. This discovery leads to believe that food, service and atmosphere are only in memorable experiences. Self-constructing a memorable gastronomic experience ensues during an event when the participant's 'state of mind' is in tune with the surrounding attributes. This research shows that gastronomic experiences can be created that are unique to everyone but it is still up to the participants to determine if it will be memorable based on the interaction occurring around the table and how they personally construct the surrounding attributes. This study used photo-elicitation (also food-elicitation) discovered that there are two types of memorable gastronomic experiences, one that reflects the 'state of mind' during the event and the other focuses only on the food and beverage consumed. There is no simple common denominator in all these memorable gastronomic experiences that foodservice operators can use to stimulate their guests other than performing the due diligence required in their establishment. Authenticity is in the eyes (and other senses) of the beholder, therefore more study is needed to explore how people evolve in their beliefs of what is authentic regarding foodservice. An incidental finding from this study argues that consumer experiences in gastronomy are overall becoming banal events due to polished best practices in the industry.

Towards a holistic wine experience the German approach of the “culture and wine-ambassador”

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Achieving existing synergies in between wine industry and tourism industry is very much depended on a cooperative approach amongst all stakeholders. Several scholars (Kagermeier 2011, Schamel 2013 and Gronau 2011) outlined that truly successful wine tourism products can therefore only evolve in an atmosphere of cooperation of viticulture and tourism. Especially the wineries and wine-maker play a vital role, due to the fact, that they do not only function solely as producers of the wine that tourists come for but form the framework conditions for the synergy of wine and tourism (Cambourne & Macionis 2000). Beside the collaborative development of the wine tourism product also its implementation can be rather challenging. Since the introduction of the experience-concept by Pine and Gilmore (1999) the expectations towards high quality tourism products have clearly risen. Based on the presented challenges the German Chamber of Commerce introduced a vocational training on becoming a “culture and wine-ambassador”. The content of the program, combines beside other aspects, knowledge on wine related natural as well as build environment, basics of wine making, sommelier-skills, basics of tourism and presentation techniques following the experience concept. This training aims on creating awareness on the collaboration of various stakeholders and the importance of a holistic understanding of wine as multidimensional product to create a real wine experience for the guests. The paper will present empirical results of the evaluation of the program, while applying a methodological triangulation including a mystery-shopping-approach, an observation, as well as a standardized questionnaire. Preliminary results show a very high satisfaction level amongst customers participating in guided tours operated by “culture and wine-ambassador”. The holistic concept towards presenting wine as well as the consideration of Pine and Gilmores experience-concept in the design of the tours have been evaluated very positive.

Supplier-driven business models in rural gastronomy tourism

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Food and gastronomy tourism is emerging rapidly. However, traditional gastronomy enterprises such as restaurants are not the only innovators and promoters of this trend. The purpose of this study is to scrutinize the role of suppliers to the tourism in the development of gastronomy experiences and business models in rural areas. It is critical that authorities and tourism stakeholders take advantage of the opportunities in gastronomy and wine tourism, but in clear synergy with an essential and ongoing modernization and professionalization of agriculture production and food manufacturing. The study is based on interviews with 46 food producing units in Danish rural areas and supplementary desk research. The result are framed in four different fields of business model development: Field 1: Developing local food attractions. This field is concerned with the establishing of local tourism offers with the available food products and to exploit and add value to what is available by observing the tourism context. The aim is

also to widen the variety wherever possible and to guarantee quality, mainly of the service delivery, but also of the food products as such. Stimulating (small) producers to collaborate in food networks with the local tourism promotional bodies is highlighted. Much of the emphasis is on promotion measures. The food districts and food offers stand as attractions alongside other touristic attraction. Field 2: Networks and co-branding. This field tends to look outward and initiate collaboration with actors in other locations in order to attract visitors and to ensure the development of gastronomy and tourism products for their needs. This group of initiatives acts in response to the fact that rural actors do not necessarily possess the market access, and they do not always have the sufficient competences to ensure that their products and services can attain interest among tourists. Field 3: Exposure of agri-resources to visitors. Here, the emphasis is on agricultural issues and objectives, and tourism is more considered a supporting element. The indigenous version focuses on the exploitation and development of the local resource, enhancing the traditions, structures and spatial and place specific potentials. The agricultural policies are concerned with the quality of the produce, the productivity and competitiveness of the holdings, the sustainability of the production methods. The agricultural policies embrace the potentials of diversification, where tourism may in fact be a significant ingredient. Moving into this direction will require many new ways of working and compromises in order to create symbiosis of the agricultural production requirements and the attention to tourists' attitudes, preferences and behaviour. Field 4: Development of transterritorial alliances. This field of initiatives stresses the importance of building alliances across geographies in order to ensure both agricultural development and prospects for tourism. As a consequence of the Internet, even small rural localities do not need to be isolated, and also small producers can access and be allied with global actors, institutions and consumer. This is essential for market access, but also to build building loyalty and attention.

Street food as sensory experience to know the cities

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The current scenario is characterized for a strong competitiveness in which the territories and in particular the cities are always more competing each other to attract capitals, residents, companies and tourists through strategies and policies that can be able to highlight their specifics. In a moment marked by a strong globalization, the rediscovery and the valorisation of local identities and productive traditions - for their ability to shape and enrich the offer of several tourist and territorial products -, are increasingly perceived as distinctive elements, anchored to the territories and capable of generating added value. Territorial and urban marketing policies aim highlighting the factors that characterizing the destinations, leading most elements of uniqueness to the signs of cultural heritage, landscapes, knowledge, local vocations and good food that, in many cases, assumes the traits of a real one "Enogastronomic field". This last peculiarity, understood as a social fact and a cultural element, has a strong evocative charge of the territory of origin, especially as the quality and the positive aspects of the chain are highlighted. If food is typical, anchored to a place and associated with values of health, it can be a strong tourist attraction. This is even more evident in countries like Italy, a destination associated by the collective imagination, as well as art and culture also for good and healthy nutrition, where the wine and gastronomic offer is extremely varied and widespread. The large and diversified segment of food and wine tourism, according to UNWTO, it is constantly

growing, and even when "nourishment" is not the main motivation of the journey, particular food-consumer experiences are sought especially by tourists in various postmodern, slow, green ways, attentive to local specificities and interested in getting in touch with the territory and its actors. A particularly way of consuming food is the so called "street food", a phenomenon that every day involves 2.5 billion people around the world and that in Italy also finds great affirmation, especially in cities, places where it is born and evolves. The same people that are usually involved in the preparation and sale of "walking foods" are most of the time representing by locals and that make them as ambassadors of local wealth, not just for selling a typical food but also because they tell you what lies behind the meal that - despite the rapidity with in general people eat it- this kind of "fast food" contains more cultural values for the complexity that expresses. If these meals are made with quality and with zero-km food coming from agricultural areas close to cities or urban gardens, street food could also enhance the competitiveness of the urban-rural system with positive effects for both cities and campaigns, making them possible new destinations for responsible tourists.

Reinforce wine and gastronomy identity through storytelling and creative tourism strategies

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Paper purpose - Wine & Gastronomy as cultural products can be seen as an excellent development catalyst agent, aiming to highlight territory identity. The multifunctional rural landscape, explored in a creative and innovative way, must be associated with cultural heritage, in order to deliver a distinctive and authentic tourism experience and, on the other hand, to gain competitive advantages over other destinations. Wine & Gastronomy cultural values, local customs and tales of epic events are memories transferred from generation to generation through local history or stories, giving continuity and meaning to life, stimulating the imagination and emotionally involving all stakeholders (hosts/visitors). So, Wine & Gastronomy tourism attached to cultural storytelling narratives increases value in tourism experience and spreads a range of products and services in the tourism market (showing a unique, authentic territorial dimension). On the demand side, value is added to the visitor experience (cultivating consumers' value co-creation) and to community space-territory involvement (enabling regional sustainable development). Objectives - This work discusses the storytelling concept as an innovative wine & gastronomy tourism construction, highlighting the cultural heritage of Boticas, the "Wine of the Dead", as a way to create exciting and authentic tourism experiences. This process requires the identification, integration and valorization of endogenous cultural space-territory resources. To conceive a holistic and hedonistic destination image through storytelling, it will be crucial to choose iconic historical facts, build a powerful narrative and develop staging actions. The "Wine of the dead" tradition was born due to the act of burying the wine bottles under the floor in wineries, during the 2nd French Invasion (1808), to safeguard their assets from French soldiers sacking. Used Methodology -The first step was a deep literature review in order to explore the French Invasions historical facts involving the land of Boticas and their resilient people. A qualitative methodology - MatrizPCI (Matrix Intangible Cultural Heritage Matrix) following the guidelines of UNESCO on the "Safeguarding of Cultural Heritage" was applied to the inventory of Boticas endogenous resources (case study). A storytelling model associated with the "Wine of the Dead" is suggested, which encourages the creation of unique

wine & gastronomy creative tourism experiences, integrating collaborative and competitive approaches among all stakeholders (in order to increase cooperation networks) and strengthen territories' sustainability. Final Results: Telling or writing a storytelling narrative in wine & gastronomy tourism (example "Wine of the Dead") suggests having the ability to create a favorable atmosphere, to capture the attention of the listener, engage the visitor emotionally and link all local residents to their history. Boticas, as a multifunctional geographic space with a very rich cultural landscape (the endogenous characteristics / attributes), ensures a privileged and competitive positioning within the framework of the wine & gastronomy tourism storytelling. Originality of the document - This work is original on theme and framework.

Wine hospitality - Not only wine tastings - the academic training of "wine hospitality manager"

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According to the statistics of Mediobanca, direct wine sales in Italian have more than doubled in the last 4 years (from 6% in 2012 to 13% in 2016). This is due to many wineries that opened up to hospitality. Today, in fact, the main actors of wine hospitality are precisely the cellars, where the role of wine hospitality manager (WHM), is generally entrusted to winemakers or oenologists, who are often not adequately trained for hospitality. This paper aims to demonstrate how and why the future challenges of the market require such a role as the WHM. Wine tourism is a field that is in rapid development in wineries in Italy and in Europe. Most wineries offer wine tasting to their visitors but fail to go beyond this limited experience. The person who welcomes visitors in a winery is often not trained for hospitality. Customers looking for "wine experience" are more and more prepared and demanding, as they want an emotional and welcoming experience with high standards of competence. To date most wineries are not able to satisfy these needs, offering exclusively technical skills. Currently wineries are aware of this need, but they are not able to train their employees or find graduates who can meet their expectations. Oenologists are technically capable, but do not know about hospitality and similarly, hospitality graduates do not have a formal training in wine. With this project we intend to propose a study program that educates a wine professional with a multidisciplinary approach, covering the knowledge of oenology, hospitality and intercultural understanding to serve a new generation of wine tourists. WHM should be a managerial level of professional who combines wine making skills with a typically hotel/hospitality know-how, possessing transversal skills. These skills and the training path are analysed in detail in the paper. Our project aims to create a 3 months-long post-graduate summer program to train oenology students from all across Europe in an Italian oenology program to become a WHM. The objective is to create an accredited program in English that can be valid across Europe and adapted to the needs of diverse type of tourists that visit from around the world. In this context, the program will service the wine industry with a more emotional impactful experience to their visitors, which would likely result in higher sales and more visitors. This project proposes to develop the study program with its detailed academic courses and practical experiences. In conclusion, the request of a wine hospitality manager is increasingly a requirement of the wine cellars: the role has been identified, but a training course with specific knowledge and skills has never been created and accredited. This paper demonstrates its necessity and structures a training path.

Gastronomic festivals for (re)covering peripheral areas. Evidences from Castellalto, Central Italy.

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International literature has broadly embedded the participation to gastronomic fairs and festivals among the main reasons for travel, by recognising them the central role of enhancer of tourism flows through its commercialization (Haynes, 2015), as well as being a tool for strengthening territorial identity (Richards, 2012), supporting the local economy (Hall and Sharples, 2003) and building social cohesion. Particular 'stages' like food festivals are able to stimulate the 'neophylic' inclination (Cohen and Avieli, 2004) of novelty-seeking tourists, always looking for new food-related experiences. Under these circumstances, when foods and beverages consumption is not more intended as a mere extension of daily habits, but it represents a motivating factor for choosing the destination, the desire to experience unusual and no-daily foodstuffs becomes itself the peak of the tourist experience and no longer a simple support element to complete the intentions of travel (Quan and Wang, 2004). As for Italian framework, the national agency for the cohesion of inner areas has pointed out how over three fifths of the whole territorial surface are involved into problems of marginalization and spatial fixity (Hall and Sharples, 2003), by individuating implementation of tourism strategies as one of the main levers for the recovery and exploitation of these areas. On such premises, gastronomic festivals surely could represent a tool functioning as attractor of tourism flows for covering empty and peripheral areas and recovering local identity (Hjalager and Richards, 2002). This paper explores the dynamics of 'Castellalto Beer Festival', one of the largest gastronomic events in terms of infra-regional tourism flows attraction, which merges the street food experience and the craft beer tasting, taking place in a mid-zone (semi-peripheral) of Abruzzo region (Central Italy). Under the constructs of experience economy (Pine and Gilmore, 1998), the application of an econometrical simple linear regression model on a sample of interviews returns some empirical evidences about the impact of the four realms on the tourists' overall satisfaction: in particular, among the main findings, 'escapism' and 'aesthetics' appears to be the most influencing dimensions on the tourists' perceived quality, while 'education' doesn't produce effects neither in terms of satisfaction nor in producing good memories for tourists. The findings could be useful for addressing strategies involving the organization of gastronomic festivals in marginal areas.

The narrative of a creative experience in the National Park Peneda-Gerês (Portugal) : a 'Natural Pantry'

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There are different attempts and perspectives in defining and conceptualising tourist experiences, but questions still remain as whether they are a psychological and individual process, or if it entails greater levels of complexity. From the time of preparing a trip, to returning home, tourists interact with different agents (family, friends, other tourists, local community or tourism staff), and establish different relationships throughout this process. Despite the

complexity in relation to its definition, it is commonly recognised that experiences are critical in Tourism and understanding what tourist experiences are and what constitute them is determinant for its creation, development, and marketing. The search of experiences in Tourism has been increasingly growing, specifically, in the case of wine and gastronomy. Indeed, the interest for gastronomic experiences has been increasing in a very expressive way from both perspectives, consumers and supply. Particularly rich in gastronomy, Portugal in general and the north of the country in particular, has been offering an ever-widening range of new experiences related to food. This context creates not only opportunities, but also challenges to businesses and to destinations, as there is the need to create new, creative, and unique tourist experiences. The above sets the context of this study, as the initiative reported here is an example of creative experiences. Specifically, the visitor is invited to walk through routes within the National Park of Peneda- Gerês (PNPG). Guided by nature, visitors collect local nature-based products, as if it was a 'natural pantry'. This activity, carried out in Covide, Terras de Bouro (PNPG) and titled 'Natural Pantry, allows a more enriching experience to visitors, while it represents a specific opportunity to explore the sensory dimensions of the tourist experience in a close contact to nature. Harvesting berries, flowers, herbs and fruits along the tracks, guided by an experienced guide, enables a new world of sensations and the possibility of new discoveries in terms of flavours and the healthy benefits of products, which can then be added to others, innovating and combining new flavours and textures, allowing a new exploratory field of gastronomic experience. Based on a narrative inquiry as a form of interpretative research, this paper aims to uncover facets of and understand the previously referred creative experience from the provider's perspective, and to contribute to the discussion of how can creative experiences be offered in rural settings, while sustaining the quality and creativity of the tourist experience.

Mcdonaldization against typicity. For a new idea of food and wine tourism.

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Food and nutrition have become the undisputed protagonists of our daily lives and important aspects of the social context in which we are immersed. Significant are the phenomena that characterize food consumption, or a greater attention to food in all its facets. The aim of this work is to discover from a sociological and territorial point of view the roles, functions, meanings and practices related to the concept of food and the future the new forms of food consumption in terms of food and wine tourism. The theory of mcdonaldizzazione of the society is opposed to a return to the enhancement of typicality and localism. The consumption of food and globalization are expressed in different theories, the most emblematic is precisely that of the McDonaldization of Ritzer (1997) which represents the symbol of capitalism as a whole. A system based on mass production, made possible by the free movement of goods and fueled by frenetic consumption for lucrative natural purposes. This is one of the architects of economic globalization who, slowly and subtly, continues his work of annihilation of natural and cultural differences. Consume is a complex act that encompasses a multiplicity of dimensions, from biological ones, to affective and social ones, to health and territorial ones. The new trends towards "prevention" and "food therapy" show that while the modern consumer is still rooted in fear of hunger, new concepts in the way of thinking about diet and food are becoming increasingly common. In recent years the idea is that a food, in addition to nourishment, must also "do well". More and more attention is paid to foods containing molecules, which today are called "nutraceuticals" or nutrients and

pharmaceuticals at the same time. Concerns of public interest for food security recall that the industrialization of production causes individuals to depend on industrial processing, but also leads to forms of ignorance about the processes hidden behind the production process. Consumption does not take place and cannot take place without production, to understand the first one, one can not underestimate the second, or more precisely the relations between the two moments. Tourism must fit into this furrow of innovation and against the trend with respect to the issues dear to capitalism. The alimentation that represents the most universal of the forms of consumption, must represent the reflection of a mirror, a mirror of choices, gratifications, uses and habits. For this reason the tendency to leverage a necessary return to the origins is now widespread, which is explored in different variants: the enhancement of local products, the hope of genuine crops not contaminated by production, which can determine the desired return to cycles of seasons, the battle against GMOs based on feelings of widespread concern, the struggle against the miles traveled by food, experiential tourism and slowness. Mcdonaldization and defense of local productions: two sides of the same medal.

The Industrial District of Gastronomic Tourism: the case of Pinchos in Barcelona

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According to Frost et al. (2016:6), in a relatively short period of time, food and cuisines shifted to being one of the key motivations for travel. In fact, destinations actively develop gastronomic products to attract more tourists (Gössling and Hall, 2013). In this rush for be competitive, tourism firms and destinations try to specialize by creating their offer based on their tourist's culinary needs and demands. To illustrate it, the paper takes as a main case study, the pinchos, a Spanish snack with origin in the Basque Country that has been very popular in Barcelona since decades but that in the last years has become very popular among tourists. The purpose of this paper is to present the specialization of food enterprises and destinations that try to meet tourists needs and fulfil tourist's expectations, by presenting the case of the Basque snacks called pinchos in the neighbourhood of Poble Sec in Barcelona. The data is based on 260 Tripadvisor comments of pinchos' restaurants located on the Blai street, as well field observation and conversations with bar tenders, restaurants owners and tourists. The analysis is based on the principles and concepts of Industrial Districts (DI) which has been applied in an attempt at understanding and providing new insights into the spatial dynamics of localized food systems (Sforzi and Mancini, 2012). (Sforzi and Mancini, 2012). The results obtained reveal for one hand, how food enterprises are spin offs that replicate and show similar patterns, and on the other hand, how tourists expectations and needs do not recognized food local identity and at the same time replicated a collective imaginary that has been traditional transported thanks to media and marketing.

Food in the Tourist Experience: A Systematic Literature Review

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Purpose of the paper: Using food and gastronomy as differentiating assets of destinations, their potential in influencing tourists' travel decisions are being much discussed in academia. Yet, research in this field is quite dispersed. This paper aims to understand the diverse concepts used regarding the role of food in tourism (1985 to present-day). In this exploratory study the concepts of "culinary tourism", "food tourism", "food-related tourism", "gastronomic tourism" and "gastronomy tourism" are analyzed to determine the possible variation of attributes and the potential influence such attributes may have in the demand and management of tourism destinations. Implications for theoretical and practical research are discussed.

Design/methodology/approach: A systematic literature review approach has been adopted focusing on two main databases, namely SCOPUS and ISI Web of Science. In total, 521 articles that have been published in English peer-reviewed academic journals were gathered.

Preliminary findings: Food tourism is the concept that gathers the largest number of publications. Regardless of the applied concept, publications on the role of gastronomy in tourism have received most attention since 2009, although in an irregular way over time, as references are drawn from a narrow range of academic disciplines, particularly business and management. Research limitations: The literature review was limited to two main databases. Nevertheless, the research is expected to be widened to other databases to verify the potential use of different approaches, both in terms of supply and demand. Originality/value of paper: This paper presents an attempt, to sum up, the current state of the research into tourism and food and to sort out a coherent view of its state-of-the-art.

Intimacy-based approaches in the food tourism sector

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Unconventional marketing practices of wine and food producers form a kind of anecdotal evidence in the food literature. However, adopting the common categories of the neo-classical economics, scholars fail short to explain the marketing soundness of such phenomena. This theoretical paper uses the frame of intimacy-theory to explore the combination of entrepreneurs' divergent thought with unusual selling practices and identifies seven successful strategies of niche-marketing as it follows: coherence, anti-capitalistic attitude, struggle against extinction, personal signature, mutual-disclosure, rituals of spatial and physical proximity, and sustainability-related practices. A discussion on the validation of such strategies in different contexts (e.g., Western versus indigenous world) closes up the paper. Finally, some recommendations for both food practitioners and policy makers are provided.

The use of food in destination marketing: reflections on the nature of “local”

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A common assumption often made in the academic literature is that any destination can (and should) identify and utilise assets unique to the destination in their promotional efforts, thereby achieving a point of difference against competitors. However, as the competition between destinations increases, this is becoming difficult for destination marketing organisations (DMOs) which face problems in identifying resources that will differentiate their destination from competing places offering an increasingly similar array of attributes and benefits. In recent years the prominence of food as a destination marketing tool and as a way of promoting uniqueness and difference has been noted. However, while food, as an element of culture, is increasingly being used in many destination marketing and branding strategies, most research on food-related tourism marketing has been conducted from the demand-side, focusing on food-related visitor experiences. Moreover, most research in this domain has been dominated by Asian perspectives, neglecting both emerging and established Western destinations, including England. Considering these shortcomings, the overarching aim of this study was to explore the use of food in destination marketing in selected destinations in England and to develop recommendations for destination marketers and other industry stakeholders to assist in the effective planning for and utilisation of food as a cultural resource at the destination level. The research strategy was based on an embedded single-case study (England) with multiple units of analysis: five destination marketing organisations (DMOs) at national, regional and local levels. During the first stage of the data collection process, a qualitative content analysis of DMO websites was undertaken to explore how food was presented and used in their current marketing strategies. This approach enabled the researcher to evaluate textual and visual information used to represent food on the official DMO websites at national, regional and local levels. The second stage involved semi-structured interviews with DMO representatives and “industry experts” and aimed to seek deeper insights into the use of food in destination marketing strategies. The study found that destination marketing efforts appear to be focussed on the promotion of “local” food products and “local” food experiences as a core dimension of destination marketing and image construction. However, although the developments within the literature suggest a considerable trend toward a heightened interest in local foods, this study found that the conceptualisation of what “local” actually means remains inconsistent. Accordingly, we propose four key dimensions representing different perceptions and judgments about what counts as “local”, as indicated in this study by interview participants as well as through the review of the literature. The first dimension – “local in” – refers to food from a confined geographic area that is seen as being in close proximity to the consumer at the site of consumption (within a defined radius/distance). The second dimension – “cultural” – refers to foods produced from local ingredients that are rooted in the soil and climate and transformed through the specific skills of local people. “Socio-economic” represents the third dimension where local food is seen as part of community’s social and economic development. The last dimension – “local to” – represents a distinctive food product associated by name with a particular location through the means of branding or accreditation schemes. This study represents an attempt to empirically explore the link between destination marketing practices and attitudes related to local food within tourism. Although we shed light on the topic, the somewhat constrained nature of the study has inherent limitations, which provide fruitful avenues for further research.

Gastrodiplomacy and Tourism

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The concept of gastrodiplomacy refers to the various ways in which food and culinary culture are involved in the furtherance of diplomatic aims. Gastrodiplomacy has been gaining attention recently, both as a topic of study and as the subject of national “gastrodiplomacy campaigns” of policy and development, aimed at harnessing the potential of a nation’s food culture in nation-building and in promoting a strong and positive national image. Tourism is an important context within which foreigners come into contact with a nation’s cuisine and thus a primary site for affecting perception of a nation’s image and national “brand”, both through official governmental campaigns and through grassroots “citizen diplomacy” enacted in person-to-person contacts around food. This paper will explore the ways in which gastrodiplomacy is pursued in the context of tourism, in particular addressing the ways in which local people (in quasi-ambassadorial roles), places (as zones of contact) and food come together in creating experiences of the national food brand, that in sum may be seen to constitute a “foodscape” of the nation or region. This paper will be supported by the presentation and critical discussion of several specific contemporary examples, in order to illustrate the multiple ways in which gastrodiplomacy and tourism intertwine in actual practice.