

CATALAN GASTRONOMY IN THE PROVINCE OF GIRONA: A STUDY OF TOURISTS' AWARENESS OF GASTRONOMY AND THE AVAILABLE GASTRONOMIC OPTIONS IN ACCOMMODATIONS

Sara Forgas Serra

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Universitat de Girona

DOCTORAL THESIS

**Catalan gastronomy in the province of Girona: A study of
tourists' awareness of gastronomy and the available
gastronomic options in accommodations**

Sara Forgas Serra

2019



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Sara Forgas Serra

2019

Programa de Doctorat Interuniversitari en Turisme

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Doctoral thesis submitted to obtain the title of doctor by the University of Girona.



Els Drs. Lluís Mundet i Cerdan i Joaquim Majó Fernández, de la Universitat de Girona,

DECLAREM:

Que el treball titulat '*Catalan gastronomy in the province of Girona: A study of tourists' awareness of gastronomy and the available gastronomic options in accommodations*', que presenta la Sra. Sara Forgas Serra per a l'obtenció del títol de doctora, s'ha dut a terme sota la nostra direcció i que compleix els requisits per poder optar a Menció Internacional.

I, perquè així consti i tingui el efectes oportuns, signem aquest document.

Dr. Lluís Mundet i Cerdan

Dr. Joaquim Majó Fernández

Girona, 25 de juny de 2019

Producing tourism for gastronomers or gastronomy for tourist is like the process of making a meal – a carefully co-ordinated activity that results in a complete and unique experience.

(Anne-Mette Hjalager and Greg Richards)

Agraïments

Escriure una tesi és molt més que el mer fet d'investigar i redactar. És buscar un camí, perdre's, trobar-lo i finalment arribar a port, amb els alts i baixos que això comporta. A més, tot i ser un sender que es fa sol, els companys de viatge que t'hi vas trobant ajuden a fer-lo més lleuger.

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List of publications derived from the doctoral thesis

This doctoral thesis, titled “*Catalan gastronomy in the province of Girona: A study of tourists’ awareness of gastronomy and the available gastronomic options in accommodations*”, is a compendium of four publications that have been previously accepted or sent to the respective journals. These publications follow the same line of research. The relation between the article, the journal and their quality indexes are indicated below.

Publication 1: Published

Title: The value of popular cuisine in tourism: a Costa Brava case study.

Authors: Sara Forgas-Serra, Joaquim Majó Fernández and Lluís Mundet Cerdan.

Year: 2019

Journal: Journal of Tourism and Cultural Change.

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Year: Accepted for publication at volume 25 (July – December 2020)

Journal: Anuario Turismo y Sociedad.

Latindex (2017): 32/33 for printed journals.

Publication 3: Send

Title: Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?

Authors: Sara Forgas-Serra, Joaquim Majó Fernández and Lluís Mundet Cerdan.

Journal: Cuadernos de Turismo.

SJR (2018): H index 5; Rank 88/100; Q4 Tourism, leisure and hospitality management.

Latindex (2017): 33/33 for printed journals.

Publication 4: Send

Title: Is gastronomical information provided through accommodation websites accurate?

Authors: Sara Forgas-Serra, Lluís Mundet Cerdan and Joaquim Majó Fernández.

Journal: Tourism Analysis: An Interdisciplinary Journal

SJR (2018): H index 31; Rank 56/100; Q3 Tourism, leisure and hospitality management.

List of contributions related to the thesis

Conferences and workshops

Forgas-Serra, S.; Mundet Cerdan, Ll. (October 2018). An analysis of the information on gastronomic offerings on the websites of accommodation providers. Hosted at *Tomorrow's Food Travel Conference*, Gothenburg (Sweden).

Ayala, V.; Forgas-Serra, S.; Majó Fernández, J. (July 2018). Slow Food trend in touristic accommodation in the region of Girona. Hosted at *5th International Tourism Conference '2030 Agenda: Meeting the challenges'*, Barcelona (Spain).

Forgas-Serra, S.; Mundet Cerdan, Ll. (October 2017). La cocina popular en la oferta turística de la provincia de Girona, Cataluña. Hosted at *Congreso Internacional de Investigación 'Turismo y buen vivir'*, Bogotá (Colombia).

Forgas-Serra, S.; Majó Fernández, J. (October 2017). What do we call culinary tourism?. Hosted at *Culinary and Wine Tourism Conference*, Krems an der Donau (Austria).

Forgas-Serra, S. (June 2017). Identity and gastronomy: accommodation's supply analysis in Girona region. Hosted at *1st Conference of Predoctoral Researchers*, Girona (Spain).

Forgas-Serra, S. (May 2017). Identity and gastronomy: accommodation's supply analysis in Girona region. Hosted at *PhD Workshop 'Are you lost on your PhD?'*, Aveiro (Portugal).

Forgas-Serra, S. (April 2017). Identity and gastronomy: accommodation's supply analysis in Girona region. Hosted at *2nd Tourism Research Network PhD/ECR Symposium*, Lincoln (UK).

Forgas-Serra, S.; Majó Fernández, J. (February 2017). Discusión sobre el concepto 'turismo gastronómico'. Hosted at *III International Conference Scientific-Professional of*

Cultural Tourism 'El turismo Patrimonial en el Espacio Cultural Iberoamericano', Córdoba (Spain).

Forgas-Serra, S.; Palou, S.; Blasco, D. (December 2016). Tourism and gastronomy under review: An analysis of the evolution of this relationship in the last 20 years. Hosted at *4th Annual International Conference on Tourism and Hospitality Research (THoR 2016)*, Singapore (Singapore).

Forgas-Serra, S.; Majó Fernández, J. (July 2016). L'ús de les xarxes socials en l'experiència gastronòmica dels turistes. Hosted at *III Congrés Internacional de Turisme 2016 'Gastronomia i Enoturisme, valors clau per la dinamització de la destinació turística'*, Barcelona (Spain).

Forgas-Serra, S.; Majó Fernández, J. (March 2016). El valor de la gastronomia popular en el turisme: estudio de caso en la Costa Brava. Hosted at *I Congreso Internacional de Sociología y Antropología del Turismo*, Granada (Spain).

Conference publications

Forgas-Serra, S.; Ayala, V.; Majó Fernández, J. (In press). Slow Food trend in touristic accommodation in the region of Girona. In *5th International Tourism Conference '2030 Agenda: Meeting the challenges'*. Barcelona: Escola Universitària Formatic Barcelona.

Forgas-Serra, S.; Majó Fernández, J. (2018). L'ús de les xarxes socials en l'experiència gastronòmica dels turistes. In J. Boyra (ed.), *III Congrés Internacional de Turisme 2016: Gastronomia i Enoturisme, valors clau per la dinamització de la destinació turística* (pp. 157-171). Barcelona: Escola Universitària Formatic Barcelona.

Forgas-Serra, S.; Palou, S.; Blasco, D. (2016). Tourism and Gastronomy under review: An analysis of the evolution of this relationship in the last 20 years. In C. Rekar (ed.), *Proceedings of the 4th Annual International Conference on Tourism and Hospitality Research (THOR 2016)* (pp. 63-68). Singapore: Global Science and Technology Forum.

Other publications

Forgas-Serra, S.; Majó Fernández, J.; Mundet Cerdan, Ll. (2019). The influence of culinary movies as a popular culture tourism phenomenon in shoot destinations. In C. Lundberg, V. Ziakas (eds.), *Handbook of Popular Culture & Tourism* (pp. 439-449). Abingdon (Oxon) and New York: Routledge.

Forgas-Serra, S.; Blasco, D.; Palou, S. (2016). Efecto Roca: El impacto del restaurante Celler de Can Roca en el turismo gastronómico de Cataluña. In O. Martínez Moreno, T. Cuevas Contreras, R. Espinoza Sánchez (eds.), *Examen de tendencias del turismo en el umbral del siglo XXI* (pp. 119-130). Mexico D.F.: Competitive Press S.A. de C.V.

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Abbreviation list

ACT	Catalan Tourist Board / Agencia Catalana de Turismo / Agència Catalana de Turisme
Alojam.	Accommodation / Alojamiento / Allotjament
DMO	Destination Management Organization / Agentes de promoción turística / Agents de promoció turística
Establ.	Establishments / Establecimientos / Establiments
PTCBG	Costa Brava – Girona Tourist Board / Patronato de Turismo Costa Brava – Girona / Patronat de Turisme Costa Brava – Girona
QGIS	Quantum Geographical Information System
SPSS	Statistical Package for the Social Sciences
VT	Vocational training / Formación profesional / Formació professional

Abstract

Gastronomy has been related to tourism activity since its beginning. Several authors had studied the relationship between tourism and gastronomy from different perspectives. Although, gastronomy is an important part of the trip, the tourist does not always know about the culinary products that they can find at the destination. This doctoral thesis explores the common knowledge that tourists who visit the Costa Brava have of the Catalan cuisine, as well as one of the tools that provide them with this knowledge, which is the food information available in the websites of the accommodations where they stay. The motivation of this thesis arises from the hypothesis that Catalan gastronomy is to a great degree unknown internationally, and one of the reasons for this lack of knowledge lies in the low supply of Catalan cuisine from the restaurants of the tourist accommodations.

In order to develop the purpose of the thesis, it has been divided it into two main blocks. The results are presented through four articles, distributed in each block as follows. The first block, based on a study from the Càtedra de Gastronomia, Cultura i Turisme – Calonge i Sant Antoni, analyses the tourists demand for traditional gastronomy in the Costa Brava. The outcomes are displayed in the first article of the thesis, under the title “The value of popular cuisine in tourism: A Costa Brava case study”. The second block is based on the premise drawn from the first block, which states that tourists do not know much about the Catalan cuisine because not enough restaurants in the Costa Brava offer it. Therefore, the second block analyses the gastronomic offers of the tourist accommodations in Costa Brava and in the Pyrenees of Girona, which are the two main touristic brands in the Girona province. In this case, first an analysis is conducted concerning only campsites, which serves as a pilot test and to determine the results of a very important sector in the Girona province. The results of this analysis appear in the second article of the thesis, “*La oferta gastronómica en los campings de Girona, España*”. The third article of the thesis, “*Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?*”, expands the previous analysis to the remaining touristic

accommodation with catering service in the Girona province. Thus, apart from campsites, guesthouses, hotels of every category and apart-hotels are also included. Based on the database extracted from the web survey, a lack of gastronomic information on the official webpages of the touristic accommodations in the province have been observed. The fourth article, “Is gastronomical information provided through accommodation websites accurate?”, emerged from that observation and underlines the need of coordination between the stakeholders of the destinations so that everyone, both DMOs and restaurateurs, have an equal and authentic say regarding cuisine.

Hence, during the four years in which the author conducted her thesis, and as results gradually appeared, it became clear that it was not only important to determine what the tourists know about the gastronomy of the region and what were exactly the food offers. It was also important also to discover and assess the tools used to make food information accessible to tourists. This thesis places value on the extraordinary job that DMOs conduct in order to promote the Catalan cuisine, but it concludes that there is still a lot of work to be done in terms of the administration working and collaborating together with the private sector, mainly with the entrepreneurs offering accommodation.

Resum

La gastronomia es relaciona amb el turisme des de l'inici d'aquest. Diversos autors han estudiat la relació d'ambdós des de diferents perspectives. Encara que la gastronomia és una part important del viatge el turista no sempre coneix els productes culinaris que trobarà a la destinació. Aquesta tesi doctoral explora el coneixement que tenen els turistes que visiten la Costa Brava sobre la gastronomia catalana i un dels instruments mitjançant el qual poden tenir aquest coneixement, com és la informació gastronòmica que poden trobar a les pàgines web dels allotjaments on pernocten. La motivació d'aquesta tesi sorgeix a partir de la hipòtesi que la gastronomia catalana és en gran part desconeguda internacionalment, i un dels motius d'aquesta desconexió rau en la poca oferta de cuina catalana per part dels restaurants dels establiments turístics.

Per desenvolupar el propòsit de la tesi, aquesta s'ha dividit en dos grans blocs. Els resultats s'exposen a través de quatre articles, distribuïts segons cada bloc de la manera que s'explica a continuació. El primer bloc, basat en un estudi de la Càtedra de Gastronomia, Cultura i Turisme – Calonge i Sant Antoni, analitza la demanda de la gastronomia tradicional per part dels turistes de la Costa Brava i se'n mostren els resultats en el primer article de la tesi, titulat '*The value of popular cuisine in tourism: A Costa Brava case study*'. El segon bloc, basat en la premissa extreta del primer bloc de que els turistes no coneixen la gastronomia catalana per que aquesta no s'ofereix prou als restaurants de la Costa Brava, analitza la oferta gastronòmica dels allotjaments turístics tant de la Costa Brava com dels Pirineus de Girona, és a dir, de les dues marques turístiques de la província de Girona. En aquest cas, primer es fa un anàlisi on només hi consten els càmpings, com a prova pilot per a avaluar el qüestionari dissenyat per a l'anàlisi web, així com per conèixer el resultat en un sector tant important a la província de Girona com són aquests. Els resultats d'aquest anàlisi es mostren al segon article de la tesi, titulat '*La oferta gastronómica en los campings de Girona, España*'. El tercer article de la tesi, titulat '*Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?*', amplia l'anàlisi anterior a la resta d'allotjaments turístics de la província de

Girona amb servei de restauració, pel que, a més dels càmpings, s'inclouen les pensions, els hotels de totes les categories i hotels-apartament. A partir de la base de dades extretes amb el qüestionari web es va observar una mancança d'informació gastronòmica en les pàgines web oficials dels allotjaments turístics de la província. D'aquesta observació en sorgeix el quart article, titulat '*Is gastronomic information provided through accommodation websites accurate?*', el qual posa en relleu la necessitat de coordinació entre els agents de les destinacions per a que tots, tant els ens de promoció turística com els empresaris del sector, tinguin un discurs uniforme i real entorn la gastronomia.

Així doncs, al llarg dels quatre anys en els que s'ha dut a terme la tesi i a mida que s'anaven coneixent els resultats, s'ha observat que no només és important què coneixien els turistes i quina és l'oferta gastronòmica a la regió, sinó que conèixer i valorar el mitjà pel qual la informació gastronòmica es posa a disposició dels turistes també és fonamental. La tesi posa en valor la feina feta per part de les agències de promoció turística per tal de donar a conèixer la gastronomia catalana, però conclou que encara hi ha feina a fer per part de l'administració amb el sector privat, principalment els empresaris dels allotjaments turístics.

Resumen

La gastronomía se relaciona con el turismo desde los inicios de esta actividad. Diversos autores han estudiado la relación existente entre ambos desde diferentes perspectivas. Aunque la gastronomía es una parte importante del viaje, el turista no siempre conoce los productos culinarios que encontrará en el destino. Esta tesis doctoral explora el conocimiento que tienen los turistas que visitan la marca turística de la Costa Brava en relación con la gastronomía catalana y uno de los instrumentos mediante el cual pueden tener este conocimiento, como es la información gastronómica que pueden encontrar en las páginas web de los alojamientos donde se alojan. La motivación de esta tesis surge a partir de la hipótesis que la gastronomía catalana es en gran parte desconocida internacionalmente, y uno de los motivos de este desconocimiento parte de la poca oferta de cocina catalana que tienen los restaurantes de los establecimientos turísticos.

Para desarrollar el propósito de la tesis, esta se ha dividido en dos grandes bloques, en los que los resultados son expuestos mediante cuatro artículos, los cuales son distribuidos según cada bloque de la forma que se expone a continuación. El primer bloque, que se basa en un estudio de la Cátedra de Gastronomía, Cultura y Turismo – Calonge y Sant Antoni, analiza la demanda de la gastronomía tradicional por parte de los turistas de la Costa Brava y se muestran los resultados en el primer artículo de la tesis, titulado *‘The value of popular cuisine in tourism: A Costa Brava case study’*. El segundo bloque se basa en la premisa extraída del primer bloque de que los turistas no conocen la gastronomía catalana porque esta no es ofrecida de manera suficiente en los restaurantes de la Costa Brava, por lo que se analiza la oferta gastronómica de los alojamientos turísticos de la Costa Brava y de los Pirineos de Girona, las dos marcas turísticas de la provincia de Girona. En este caso, primero se hace un análisis de los campings, como prueba piloto para evaluar el cuestionario diseñado para el análisis web, así como para conocer los resultados en un sector tan importante en la provincia como son los campings. Los resultados de este análisis son presentados en el segundo artículo de la tesis, titulado

‘La oferta gastronómica en los campings de Girona, España’. El tercer artículo se titula ‘Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?’, en el cual se amplía el análisis anterior, incluyendo al resto de alojamientos turísticos de la provincia con servicio de restauración, por lo que, a parte de los campings, se incluyen las pensiones, los hoteles de todas las categorías y los aparthoteles. A partir de la base de datos extraída del análisis web, se observó la falta de información gastronómica en las páginas web oficiales de los alojamientos turísticos estudiados. De esta observación surgió el cuarto artículo, titulado ‘*Is gastronomic information provided through accommodation websites accurate?*’, en donde se puede identificar la necesidad de coordinación entre los agentes de los destinos para que todos, tanto los agentes de promoción turística como los empresarios, tengan un discurso uniforme y real entorno a la gastronomía.

Por consiguiente, a lo largo de los cuatro años en los que se ha realizado la tesis, y a medida que se iban conociendo los resultados, se ha observado que no sólo era importante saber qué información conocen los turistas y cuál es la oferta gastronómica en la región, sino que es importante conocer y valorar el medio por el cual la información gastronómica que se encuentra a disposición de los turistas es también fundamental. Esta tesis pone en valor la labor realizada por parte de las agencias de promoción turística para dar a conocer la gastronomía catalana, pero concluye que todavía hay camino por recorrer por parte de la administración junto con el sector privado, principalmente los empresarios de los alojamientos turísticos.

Introduction

This doctoral thesis, focused on analysing the relationship between tourism and traditional gastronomy in the province of Girona, was possible due to the Trainee Researcher – *Universitat de Girona* (IF-UdG) grant. The personal motivation of the author to write the thesis about this subject goes back a long way. The author, who has had constant academic training around the food sector, the service sector and tourism, has worked for many years in the catering industry. After graduating with a master's degree in Cultural Tourism, the connection between the author's three passions - traditions, gastronomy, and tourism -, became the driving power to learn more about the real situation of traditional Catalan cuisine in the province of Girona, and the way it reaches tourists.

The introduction of this thesis is divided into two sections. In the first one, the most relevant existent literature regarding concepts related to the study have been analysed and the importance of the subject has been explained. In the second section, the hypothesis and the aim of the study have been presented.

Gastronomy and tourism: culture, tradition, and identity

The deep relationship between food and tourism has existed since the beginning of the popularization of tourism. Many centuries ago, when only a few privileged people had the chance to travel, taverns already offered catering service, even if it was limited (Telfer & Hashimoto, 2003, p. 160). Throughout the years, food supply and, by extent, cuisine and its relationship with tourism, have evolved alongside with the social changes and the growth of tourism into the cuisine, existing nowadays in tourism destinations. Although during the Fordist period and with mass tourism the food that tourists ate was not a priority, they always needed to eat. As described by Kivella and Crotts (2005), this implies that the gastronomy sector historically represented a supporting role for the tourism economy in places that did not have enough resources to attract tourists to a destination (p. 41). Nowadays, the act of eating during a holiday or during vacations goes

beyond the mere act of feeding oneself, and it has developed more into a complex gastronomic experience that implies knowing and learning about the culture of the destination. While it is true that all travellers must eat during a trip and consequently participate in meals, this does not merely represent a survival function, but also provides benefits that enrich the travelling experience (Chang, Kivela, & Mak, 2011, p. 307). Kim, Eves and Scarles (2009) state that tasting local food and drinks satisfies the needs of the tourists and provides cultural experiences (p. 430). In this way, gastronomy introduces tourists to the immaterial cultural and historic patrimony of the destinations through tasting and enables a cultural approach in a way which is not merely observative but includes experience-based and participative methods (Falcón, 2014, p. 51). This is because food reflects the culture of a country and its people; it is the perfect product to offer as an added appeal for a destination and there exist many possibilities to use gastronomy as a marketing tool (du Rand & Heath, 2006, p. 207). Thus, food has become an important tourist attraction that improves visitors' experience, representing an important part in the decision making of tourists, touristic satisfaction, touristic products, and promotion strategies (Henderson, 2009, p. 317). Gastronomy is not only considered a key cultural product capable of attracting customers on its own, but also a valuable complement for the traditional range of cultural products - which includes elements such as monuments, museums, architecture and events (Correia, Moital, Ferreira Da Costa, & Peres, 2008, p. 164). In the end, tourists who visit a specific cultural destination, besides participating in the knowledge of its heritage, want to enrich their sensory experience, mainly through gastronomy (Jiménez-Beltrán, López-Guzmán, & González Santa Cruz, 2016, p. 9).

As previously mentioned, the relationship between gastronomy and tourism has been very dynamic throughout the years. Especially in recent years, gastronomy has always played an essential role when tourists choose their destination, irrespective of if it is the most important motivation when travelling or not. This growing interest in gastronomy is reflected, according to Falcón (2014), in the growth of the touristic offers based on quality local products and the consolidation of an own segment for gastronomy tourism (p. 42). In a similar vein, Armesto López and Gómez Martín (2004) emphasise the interest of big economic circuits in traditional or popular culture, since, according to the authors, there are increased offers associated to these cultural resources, such as food-related traditions and folklore (p. 91). In order to consolidate this gastronomic segment,

a high demand from tourists was necessary. According to Rifai (2012), tourists are attracted to local products and, therefore, many destinations base their commercialisation on local gastronomy related products, appealing to travellers who want to experience the destination through its flavours (p. 4).

The increasing interest in touristic and cuisine pairing has opened the doors to the development of new form of research based on a gastronomy tourism concept for a couple of decades. Gastronomy tourism is also known as culinary tourism (Antonioli Corigliano & Baggio, 2002; Jolliffe, 2016), cuisine tourism (Horng & Tsai, 2010; Ignatov & Smith, 2006), food tourism (Ellis, Park, Kim, & Yeoman, 2018; Everett, 2016b; Tikkanen, 2007) and - including wine tourism - enogastronomic tourism (Di Matteo & Cavuta, 2016).

In 1998, Long presented the concept of cuisine tourism as follows:

The international, exploratory participation in the foodways of an “Other”, participation including the consumption - or the preparation and presentation for consumption - of a food item, cuisine, meal system, or eating style considered as belonging to a culinary system not one’s own (Long, 1998, p. 181).

And afterwards she added the definition:

Culinary tourism is about food as a subject and medium, destination and vehicle, for tourism. It is about individuals exploring foods new to them as well as using food to explore new cultures and ways of being. It is about groups using food to "sell" their histories and to construct marketable and publicly attractive identities, and it is about individuals satisfying curiosity. Finally, it is about the experiencing of food in a mode that is out of the ordinary, that steps outside the normal routine to notice difference and the power of food to represent and negotiate that difference (Long, 2004, p. 20).

Throughout this thesis, the concept of gastronomy tourism has been applied, the definition of which can be better understood as “the knowledge and learning of the food culture corresponding to a particular territory, by eating, tasting and enjoying its food” (Aizega, 2012, p. 58). Originally, gastronomy was meant for the nobility, but with time, the concept has also included “peasant’s food”, characteristic of regional and local cuisine (Richards, 2002, p. 3). Although the term gastronomy tourism often refers to discovering and tasting drinks and food products (Molleví, Bortoló & Fusté Forné, 2016, p. 28), and most of the research in culinary tourism focuses on wine tourism, according to Ignatov and Smith (2006), “there is a much larger market for tourism related specifically to food, [since] food tourism segment is over six times larger than the wine segment” (p. 252). In

this thesis, the term oenological tourism, or tourism-related to drinks from a particular country, is not discussed, as it focus on Catalonia's traditional food, or its 'local food'. Food that, with development, has become popular food over the years and is known by many people; food that forms a part of the identity of the Catalan people. Some examples of this traditional food are tomato bread, *canalons*, *calçots*, snails or sausage with white beans, amongst others. Nummedal and Hall (2006) define local food as "food and drink that is produced or grow in the local area or local specialty food that has a local identity" (quoted by Chang, Kivela, & Mak, 2010, p. 991).

Gastronomy tourism, when based on traditional food, and as a part of cultural tourism, is based on people's heritage and identities. A unique and memorable food identity is an essential asset for a successful touristic destination (Fox, 2007, p. 546) since there is a clear connection between the food culture and the destination place, which is strengthened when consuming local specialties, representing the symbolic consumption of a land (Bessiere & Tibere, 2013, p. 3425). Therefore, food tourism allows for the participation in the consumption of local actions that enable the cultural and social integration of tourists with locals, absorbing and reproducing cultural codes (Bessiere, 1998, p. 26). At the same time, local specialties strengthen the appeal of the place and reduce it in rival destinations (Alderighi, Bianchi, & Lorenzini, 2016, p. 325).

Many factors determine the cultural identity of a country, such as its history and landscapes – the last one understood as a cultural factor created from natural factors, such as topography and climate. Gastronomy represents the integration of landscape characteristics, both natural and cultural, as a destination (Fusté Forné, 2015, p. 289). According to Hjalager and Corigliano (2000), natural and environmental resources determine the food traditions of every region (p. 282). Yet, gastronomic identity is something dynamic (Björk & Kauppinen-Räsänen, 2014, p.298), which has evolved together with social changes. Byrkjeflot, Pedersen and Svejenova (2013) affirm that thanks to globalisation, people are more curious about foreign food and food traditions (p. 42). Because of this, the traditional food offers of a destination are often adapted in order to satisfy tourists' palates, which are not always used to new flavours. Many tourism providers have tried to meet the tourist demand for "authentic" or "traditional" food. Still, sometimes offered food items are the result of "the emergent authenticity" of altered dishes created to satisfy tourist expectations (Fields, 2002, p. 39). In this regard, it can be stated that, even if the traditional food of a region or country represents a tourist asset,

tourism might modify this food to make it more appealing to tourists. In some cases, this modification might reach a point where the food offer is more similar to an international or globalised cuisine offer rather than the traditional cuisine of the destination place.

Gastronomy tourism brings several benefits to the destination where it takes place, for the local population, entrepreneurs and public administration. According to Lee, Wall and Kovacs (2015), this increases the conscience of identity and the image of the place, and promotes local agricultural products to national and international visitors (p. 134). It helps “supporting local economies, sustaining skills, raising employment, and providing lifelines for producers” (Everett, 2016a, p. 107). Food tourism boosts local economies, according to Béllisle (1983), “food accounts for approximately one-third of tourism expenditure” (p. 498). To elaborate on this data, Aulet, Vidal-Casellas and Majó (2019) explain that eating is one of the main expenses for tourists, together with local consumption, souvenir shopping and taking part in activities (p. 249). According to Flavián and Fandos (2011), nearly five and a half million people visited Spain for gastronomic motivations in 2011, and most of the foreign tourists who visited the country highlighted its cuisine as one of the most valued attractions in Spain (p. 12). Cantalapiedra Álvarez (2012) states that

In 2011, Spain received 56.7 million tourists, generating receipts of more than 43 billion euros. [...] Out of these 56.7 million international tourists, more than 5 million said that the enjoyment of Spanish food and wine was one of the main reasons for choosing Spain as a tourism destination. [...] For its part, the food and agriculture sector in Spain represents 7.6% of the GDP and employs more than 400.000 people (Cantalapiedra Álvarez, 2012, p. 46).

For the residents and the local communities, food tourism does not only provide job opportunities but also helps preserve the local culinary culture (Hong & Tsai, 2012, p. 43). Gastronomy tourism does not merely serve as a booster for destinations willing to develop tourism; this typology of tourism can also contribute to modify the tendency towards a well-established destination. According to Kivela and Crofts (2005), cuisine can be the driving force to reactivate tourism in destinations that suffer in the critical phase of touristic products life cycle (p. 40).

In summary, food tourism can benefit a destination in many ways:

It can help to position and market a destination for tourism, enhance tourism image and visitors' experiences contribute towards place/destination branding, contribute towards

the sustainable development of the local food industry and economy, provide the economic stimuli for primary food production, processing and manufacturing through tourist spend, stimulating demand from new market sectors and expanding existing markets through souvenir food and developing new tastes (Carruthers, Burns, & Elliott, 2015, pp. 362–363).

Besides, gastronomy tourism is linked to sustainable tourism considering the benefits that it brings, because its economic impact stays mainly within the local economy. It also has environmental benefits, because products are local, and can have a positive impact reinforcing the feeling of cultural belonging of the residents, as well as improving the tourist's understanding of the place they visit (Andersson, Mossberg, & Therkelsen, 2017, p. 4). There are many reasons to serve food that fulfils the standard criteria for sustainable, healthy, local-produced food, because even people who do not base their identity in cuisine seek food-related experiences when they travel (Andersson & Mossberg, 2017, p. 56).

Gastronomy tourism takes place within different places and activities, from markets, fairs and festivals to restaurants, cooperatives, and farms, among others. As explained later, this thesis bases its research, on the cuisine offered to tourists in touristic accommodation restaurants. According to Meneguel, Mundet and Aulet (2018), restaurants provide cultural elements and share this position with other sectors of the cultural industry (p. 7). In addition, restaurants spread the local cuisine and are key to improving the local and economic development and the construction of the destination's identity (Björk & Kauppinen-Räsänen, 2014, p. 305).

Food and meals are related to places with different geographic scales, that range from continents, over supra-national regions, to countries, and smaller national regions, and these divisions serve to create touristic brands (Andersson et al. 2017, p. 4). This thesis is framed within the province of Girona, in the north-east of Catalonia, Spain. It must be underlined that, even if the international perception regarding Spanish cuisine is of a single homogenous cuisine, every region or autonomous community has a distinctive one. As Pujol states (2009), the strong regionalisms that have affected Spain for centuries have a symbolic influence on the gastronomical varieties, and their use and techniques strongly differ from one another, even if they are based on the same common ingredients.

Although the study addresses the province of Girona, the thesis is based on Catalan cuisine, because Catalonia is a region with a rich, gastronomic culture, stemming from

the Middle Age. One of the first cuisine books in Europe, which is written in Catalan, dates from the same period. Besides, in the past years, Catalan cuisine has received a boost, thanks to internationally well-known chefs with Michelin Stars. Moreover, in 2016, the Catalan Tourist Board declared Catalonia as a European region of gastronomy. This resulted in several activities for all kinds of public, created to promote Catalan cuisine and oenology through touristic experiences, in order to discover the cuisine, the wines, the gastronomic products and the territory (Agència Catalana de Turisme, 2016).

Another institution that stands up for Catalan cuisine and is active since 2001 is the Catalan Institute of Cuisine and Gastronomic Culture, which has created the Catalan Cuisine Corpus, amongst other dissemination activities (Fundació Institut Català de la Cuina i de la Cultura Gastronòmica, 2017). At a provincial level, the destination management organization (DMO) in charge of touristic promotion and, by extent, food tourism, is the Costa Brava - Girona Tourist Board, that founded the *Club d'Enogastronomia*, which has the support of several public entities, tourism offices and regional councils from the Girona province (Patronat de Turisme Costa Brava – Pirineu de Girona, 2019). Thus, many public or mixed entities work for the promotion of Catalan cuisine. As Molleví Bortoló and Fusté Forné affirm (2016), Catalonia is one of the regions that has been working and boosting food and oenologic tourism the most, with a great presence of the public administration (p. 28).

The effort carried out by the institutions mentioned above, as well as the importance of gastronomy in tourism and the benefits to the territory that this binomial contributes, as explained in the previous sections, brings the author to investigate the real condition of the gastronomy in the tourism of the province of Girona. While it is true that similar studies has been done in other parts of the world (Horng & Tsai, 2010; Jalis, Che, & Markwell, 2014; Jiménez-Beltrán et al., 2016; Okumus, Okumus, & McKercher, 2007; Smith & Hall, 2003), there is not evidence of previous studies in the province of Girona that analyses the gastronomic offer, which leads to the hypothesis and objectives of this thesis, indicated below.

Hypothesis and objectives

This doctoral thesis, called “Catalan gastronomy in the province of Girona: A study of tourists’ awareness of gastronomy and the available gastronomic options in accommodations”, represents a compendium of articles published, accepted or delivered

to indexed journals. In this section, the main objective of the thesis is exposed, as well as the specific aims of each article that forms the core of the research.

The main objective of this thesis is to discover the existence of food tourism based on traditional products in the province of Girona, beyond the restaurants with a Michelin Star, and how this tourism develops itself. This objective is based on the hypothesis that Catalan traditional cuisine is not very present in the international touristic circuit in Girona province, especially in the Costa Brava – the brand that attracts more international tourists, but has a stronger presence in the brand Pyrenees, with a main presence of national tourists. Each article focuses on one or more main objectives, with the aim of drawing a conclusion and confirming or refuting the suggested hypothesis.

The first article serves to conduct a primary research on the food demand from the international tourists who visit the Costa Brava. For the collection of data, a representative sample of international tourists has randomly collected, in order to find out the knowledge about the Catalan gastronomy they have, understanding that national tourists are more likely to know the cuisine of the region. The first publication has been divided into four secondary objectives. The first is to determine the percentage of tourists who visit the Costa Brava for food related reasons. The focus of the study contemplates five villages in the Costa Brava with a certification for family tourism – so, it is a specific but average tourist profile, which is not necessarily interested in gastronomy. The second is to determine how many tourists are familiar with the popular Catalan cuisine and whether they had prior knowledge before visiting their destination or during the stay. Through this, it is observed whether the promotion of the Catalan cuisine reaches its target public or not and if they understand what it constitutes when visiting their destination. The third is to analyse the amount of information that tourists receive about traditional food items at their destination, which is related to the fourth objective: defining which traditional Catalan dishes they know.

The second and third publications deal with the food offers of the touristic accommodations in the province of Girona. The second article is a pilot test for the third one, where only has been taking into consideration campsites, with the intention to add the rest of the touristic accommodations (hotels, guesthouse, and apart-hotels) to the study afterwards, which means in the third article. In both cases, the main objective of the study is to determine whether accommodations use Catalan cuisine as a touristic resource, or if they tend to offer a cuisine including traditional meals from other Spanish regions or

international food. This specific objective arises from a common commentary between many of the tourists who participated in the study of the first article. They affirmed that they did not know the Catalan cuisine well, because in the accommodations where they stayed during their holidays – those with half or full board – did not offer this type of cuisine. Although the first article focuses on the brand Costa Brava, one with a different tourist profile than the brand Pyrenees, in the second and third publication the study field applies to the whole province of Girona – that is, to both touristic brands – in order to discover if their food offer aimed at tourists is different from one another. The aim of this study, mainly detailed in the third article, intends to determine the fulfilment or denial of the thesis main hypothesis. . For that purpose, a content analysis of the official web sites of the accommodations is initially carried out, as they are one of the first sources of information that the tourist search when planning their trip. Websites content analysis has been chosen, as Nelson (2016) indicates, the primary objective of the web pages of tourist agents is to promote their product (p. 134). It is considered, then, that those accommodations with the service of restaurants have as a part of their product the gastronomy. In addition, according to Camprubí and Coromina (2016), in recent years the academic studies that analyse web pages have increased considerably (p. 138), for that reason this methodology can be considered appropriate in order to reliably get to know the information that tourists have first-hand. At the same time, the entrepreneurs of the lodges have been surveyed in order to identify their position and interest in offering Catalan cuisine to the restaurants located in their establishment. In both cases, a random and representative sample of the lodgings of the province of Girona has been used from the official database of the *Generalitat* of Catalonia.

Finally, the fourth article appears as a result of the study in both the second and third articles. Although at the beginning, this last publication was not considered, after carrying out the web analysis of the two previous publications, a big lack of gastronomical information on the official websites of the analysed accommodations was detected. This led to the last publication, which intends to advertise the quality and quantity of the food information available for tourists on the websites of the touristic accommodations of the province of Girona.

Introducció

Aquesta tesi doctoral, centrada en l'anàlisi de la relació entre el turisme i la gastronomia tradicional a la província de Girona, ha estat possible gràcies a la beca per a Investigadors en Formació de la Universitat de Girona (IF-UdG). La motivació personal per a realitzar-la sobre aquest tema ve de lluny. Amb una formació permanent al voltant de l'alimentació, els serveis i el turisme, l'autora ha treballat durant anys al sector de la restauració. Després de realitzar el Màster en Turisme Cultural, la unió de tres passions com són les tradicions, la gastronomia i el turisme va esdevenir una motivació per a conèixer més de prop quina era la situació real de la gastronomia tradicional catalana a la província de Girona i com aquesta arribava als turistes.

La introducció d'aquesta tesi està dividida en dos apartats. El primer, repassa la literatura existent més rellevant pel que fa als conceptes vinculats a l'estudi i explica la importància del tema. El segon, presenta la hipòtesi i els objectius de l'estudi.

Gastronomia i turisme: cultura, tradició i identitat

La relació entre el menjar i el turisme ha existit des de l'inici del fenomen turístic. Fa segles, quan viatjar estava a l'abast de pocs privilegiats, les tavernes ja oferien el servei de restauració, tot i que limitat (Telfer & Hashimoto, 2003, p. 160). Al llarg dels anys, amb els canvis socials i l'expansió del turisme, el subministrament del menjar i, per tant, la cuina i la seva relació amb el turisme, ha evolucionat fins al que trobem avui dia als restaurants de les destinacions. Tot i que al llarg del període fordista, amb el turisme de masses, no es donés prioritat al què es menjava durant les vacances, el turista sempre ha tingut la necessitat d'alimentar-se, fent que, tal i com assenyalen Kivela i Crotts (2005), històricament, el sector de la restauració tingués un paper de suport a l'economia del turisme, ja que normalment no es consideraven llocs d'atraccions suficients per portar turistes a una destinació (p. 41). Actualment, però, el fet de menjar durant les vacances va més enllà del mer fet d'alimentar-se, passant a ser part d'una experiència gastronòmica que implica el coneixement de la cultura del lloc visitat. Si bé és cert que tots els viatgers

han de menjar durant el viatge i, per tant, participar en algun tipus d'àpat, aquest no fa només la funció de manteniment, sinó que aporta uns beneficis que augmenten l'experiència de viatge (Chang, Kivela, & Mak, 2011, p. 307). Segons Kim, Eves i Scarles (2009), degustar el menjar i les begudes locals satisfà les necessitats dels turistes i ofereix experiències culturals (p. 430). D'aquesta manera, la gastronomia permet introduir als turistes en el patrimoni cultural immaterial i històric de les destinacions mitjançant la degustació i possibilita una aproximació a la cultura d'una manera més vivencial i participativa, i no només contemplativa (Falcón, 2014, p. 51), ja que el menjar es considera un reflex de la cultura d'un país i de la seva gent, i és un producte ideal per oferir-lo com a atractiu en una destinació i amb moltes possibilitats d'utilitzar-lo com a eina de màrqueting (du Rand & Heath, 2006, p. 207). Així doncs, el menjar ha esdevingut una atracció turística important que millora l'experiència dels visitants, assumint un paper destacat en la presa de decisions i la satisfacció turística, els productes turístics i les estratègies de promoció (Henderson, 2009, p. 317). La gastronomia no només es considera un producte cultural clau, capaç d'atraure els consumidors pel seu compte, sinó també un valuós complement de la cartera tradicional de productes culturals, que inclou elements com ara monuments, museus, arquitectura i esdeveniments (Correia, Moital, Ferreira Da Costa, & Peres, 2008, p. 164). En definitiva, els turistes que visiten una destinació cultural determinada, a més de participar en el coneixement del seu patrimoni, volen augmentar la seva experiència sensorial principalment a través de la gastronomia (Jiménez-Beltrán, López-Guzmán, & González Santa Cruz, 2016, p. 9).

Tal i com s'assenyalava anteriorment, la relació entre la gastronomia i el turisme ha estat dinàmica al llarg dels segles. És en els últims anys quan la gastronomia ha pres un major protagonisme a l'hora d'escollir una destinació, sent o no una motivació principal de viatge. Aquest interès creixent en la gastronomia queda reflectit, segons Falcón (2014), en el creixement de l'oferta gastronòmica basada en productes de qualitat autòctons i en la consolidació d'un mercat propi per al turisme gastronòmic (p.42). En la mateixa línia, Armesto López i Gómez Martín (2004), destaquen l'interès dels grans circuits econòmics en la cultura popular o tradicional, ja que, segons els autors, cada cop són més freqüents les ofertes associades a aquests recursos culturals, entre els que destaca la gastronomia lligada als costums i el folklore (p.91). Per a que aquest mercat gastronòmic s'hagi consolidat, ha estat necessària una forta demanda per part dels turistes. D'acord amb Rifai (2012), els turistes se senten atrets pels productes locals i, per tant, moltes destinacions

basen la comercialització en productes locals, apel·lant a aquells viatgers que vulguin sentir la destinació a través dels seus sabors (p.4).

El creixent interès del binomi turisme i gastronomia ha obert les portes, des de fa un parell de dècades, al desenvolupament de noves investigacions basades en el concepte de turisme gastronòmic, també anomenat turisme culinari (Antonioli Corigliano & Baggio, 2002; Jolliffe, 2016), 'turisme de cuina' - en anglès, *cuisine tourism* - (Horng & Tsai, 2010; Ignatov & Smith, 2006), 'turisme alimentari' - en anglès, *food tourism* - (Ellis, Park, Kim, & Yeoman, 2018; Everett, 2016b; Tikkanen, 2007) i, incloent el turisme del vi, turisme enogastronòmic (Di Matteo & Cavuta, 2016).

El 1998, Long va introduir el terme turisme culinari, entès com:

La participació exploratòria i internacional en les vies alimentàries de 'l'altre', participació que inclou el consum, o la preparació i la presentació per al consum, d'un aliment, cuina, sistema de menjar o estil de menjar que es considera que no és propi d'un sistema culinari (Long, 1998, p. 181).

I posteriorment va suggerir la definició:

El turisme culinari tracta sobre el menjar com a tema i mitjà, destinació i vehicle, per al turisme. Tracta d'individus que exploren aliments nous per a ells com utilitzant els aliments per explorar noves cultures i maneres de ser. Tracta de grups que utilitzen el menjar per "vendre" les seves històries i construir identitats comercials i atractives, i tracta d'individus satisfent la seva curiositat. Finalment, tracta de l'experiència dels aliments d'una manera fora del corrent, que surt de la rutina normal per notar la diferència i el poder dels aliments per representar i negociar aquesta diferència (Long, 2004, p. 20).

Al llarg d'aquesta tesi s'utilitza el terme turisme gastronòmic, entès com el coneixement i aprenentatge sobre la cultura gastronòmica identificada amb un territori determinat, menjant, tastant i gaudint del seu menjar (Aizega, 2012, p. 58). Originalment la gastronomia era per a la noblesa, però amb el pas del temps el concepte també ha inclòs el "menjar camperol" propi de la cuina regional i local (Richards, 2002, p. 3). Tot i que moltes vegades el terme turisme gastronòmic fa referència al coneixement i la degustació de productes i begudes (Molleví Bortoló & Fusté Forné, 2016, p. 28), segons Ignatov i Smith (2006), mentre que la majoria de les investigacions en turisme gastronòmic se centren en l'enoturisme, el seu estudi suggereix que hi ha un mercat més gran de turisme relacionat específicament amb els aliments, ja que el segment del turisme alimentari és més de sis vegades més gran que el del vi (p. 252). En aquesta tesi no es parla del turisme

enològic o aquell relacionat amb les begudes d'un país, sinó que es focalitza en el menjar tradicional de Catalunya, el que en anglès es coneix com a *local food*, aquell que, amb l'evolució i el pas del temps, ha arribat als nostres dies com a popular, conegut per una majoria i que forma part de la identitat del poble català. Exemples d'aquests menjars tradicionals són el pa amb tomàquet, els canalons, els calçots, els cargols o la botifarra amb seques, entre d'altres. Nummedal i Hall (2006) defineixen el menjar local, o *local food*, com aquell menjar i beguda que es produeix o es cultiva a la zona, o aquell menjar d'especialitats locals amb identitat local (citada per Chang, Kivela, & Mak, 2010, p. 991).

El turisme gastronòmic, basat en el menjar tradicional, i com a part del turisme cultural, es fonamenta en la identitat dels pobles. Una identitat gastronòmica única i memorable és un actiu indispensable per a qualsevol destinació turística d'èxit (Fox, 2007, p. 546), ja que hi ha un vincle clar entre la cultura gastronòmica i el lloc visitat, que es reforça al consumir les especialitats locals, representant el consum simbòlic d'una terra (Bessiere & Tibere, 2013, p. 3425). Per tant, el turisme gastronòmic permet la participació en el consum de ritus locals que permeten la integració cultural i social del turista amb els locals, absorbint i reproduint codis culturals (Bessièrre, 1998, p. 26). Alhora, les especialitats locals reforcen la imatge de destinació i la seva qualitat percebuda, augmenten l'atractiu del lloc i redueixen la de les destinacions competidores (Alderighi, Bianchi, & Lorenzini, 2016, p. 325).

La identitat culinària d'un país ve determinada per diversos factors, entre ells la seva història i el paisatge, aquest últim entès com a factor cultural creat per factors naturals com són el relleu i el clima. "La gastronomia representa la integració dels trets característics del paisatge, tant natural com cultural, d'una destinació" (Fusté Forné, 2015, p. 289). Per a Hjalager i Corigliano (2000), les tradicions alimentàries d'una regió estan determinades pels seus recursos naturals i climàtics (p. 282). Amb tot, la identitat gastronòmica és quelcom dinàmic (Björk & Kauppinen-Räsänen, 2014, p. 298), que va evolucionant juntament amb els canvis socials. Segons Byrkjeflot, Pedersen, i Svejenova (2013), gràcies a la globalització, hi ha més curiositat pel menjar i les tradicions gastronòmiques estrangeres (p.42). Aquest fet fa que, en molts casos, l'oferta gastronòmica tradicional d'una destinació es vegi modificada per a poder satisfer el paladar del turista, no sempre acostumat a nous sabors. Molts proveïdors de turisme han intentat satisfer la demanda turística d'aliments "autèntics" o "tradicionals", tot i que en alguns casos els productes alimentaris que s'ofereixen poden ser el resultat de

“l'autenticitat emergent” dels plats alterats per satisfer les expectatives dels turistes (Fields, 2002, p. 39). En aquest sentit, doncs, es pot dir que tot i que el menjar tradicional d'una regió o un país és un atractiu turístic per si mateix, amb l'arribada del turisme aquest menjar es pot veure modificat per tal de satisfer el turista, fins al punt que, en alguns casos, l'oferta gastronòmica s'assimila més a una oferta de menjar internacional o globalitzat que no pas a la tradicional de la destinació.

El turisme gastronòmic aporta una sèrie de beneficis a la destinació on es desenvolupa, tant per a la població local com per als empresaris i l'administració pública, ja que, segons Lee, Wall i Kovacs (2015), augmenta la consciència de la identitat i la imatge del lloc, promovent productes agrícoles locals a visitants nacionals i internacionals (p.134) i ajuda les economies locals a mantenir habilitats, augmentar l'ocupació i proporcionar línies de vida als productors (Everett, 2016a, p. 107). El turisme gastronòmic ajuda a impulsar les economies locals, ja que segons Béllisle (1983), l'alimentació suposa aproximadament una tercera part de la despesa turística (p. 498). Ampliant aquesta dada, Aulet, Vidal-Casellas i Majó (2019) indiquen que el menjar és una de les despeses principals per als turistes, incloent-hi el consum en el lloc, la compra de records i la participació en activitats (p. 249). D'acord amb Flavián i Fandos (2011), el 2011 varen visitar Espanya per motius gastronòmics al voltant de 5 milions i mig de persones, i la gran majoria dels turistes estrangers que van visitar el país van destacar l'atractiu de la seva gastronomia com a un dels aspectes més valorats del país (p. 12). Segons Cantalapiedra Álvarez (2012):

El 2011, Espanya va rebre 56,7 milions de turistes, el que va generar més de 43.000 milions d'euros, i d'aquests 56,7 milions de turistes internacionals, més de 5 milions van dir que gaudir del menjar i el vi espanyols constituïa un dels seus principals motius per escollir Espanya com a destinació turística. Per la seva banda, el sector agroalimentari a Espanya representa el 7,6% del PIB i dona feina a més de 400.000 persones (Cantalapiedra Álvarez, 2012, p. 46).

Per als residents i les comunitats locals, el turisme gastronòmic no només ofereix oportunitats de treball, sinó que també ajuda a preservar la cultura culinària local (Hornig & Tsai, 2012, p. 43). El turisme gastronòmic no només serveix com a impulsor per a destinacions que volen desenvolupar el turisme, sinó que aquesta tipologia de turisme pot servir per a modificar la tendència en una destinació madura. Segons Kivela i Crotts

(2005), la gastronomia pot ser la força impulsora de la reactivació del turisme per a destinacions que pateixen en la fase crítica del cicle de vida dels productes turístics (p.40).

En resum, el turisme gastronòmic pot beneficiar una destinació de moltes maneres:

Pot ajudar a posicionar i comercialitzar una destinació turística; millorar la imatge turística i les experiències dels visitants; contribuir a la creació de marques de destinació; contribuir al desenvolupament sostenible de la indústria alimentària i de l'economia local; proporcionar estímuls econòmics per a la producció primària d'aliments, processar-los i fabricar-los a través de la despesa turística, a l'estimular la demanda dels nous sectors del mercat i ampliar els mercats existents a través de souvenirs i desenvolupant nous gustos (Carruthers et al., 2015, pp. 362–363).

A més, el turisme gastronòmic està molt vinculat al turisme sostenible des del punt de vista dels beneficis que aporta, ja que els seus impactes econòmics es mantenen en gran mesura dins de l'economia local; té avantatges ambientals al ser producte de proximitat; i pot tenir efectes positius pel que fa al sentiment de pertinença cultural dels residents locals, així com pot millorar la comprensió dels turistes del lloc visitat (Andersson, Mossberg, & Therkelsen, 2017, p. 4). Hi ha molt bones raons per servir menjar que compleixi els criteris normals d'aliments sostenibles, saludables i produïts localment, ja que fins i tot aquells que no basen la seva identitat en el menjar, busquen experiències alimentàries quan viatgen (Andersson & Mossberg, 2017, p. 56).

El turisme gastronòmic s'esdevé en indrets i activitats diverses, des de mercats, fires i festivals, fins a restaurants, cooperatives o granges, entre d'altres. Aquesta tesi, tal i com s'explica més endavant, basa la seva recerca en la gastronomia que s'ofereix als turistes en els restaurants dels allotjaments turístics. Per a Meneguel, Mundet i Aulet (2018), els restaurants són proveïdors d'elements culturals i comparteixen aquesta posició amb altres sectors de la indústria cultural (p. 7). A més, els restaurants transmeten la cultura alimentària local i són essencials per millorar el desenvolupament local, econòmic i la construcció de la identitat de la destinació (Björk & Kauppinen-Räsänen, 2014, p. 305).

Els menjars i els àpats estan vinculats a llocs de diferent escala geogràfica, com són els continents; les fronteres supranacionals; els països; i les seves regions, i aquestes divisions s'utilitzen per crear marques turístiques (Andersson et al., 2017, p. 4). Aquesta tesi s'emmarca en la província de Girona, la qual es troba al nord-est de Catalunya, regió situada al nord-est d'Espanya. És important destacar que, tot i que internacionalment la imatge que es percep de la cuina espanyola és una, cada regió o comunitat autònoma es

caracteritza per una cuina diferenciada. Tal com indica Pujol (2009), els regionalismes ferotges que han assotat Espanya des de fa segles troben un ressò simbòlic en les variacions gastronòmiques que, tot i que es basen en ingredients comuns, l'ús i les tècniques difereixen radicalment (p.440).

Tot i centrar l'estudi en la província de Girona, la tesi es basa en la cuina catalana, ja que Catalunya és una regió amb una rica cultura gastronòmica, que prové de l'edat mitjana, època en la qual trobem un dels primers llibres de cuina d'Europa, escrit en català. Durant els últims anys, a més, la gastronomia catalana ha agafat impuls gràcies a grans xefs coneguts internacionalment per ser Estrelles Michelin. A part, l'any 2016, Catalunya va ser declarada per l'Agència Catalana de Turisme com a Regió Europea de la Gastronomia, oferint una sèrie d'accions per a tots els públics per donar a conèixer a través d'experiències turístiques la gastronomia i l'enologia catalana, i així descobrir la cuina, els vins, els productes i el territori (Agència Catalana de Turisme, 2016). Una altra institució que aposta per la promoció de la gastronomia catalana és la Fundació Institut Català de la Cuina i de la Cultura Gastronòmica, activa des de 2001 i que ha creat el Corpus de la Cuina Catalana, entre altres accions de divulgació (Fundació Institut Català de la Cuina i de la Cultura Gastronòmica, 2017). A nivell de província, l'ens encarregat de la promoció turística i, per tant, del turisme gastronòmic, és Patronat de Turisme Costa Brava – Pirineu de Girona, que ha creat el Club d'Enogastronomia, que “compta amb l'impuls de diverses entitats públiques, oficines de turisme i consells comarcals de la província de Girona” (Patronat de Turisme Costa Brava - Pirineu de Girona, 2019). Així doncs, són diverses les entitats públiques o mixtes que treballen en la promoció de la gastronomia catalana. Tal com assenyalen Molleví Bortoló i Fusté Forné (2016), Catalunya és una de les regions que més ha estat treballant i impulsant el turisme gastronòmic i enològic, amb gran insistència per part de l'administració pública (p.28).

L'esforç dut a terme per les entitats esmentades anteriorment, així com la importància de la gastronomia dins el turisme i els beneficis al territori que aquest binomi aporta, tal com s'ha explicat en apartats anteriors, porten a l'autora d'aquesta tesi a voler investigar quina és la situació de la gastronomia en el turisme de la província de Girona. Si bé és cert que existeixen estudis similars a d'altres indrets del món (Horng & Tsai, 2010; Jalis, Che, & Markwell, 2014; Jiménez-Beltrán et al., 2016; Okumus, Okumus, & McKercher, 2007; Smith & Hall, 2003) , no hi ha cap estudi anterior que analitzi la oferta

gastronòmica a la província de Girona, el que ens porta a la hipòtesi i els objectius d'aquesta tesi, que s'exposen a continuació.

Hipòtesi i objectius

Aquesta tesi doctoral, titulada '*Catalan gastronomy in the province of Girona: A study of tourists' awareness of gastronomy and the available gastronomic options in accommodations*' es presenta com un compendi d'articles publicats, acceptats o enviats a revistes indexades. En aquest apartat s'exposa l'objectiu principal de la tesi, així com els objectius específics per a cadascun dels articles que formen el nucli de l'estudi.

L'objectiu principal d'aquesta tesi és conèixer si a la província de Girona existeix el turisme gastronòmic basat en el producte tradicional, més enllà dels restaurants amb Estrella Michelin, i com aquest es desenvolupa. Aquest objectiu està fonamentat en la hipòtesi que la gastronomia tradicional catalana és poc present en el circuit turístic internacional a la província de Girona, principalment a la Costa Brava, que és la marca que aplega més turistes internacionals, però té més presència a la marca Pirineus de Girona, on el perfil de turista és nacional. Cadascun dels articles focalitza en un o més objectius específics amb la finalitat de poder extreure conclusions i confirmar o refutar la hipòtesi esmentada.

El primer article serveix per fer una primera exploració de la demanda gastronòmica per part dels turistes internacionals que visiten la Costa Brava. Per a la recollida de dades s'enquesta de manera aleatòria una mostra representativa de turistes internacionals ja que es vol saber quin és el coneixement sobre la gastronomia catalana que aquests tenen, entenent que els turistes nacionals és més probable que coneguin la cuina de la regió. La primera publicació es divideix en quatre objectius secundaris. El primer objectiu secundari és determinar el percentatge de turistes que visiten la Costa Brava per motius gastronòmics. L'estudi se centra en cinc poblacions de la Costa Brava certificades com a turisme familiar, per tant es busca un perfil de turista concret però ampli, i que no tingui perquè estar motivat per la gastronomia. El segon objectiu és determinar quants estan familiaritzats amb la cuina popular catalana, i si la coneixen d'abans d'arribar a la destinació o durant la seva estada. D'aquesta manera es pot observar si la promoció de la cuina catalana arriba al públic objectiu i si quan visiten la destinació entenen què és la gastronomia catalana. El tercer objectiu és analitzar la quantitat d'informació que els

turistes tenen sobre productes gastronòmics típics de la destinació, el qual es vincula amb el quart objectiu, definir quins plats tradicionals catalans coneixen.

La segona i la tercera publicació se centren en l'oferta gastronòmica dels allotjaments turístics de la província de Girona. El segon article és una prova pilot per al tercer. En el segon article només s'hi tenen en compte els càmpings per després ampliar l'estudi, en el tercer article, a la resta d'allotjaments turístics amb servei de restauració com són els hotels, les pensions i els hotels-apartament. En ambdós casos, l'objectiu específic de l'estudi és saber si la gastronomia catalana és utilitzada com a recurs turístic per part dels allotjaments o bé tendeixen a una oferta culinària amb plats d'altres regions d'Espanya o internacionals. Aquest objectiu específic sorgeix d'un comentari comú entre diversos dels turistes enquestats per a l'estudi del primer article, que apunten que no coneixen gaire la gastronomia catalana perquè als allotjaments on passen les vacances i tenen la pensió mitja o completa no s'ofereix aquest tipus de cuina. Tot i que el primer article se centra sota la marca Costa Brava, marca amb un perfil de turista diferent al de la marca Pirineus de Girona, en la segona i tercera publicació el camp d'estudi s'amplia a tota la província de Girona, és a dir, a les dues marques turístiques, per veure si difereixen una de l'altra en quant a l'oferta gastronòmica que els turistes poden trobar. Amb la finalitat d'aquest estudi, plasmat principalment en el tercer article, s'espera observar el compliment o rebuig de la hipòtesi principal de la tesi. Per tal efecte, es du a terme inicialment un anàlisi de contingut de les pàgines web oficials dels allotjaments, ja que són una de les primeres fonts d'informació que el turista troba a l'hora de planificar el seu viatge. S'escull fer l'anàlisi web ja que, tal i com Nelson (2016) indica, l'objectiu primari de les pàgines web dels agents turístics és promoure el seu producte (p. 134). Es considera, doncs, que aquells allotjaments amb restaurants tenen com a part del seu producte la gastronomia. A més, segons Camprubí i Coromina (2016), en els últims anys els estudis acadèmics que analitzen pàgines web han augmentat considerablement (p. 138), pel que es considera una metodologia adient per tal d'arribar de manera fiable a la informació que els turistes tenen de primera mà. Paral·lelament, s'enquisten els empresaris dels allotjaments per tal de conèixer la seva posició i interès en oferir cuina catalana als restaurants ubicats al seu establiment. En ambdós casos es pren una mostra aleatòria i representativa dels allotjaments de la província de Girona que consten a la base de dades oficial de la Generalitat de Catalunya.

Finalment, el quart article sorgeix com a resultat del procés de l'estudi per als articles segon i tercer. Tot i que inicialment no s'havia plantejat la realització d'aquesta publicació, al fer l'anàlisi web per a les dues publicacions anteriors, s'observa una gran mancança d'informació gastronòmica a les pàgines oficials dels allotjaments analitzats. D'aquí en sorgeix l'última publicació, que té com a objectiu específic donar a conèixer la quantitat i la qualitat de la informació gastronòmica que troben els turistes a les pàgines web dels allotjaments turístics de la província de Girona.

**Publication 1. The value of popular cuisine in tourism: A
Costa Brava case study**

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The value of popular cuisine in tourism: A Costa Brava case study

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Catalonia is a Spanish region with a broad gastronomic culture that reinforces its identity, with its long tradition rich in local products. This article analyses the knowledge that tourists who visit the Costa Brava have of Catalan gastronomy, cuisine and popular dishes; their degree of motivation towards culinary tourism when visiting the place; and the importance given to this cuisine once at the destination. For this study, surveys were used to observe how much tourists know about traditional Catalan gastronomy. By analysing the results for the most typical dishes of the region, it was identified which dishes were known by different socio-demographic profiles. The results indicate a notable lack of awareness of regional Catalan products and some confusion regarding the rest of Spain and other Mediterranean dishes. By analysing respondents' comments, it was detected that the problem may stem from a lack of supply at destination. This study highlights the importance of a good marketing strategy when aiming to popularize local cuisine for tourism in the region.

Keywords: culinary tourism, culinary heritage, traditional cuisine, cultural tourism, Catalonia.

Introduction

Tourists travel to other destinations for many different reasons: meeting friends or family, leisure, sun and beach, business or sports events, and cultural visits, among others. They also require food during their stay, an adjacent need that can in some cases become the principal motivation – a gastronomic motivation – for their trip.

As explained below, several authors have linked the physiological need for food with tourism, finding that this need can become a principal motivation for travel in some cases,

since, as noted by Clemente Ricolfé, Roig Merino, Valencia Marzo, Rabadán Ferrandis, and Martínez Rodríguez (2008), tourists could travel without visiting a monument or place, but not without eating; it is possible for tourists to remember a place first and foremost for what they ate, and then for what they saw. The same authors highlight an increase in people visiting a destination to find out about and taste their gastronomic products (Clemente Ricolfé et al., 2008). In the same way that ‘while [tourists] may forego a sightseeing trip on their program if they find it unattractive or intimidating, they cannot avoid eating (and drinking), even if the available food is unfamiliar, unpalatable, and even disgusting or frightening’ (Cohen and Avieli, 2004, p. 758).

According to Oliveira (2011), tourism is increasingly leaning towards specialization and seeking to meet the new desires of tourists, with the appearance of new products that go beyond mass sun and beach tourism in an attempt to satisfy diverse market niches, of which gastronomic tourism is one of the fastest growing in recent times. In spite of this, and the fact that uncovering the gastronomic legacies of a territory can generally be a strong motivation to embark on a trip, gastronomic tourism still plays a secondary role at times, behind environmental and architectural attractions (Bessiere and Tibere, 2013). This fact, although still secondary, leads us to view tourism as a tool to promote the local identity and traditions of a region. For Fields (2002), in an age when most of the things are based on experiences, tourism and gastronomy will tend to converge as complementary elements within the wide range of activities that consumers can experience, since gastronomic elements have become vital for many tourism products, from theme parks to independent rural vacations.

Whether gastronomy is a motivation or not, the incorporation of cuisine in the design of any tourist product has become a requirement for destinations to where visitors choose to travel during their holidays, and where they have the daily need to feed themselves (Melgar Ramirez, 2013). For this reason, the relationship between tourism and gastronomy has

increased in importance and interest in Spain in recent years, it having a strong culinary tradition and a high number of Michelin-starred restaurants. The fact is that gastronomic motivation can be related as much to the fact of going to eat in a restaurant with Michelin stars as to tasting regional products in specialized restaurants or at markets and fairs. This study will focus on the latter, that is, knowledge about and the tasting of regional products in restaurants or markets available to all, based on the fact that, as Björk and Kauppinen-Räsänen (2014) state, ‘contemporary consumers are increasingly showing their interest in local food’ (p. 294).

As Tresserras, Medina, and Matamala (2007) point out, in Spain gastronomic tourism is beginning to establish itself as a product with a cultural base and its own market, strengthened by the continued development of the tourism sector and its need for diversification.

When referring to gastronomic tourism, a wide range of possibilities opens up, including innovative cuisine, traditional cuisine, regional cuisine and fast food, among many other areas that have been analysed from different academic perspectives in recent years but for which there is still much to study.

Given such a variety of cuisines, the appearance of culinary establishments aimed at tourism is a precondition for developing destinations for two opposing reasons: to provide neophobic tourists with familiar food to eat; and to make innovative food accessible and attractive for neophylic tourists (Cohen and Avieli, 2004). Therefore, it is reasonable to be aware that destinations with a greater number of tourists will have more varied eating options available, as they are able to offer a more international cuisine to the detriment of regional foods. That said, Fields (2002) points out that the most basic of meals can offer a new gastronomic experience. According to the same author,

Such basic gastronomy can also satisfy status-related motivations as tourists explore new cuisines and foods that they or their friends are not likely to encounter at home. While the less experienced or less adventurous traveller may seek comfort in familiar foods in mass tourism resorts, the modern status-conscious traveller is likely to seek out the local cuisine, very often the 'traditional' or 'peasant' food not supplied by the mainstream tourism industry. (Fields, 2002:40).

As Timothy (2016:180) states, 'cuisine, gastronomic routes, epicurean traditions and gastronomic patterns are all critical elements of cultural heritage worthy of further investigation'.

For Ohlsson (2000), the concept of culinary heritage comprises three factors:

- Consumers: throughout Europe consumers are showing a greater interest in food from specific regions, leading to an increased demand for different types of regional foods.
- Businesses: there is a need to develop businesses based on regional identities within the agriculture, food and hospitality industries.
- Regional characteristics: it is becoming increasingly more important for European regions to develop and promote their unique characteristics as a region (p. 134).

As commented earlier, several authors have highlighted tourists' increased interest in cuisines at the destinations they visit. This interest also increases the range of traditional gastronomic products on offer, benefiting local economies, and, according to Armesto López and Gómez Martín (2004), the development of gastronomic tourism is contributing to horizontally integrating the traditional primary productive and the tertiary specialized sectors, increasing sources of income and improving levels of income and employment in the local population, mainly in rural areas. This horizontal integration is mainly due to the fact that gastronomic diversity is influenced by aspects as diverse as a region's variety of agriculture, livestock, agroindustry and restaurant business (Feo Parrando, 2014).

This article analyses popular cuisine, referring to that which has been passed down from generation to generation and the inhabitants of the region consider as the most significant dishes in their culture; that is, they form part of the region's culinary heritage.

In turn, the study presented here aims to observe the impact of a region's popular gastronomy on its tourism. This is based on the premise that the relationship between food, culture and heritage is important for tourism because, as Van Westering (1999) states, 'local dishes eaten with the local population in a local setting, may provide tourist with the closest of encounters with the authentic' (p. 79). And as Feo Parrando (2014) points out, one of the best ways to discover a country, region or town, as well as its history, culture, traditions, infrastructures, etc., is by its food.

To this end, the topic of study is broken down into four objectives. The first is to determine the percentage of tourists who visit the Costa Brava for gastronomic reasons and the value they award this motivation. The second objective is to determine how many are familiar with popular Catalan cuisine, whether from their place of origin or having come across it before at the destination. The third objective is to analyse the amount of information they have regarding typical gastronomic products of the destination. And the last one, to determine which traditional Catalan dishes they know.

In 2000, Handszuh, carried out a survey that revealed the link between local food products and the impact of tourism on the economy and society, especially in tourist destinations. The general conclusion was that there is an increased interest in culinary traditions, including local products and trends such as the search for cultural authenticity, the search for quality products, concern for food safety, the protection of original products, and increased awareness of the value of the local product for general development and tourism.

Following a similar line of research and in order to determine whether a similar phenomenon is occurring on the Costa Brava, a study was conducted on different tourist

populations of this region during the summer of 2015. The aim of the study was to analyse the knowledge of tourists visiting the region with regard to traditional Catalan gastronomy. 553 surveys were administered to international tourists, that is, any tourist of a nationality other than Spanish, in the form of an open question and without any prior information, asking what they considered to be the main dishes of Catalan cuisine. They were then asked whether they could recognize the main typical dishes of the region from photographs according to a previously documented list.

When talking about Spanish gastronomy, as it also happens with French and Italian cuisine, we are not referring to a unique type of cuisine for the whole territory, but to different regional gastronomies, with certain similarities, but each one with its specific influences (landscapes, climatology and different cultures). As Feo Parrondo (2005) states, Spain presents a great culinary plurality due to agricultural, livestock, fishing, historic and sociocultural reasons (among others), which are emphasized by foreigner tourists and immigrants. While it is true that within Spain there are dishes which have influenced the international conception of the Spanish gastronomy, like paella, every region is characterized by specific dishes, like *gazpacho* in Andalucía, *fabada* in Asturias, *ensaimada* in Mallorca, *mojo picón* in Canarias or seafood in Galicia. Likewise, the origin of some dishes goes beyond the administrative borders, like paella, which is known for its Valencian origin but still has variants in the south of Catalonia, in the localities near the Valencian Community.

Hence, like in the rest of Spanish autonomous communities, we find in Catalonia a characteristic gastronomy, which includes tomato bread, *canalons* and *crema catalana* (custard cream). The region “has a differentiated identity forged over more than a thousand years and shaped within its own language, culture, social evolution, and gastronomy” (Aulet, Vidal-Casellas, & Majó, 2019). As Fàbrega (1995) points out, Catalonia has a long tradition of cookery books. Since the Middle Ages, some of the first and most important European

books on this subject have been written, including *El Libre de Sent Soví*, from the 14th century. However, several authors have also referred to Catalan cuisine in modern times, such as Josep Pla, Manuel Vázquez Montalbán and Néstor Luján, among many others.

Regarding the importance of the destination, within Spain, Catalonia is the second autonomous community, after Andalucía, to receive Spanish tourists in their hotel establishments in the last years, and the first for foreign tourists. In total it's the autonomous community that receives more tourists (Instituto Nacional de Estadística, 2019). Girona is the second Catalan region to receive more tourists in hotel establishments, Spanish, international or both, after the region of Barcelona (Instituto Nacional de Estadística, 2019). Costa Brava is one of the two touristic brands in the region of Girona, located in the north-east of the autonomous community of Catalonia, which corresponds to the Mediterranean coast. The fact that this tourist brand is located in the coast has turned it in the second most important touristic destination in Catalonia, after Barcelona.

The aim of this study is to determine what percentage of tourists travel to the Costa Brava for gastronomic reasons, the importance they award to popular cuisine once they are in Catalonia, how informed they are about the gastronomic products that the territory offers and which of the typical dishes they know they have tried at the destination.

Methodology

The research carried out during this study was exploratory and quantitative. A survey was conducted to analyse the demand of international tourists who stayed overnight in one of the five Costa Brava tourist towns holding the Family Tourism Destination certification, namely: Calonge - Sant Antoni, Torroella de Montgrí - L'Estartit, Lloret de Mar, Castell - Platja d'Aro and Roses. They received the certificate of Family Tourism Destination because, within the brand of the Catalan Tourist Board, the main body of touristic promotion in Catalonia, it was the most neutral regarding the tourist profile, meaning the most standardized type of tourist.

The tourist profile from other certificates, like the Sport Tourism Destination one, may look for a diet adapted to a particular physical activity, besides the fact of visiting a destination with a clear motivation far from the gastronomic one.

The survey for this study was commissioned by the Calonge-Sant Antoni Chair of Gastronomy, Culture and Tourism at the University of Girona (Spain).

The survey was conducted by two interviewers on weekdays during the months of July and August 2015. They collected a total sample of 553 records. The margin of error obtained with this sample was 4.16%. Collection points varied, including the promenade, the tourist office and the beach of the selected destinations; each day the interviewers moved to a different destination, alternating between days of the week and tourist destination. The survey was conducted in Spanish, English and French. The respondents were chosen at random, but with an eliminatory question at the beginning of the questionnaire, since only those people who spent at least one night in the destination and did not have a fixed or temporary residence there were of interest.

The structure of the questionnaire was designed taking into account the aims of the study. It included eliminatory questions (Are you staying in the Costa Brava overnight? If so, is it your first or second home?) and 25 questions grouped into two blocks: the first on the main characteristics of tourist demand and the second on gastronomic motivation and knowledge of regional cuisine.

The aim of the first block was to determine the profile of the international visitor to the Costa Brava destinations under study, that is, their sociodemographic characteristics and the characteristics of their stay. The second block was designed to determine the main reason for the trip and the weight of gastronomic motivation, as well as to analyse these tourists' knowledge of traditional Catalan cuisine and its dishes. In this last section of the second block, one open question was asked about which dishes they thought were typical of the

region and then a closed one showing photographs and the name of the dishes. The open question revealed tourists' opinions without being conditioned by a list with the dishes already specified, thus bringing us closer to the real knowledge tourists have of the region's dishes. The closed question consisted of ten photographs, with tourists having to say whether they knew the dishes depicted in them or not. For this list, the ten most popular typical dishes were chosen from the book 'Catalunya en 70 gràfics' (Catalonia in 70 figures) by Javierre Kohan, Uilla, and Wandscher (2014), the authors having based it on the result of a survey by the newspaper *ara.cat* in 2012.

To analyse the results, it was used the statistical techniques of frequency analysis, the correlations between variables and contingency tables, with the help of SPSS. When compiling Tables 1 and 2, only significant results were chosen for each of the variables with a binary response (yes - no) in relation to each of the dishes chosen as typical.

Results

The results of the survey will be presented in three sections. The first refers to the first block of the survey, which takes into account the main sociodemographic statistics. This will serve to contextualize the rest of the results discussed later in sections two and three, since the results of this article focus on the contributions extracted from the second block of the questionnaire, given that the main objective is to analyse knowledge tourists have regarding Catalan gastronomy and the value they award it. Therefore, the second section shows how many of the tourists declare a knowledge of Catalan gastronomy and their reasons for the trip, including the main reason for travel and any gastronomic motivation. And, finally, the third section shows which dishes tourists think are most typical and, of the ten chosen as typical, the profile of international tourists that know them.

Sociodemographic profile of Costa Brava tourists

Based on the survey carried out, the demographic profile of visitors to the Costa Brava during the months of July and August of 2015 was – slightly – predominantly male (58%), within an age range of 16 to 80 years old, 37 being the average. The majority had or were in higher education (61% university students) and were employees (40%) or students (34%). As can be seen in Figure 1, most of the visitors were from European countries such as France (32.55%), Belgium (20.43%), the Netherlands (14.65%) and Germany (13.56%), followed by other European countries, although there were also visitors from other regions of the world such as Russia (3.62%), Argentina and Turkey.

[Figure 1 around here]

Gastronomic information and reason for travel

From the analysis of the results for the second block of questions it is worth highlighting that practically half of the respondents claimed to be familiar with Catalan gastronomy (48.46%), mainly men. A relevant relationship is observed between knowing the gastronomy and making a return visit, with a Cramer's V of 0.481 and significant at the population level, and a p_value of least than 0.001. Thus, of those respondents were returning to the destination, 62.68% were familiar with the gastronomy, and of those that were visiting the destination for the first time, only 7.69% were.

When asked about the main reason for visiting the destination (Figure 2), most respondents answered it was for sun and beach, followed by leisure and family activities. None of the respondents answered that their main reason was gastronomy.

[Figure 2 around here]

When asked to give a score to their degree of motivation (Figure 3) for each of the activities mentioned above, the first reason for tourists to visit the destination was still sun and beach

(4.66 out of 5). It should be noted that gastronomy was given as the second reason (3.30 out of 5), mainly among those who had visited the destination before.

[Figure 3 around here]

Knowledge of local cuisine

This last section analysed one of the main objectives of the study: to determine which Catalan dishes tourists know best and the profile of these tourists according to each dish. In order to understand these data in some depth, it has been analysed the open question: ‘What dishes do you think are typical of Catalan cuisine?’ and the closed question ‘Mark the dishes you know from the following list’, with which photographs of the ten main dishes were shown: *butifarra*¹ with beans, ‘*calçots*’², cannelloni³, snails, *coca de recapte*⁴, *escalibada*⁵, *escudella i carn d’olla*⁶, *fricandó*⁷, Catalan-style broad beans and bread with tomato.

Open-ended question

With the open-ended question, it has been obtained as many as 66 results for products and dishes that international tourists believed were typical of Catalonia.

The most mentioned dish was paella, followed by some margin by ham and fish. In fourth place was bread with tomato, one of the ten considered typical for the purposes of this study. Then, with few more than 100 responses, came tapas.

¹ Lean pork meat sausage.

² Variety of onion that is cooked over a high heat and eaten with romesco sauce and grilled meat.

³ Although Italian in origin, in Catalonia it is typical to eat these during the Christmas holidays.

⁴ Savoury pastry, usually with *escalibada* (see 5) and herring or *butifarra* (see 1).

⁵ Roasted onion, pepper and aubergine.

⁶ Typical Christmas day soup, based on meat, pulses and vegetables.

⁷ Dish based on veal fillet and mushrooms, sautéed with chopped herbs and nuts.

Figure 4 shows that bread with tomato was named more by those who know Catalan cuisine (the darker colour) than by those who do not know it (the lighter colour). Contrarily, more tourists who say they are not familiar with the region's cuisine said that paella is a typical dish, along with tapas, pizza, *fideua* and sangria.

Dishes such as fish, prawns and "catalan cream", although not the ten most typical dishes chosen for this study, can be considered products and dishes typical of the region. In the case of "cream", respondents did not specify, so it can include both cream of vegetable soup and the dessert *crema catalana* under this term.

[Figure 4 around here]

In the open-ended question, only six of the ten dishes considered most typical were proposed by international tourists: bread with tomato, *butifarra* with beans, snails, cannelloni, *escalibada* and *calçots*.

Table 1 shows the relationship between the dishes and the sociodemographic profile of the tourists who suggested them most. The dishes are arranged in descending order according to the number of respondents who named them. Country of origin and level of education are listed in the order in which most individuals of that group named the dish.

[Table 1 around here]⁸

As it can be seen, most dishes were suggested significantly more by men than by women, respondents over 26 years of age and mostly over 56 years of age, mostly from France, the United Kingdom and Belgium, and with university education or vocational training. As far as professional activity is concerned, whereas students did not name any of the dishes, the rest of the professional profiles did, although without any important relationship between this and the dishes.

⁸ VT: Vocational Training

Closed question

Table 2 shows the relationship between the ten typical dishes suggested in the closed question by means of photographs of the dishes. The same sociodemographic variables are analysed as in the previous table in order to determine whether there is a significant difference between one and the other.

In this case, the table is also in descending order according to the number of tourists who recognized the dishes in the photographs. The dishes occupy different positions in Tables 1 and 2 because when viewing the photographs respondents recognized and remembered the dishes they already knew more easily or from their stay in the destination.

[Table 2 around here]

The results of the closed question show how most dishes were also suggested significantly more by men than by women. Here the age range varies, since cannelloni is a dish that young people identify easily, so it is widely suggested from 16 years of age upwards, although the profile that responded most in general were those aged over 46. The number of countries of origin also increases, but they still mainly comprise France, the United Kingdom and Belgium.

The level of education varies, from basic level to no education, although the profile of university education and professional training mostly continues to prevail, in that order.

With regard to professional profiles, no important relationship is found between professional activity and dishes. Only students were not able to identify any of the images, with the exception of the cannelloni, the only dish identified by the lowest age range and also mentioned by the widest range.

Recommendation and comments

The last questions on the survey were reserved for determining whether tourists would

recommend the Costa Brava as a gastronomic destination, even though it does not yet receive this recognition, as well as to listen to comments and suggestions by the tourists in relation to the gastronomy of the region.

With regard to recommending the destination due to its cuisine, as Figure 5 shows, 87% of tourists said they would recommend the destination to friends and family, while 12% had doubts and less than 1% would not recommend it. In this last case, it was a single person who answered “I would not recommend it at all” (with a 1), clarifying that the score was due to the fact that they did not know anything about Catalan cuisine, not because they did not want to recommend it; also, those who would only recommend it a little (with a 2) generally said it was because they had not yet tried it.

[Figure 5 around here]

Finally, there were taken into account to the comments and suggestions of those respondents who wanted to give their opinion. The comments were divided into three large groups, since they revolved around three main axes. Thus, the most common responses by tourists were:

- Of the dishes they had eaten at the destination, they did not know which were local and which were typical.
- They prefer to eat in fast food establishments and do not care about local cuisine when travelling because it is more expensive.
- Restaurants on the coast mainly offer international dishes, fast food or paellas and tapas. The few that have traditional Catalan food are difficult to find.

These comments have allowed us to draw a series of conclusions that, although based on intuition, are also mentioned by gastronomy consumers at the destination.

Conclusion

A first conclusion taking into account tourists' gastronomic motivation is that according to the results of the survey no tourists had a gastronomic experience as their main motivation when visiting the destination. This is due to the Costa Brava being known mainly as a sun and beach destination. The fact that none of the respondents had gastronomic motivation as a first option would appear to show that this does not yet comprise part of tourists' imaginary when planning the trip, since it is not consolidated as a gastronomic destination and tourists therefore do not know the cuisine of the destination prior to making the trip, or it does not interest them. However, the fact that it is placed second as a motivation indicates that local gastronomy is a reason for travel that is beginning to interest more tourists and that the destination does invest effort to make itself known in this respect.

At the same time, there is a correlation between tourists who have previously visited the destination and their knowledge about the gastronomy of the place, as they award greater importance to popular Catalan cuisine, as well as showing a degree of interest in it, making it the second motivation after sun and beach. In addition, it is stated that the cuisine has a relevant weight when deciding to return to the Costa Brava.

Regarding the amount of information that international tourists have regarding Catalan gastronomy, this does not depend directly on socio-demographic factors such as age, gender, education or profession. As previously mentioned, one factor that makes them more informed is the fact of returning to the destination, whether the Costa Brava itself or other parts of Catalonia.

With regard to knowledge of the most characteristic Catalan dishes, the one that most tourists believe to be typical of Catalan cuisine is paella. Among those mentioned most are *fideua*, pizza, sangria and tapas. These dishes, although now widely found in Catalan restaurants and homes, are not historically typical of the region, but belong to other

autonomous regions of Spain or other Mediterranean countries. This reveals the confusion with gastronomic products from the rest of Spain and the rest of the Mediterranean. The only dish mentioned most in the open-ended question and also among the ten chosen as the most typical was bread with tomato.

With regard to the open-ended question, it is settled that initially the predominant profile is a man over 50 years old, from European countries bordering Spain or that have a historical link through tourism (northern European countries) and with a university education. The profile varies little for the closed question, with the age decreasing and number of countries increasing.

Overall, it can be concluded that traditional Catalan cuisine still has a long way to go to establish a strong image that situates it as a primary tourist attraction. It is worth clarifying that this refers to traditional and historical cuisine, since the cuisine in Michelin-starred restaurants in Catalonia, which is in some cases based on traditional cuisine but with innovative touches, has attained a position in the international imaginary.

This may be because the promotion of popular regional food, whereby each autonomous region promotes its own food rather than presenting a unified image of Spanish products, began only relatively recently. When regional cuisine has been promoted, it has mostly been to highlight haute cuisine and innovation rather than traditional cuisine. Unifying the gastronomic image may be a phenomenon that occurs in many destinations, where a standardized and international supply is offered that satisfies tourists who prefer to stick to a certain style of cuisine closer to that of their place of origin.

In recent times some actions have been implemented to promote traditional dishes by regional organizations such as the 'Fundació Institut Català de la Cuina i de la Cultura Gastronòmica' (Catalan Institute of Cuisine and Gastronomic Culture, 2017), which produced the 'Corpus de la Cuina Catalana' (Catalan Cuisine Corpus) and works with the 'Marca Cuina

Catalana' (Catalan Cuisine brand) project, among others. In addition, the Catalan Tourist Board (Agència Catalana de Turisme, 2016) declared 2016 the Year of Gastronomy and Wine Tourism, with a large marketing campaign and actions for all target markets.

Despite such promotional actions, another factor that confuses tourists is the fact that most restaurants, mainly those located in the coastal region, offer this type of cuisine. There is a perception that if this study were carried out for inland Catalonia it would produce different results, both in quantitative terms and regarding tourist profile.

This result revealing an ignorance of traditional cuisine indicates that there is a certain need for knowledge transfer to the sector, showing it that gastronomy is currently one of the key elements for the development and enhancement of a tourist destination, and both the different public administrations and private companies should therefore consider it a key element in the promotion and marketing of said geographical area (López-Guzmán and Sánchez Cañizares, 2012). As Cohen and Avieli (2004) point out, 'for a local cuisine to become a popular attraction in its own right, it has to be filtered through tourism-oriented culinary establishments' (p. 767).

Finally, as a conclusion, as highlighted by Tresserras et al., (2007) on the basis of a 2001 Turespaña study, European tourists have little appreciation of the varied Spanish gastronomy compared to that of other countries such as France and Italy.

Thus, there is a need for work on all levels to promote both regional products and the gastronomic products offered by establishments and for cooperation between all tourism agents involved in promoting local gastronomic identity and traditions with the aim of creating and maintaining the tourist image of the culinary regions in Spain.

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Figure 1. International tourists by country of origin

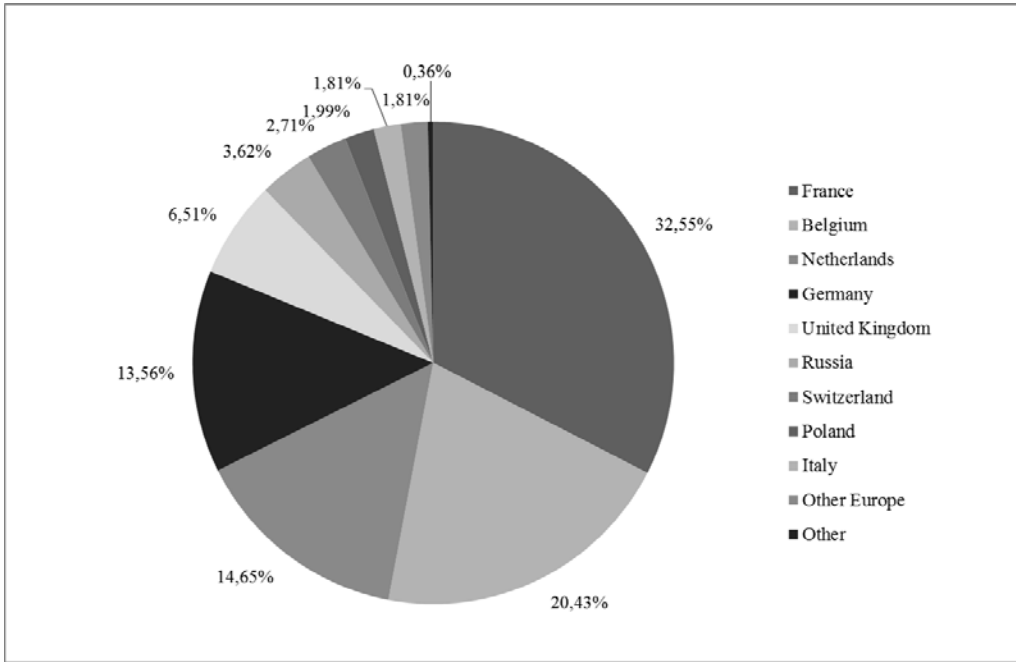


Figure 2. Main motivation of international tourists

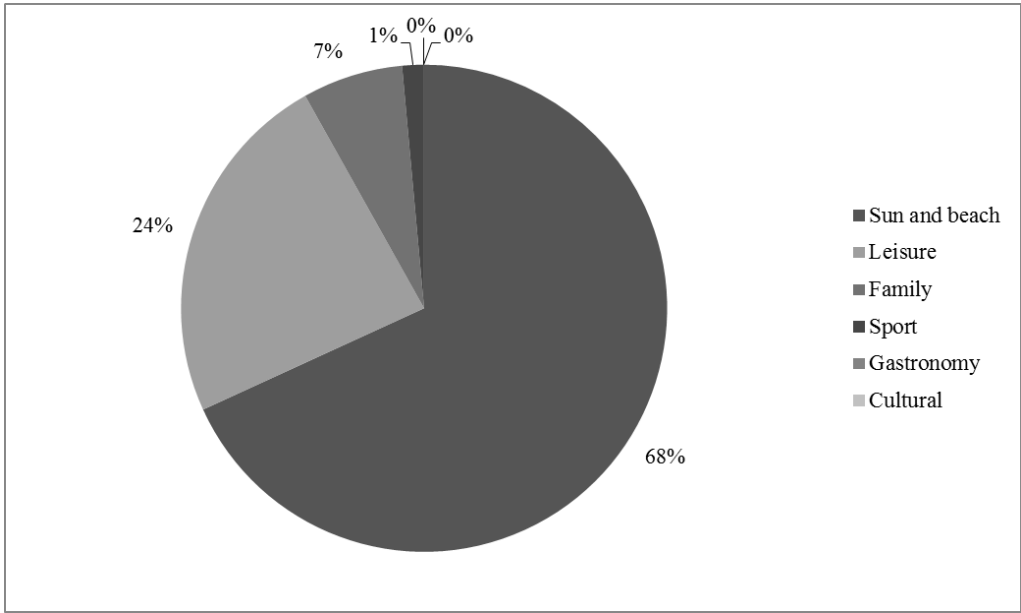


Figure 3. Degree of gastronomic motivation

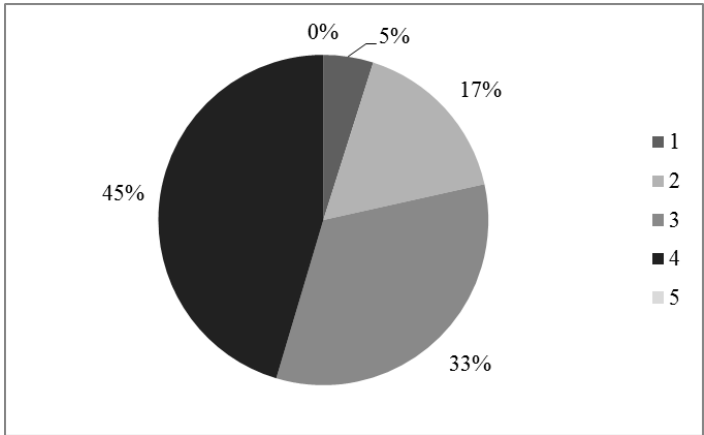


Figure 4. Most mentioned dishes in open-ended question

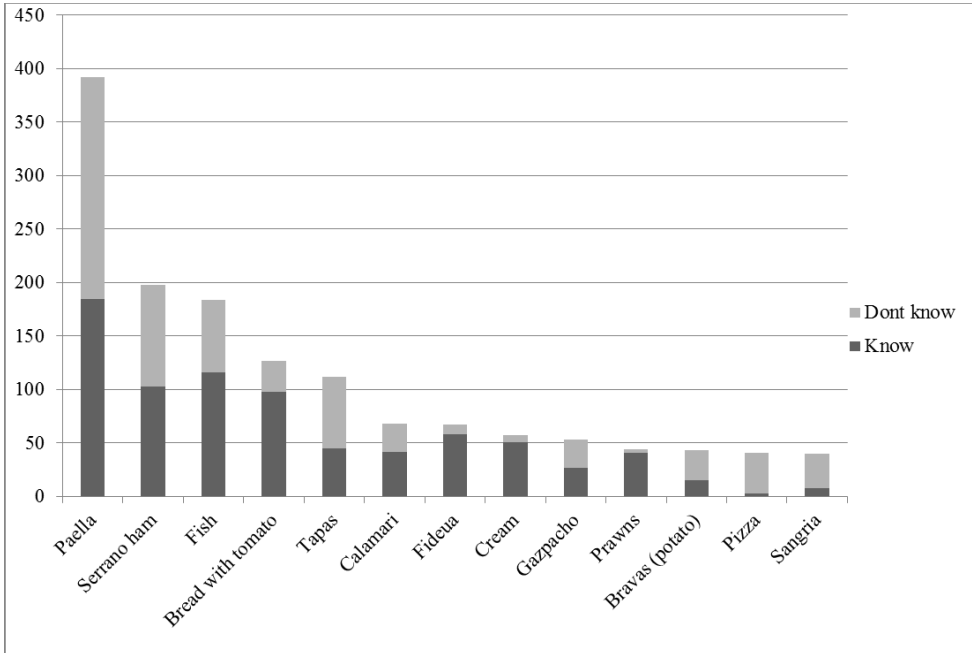


Table 1. Correlation between dishes and variables: open-ended question

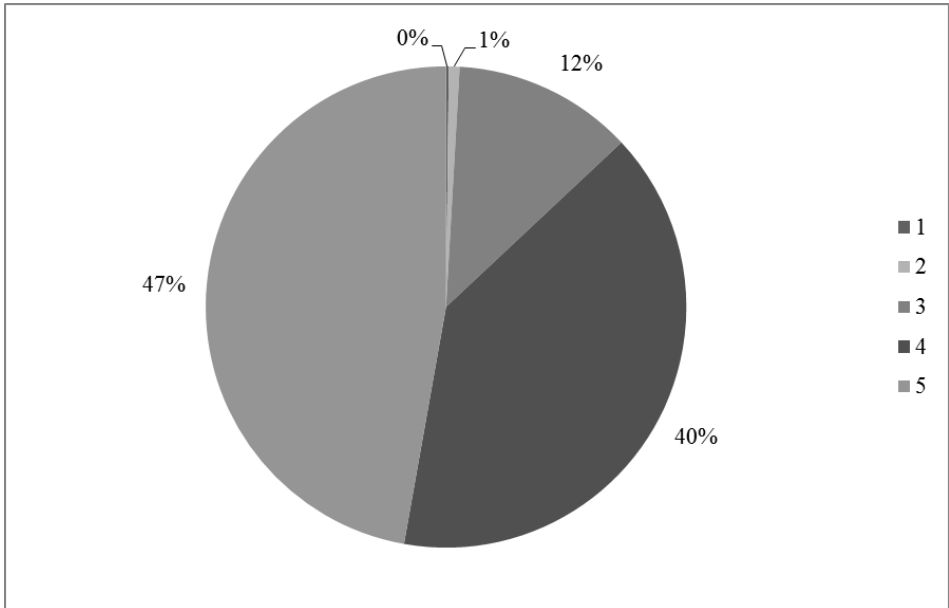
Dish	Times mentioned	Gender	Age	Country of origin	Level of education
Bread with tomato	127	Man	Over 46	France, Portugal and UK	University
<i>Butifarra</i> with beans	13	Man	Between 26 and 45 and over 56	France, Belgium and UK	University and VT ⁹
Snails	19	Man	Between 26 and 45 and over 56	France, Belgium and UK	Basic and VT
Cannelloni	8	Woman	Over 56	UK and Belgium	University
<i>Escalibada</i>	5	Woman	Between 46 and 55 and over 65	France, Ireland and UK	University and basic
<i>Calçots</i>	3	Man	Over 46	France	Basic and VT

⁹ VT: Vocational Training

Table 2 Correlation between dishes and variables: closed question

Dish	Times mentioned	Gender	Age	Country of origin	Level of education
Cannelloni	405	Woman	Between 16 and 35 and over 46	Germany, the Netherlands, UK, Italy, Ireland, Hungary, Argentina, Portugal, Turkey, Ukraine	University
Bread with tomato	369	Woman	Over 36	France, Belgium, UK, Switzerland, Sweden and Portugal	University, VT and none
Snails	368	Man	Over 36	France, Belgium, Denmark, Ireland, Argentina, Estonia, Hungary, Portugal and Ukraine	University, VT and none
<i>Butifarra</i> with beans	255	Man	Between 36 and 45 and over 56	France, Belgium, the Netherlands, Switzerland, Sweden, Ukraine, Portugal, Hungary, Estonia and Argentina	University and VT
<i>Coca de recapte</i>	211	Man	Between 36 and 45 and over 56	France, Belgium, Turkey and Sweden	University and VT
Catalan-style beans	79	Man	Over 26	France, Belgium, Argentina, Ukraine, Portugal and Ireland	University, VT and none
<i>Fricandó</i>	54	Man	Over 36	The Netherlands, Germany, Switzerland and Ukraine	University and VT
<i>Escalibada</i>	35	Man	Between 36 and 55 and over 65	France, UK and Italy	University, VT and none
<i>Calçots</i>	34	Woman	Over 56	France, Belgium, UK, Ireland and Portugal	University
<i>Escudella i carn d'olla</i>	25	Man	Between 26 and 35 and over 46	Belgium, UK, Switzerland and Russia	University

Figure 5. Recommendation of the Costa Brava as a gastronomic destination



**Publication 2. La oferta gastronómica en los campings de
Girona, España**

Reproduction of the paper accepted in the journal *Anuario Turismo y Sociedad*.

La oferta gastronómica en los campings de Girona, España

Resumen

En los últimos años el interés de los turistas por la cocina local de los destinos turísticos ha incrementado notablemente, tal vez no siempre como motivación principal de su viaje, sino como parte de él. Este artículo reflexiona sobre la oferta gastronómica que encuentran los turistas que frecuentan los campings de la provincia de Girona, Cataluña (España). Se analizan las páginas webs de los campings y se realiza encuesta a los empresarios para conocer cuál es la procedencia de la cocina que ofrecen y si ésta es elaborada o no. Se concluye que la oferta varía según si los establecimientos se encuentran en la zona litoral o bien en el interior. Se detecta una baja promoción de la gastronomía a través de las páginas web de los campings, en contraposición a los esfuerzos que hacen las DMO para dar a conocer internacionalmente las tradiciones culinarias regionales.

Palabras clave: gastronomía, identidad, tradición, análisis web, turismo, camping.

The gastronomic offer in the campsites of Girona, Spain

Abstract

In recent years, the interest of tourists for the local cuisine at tourist destinations has increased notably, perhaps not as the main objective of their trip, but as part of it. This article reflects on the gastronomic offer found by tourists who frequent campsites in the province of Girona, Catalonia (Spain). The websites of the campsites are analysed and a survey to the campsites managers is done to know what the origin of the culinary they offer is and whether it is elaborated or not. It is concluded that the offer varies depending on whether the establishments are in the coastal area or in the inland. A low promotion of gastronomy is detected through the web pages of the campsites, in contrast to the efforts made by the DMO to give international knowledge about the regional culinary traditions.

Keywords: gastronomy, identity, tradition, web analysis, tourism, campsites.

Publication 3. Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?

Reproduction of the paper send in the journal Cuadernos de Turismo.

Gastronomía en alojamientos turísticos: ¿qué información se le brinda al turista?

Resumen

Las DMOs tienden a promocionar la gastronomía del lugar ya que cada vez hay más turistas interesados en degustar los platos típicos del destino que visitan para así sentirse parte de su cultura. Por el contrario, cuando el turista llega al destino encuentra una oferta que lo puede confundir. En este artículo se hace un estudio mediante análisis web y de encuestas a los alojamientos turísticos como hoteles y campings de la provincia de Girona, sobre la oferta gastronómica que los turistas pueden encontrar, para ver si su oferta se inclina por una cocina regional, estatal o internacional.

Palabras clave: Cocina; Identidad; Turismo cultural; Cataluña; España.

Gastronomy in tourist accommodation: what kind of information is given to tourist?

Abstract

DMOs tend to promote the gastronomy of the place as more and more tourists are interested in tasting the traditional dishes of the destination they visit in order to feel part of their culture. On the other hand, when tourist arrives at the destination they find an offer that may be confusing for them. In this article, it is analysed the gastronomic offer that tourists are able to find in the catering establishments in hotels and campsites of the province of Girona through a web analysis and a survey to tourist accommodation, to see if it favours to regional, state or international cuisine.

Keywords: Food; Identity; Cultural tourism; Catalonia; Spain.

**Publication 4. Is gastronomical information provided through
accommodation websites accurate?**

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Is gastronomic information provided through accommodation websites accurate?

Abstract

During the last years, tourists are becoming more interested in specific food products that they can find in their travel destination, motivated to visit a specific restaurant or taste a traditional recipe. This article outlines the importance of a good marketing through internet since the beginning, to grab the tourist while still at home. This paper aims to evaluate, by means of web analysis, the culinary information that users can find in the official websites of the accommodations in the province of Girona (Catalonia, Spain). The study's objective is to display how entrepreneurs are promoting gastronomy to the users who visit the accommodation websites. Results show a slight concern in how gastronomy is displayed on websites since most of the accommodations have simple or non-existent gastronomic sections and there is a lack of food information on social media. This goes against the idea promoted by the regional touristic entities, where gastronomy is highly relevant. It is recommended collaboration between DMOs and executives to improve the results of the promotion.

Keywords – Food; Tourism; Hotel; Campsites; Girona.

Conclusions (english)

The last chapter presents the conclusions drawn from the four articles previously presented, carrying out a discussion based on the existing literature, as well as the implications of the thesis. Finally, the limitations and possible future lines of research are described.

As presented at the beginning of the thesis, food tourism is a growing phenomenon. Many destinations, whether in the tourist development or in mature phase, allocate part of their tourism promotion resources to publicize the typical gastronomy of the place. According to López-Guzmán and Sánchez Cañizares (2012), food is currently one of the key elements for the development and promotion of a tourist destination and, for this reason, public administrations and private companies should consider it when plan promotion and marketing activities of the destination (p. 583).

In Catalonia, in recent years, several entities have been dedicated to promoting Catalan cuisine, both nationally and internationally. Despite these efforts, the first article of this thesis shows how foreign tourists visiting the Costa Brava for the first time have a general lack of knowledge of the Catalan cuisine, and that many confuse it with the cuisine of other regions of Spain or other Mediterranean countries. These tourists do not visit the destination with the main motivation to taste the local cuisine of the place; they come for other reasons and discover the typical food once at the destination, either because they taste it, hear about it or see it in restaurant menus. It is important that, at a minimum, tourists know the cuisine of the destination once they are there, since as tourists become acquainted with it, they seek more detailed knowledge of it (Lee & Arcodia, 2011, p. 356). Therefore, it can be asserted that Catalan cuisine does not exist in the gastronomic imagination of tourists who do not know Catalonia. Still, in general, those who visit the destination return home satisfied after the experience of discovering and tasting the Catalan cuisine, and with the intention of recommending it to friends and family. Several authors emphasize the importance of gastronomy as a factor of repetition when it comes to visiting a destination (Alderighi et al., 2016; Burusnukul, Binkley, &

Sukalakamala, 2011; Kauppinen-Raisanen, Gummerus, & Lehtola, 2013; Kim, Kim, & Goh, 2011; Kivela & Crofts, 2005, 2006).

Some of the tourists surveyed during the study reflected in the first publication mentioned that the tourist accommodation where they stayed, in coastal towns of Costa Brava, did not offer enough Catalan cuisine. Based on this premise, the study carried out in the second and third publications analyses the gastronomic offers of the lodgings in the province of Girona.

The second publication focuses on campsites and concludes, according to the web analysis, that this type of accommodation in the Costa Brava mainly offers food with an international origin, closely followed by Catalan food. In contrast, in Pyrenees, this tendency is inverted, and Catalan cuisine comes first, followed by international cuisine.

In both brands, cuisine from other regions of Spain spears very scarcely. By contrast, according to the survey responded by entrepreneurs of the tourist accommodations, what they offer most is Catalan cuisine, followed by cuisine from other regions of Spain and, finally, international cuisine, in both Costa Brava and Pyrenees. However, it must be pointed out that, in Pyrenees, the supply of Catalan cuisine is much higher than in Costa Brava. Thus, there is a certain disparity between the web analysis and the responses of the entrepreneurs. However, it must be underlined that the responses returned from the survey to entrepreneurs were very few, and therefore, the final sample is not representative nor can it be inferred to the population. Hence, with the comparison of the results between the web analysis and the survey, some incoherence among the offer that appears on the network and what entrepreneurs say they offer was detected, leaving a confusing speech to those who seek information online. According to Gaztelumendi (2012), “destinations must articulate a credible and authentic narrative of their food tourism offerings”, as the travel experience begins with the preparation of the trip (p. 11).

The third article is based on the second, extending the study to other types of tourist accommodation beyond campsites, such as hotels, guesthouses, and apart-hotels. The results of the third study reaffirms the second article, since, despite the overall number of accommodations, Catalan cuisine is the most popular in the two tourist brands according to the web analysis. After dividing the results according to the type of accommodation, it can be affirmed that campsites are the ones that offer most international cuisine. The cuisine of other regions of Spain is still in the queue. Regarding the survey of

entrepreneurs, the results are similar to those of the second study, with a predominance of Catalan cuisine, followed by the rest of Spain and finally the international one.

One of the reasons why restaurants of tourist accommodations offer a high percentage of cuisine from other countries - especially the accommodations in the Costa Brava, where the tourist profile is more international than in Pyrenees, can be the adaptation to the taste, so that visitors find well-known flavours and dishes, with which they can quickly become familiar. Although Catalan cuisine is not characterized by strident or spicy flavours, such as those of Asian or Mexican cuisine, some non-adventurous tourists could reject some flavours or unknown ingredients. According to González Turmo (2007):

This simultaneous rejection and attraction to local food have generated a double process: on the one hand, tourists are trying to establish significant ties between what they discover in the country of destination and the concept of local cuisine they had preconceived. On the other hand, tourist establishments are adapting to their customers: they change the name of some dishes, the distribution of the menu, the service and even the taste of food. In short, it is about the client to capture the flavour and the presentation attributed to this cuisine, but avoiding excesses (González Turmo, 2007, p. 200).

As Cohen and Avieli (2004) assert, “‘local food’ becomes acceptable only if it is to some extent transformed” (p.756). In addition, according to Fernandes and Richards (2017), local products and recipes may not be interesting or especially enjoyable to tourists who do not know the culture of the place (p. 21). However, Adongo, Anuga, and Dayour (2015) claim that international tourists celebrate to taste new cuisines, therefore, it is not necessary for catering service providers to have additional costs to modify their products; instead, they should act in a more traditional way, in order to maintain the authenticity of local dishes (p.62).

It must also be considered that the objectives of the DMOs and entrepreneurs are different. Although both want to provide gastronomic experiences to tourists, how to reach this goal may differ significantly. According to Andersson et al. (2017), while tourist promotion agents are looking to create a network of local actors, entrepreneurs seek immediate results for their businesses (p.5). For this reason, the promotional tasks of the aforementioned organizations are not reflected in the reality of the sector, since for the entrepreneur, the speed and economic benefits are high.

According to the results of the second and third publications, we can say that the main hypothesis of this thesis is partly fulfilled because, although the international cuisine is more present in the Costa Brava brand than in the Pyrenees brand - where in comparison it is practically scarce -, Catalan cuisine has a great presence in all types of tourist accommodation in the territory. It is noteworthy that guesthouses are the type of accommodation most dedicated to Catalan cuisine, as they have always been dedicated to not only offering lodging, but also to provide food for both tourists and locals.

However, taking the definition of Aizega (2012) as a basis, presented at the introduction of this thesis, which states that food tourism is defined as “the knowledge and learning of the food culture corresponding to a particular territory, by eating, tasting and enjoying its food” (p.5). It can be said that there is food tourism in the province of Girona, although it is not the main motivation for most tourists - beyond those interested in restaurants with Michelin Star - since when they visit the destination they end up tasting and discovering the gastronomy of the territory and, in some cases, this causes consecutive visits.

Finally, the fourth publication of this thesis presents the lack of gastronomical information transmitted through the official web pages of tourist accommodations, as well as their social networks. It is important to note that, although the analysed sample is representative of the population, the final results were based on not much more than half of the sample chosen. This is because, even though accommodations had catering services, only a little more than half of them talked about gastronomy in the network, and from those who did, the quality of the content was mostly low. Therefore, this thesis not only exposes the minimum knowledge of Catalan cuisine by tourists but also emphasizes the low predisposition by most accommodation executives to show the food offers through the network. It is important to consider this fact, as more and more tourists are preparing their journey autonomously using the internet and social networks (Bessiere & Tibere, 2013; Björk & Kauppinen-Räsänen, 2017). According to the study of the Diputació de Barcelona, 46.6% of the respondents informed themselves about the destination before travelling through channels such as social networks, as the first option, (32.9%) and secondly, the website of the entity (restaurant, winery, event, etc.) with a 21.1%. (Diputació de Barcelona, 2017, p. 34). In addition, as Karagkouni states (2012), the key tool to achieve marketing success is to have a state-of-the-art gastronomic web site (p. 53).

In short, if the province of Girona and its tourist brands, Costa Brava and Pyrenees, want to position themselves in the international tourist market as a reference for gastronomy tourism, they must strengthen the food offers from the base, that is, with the entrepreneurship sector. Although this thesis only refers to accommodation entrepreneurs, the interaction between the different actors of the territory that are dedicated to the production, commercialization, sale, and promotion of the local gastronomy is necessary. As Rinaldi (2017) points out, these local actors include farmers, producers, chefs, the food service industry, organizers and festival managers, policy makers and authorities involved in the food and community system (p. 17). According to Horng and Tsai (2012), touristic destinations must focus on their internal resources in order to develop their culinary tourism market; that is to say, identify their basic culinary tourism resources (for example, facilities, activities, events, organizations) supporting the promotion and marketing strategies; having marketing policies and strategies to develop a specific promotion framework and provide appropriate support and regulations suitable to help the tourism and hotel sector; and, finally, to make use of their resources and policies to design products (for example, gastronomic routes), focusing on target markets (pp. 51-52). However, “such initiatives will only be effective if tourism providers have a thorough understanding of how visitors respond to the dining experiences that are offered” (Wijaya, King, Nguyen, & Morrison, 2013, p. 34). Therefore, the accommodations that own restaurants with a local and quality food offer would be part of a food tourism circuit, taking advantage of a rising market, with the help of the DMOs in the region. The integration in these circuits can benefit the entrepreneurs, and not only economically, since as Kivela and Crofts (2006) stand out, “establishments that suddenly find themselves in a gastronomy tourism sector will likely upgrade their facilities, and some will have to train their staff in order to meet the service and experience expectations of gastronomy tourists” (p. 374). For this reason, as Kim and Eves point out (2012), entrepreneurs must understand that the consumption of regional cuisine is part of the tourist experience as it strengthens the sense of belonging and identity (p. 1466). The same authors mention that entrepreneurs should encourage chefs to develop products that emphasize the authenticity of local cuisine, appealing to the traditional sense of taste, smells and appearance of foods (Kim & Eves, 2012, p. 1466).

In order to perform some of these initiatives, it is necessary that both public and private agents involve themselves in the development of the product and its promotion.

In addition, it is necessary to establish some evaluation criteria for restaurants, for their food offers and the way that they promote themselves, to ensure that the discourse for promotion agrees with the final product offered to the tourist. Other authors mention the importance of applying some of these evaluation criteria to fulfil the food standards that they want to offer to tourists (Björk & Kauppinen-Räisänen, 2017; Horng & Tsai, 2012).

In conclusion, it can be determined that in spite of all the efforts from the DMOs at all levels (regional and in Catalonia) intending to promote Catalan cuisine, there is still a lot of work to do until this cuisine reaches the tourists. In this case, this thesis underlines the necessity to reinforce this path from the basis. That is to say, together with those in direct contact with tourists, such as entrepreneurs and workers of the catering facilities in touristic accommodations.

Limitations and future research

During the process of this doctoral thesis, some limitations appeared which, in perspective, can lead to future research or be useful for similar studies.

First, that the study of the first article only analyses five villages in the Costa Brava. We should include other municipalities under this brand, since not all of them have the same characteristics, because the brand includes many coastal villages but also some in the interior of the province. In the same way and in order to conduct a more precise comparison with the results of the offer analysis, the scope of the survey should be broadened to include the tourists who visit the Pyrenees brand, in order to discover if they have the same motivation to travel and also for the perception of the cuisine.

Regarding the database drawn from the web analysis from which the second, third and fourth articles originate, it must be taken into consideration that only Catalan versions were analysed. The interface was checked for its functionality in other languages and that it contained a food section, but without analysing the content in the other language. Hence, for future research, it is recommended to explore the versions in the other languages to compare them to the Catalan version.

Regarding the survey outcome, including the second block of the thesis (that includes the second, third and fourth articles), it was noticed that the little information provided by the entrepreneurs represents a limitation to this study since it has reduced the samples and, therefore, altered the results. In order to verify the gastronomy offer in touristic accommodations, it would be positive to study the menus of the establishments,

as long as the sample of menus was representative, in order to discover the accurate offer. Thereupon, beyond the network analyses and surveys to entrepreneurs, it would be necessary to conduct a field study by visiting the establishments and analyse *in situ* the menus that they offer. Besides, it would be necessary to perform a more detailed study on the reasons why entrepreneurs do not offer more Catalan cuisine and its quality.

Future studies can be done focusing on the creation of a manual for entrepreneurs to help them in designing web pages and its content. It would also be interesting to analyse the relationships between entrepreneurs and tourist promotion agencies, in order to detect how, despite the efforts of the DMOs, entrepreneurs have little interest in them.

Finally, in time, it would be appropriate to conduct a similar study to observe the tendency of the sector. That is to say, to determine if, in time, the tendency to offer traditional Catalan cuisine increases or decreases.

Conclusions (català)

El capítol final d'aquesta tesi presenta les conclusions extretes dels quatre articles presentats anteriorment, realitzant una discussió basada en la literatura existent, així com les implicacions de la tesi. Finalment, s'expliquen les limitacions i la possible recerca futura.

Tal com s'exposava a l'inici, el turisme gastronòmic és un fenomen en augment. Moltes destinacions, estiguin en la fase de desenvolupament turístic o bé ja siguin destinacions madures, dediquen part dels seus recursos de promoció turística a donar a conèixer la gastronomia típica del lloc. Segons López-Guzmán i Sánchez Cañizares (2012), actualment, la gastronomia és un dels elements clau per al desenvolupament i la potenciació d'una destinació turística i, per aquest motiu, les administracions públiques i les empreses privades l'han de considerar a l'hora de fer la promoció i la comercialització de la destinació (p. 583).

A Catalunya, en els darrers anys, diverses entitats s'han dedicat a promoure la cuina catalana, tant a nivell nacional com internacional. Tot i aquests esforços, en el primer article d'aquesta tesi s'observa com hi ha un desconeixement generalitzat de la cuina catalana per part dels turistes estrangers que visiten la Costa Brava per primera vegada i que molts la confonen amb la cuina d'altres regions d'Espanya o bé d'altres països del mediterrani. Cal dir que aquests turistes no visiten la destinació amb la motivació principal de degustar la gastronomia del lloc, sinó que venen per altres motivacions i comencen a conèixer el menjar típic un cop a la destinació, ja sigui per que el degusten, els hi expliquen o el veuen a les cartes dels restaurants. És important que, com a mínim, el turista conegui la gastronomia de la destinació un cop s'hi troba, ja que a mesura que els turistes es familiaritzen amb aquesta, en busquen un coneixement més detallat (Lee & Arcodia, 2011, p. 356). Per tant, es pot dir que la cuina catalana no es troba en l'imaginari gastronòmic dels turistes que no coneixen Catalunya, però, en general, aquells que visiten la destinació tornen a casa satisfets amb l'experiència d'haver conegut i degustat la cuina catalana, i amb intenció de recomanar-la a amics i familiars. Diversos autors destaquen

la importància de la gastronomia com a factor de repetició a l'hora de visitar una destinació (Alderighi et al., 2016; Burusnukul, Binkley, & Sukalakamala, 2011; Kauppinen-Raisanen, Gummerus, & Lehtola, 2013; Kim, Kim, & Goh, 2011; Kivela & Crofts, 2005, 2006).

Alguns dels turistes enquestats durant l'estudi plasmat en la primera publicació mencionen una falta d'oferta de la cuina catalana per part dels allotjaments turístics on passen les vacances, situats en poblacions costaneres de la Costa Brava. A partir d'aquesta premissa, es du a terme l'estudi plasmat en les publicacions segona i tercera, que analitzen l'oferta gastronòmica dels allotjaments de la província de Girona.

La segona publicació se centra en els càmpings, i conclou, segons l'anàlisi web, que la procedència de la cuina que s'ofereix més en aquest tipus d'allotjament a la Costa Brava és la internacional, seguida de la catalana per molt poc. En canvi, als Pirineus, aquesta tendència s'inverteix, i la cuina catalana queda en primer lloc, seguida de lluny de la cuina internacional. En ambdues marques la cuina d'altres regions d'Espanya apareix escassament. En canvi, segons l'enquesta resposta pels empresaris dels allotjaments turístics, el que més ofereixen és cuina catalana, seguida de cuina d'altres regions d'Espanya i finalment, internacional, ja sigui a la Costa Brava o als Pirineus. Si que cal destacar, però, que al Pirineu l'oferta de cuina catalana és molt més elevada que a la Costa Brava. S'observa, per tant, una certa disparitat entre l'anàlisi web i les respostes dels empresaris. Cal tenir en compte, però, que les respostes retornades de l'enquesta als empresaris van ser molt poques, i per tant la mostra final no és representativa ni se'n pot fer inferència a la població. Així doncs, amb la comparació dels resultats entre l'anàlisi web i l'enquesta, es detecta certa incoherència entre la oferta que apareix a la xarxa i allò que els empresaris diuen oferir, i deixa un discurs confús a qui cerca la informació en línia. Segons Gaztelumendi (2012), les destinacions han d'articular la narrativa creïble i autèntica de les seves ofertes de turisme gastronòmic, ja que l'experiència de viatge s'inicia amb la preparació del viatge (p. 11).

La tercera publicació pren com a base la segona, ampliant l'estudi a altres tipologies d'allotjament turístic més enllà dels càmpings, com són les pensions, els hotels i els hotels-apartament. Els resultats del tercer estudi refermen el segon article, ja que, tot i que amb el global d'allotjaments la cuina catalana és la més oferta en les dues marques turístiques segons l'anàlisi web, al desglossar els resultats segons tipus d'allotjament, els càmpings són els que més cuina internacional ofereixen. La cuina d'altres regions

d'Espanya continua quedant a la cua. Pel que fa a l'enquesta als empresaris, els resultats són similars als del segon estudi, amb predominança de la cuina catalana, seguida de la resta d'Espanya i per últim la internacional.

Un dels motius pels quals els restaurants dels allotjaments turístics ofereixen un alt percentatge de cuina d'altres països, sobretot els de la Costa Brava, on el perfil del turista és més internacional que als Pirineus, pot ser l'adaptació al gust que s'acaba produint per tal de que el visitant trobi uns sabors i uns plats coneguts i amb els que es pugui familiaritzar ràpidament. Tot i que la cuina catalana no es caracteritza per uns sabors estridents o picants, com podrien ser els de la cuina asiàtica o mexicana, alguns turistes poc aventurers podrien rebutjar sabors o ingredients desconeguts. Segons González Turmo (2007):

Aquest rebuig i atracció simultanis cap a les cuines locals ha generat un doble procés: d'una banda, els turistes intenten establir llaços significatius entre el que descobreixen en el país de destinació i el concepte de cuina local que havien preconcebut; i d'una altra, els establiments especialitzats en turistes es van adaptant als seus clients: canvien el nom d'alguns plats, la distribució de la carta, el servei i fins i tot el gust mateix del menjar. Es tracta, en definitiva, que el client capti el sabor i la presentació que li atribueix a aquesta cuina, però evitant els excessos (González Turmo, 2007, p. 200).

Tal com afirmen Cohen i Avieli (2004), el menjar local només es fa acceptable si es transforma en certa mesura (p. 756). A més, segons Fernandes i Richards (2017), els productes i les receptes locals poden no ser interessants o especialment agradables als turistes que no coneixen la cultura del lloc (p. 21). Tot i això, Adongo, Anuga, i Dayour (2015) afirmen que els turistes internacionals celebren degustar noves cuines, per tant, no és necessari que els proveïdors de serveis de restauració tinguin costos addicionals per modificar els seus productes sinó que més aviat haurien de ser més tradicionals per tal de mantenir l'autenticitat dels plats locals (p. 62).

També s'han de tenir en compte que els objectius dels agents de promoció turística i els empresaris són diferents. Tot i que ambdós volen proporcionar experiències gastronòmiques als turistes, com arribar a aquest objectiu pot diferir significativament, ja que segons Andersson et al. (2017), mentre que els agents de promoció turística busquen crear una xarxa d'actors locals, els empresaris busquen resultats immediats per als seus negocis (p. 5). Per aquest motiu, les tasques de promoció de les organitzacions

esmentades anteriorment no es veuen reflectides en la realitat del sector, ja que per a l'empresari prima la rapidesa i els beneficis econòmics.

Veient els resultats de la segona i la tercera publicació, es pot dir que la hipòtesi principal d'aquesta tesi es compleix parcialment, ja que, tot i que la gastronomia internacional és més present a la marca Costa Brava que a la marca Pirineu, on és pràcticament escassa en comparació, la cuina catalana té una gran presència a tots els tipus d'allotjament turístic del territori. Cal destacar que les pensions són el tipus d'allotjament més dedicat a la cuina catalana, ja que per la seva història i tarannà han estat dedicades des de sempre a no només oferir allotjament, sinó també a proporcionar menjar tant a turistes com a locals.

Amb tot, si prenem com a base la definició d'Aizega (2012) exposada a la introducció d'aquesta tesi, en que el turisme gastronòmic s'entén com "el coneixement i l'aprenentatge sobre la cultura gastronòmica identificada amb un territori determinat, menjant, tastant i gaudint del seu menjar" (p. 58), podem dir que a la província de Girona existeix el turisme gastronòmic, encara que no sigui la motivació principal de la majoria de turistes - més enllà d'aquells interessats en els restaurants amb Estrella Michelin -, ja que quan visiten la destinació acaben degustant i coneixent la gastronomia del territori i, en alguns casos, provocant visites consecutives.

Per últim, la quarta publicació d'aquesta tesi exposa la falta d'informació gastronòmica que es transmet mitjançant les pàgines web oficials dels allotjaments turístics, així com les seves xarxes socials. Cal destacar que, tot i que la mostra analitzada és representativa de la població, els resultats finals s'han hagut de treballar basant-se en poc més de la meitat de la mostra escollida, ja que, tot i ser allotjaments amb servei de restauració, poc més de la meitat parlaven de gastronomia a la xarxa, i els que en parlaven, ho feien amb una qualitat majoritàriament baixa. Així doncs, aquesta tesi no només exposa el poc coneixement de la gastronomia catalana per part dels turistes, sinó que posa l'èmfasi en la poca predisposició per part de la majoria d'empresaris d'allotjaments turístics en mostrar l'oferta gastronòmica a través de la xarxa. És important considerar aquest fet, ja que cada cop més els turistes preparen el seu viatge de manera autònoma utilitzant internet i les xarxes socials (Bessiere & Tibere, 2013; Björk & Kauppinen-Räisänen, 2017). Segons l'estudi de la Diputació de Barcelona, el 46,6% dels enquestats es van informar sobre la destinació abans de desplaçar-se i els mitjans que van emprar van ser, en primer lloc les xarxes socials (32,9%) i en segon lloc la web de l'entitat

(restaurant, celler, esdeveniment, etc.) amb un 21,1%. (Diputació de Barcelona, 2017, p. 34). A més, per a Karagkouni (2012), l'eina clau per a l'èxit de la promoció és tenir un lloc web gastronòmic d'última generació (p. 53).

En definitiva, si la província de Girona i les seves marques turístiques, Costa Brava i Pirineus, es volen posicionar al mercat turístic internacional com a referent del turisme gastronòmic, hauran de reforçar l'oferta gastronòmica des de la base, és a dir, des dels empresaris del sector. Tot i que en aquesta tesi només es parla dels empresaris dels allotjaments turístics, és necessària la interacció entre els diferents actors del territori que es dediquen a la producció, comercialització, venda i promoció de la gastronomia local. Tal com Rinaldi (2017) assenyala, aquest actors locals inclouen agricultors, productors, xefs i indústria de serveis alimentaris, organitzadors i gestors de festivals, responsables polítics i autoritats implicades en el sistema alimentari i la comunitat (p. 17). Segons Horng i Tsai (2012), per desenvolupar el seu mercat de turisme culinari, una destinació turística ha de centrar-se en els seus recursos interns, és a dir, identificar els seus recursos turístics culinaris bàsics (per exemple, instal·lacions, activitats, esdeveniments, organitzacions) que donen suport a les estratègies de promoció i comercialització; tenir unes polítiques i estratègies de màrqueting per desenvolupar un marc de promoció específic i proporcionar suport i regulacions adequades per ajudar el sector turístic i hotelier; i fer ús dels seus recursos i polítiques per dissenyar productes (per exemple, rutes gastronòmiques) centrant-se en els mercats objectiu (pp. 51-52). Tot i això, aquestes iniciatives només seran eficaces si els proveïdors tenen un coneixement complet de com responen els visitants a les experiències gastronòmiques que s'ofereixen (Wijaya, King, Nguyen, & Morrison, 2013, p. 34). Així doncs, aquells allotjaments que disposessin de restaurants amb una oferta gastronòmica local i de qualitat podrien formar part d'un circuit de turisme gastronòmic, aprofitant-se d'un mercat en alça, amb l'ajuda dels agents de promoció turística de la regió. La integració en aquests circuits pot portar beneficis als empresaris, més enllà dels econòmics, ja que com Kivela i Crofts (2006) destaquen, establiments que de sobte es troben en un sector del turisme gastronòmic probablement milloraran les seves instal·lacions i alguns hauran de formar els seus treballadors per satisfer el servei i complir les expectatives dels turistes gastronòmics (p. 374). Per aquest motiu, tal com assenyalen Kim i Eves (2012) els empresaris han d'entendre que el consum de cuina regional és part de l'experiència turística ja que reforça el sentit de pertinença i d'identitat (p. 1466). Els mateixos autors mencionen que els empresaris haurien

d'encoratjar els cuiners a desenvolupar productes que ressaltin l'autenticitat de la cuina local, apel·lant al sentit del gust tradicional, les olors i l'aspecte dels aliments (Kim & Eves, 2012, p. 1466).

Per tal de dur a terme aquestes iniciatives, cal que tots els agents, públics i privats, s'involucrin en el desenvolupament del producte i la promoció d'aquest. De la mateixa manera, caldria establir una sèrie de criteris d'avaluació dels restaurants, tant de l'oferta gastronòmica com de la manera que tenen de promocionar-la, per assegurar que el discurs amb el qual es fa la promoció està en acord amb el producte final que s'acaba oferint al turista. Altres autors parlen de la importància de l'aplicació d'aquests criteris d'avaluació per tal de complir els estàndards gastronòmics que es volen oferir als turistes (Björk & Kauppinen-Räsänen, 2017; Horng & Tsai, 2012).

En conclusió, es pot dir que tot i els esforços de les agències de promoció turística a tots els nivells (provincial i de Catalunya) per a promocionar la gastronomia catalana, encara queda camí per fer per a que la gastronomia arribi als turistes. En aquest cas, aquesta tesi destaca com aquest camí cal reforçar-lo des de la base, és a dir, amb aquells que estan en contacte directe amb els turistes, com són, entre altres, els empresaris i treballadors dels establiments de restauració dels allotjaments turístics.

Limitacions i recerca futura

En el transcurs de la realització d'aquesta tesi, s'han trobat una sèrie de limitacions, que, vistes amb perspectiva, poden esdevenir futura recerca o ser útils per a estudis similars.

En primer lloc, cal destacar que l'estudi del primer article només analitza cinc poblacions de la Costa Brava. Aquest anàlisi s'hauria d'ampliar a més indrets de la marca turística, ja que no totes les poblacions d'aquesta tenen les mateixes característiques, al ser una marca que engloba molts llocs de costa, però també part de l'interior de la província. De la mateixa manera, i per a poder fer una comparació més exacta amb els resultats de l'anàlisi de l'oferta, s'hauria d'ampliar l'enquesta als turistes que visiten la marca Pirineu, per veure si la motivació i la percepció de la gastronomia és la mateixa.

Pel que fa a la base de dades extreta a partir de l'anàlisi web, que va donar lloc al segon, tercer i quart article, cal tenir en compte que els llocs web només es van analitzar en les seves versions en català i es comprovava que tinguessin la interfície en altres idiomes i que hi hagués l'apartat de gastronomia, però no se n'analitzava el contingut.

Així doncs, per a futures recerques, les versions utilitzades en altres llengües també s'haurien d'explorar i comparar amb la versió en català.

Pel que fa a les respostes obtingudes amb l'enquesta, incloses en el segon bloc de la tesi, que inclou el segon, tercer i quart articles, la poca informació proporcionada per part dels empresaris ha estat una limitació per aquest estudi, ja que ha reduït les mostres i, per tant, n'ha alterat els resultats. Per tal de verificar quina és l'oferta gastronòmica dels allotjaments turístics, s'haurien d'analitzar les cartes dels establiments, assegurant obtenir una mostra representativa de cartes per tal de poder conèixer exactament quina és l'oferta real. Així doncs, més enllà de l'anàlisi de les xarxes i les enquestes als empresaris, s'hauria de fer un treball de camp anant als establiments i, *in situ*, fer una anàlisi de les cartes i els menús que ofereixen. A part, caldria fer un estudi més profund de les raons per les quals els empresaris no ofereixen més cuina catalana i quina és la qualitat d'aquesta.

Futurs estudis es podrien centrar en un manual per als empresaris a l'hora de dissenyar les pàgines web i els seus continguts. També seria interessant analitzar les relacions entre els empresaris i les agències de promoció turística, per tal de detectar com és que, tot i els esforços de les DMOs, els empresaris tenen poc interès en aquestes.

Finalment, amb els anys, caldria realitzar un estudi similar, per veure quina és la tendència del sector, és a dir, si amb el temps la tendència a oferir cuina catalana és creixent o decreixent.

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