



Universidade de Aveiro
2022

**MARIANA SOUSA E
SILVA CABRAL DE
CARVALHO**

**A CO-CRIAÇÃO ENQUANTO IMPULSIONADORA DE
EXPERIÊNCIAS ENOGASTRONÓMICAS**

**CO-CREATION ENHANCING FOOD & WINE TOURISM
EXPERIENCES**



Universidade de Aveiro
2022

**MARIANA SOUSA E
SILVA CABRAL DE
CARVALHO**

A CO-CRIAÇÃO ENQUANTO IMPULSIONADORA DE EXPERIÊNCIAS ENOGASTRONÓMICAS

CO-CREATION ENHANCING FOOD & WINE TOURISM EXPERIENCES

Tese apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Doutor em Turismo, realizada sob a orientação científica da Professora Doutora Elisabeth Kastenholz, Professora Associado do Departamento de Economia, Gestão, Engenharia Industrial e Turismo da Universidade de Aveiro e da Professora Doutora Maria João Carneiro, Professora Auxiliar do Departamento de Economia, Gestão, Engenharia Industrial e Turismo da Universidade de Aveiro.

Modalidade alternativa à apresentação de Tese, nos termos do artigo 63.º e 64.º do Regulamento de Estudos da Universidade de Aveiro.

Esta tese foi desenvolvida no âmbito do projeto de investigação TWINE - PTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259, financiado pelo FEDER, através do COMPETE 2020 - Programa Operacional Competitividade e Internacionalização (POCI), e por fundos nacionais (OPTDC/GES-GCE/32259/2017 -E), através da FCT/MCTES.

Dedico este trabalho à minha família.

o júri

presidente

Doutor Vítor António Ferreira da Costa
Professor Catedrático, Universidade de Aveiro

vogais

Doutor Carlos de Oliveira Fernandes
Professor Coordenador, Instituto Politécnico de Viana do Castelo

Doutora Ana Maria Alves Pedro Ferreira
Professora Associada Aposentada, Universidade de Évora

Doutora Elisabeth Kastenholz
Professora Associada, Universidade de Aveiro (orientadora)

Doutor António Joaquim Araújo de Azevedo
Professor Auxiliar com Agregação, Universidade do Minho

Doutora Conceição Maria Oliveira da Cunha
Professora Auxiliar, Universidade de Aveiro

agradecimentos

A concretização deste trabalho de investigação teve o apoio e estímulo constante por parte de várias pessoas que me ajudaram a tornar este processo mais rico, a quem expresso a minha gratidão.

Muito obrigada à Professora Elisabeth Kastenholtz e Professora Maria João Carneiro, orientadoras desta tese, por todos os ensinamentos e conselhos fundamentais dados no sentido de me ajudarem a refletir sobre os desafios que foram surgindo, sempre numa perspetiva de me superar e melhorar constantemente. Obrigada pelo rigor, exigência, dedicação, total disponibilidade e atenção que foram tão importantes para concluir esta etapa de forma mais rica. Agradeço as palavras de motivação que foram muitas vezes alento para continuar a avançar.

Agradeço a todos os visitantes e agentes da oferta com quem tive o prazer de “conversar”, que generosamente disponibilizaram o seu tempo para colaborar com esta investigação e, assim, contribuíram para acrescentar valor ao estudo empírico desta tese.

Agradeço aos meus amigos que tiveram também um contributo nesta tese, tanto através da força e motivação dadas para a sua concretização, tão fundamentais para tornar tudo mais leve, como pelas diferentes perspetivas partilhadas que me ajudaram a refletir e a melhorar a minha investigação. Obrigada Ainhize, Andreia, Joana, Filipa e Joel.

À minha família, que acompanhou de perto este percurso tão exigente, agradeço todo o carinho, suporte, amor incondicional e ajuda exímia. São também os responsáveis pela conclusão deste percurso. A minha maior gratidão.

palavras-chave

Co-criação de experiências, turismo enogastronómico, turismo de experiências, turismo rural, revisão integrativa da literatura, roteiros gastronómicos, netnografia, estudo de caso exploratório, região da Bairrada, região do Dão.

resumo

O turismo de experiências centra-se no papel ativo do turista, enquanto elemento fundamental para a co-criação de valor, no âmbito de diversas experiências turísticas, com particular destaque para o turismo enogastronómico. Apesar do seu carácter emergente e potencial de crescimento, a co-criação de experiências em turismo e o turismo enogastronómico são áreas que carecem de investigação teórica e empírica, nomeadamente ao nível da sua relação. Este estudo visa, assim, contribuir para uma melhor compreensão da forma como a co-criação pode acrescentar valor a experiências de turismo enogastronómico. Relativamente ao desenho metodológico do estudo, destacam-se duas grandes etapas: i) a etapa conceptual, relativa a uma revisão integrativa da literatura ao nível da co-criação de experiências em turismo e turismo enogastronómico, com o intuito de identificar as dimensões da co-criação de experiências mais representativas na literatura; e ii) a etapa empírica, que contemplou dois estudos de natureza qualitativa complementares, uma netnografia relativa a experiências de roteiros gastronómicos num destino urbano, e um estudo de caso múltiplo, envolvendo experiências enogastronómicas em duas regiões de vinho portuguesas, a Bairrada e o Dão, com o intuito de analisar a perspetiva de visitantes e agentes da oferta acerca da co-criação de valor nestas experiências. No âmbito da netnografia, 658 comentários de turistas, deixados na plataforma TripAdvisor, acerca das suas experiências com um operador de roteiros gastronómicos foram analisados, complementados com uma entrevista semi-estruturada ao agente da oferta e, no âmbito do estudo de caso múltiplo, as perceções de 38 visitantes assim como de 6 agentes da oferta de ambas as regiões foram aferidas através de entrevistas semi-estruturadas. Os dados recolhidos foram sujeitos à análise de conteúdo, implementada manualmente e com o suporte do software de análise qualitativa de dados NVivo. Os resultados demonstraram a pertinência do papel e da interrelação das dimensões da co-criação de experiências “interação”, “participação ativa”, “envolvimento” (cognitivo, emocional e sensorial), “personalização” e “autenticidade” para a conceção de experiências em turismo enogastronómico apelativas, distintivas e memoráveis. Os contributos teóricos do estudo sintetizam-se numa proposta de definição de co-criação de experiências em turismo enogastronómico e de um modelo conceptual nesse âmbito, que se destacam pela abrangência de dimensões consideradas e pela forma como estas se interrelacionam, assim como pela visão holística da experiência de co-criação em turismo enogastronómico, atendendo ao papel do turista enquanto co-criador da experiência que lhe é proporcionada. As implicações práticas do estudo materializam-se em estratégias de co-criação de valor a serem consideradas pelos agentes da oferta e organizações de gestão de destinos no desenho de experiências enogastronómicas que atendam a diferentes perfis de turista que visitem regiões de vinho/ produtos locais e que incluam uma oferta que preserve as características identitárias da região e que, simultaneamente, se reinvente através de práticas sustentáveis. Limitações do estudo e propostas de investigação futura são igualmente apresentadas.

keywords

Experience co-creation, wine & food tourism, experience tourism, rural tourism, integrative literature review, food tours, netnography, exploratory case study, Bairrada region, Dão region.

abstract

Experiential tourism implies the central role given to tourists, perceived as key elements for the co-creation of value, within various tourist experiences, with particular emphasis on food & wine tourism. Theoretical and empirical research on tourism experience co-creation and food & wine tourism, particularly involving the interrelationship between both domains is still scarce, despite the emerging character and growth potential of both areas. This study is hence aimed to contribute to a better understanding of how co-creation can add value to food & wine tourism experiences. Regarding the methodological design of the study, two major stages should be highlighted: (i) the conceptual stage, involving an integrative literature review within the scope of experience co-creation in tourism and food & wine tourism, aimed at identifying the most representative dimensions of experience co-creation in the literature; and ii) the empirical stage, including two complementary qualitative studies, a netnography on food tour experiences in an urban destination and a multiple-case study involving food & wine experiences in two Portuguese wine regions, Bairrada and Dão, in order to analyse the perspective of visitors and agents of supply on the co-creation of value in these experiences. In the case of the netnography, 658 reviews of tourists' food tour experiences with a food tour operator, shared on TripAdvisor, complemented with a semi-structured interview of the supply agent were analysed and, as for the multiple-case study, the perceptions of 38 visitors and of 6 supply agents of both regions were assessed through semi-structured interviews. The data were analysed by means of content analysis, implemented manually and with the support of qualitative data analysis software NVivo. The results showed the relevance of the role and the interrelationship between experience co-creation dimensions "interaction", "active participation", "involvement" (cognitive, emotional, and sensory), "personalization", and "authenticity" for the design of appealing, distinctive and memorable food & wine tourism experiences. The theoretical contributions of the study are synthesized in a proposed definition of experience co-creation in food & wine tourism and in a corresponding conceptual framework, that add to existing literature in the field for the range of dimensions considered and the interrelationships established, as well as for the holistic view of experience co-creation in food & wine tourism, given the role expected from tourists as co-creators of the experience provided. The practical implications of the study relate to value co-creation strategies to be considered by supply agents and destination management organizations in the design of food & wine experiences that cater to different tourist profiles visiting wine regions and that include an offer that preserves the identity of the region and simultaneously reinvents itself through sustainable practices. Limitations of the study and proposals for future research are also presented.

Table of contents

List of figures.....	v
List of tables.....	vi
List of abbreviations.....	vii
Chapter 1 - Introduction.....	1
1.1 Scope and relevance of the research.....	1
1.2 Main aims and research question.....	7
1.3 Methodology.....	8
1.3.1 Epistemological assumptions and research design.....	8
1.3.2 Data collection and data analysis.....	10
1.3.3 Structure of the thesis.....	12
Chapter 2 – Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism	17
Abstract.....	17
2.1 Introduction.....	17
2.2 Co-creation in tourism experiences.....	19
2.3 Co-creation experience dimensions.....	20
2.3.1 Interaction.....	21
2.3.2 Participation.....	21
2.3.3 Engagement.....	22
2.3.4 Personalization.....	22
2.4 The potential of co-creation in food and wine tourism experiences.....	23
2.5 Materials and methods.....	24
2.5.1 The search process and data collection.....	26
2.5.2 Data analysis.....	27
2.6 Findings.....	28
2.6.1 Empirical and conceptual studies identified.....	28
.....	28
2.6.2 Context of the sample studies.....	30
2.6.3 Co-creation and food and wine tourism dimensions identified in the literature.....	34
2.6.4 Conceptualization of tourism co-creation in food and wine tourism.....	36
2.6.4.1 Proposed conceptual framework.....	36
2.7 Discussion and conclusions.....	39
Appendix A. List of sample articles.....	42
References.....	45
Chapter 3 – Qualitative research on co-creation in food & wine experiences – Insights from a netnography and a multiple-case study.....	59
Abstract.....	59
3.1 Introduction.....	59
3.2 Literature review.....	61
3.2.1 Qualitative studies: strengths and challenges.....	61
3.2.2 The case study approach.....	63
3.2.3 Qualitative research on co-creation in the food & wine tourism field.....	64
3.3 Materials and methods.....	66
3.3.1 Contextualization of a qualitative study – a netnography and a multiple case study.....	66
3.3.2 Data collection and analysis.....	67
3.3.2.1 A netnographic approach on food tours in Lisbon.....	67
3.3.2.2 A multiple-case study with interviews of agents of supply and tourists in rural wine destinations.....	70
3.4 Results.....	73

3.4.1 The netnography.....	73
.....	73
3.4.2 The multiple-case study.....	74
3.5 Discussion and Conclusions.....	76
Appendix B - Categories of analysis and indicators resulting from visitors' discourse in the multiple-case study	78
Appendix C – Emerging categories of analysis and indicators resulting from visitors' discourse in the multiple-case study.....	81
Appendix D - Categories of analysis and indicators resulting from the supply agents' discourse in the multiple-case study.....	82
References.....	82
Chapter 4 – Co-creation of food tourism experiences: tourists' perspectives of a Lisbon food tour	85
Abstract	85
4.1 Introduction.....	85
4.2 Literature Review	86
4.2.1 Food tourism experiences and the emergence of food tours.....	86
4.2.2 Tourism co-creation experiences	88
4.3 The empirical study	89
4.3.1 Study context.....	89
4.3.2 Methods.....	89
4.3.3 Data collection and analysis	90
4.4 Results	91
4.4.1 Research sample.....	91
4.4.2 Dimensions highlighted in visitors' discourse.....	92
4.4.2.1 Sensorial experience	93
4.4.2.2 Emotional experience	93
4.4.2.3 Relate	94
4.4.2.4 Engagement/ Escape.....	95
4.4.2.5 Educational dimension.....	96
4.4.2.6 Personalization.....	96
4.4.2.7 Authenticity.....	97
4.4.3 Experience outcome highlighted in tourists' discourse.....	97
4.4.4 Co-creation experience design traits in Taste of Lisboa food tours	97
.....	98
4.4.4.1 Supply agent's perspective about Covid-19 pandemic response and adaptability	99
4.5 Discussion.....	99
4.6 Conclusions	102
References.....	104
Chapter 5 - A co-criação de experiências enogastrónomicas: O caso da rota da Bairrada (Co-creating wine and food tourism experiences: The case of rota da Bairrada)	107
Abstract	107
5.1 Introdução	107
5.2 Contextualização teórica	109
5.2.1 A co-criação de experiências em turismo.....	109
5.2.2 A co-criação em experiências enogastrónomicas.....	110
5.3 Metodologia	112
5.3.1 O caso da rota da Bairrada	113
5.3.2 Recolha e análise de dados.....	114
5.4 Resultados	114

5.4.1 Enogastronomia e co-criação de experiências na Bairrada.....	114
5.5 Conclusão	119
References	120
Chapter 6 – Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from <i>Bairrada</i> , a Portuguese Wine-Producing Region	123
Abstract	123
6.1 Introduction.....	123
6.2 Conceptual Background	125
6.2.1 Wine Tourism Experiences	125
6.2.2 Tourism Co-Creation and Co-Creative Wine and Food Tourism Experiences	127
6.2.3 Interaction and Its Relevance in Wine Tourism Experiences	128
6.3 Materials and Methods	129
6.3.1 Rota da Bairrada	129
6.3.2 Data Collection and Analysis.....	130
6.4 Results	131
6.4.1 Co-creative Wine, Natural and Cultural Tourism Experiences in Bairrada	131
6.4.2 Interaction with the Physical Environment	135
6.4.3 Interaction with the Human Experiencescape	136
6.4.4 Word Cloud.....	139
.....	139
6.5 Discussion and Conclusions.....	139
Appendix E – Questions in the semi-structured interview	144
References	144
Chapter 7 – Pairing co-creation with food & wine experiences – A holistic perspective of tourist experiences in Dão, a Portuguese wine region.....	149
Abstract	149
7.1 Introduction.....	149
7.2 Theoretical background.....	150
7.2.1 Food & wine tourism experiences in wine regions.....	150
7.2.2 Co-creation in food & wine tourism experiences.....	152
7.3 Materials and methods	153
7.3.1 The Dão wine route	153
7.3.2 Data collection	155
7.3.3 Data analysis	157
7.4 Results	157
7.4.1 Travelling to wine regions.....	158
7.4.2 Travelling to the Dão region	160
7.4.2.1 Food & wine experiences in the Dão region – The view of visitors and supply agents.....	161
7.4.2.1.1 Social interaction.....	163
7.4.2.1.2 Active participation	165
7.4.2.1.3 Emotional and cognitive engagement	166
7.4.2.1.4 Personalization.....	168
7.4.2.1.5 Sensorial engagement.....	169
7.5 Discussion and conclusions	170
References	174
Chapter 8 – Conclusions and implications	179
8.1 Discussion and results	179

.....	186
8.2 Implications of the study	187
8.2.1 Theoretical contributions	187
8.2.2 Managerial contributions	188
8.3 Limitations of the study.....	191
8.4 Suggestions for future research	192
References.....	193
Appendices.....	215
Appendix 1 – Questions from the interview applied to the supply agent of Taste of Lisboa Food Tours	216
Appendix 2 – Questions from the semi-structured interview applied to the visitors of Bairrada and Dão	217
Appendix 3 – Questions from the semi-structured interview applied to the supply agents of Bairrada and Dão and corresponding literature sources	218
Appendix 4 – Profile of the interviewed visitors in Bairrada, presented in chapter 5	219
Appendix 5 – Profile of the interviewed visitors in Bairrada, presented in chapter 6	220
Appendix 6 – Profile of the interviewed visitors in Dão, presented in chapter 7	221
Appendix 7 – Identification of the supply agents interviewed in Bairrada	222
Appendix 8 – Identification of the supply agents interviewed in Dão	222
Appendix 9 – Access link to tourists’ reviews on TripAdvisor platform, used within the scope of the netnography study	222

List of figures

Figure 1. The two demarcated regions of Bairrada and Dão, in Central Portugal.....	7
Figure 2. Research design of the study.....	9
Figure 3. Structure of the thesis.....	13
Figure 4. Search process development.....	26
Figure 5. Number of sample publications per year according to the research topics.....	28
Figure 6. Conceptual map of the empirical studies' contexts.....	33
Figure 7. Representativeness of experience dimensions in the whole sample and in co-creation in food and wine tourism.....	35
Figure 8. Conceptual framework on experience co-creation in food and wine tourism.....	37
Figure 9. Frequency of visitors' references to aspects related to experience co-creation dimensions.....	73
Figure 10. Co-creation experience design traits from the agent's perspective.....	98
Figure 11. Identificação dos 8 municípios pertencentes à rota da Bairrada.....	113
Figure 12. Caracterização do perfil dos visitantes.....	115
Figure 13. Word cloud.....	139
Figure 14. Conceptual model: Interaction as a key dimension in co-creation of wine experiences.....	143
Figure 15. Dão region in Portugal.....	154
Figure 16. Conceptual model proposed in the thesis.....	186

List of tables

Table 1. Boolean search formulas and the number of articles resulting from initial search in the two databases	25
Table 2. Literature review articles identified in the entire sample.....	30
Table 3. Contexts and settings identified in the study sample	31
Table 4. Steps implemented in the netnography based on Kozinets's (2002) perspective.....	67
Table 5. Questions from the interview applied to the supply agent	68
Table 6. Pre-established categories for the analysis of visitors' reviews in the netnography.....	69
Table 7. Questions from the semi-structured interview applied to the visitors	71
Table 8. Questions from the semi-structured interview applied to the supply agents.....	72
Table 9. Stages of the content analysis process based on the documentary corpora of the semi-structured interviews	72
Table 10. Representativeness of experience dimensions and outcomes based on tourists' reviews.....	92
Table 11. Characteristics of the sample profile	132
Table 12. Open-ended questions addressed to visitors	156
Table 13. Open-ended questions addressed to supply agents.....	156
Table 14. Profile of the interviewed visitors.....	157
Table 15. Supply agents interviewed	158
Table 16. Visitors' participation in food & wine experiences in Dão	162
Table 17. Co-creation experience dimensions identified in visitors' perceptions of their food & wine experiences in Dão	163

List of abbreviations

DMOs	Destination Management Organizations
UNWTO	United Nations World Tourism Organization
CAQDAS	Computer-Assisted Qualitative Data Analysis Software

Chapter 1 - Introduction

1.1 Scope and relevance of the research

Tourists' interest in exploring destinations in a deep and more authentic way has become a matter of consideration by the tourism sector (Kastenholz et al., 2012; UNWTO, 2012). While travelling, contemporary tourists increasingly seek places off the beaten track, where they can feel immersed in the local cultural environment and 'feel like a local' in places they visit (Binkhorst & Dekker, 2009; Campos et al., 2015; Carvalho et al., 2016; Kastenholz et al., 2012). Indeed, the search for less touristic experiences reflects tourists' growing desire to live diversified and special experiences in distinct environments. They wish to interact with simple and genuine features of a territory, encompassing natural and cultural resources and the destination's physical environment, as well as to contact with the local community and the staff who provides tourist services. With these premises, it is clear that tourists want to assume an active role in the tourist experience and have the opportunity to live memorable and unique experiences (Binkhorst & Dekker, 2009; Carvalho et al., 2016; Minkiewicz et al., 2014; Zátori, 2016). Tourism is increasingly recognized as a phenomenon centred in the tourist experience, which is a clear example of the so-called experience economy, popularized by Pine and Gilmore (1998). These authors suggest that the evolution from a service-oriented to an experience-oriented economy is of fundamental importance (Pine & Gilmore), also considering that when experiences are facilitated, consumers are more willing to feel engaged (Pine & Gilmore, 1998). Besides, experiences "seem to be a way for producers to survive in the ever more competitive future" (Binkhorst & Dekker, 2009, p. 312), which reinforces the importance of attending consumers' needs and expectations through experience design. Experiences are related to memorability and are subjectively perceived, as "each individual lives her own experience construed from her own perspective" (Hernández-Ortega & Franco, 2018, p. 229). Pine and Gilmore (1998) suggest four realms of the experience that, in a combined way, facilitate a 'sweet spot' of its enjoyment, where the central role of tourists is recognised, and co-creation emerges as key to adding value to the tourist experiences (Binkhorst & Dekker, 2009; Campos et al., 2015). It is in this context that the concept of co-creation, initially developed within the service marketing area, seems to be highly relevant for tourism. Prahalad and Ramaswamy (2004) suggest that co-creation is a concept to be applied in organizations, enhancing the role of consumers as co-producers of their experiences, and centralizing their part in the process of value co-creation. Consequently, in this thesis, co-creation is recognized as a construct of particular importance to better understand the tourist experience and the central role tourists want to assume.

From the perspective of Vargo and Lusch (2004), value co-creation derives from service-dominant logic, relating to the active role of customers as co-producers or co-creators of value, providing an innovative approach to services. Prahalad and Ramaswamy (2004) also highlight the importance of recognising and understanding consumers for their more informed, active and empowered character. Service providers should identify and understand customers' needs and expectations, in order to design customized and unique experiences, where the interaction between both parts may enhance customers' satisfaction (Binkhorst & Dekker, 2009; Mathis et al., 2016; Prahalad &

Ramaswamy, 2004). Value co-creation is hence defined by Prahalad and Ramaswamy (2004, p. 8) as “joint creation of value by the company and the customer”. Bearing in mind Vargo and Lusch’s (2004) perspective regarding the co-creation of value in service-dominant logic, operant (consumers’ skills and knowledge) and operand (physical goods) resources contribute to the co-creation of value, where customers’ active participation and involvement can play a significant role. Gurău and Durquenois (2011, p. 19) even state that “the firm should concentrate on operant rather than operand resources, in order to develop valuable experiences for its customers”, which stresses the subjective character of the experience and the importance of the active role of the tourist and of his/her skills.

Within the scope of the experience economy, co-creation is a key concept that highlights the importance of fostering engaging and customized experiences, recognising tourists as co-producers of value with service providers (Binkhorst & Dekker, 2009). Campos et al.’s (2015, p. 23) focus on on-site tourism co-creation was considered pertinent in this study, defining this concept as “the sum of psychological events a tourist goes through when contributing actively through physical and/ or mental participation in activities and interacting with other subjects in the experience environment”. These authors also highlight the role of the experiencescape, where features of the physical environment, social interaction and “organizational dynamics” may influence visitors’ experience (Campos et al., 2015, p. 23). In the context of winter travel experiences, Prebensen et al. (2016) also stated that visitors’ mental and physical involvement in experiences contributes to value co-creation and may influence visitors’ satisfaction.

Co-creation is hence a key concept that has been getting the attention of academia, particularly when associated with the tourism experience. Despite its recent character, the interplay between co-creation and tourism experiences has been analysed in different tourism settings, namely in smart tourism (Briciu et al., 2020; Buhalis & Sinarta, 2019; Corrêa & Gosling, 2020; Sarmah et al., 2017), in accommodation (McLeay et al., 2019; Sthapit & Bjork, 2020; Zhang et al., 2020), in accessible tourism (Chiscano & Binkhorst, 2019; Lin et al., 2019), in cultural destination contexts (Adam et al., 2020; Antón et al., 2018; Minkiewicz et al., 2014; Vasiliadis et al., 2016), in rural tourism (Carvalho et al., 2016), and, although less perceived, in food & wine tourism (Rachão et al., 2021), with particular emphasis on gastronomy (Chen, 2018; Prayag et al., 2020; Williams et al., 2019) or on wine (Leri & Theodoridis, 2019). In the heritage context, Minkiewicz et al. (2014) suggest that various dimensions are relevant for the co-creation of experiences, ranging between ‘co-production’ (in line with active participation), ‘personalization’ (tailored experiences), and ‘engagement’ (cognitive and emotional). Mathis et al. (2016) also state that co-creation may have a positive influence on tourists’ satisfaction on holiday experience and should be regarded as positive for both tourists and supply agents.

Kirova (2021) highlights that scholars consider co-creation to be a relevant concept in tourism experiences, since tourists seek customized and involving experiences (in cognitive and emotional terms) from which they can take memories (Binkhorst & Dekker, 2009; Campos et al., 2015; Prebensen et al., 2016). Indeed, the connection between experiences and memorability is highlighted in the literature, for the fact that taking part in experiences lasts much longer in the memory of consumers (Pine & Gilmore, 1998), and can positively influence tourists’ loyalty

(Sthapit et al., 2019), which should be taken into account in the experience design. Schmitt's (1999) framework, focusing on experiential marketing, also stresses the pertinence of 'sense' (stimulating the five senses), 'feel' (emotional character), 'think' (cognitive involvement), 'act' (participation) and 'relate' (interaction and social meanings of experiences) dimensions to foster appealing experiences and customer satisfaction. Hence, understanding how co-creation may add value to the tourist experience is important for agents of supply and destination management organisations (DMOs), since the integration of this concept in the experience design, acknowledging tourists' needs and expectations, triggers a favourable experience environment and the co-creation of value (Binkhorst & Dekker, 2009; Buonincontri et al., 2017). However, in-depth theoretical and empirical research is still scarce regarding the role of experience co-creation in specific fields of tourism (Mohammadi et al., 2020), particularly in food & wine tourism (Rachão et al., 2020a), justifying the focus of the present thesis. Food & wine tourism not only interests a particular niche, but also provides experience offers that should be understood as a most valuable asset for most destination experiences, since local gastronomy is enjoyed within most tourist pursuits (Antón et al., 2019; Björk & Kauppinen-Räsänen, 2017). The present thesis attempts to help fill this gap in the tourism literature and additionally produce relevant insight for practitioners in the tourism sector who are interested in adding value to food & wine experiences.

Taken together, the cited models of Pine and Gilmore (1998), Schmitt (1999), Campos et al. (2015) and Minkiewicz et al. (2014) set the framework for the theoretical and empirical studies of this thesis, yielding a better understanding of co-creation experiences in food & wine tourism.

Food & wine tourism is also an emerging area of interest to academia and destination management due to its strategic value and the increasing tourist demand for such local products, as a result of the diversity of experiences promoted in this field and the authenticity connected to them (Björk & Kaupinnen-Raisanen, 2016b; Dixit, 2020b; Ellis et al., 2018). According to Mausbach (2017), food & wine tourism has grown 245% over the past decade, which provides evidence of the increasing demand and reinforces the need to better understand this special interest tourism. Although food and wine are distinctive products that can be defined separately, their interrelation as a tourism product is undeniable (Hall & Sharples, 2002). The UNWTO (2019, p. 44) defines gastronomy tourism as the "visitors' experience linked with food and related products and activities while travelling", also comprising "authentic, traditional, and/or innovative culinary experiences (...) and related activities such as visiting the local producers, participating in food festivals and attending cooking classes". This organization considers that wine tourism is "a sub-type of gastronomy tourism", referring to "tourism whose purpose is visiting vineyards, wineries, tasting, consuming and/or purchasing wine, often at or near the source" (UNWTO, 2019, p. 44). Crespi-Vallbona and Mascarilla-Miró (2020, p. 214) define food & wine tourism as "trips that focus on exploring and enjoying meals and beverages, typical of their destinations to experience local culture", which denounces the symbolic character of these products and their connection to a closer experiencing of the local identity (Björk & Kaupinnen-Raisanen, 2016b; Festa et al., 2015). Indeed, the complement of wine to local gastronomy is of particular importance, since it contributes to an authentic and differentiated tasting experience (Crespi-Vallbona & Mascarilla-Miró, 2020; UNWTO, 2017). Furthermore, the typical experiencescape of rural wine destinations, comprising for example vineyard landscapes, is relevant to giving tourists a sense of (geographic,

aesthetic and cultural) immersion in destinations (Festa et al., 2015). Food & wine tourism gives visitors the opportunity to get to know destinations through rich multi-sensory experiences, tasting local products in a social interaction environment and immersion in historical and cultural features (Björk & Kaupinnen-Raisanen, 2016b; Brochado, Stoleriu & Lupu, 2021; Quan & Wang, 2004). According to Costa (2012), in Europe, food & wine tourism motivates 600.000 tourists to travel primarily for this purpose every year, and 20 million to do it as a secondary motivation.

Aligned with the tourism sector, wine production and the wine culture may be perceived as a commoditized complementary product with potential to offer distinctive experiences, in which local and terroir features stand out as unique assets (Carmichael, 2005; Dodd, 1995). Indeed, wine may contribute to a country's distinctiveness, due to its grape varieties, terroir characteristics and the geographical features that influence the quality of the wine (Carmichael, 2005; Cohen & Ben-Nun, 2009). Wine tourism emerges as a promising tourist product that can highly contribute to adding economic value to territories, particularly rural wine destinations, where local resources are key to assuring the authenticity of a holistic tourist experience. The intangible heritage that is part of wine regions is also of fundamental importance in the experience design of authentic, attractive and unique experiences, embracing regional and local products with a meaningful historical and cultural legacy (Johnson & Bruwer, 2007; Novo et al., 2017). Hence, food & wine tourism may highly contribute to fostering destinations' economic development, promoting distinctive destinations' image and competitiveness, and consolidating a sustainable perspective of these territories. Besides, tourists spend 30 – 40% of their budget on food (Choe & Kim, 2019; Quan & Wang, 2004) and the benefits resulting from it are estimated at 25% for the territories (World Food Travel Association, 2021).

Food & wine tourism also features as one of the special tourism products promoted by the Portuguese National Tourism Authority (*Turismo de Portugal*). It is considered a qualifying asset in the 'National Tourism Strategy 2027' (Turismo de Portugal, 2017), enriching the tourist experience, in combination with "differentiating" (e.g. history, culture, identity) and "emerging assets" (e.g. "living and wellness" opportunities). The country's traditional cuisine, the high quality of the ingredients, the awarded Michelin chefs and restaurants as well as the diversity of international awards of the Portuguese wines (Turismo de Portugal, 2019), also associated with some of the highest-quality grape varieties worldwide, add value to this distinctive product. Turismo de Portugal (2019) has been promoting an action program to develop and promote wine destinations based on a strategic framework, highlighting the diversity of the country's wine regions, their landscapes and terroir characteristics, the diversity and high-quality of Portuguese wines, as well as the possibility of complementing other tourist experiences with wine tourism, namely cycling & walking, golf or rural tourism (Turismo de Portugal, 2019). Moreover, Portugal is the third country in the world with greater diversity of autochthonous varieties, the 8th world's largest exporter of bottled wine, the 9th country in the world with the largest vineyard area and the 11th worldwide wine producer (Turismo de Portugal, 2019), which justifies in-depth understanding of this strategic tourism product.

Tourists are interested in new sensations, desire new insights into the destinations' food and wine and the opportunity to live unique and memorable experiences, going beyond tasting and buying

wine or visiting wine cellars (Bruwer et al., 2018; Getz & Brown, 2006). They seek involving experiences through which they can get immersed in the culture of the territory (Cohen & Ben-Nun, 2009; Garibaldi et al., 2017). These aspects are of great importance for wine producers, who should understand this complex and holistic experience (Gurău & Duquesnoi, 2011). Furthermore, it is particularly important that supply agents are aware of the relevance of considering diverse natural and cultural elements of rural wine destinations that contribute in a combined way to more appealing food & wine experiences (Cohen & Ben-Nun, 2009; Kastenholz et al., 2021). Rural wine destinations are commonly associated with authentic and genuine places, where local identity is preserved and promoted in the tourism experience (Carvalho et al., 2016; Kastenholz et al., 2012; Sidali et al., 2015). Indeed, food & wine tourism in rural wine destinations has the potential to foster genuine experiences and to facilitate tourists' engagement in those experiences (Kastenholz et al., 2016).

Food & wine experiences are of special interest for tourists while travelling, since social interaction with wine producers and wineries' staff, interaction with people and resources in the experiencescape, the active participation in different however related experiences (e.g. wine tastings, food & wine pairings and visiting to the vineyards), and tourists' cognitive and emotional involvement, contribute to their satisfaction (Antón et al., 2018; Carmichael, 2005; Getz & Brown, 2006; Quadri-Felitti & Fiore, 2013). Besides, the sensory-rich opportunities of tasting new flavours and exploring local dishes provide tourist experiences with an important multi-sensory dimension (Brochado, Stoleriu & Lupu, 2021).

Bringing new and memorable experiences to food & wine tourism is fundamental in the current market. This requires a better understanding of visitors and investment in new activities, while embracing the authenticity of the territories and their unique resources and meanings through active visitor involvement (Charters & Ali-Knight, 2002). By promoting activities that foster visitors' interaction with wine producers, wineries' staff and the local community, as well as with the experiencescape, and visitors' active participation in different food & wine experiences (e.g. wine tasting, food & wine pairing, vineyard visits), both cognitive and emotional engagement is enhanced (Antón et al., 2018; Carmichael, 2005; Getz & Brown, 2006; Quadri-Felitti & Fiore, 2013). This is in line with a tourist-centred approach to co-creative tourism experiences. As a matter of fact, co-creation claims the attention to an innovative way of perceiving tourists' role in the experience and to fostering authentic and involving experiences, in contexts where tourists may feel welcomed and have the opportunity to learn, enjoy special moments and sensorial immersion, interact with people they may relate to, and appreciate the aesthetics of the landscape and build positive and distinctive memories (Binkhorst & Dekker, 2009; Hall & Sharples, 2002; Kastenholz et al., 2020).

Despite this, research reflecting on tourists as co-producers of their food & wine experiences is still scarce, which reinforces the idea that more in-depth understanding of this domain is required (Okumus, 2020; Rachão et al., 2020a). Within the scope of on-site food-related activities, Rachão et al. (2020a) present co-creation dimensions 'interaction' and 'active participation' as fundamental for the co-creation of value in this context. Recent studies by Stone et al. (2021) and Rachão et al. (2020b) emphasize the experiential and social character of food & wine experiences

and provide clues on what should be considered by DMOs and supply agents in the near future. Rachão et al. (2020b) highlight the need of more practical guidelines on how to provide more attractive co-creative food & wine experiences. According to Stone et al. (2021), key strategies leading to sustainable tourism development involve promoting the knowledge of local food and drink among local residents (to foster their sense of pride) as well as among tourists, by providing them enjoyable educational activities at the destination. The same authors highlight the pertinence of considering stakeholders' involvement in this process. Due to the strategic value of co-creation and food & wine tourism in destinations, it is of utmost importance to assess the contribution of co-creation of food & wine tourist experiences to tourists' overall experience satisfaction (Bruwer & Alant, 2009; Carmichael, 2005; Getz & Brown, 2006; Prayag et al., 2020).

The novelty of food & wine tourism in academic research and the scarcity of empirical evidence of the effects of co-creation experiences within this scope justify the relevance of addressing it as the research focus of this thesis. Identifying the prevalent co-creation experience dimensions in food & wine tourism and understanding how they may add value to the tourist experience are the main concerns of this study. In this doctoral thesis, conceptual and empirical insights regarding co-creation experiences in food & wine tourism are hence presented, considering a holistic perspective of this tourist experience that may add value to the existing literature in the field.

This doctoral thesis is integrated in the research project Twine¹ – "Co-creating sustainable Tourism & WINE Experiences in rural areas" – a 4-year research project, whose aim is to analyse, based on a holistic perspective, co-creation experiences in rural wine destinations, specifically in three wine regions located in the Central region of Portugal, namely Bairrada, Dão and Beira Interior. For the purpose of this thesis, only Bairrada and Dão are considered, due to their geographical proximity, facilitating in-depth data collection, and the distinctive features of these territories, already relatively well known for their wines. The wine regions of Bairrada (near the coast) and Dão (inland) are two of 14 wine regions in Portugal and are located in the Centre of the country (Turismo de Portugal, 2021). Figure 1 shows the demarcated wine regions where the wine routes are located.

¹ This work was financially supported by the project TWINE - PTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259, funded by FEDER, through COMPETE 2020 - Operational Programme Competitiveness and Internationalization (POCI) and by national funds (OPTDC/GES-GCE/32259/2017 -E), through FCT/MCTES.

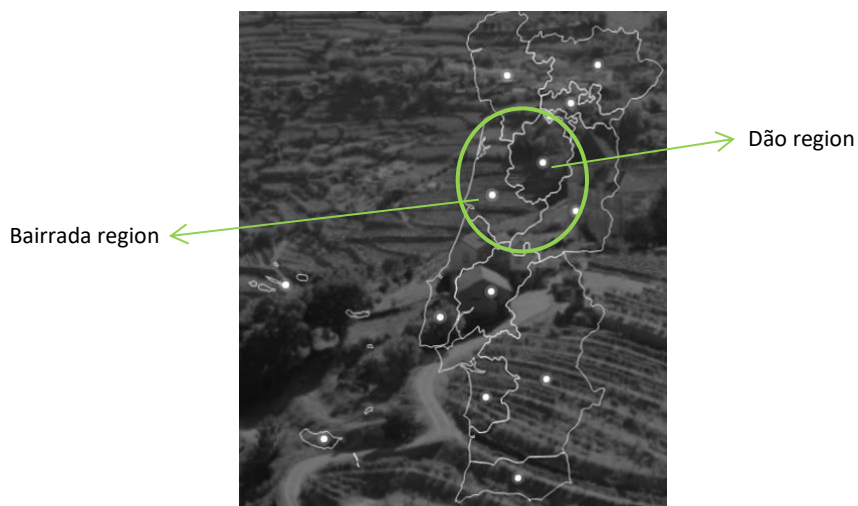


Figure 1. The two demarcated regions of Bairrada and Dão, in Central Portugal

Source: Adapted from Turismo de Portugal, I.P. (2021)

Bairrada and Dão are demarcated wine regions with distinct natural and cultural attractions as well as specific grape varieties and terroir characteristics that contribute to the uniqueness of the wine experience provided. Both regions have a wine route (Bairrada route and Dão route, respectively), which contributes to adding value and visibility to their tourism offer.

1.2 Main aims and research question

Supported by the previous theoretical and contextual background, the main goal of this thesis is to understand how co-creation may add value to food & wine tourism experiences, distinguishing its diverse dimensions. The specific aims of this research are the following:

- To identify the most prominent co-creation experience dimensions of ‘tourism co-creation’ and ‘food & wine tourism’ based on the literature review;
- To propose a conceptual framework including the most relevant co-creation experience dimensions and respective outcomes, particularly in the field of food & wine tourism;
- To present a possible definition of co-creation experiences in food & wine tourism;
- To understand how value is co-created by visitors in food tour experiences in an urban destination and in food & wine experiences in two Portuguese wine routes, as perceived by tourists;
- To understand how co-creation is considered in the design of the experiences in focus (food tour experiences and food & wine experiences), as reported by supply agents;
- To analyse the relevance of co-creation experience dimensions, from the perspective of both visitors and supply agents, by means of an exploratory study, following a qualitative approach that includes a netnography and a multiple-case study, identifying the degree of (dis)agreement.

These aims are related to the purpose of the next chapters (2 to 7), in which a conceptual framework, a discussion of methodological approaches and four empirical articles, are presented. Hence, the research question defined for this thesis is the following: How can the co-creation experience in food & wine tourism be defined, recognizing its nature and structure, and promote appealing, distinctive and memorable food & wine tourism experiences?

1.3 Methodology

1.3.1 Epistemological assumptions and research design

Studies that follow the interpretative paradigm pursue in-depth understanding of the phenomena involved, usually when the thematic area is quite recent and complex, which requires the analysis of different perspectives on the same matter, and the collection of data that contribute to deeper knowledge of a situation or behaviour (Coutinho, 2018; Veal, 2017). Exploratory studies follow this paradigm, however implying that their findings are not generalizable. Qualitative approaches contribute to deepening the analysis of the phenomena under study, permitting a better initial understanding of concepts that require empirical evidence, to which exploratory studies can contribute. This thesis is aligned with the interpretative paradigm, which means that the observer accepts that “‘reality’ may be perceived differently by different people/ groups” (Veal, 2017, p. 38). The main focus is on understanding co-creation as a vehicle to adding value to food & wine tourist experiences. The researcher is responsible for analysing the different and personal perspectives that visitors and supply agents attribute to co-creation experiences and assumes a non-participatory role.

In light of the previously presented research objectives, this study thus follows a qualitative approach, regarding the selection of data collection tools and data analysis techniques to assure in-depth focus on data, preserving their original essence, as reported by the stakeholders involved in the co-creation process.

The research design of the study is presented in Figure 2, in which the different methodological stages are identified. It broadly encompasses two distinct parts: the conceptual stage and the empirical study.

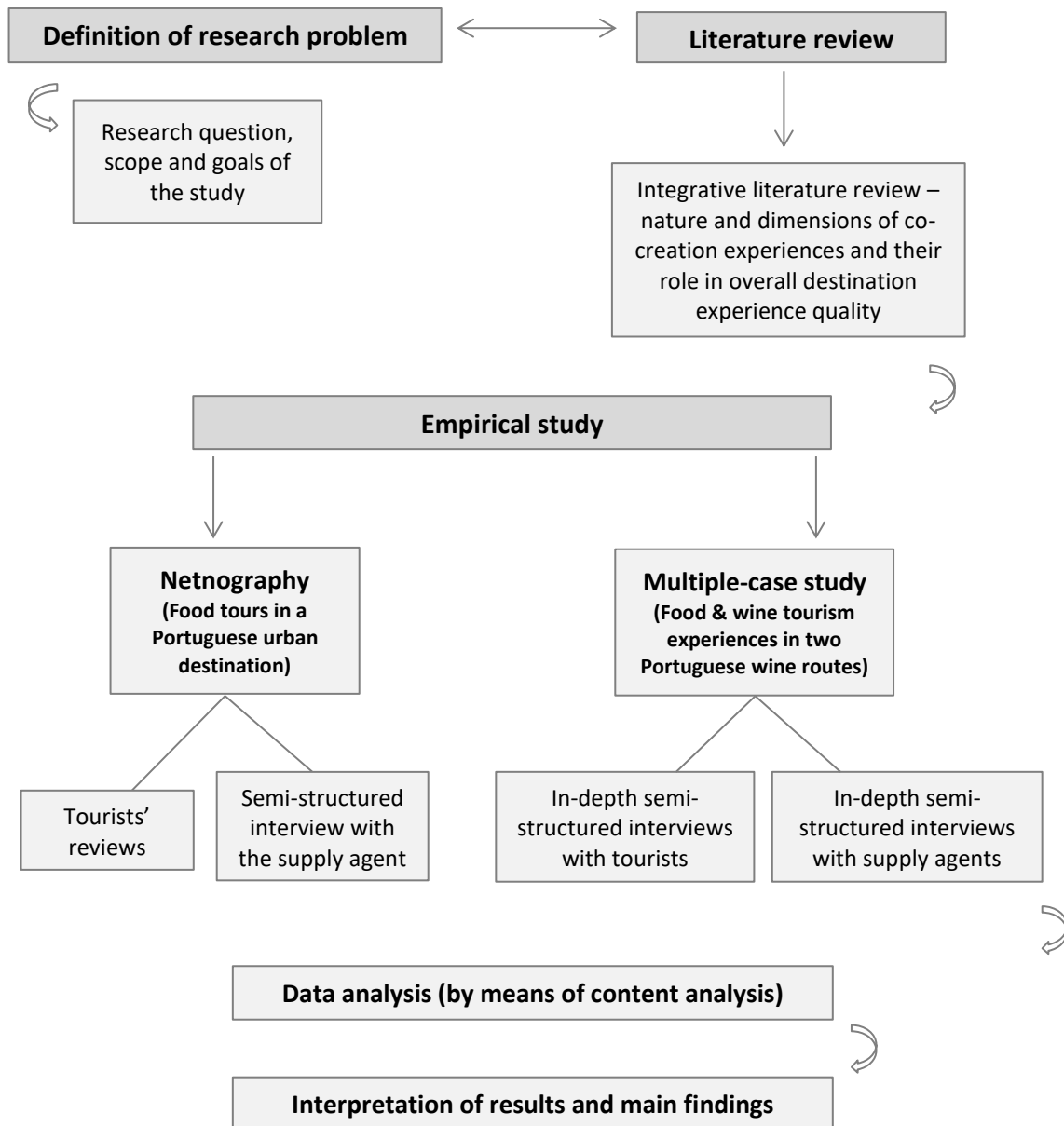


Figure 2. Research design of the study

Based on an initial literature review, it became clear that the relative novelty of ‘co-creation in tourism’ results in a lack of research focusing on how co-creation can be assessed and could be implemented to add value to the food & wine experience. Also more evidence seemed necessary for the identification of main co-creation experience dimensions within the scope of food & wine tourism. Accordingly, the research problem was identified, which supports the definition of the research question, scope and goals of the study.

The conceptual stage of the thesis encompasses the development of an integrative literature review, which comprised the study of two domains: i) tourism co-creation and tourism

experience; and ii) co-creation experience in food & wine tourism. Outcomes of this integrative literature review were the identification of the most representative co-creation experience dimensions, the proposal of a conceptual framework and of a definition of the co-creation experience in food & wine tourism.

The empirical study permitted in-depth understanding of the experience co-creation dimensions and of their presence and influence in two different destination settings: a) food tours in a Portuguese urban context and b) food & wine experiences in two Portuguese wine regions, with distinct methodological approaches and focusing on both the views of visitors and supply agents, as explained in further detail in the following section. Data were analysed via content analysis, which helped confirm and establish new categories of experience dimensions, and revealed their role in value co-creation and experience design in food & wine tourism.

Through a netnography and a multiple-case study the features and strengths of two distinct qualitative research methods were combined to collect diverse and feasible data that would facilitate in-depth understanding of the phenomena under study, also based on the triangulation of the perspectives from visitors and supply agents, enhancing the study results' validity. In the case of the netnography, 658 tourists' voluntary post-visit reviews, shared on a travel online platform (TripAdvisor), regarding experiences facilitated by *Taste of Lisboa Food Tours* were considered, together with a semi-structured interview of the agent of supply. As for the multiple-case study, an in-depth semi-structured interview was held with 22 visitors from Bairrada and with 16 from Dão, complemented by a semi-structured interview with three supply agents from each route.

Content analysis, carried out manually and with the support of NVivo software, was the technique used, given the extent and depth of the data collected. Finally, results were interpreted and conclusions were drawn based on the main empirical findings, in comparison to findings from other studies and also by comparing results from the diverse approaches undertaken within the present research design on co-creation experiences in food & wine tourism.

1.3.2 Data collection and data analysis

The empirical study comprises two types of data: primary and secondary. Due to the exploratory character of the topics under analysis, a qualitative approach involving a netnography and a multiple-case study was undertaken, as previously described. In the case of the netnography, secondary data were used, i.e. data not collected primarily through the intervention of this study's researchers, but obtained from an already existing source, namely data available on the travel online platform TripAdvisor, referring to visitors' post-visit reviews of their food tour experiences at *Taste of Lisboa Food Tours*. The experiences facilitated by this food tour operator consisted in hosting visitors in typical and authentic local restaurants and taverns, where the combination of history and cultural features with food and wine allowed visitors not only to taste local products, but also to understand and learn about local culture. All Portuguese and English reviews from April 2014 (the beginning of the food tour experiences) to June 2017 were

considered for this first exploratory study on food & wine tourism experience co-creation. The large number of reviews of *Taste of Lisboa Food Tours* displayed on TripAdvisor justified the option for this food tour operator. The aim was to find out what co-creation experience dimensions emerged from tourists' reviews and to understand how value was co-created in these experiences. For triangulation of sources, the view of the CEO of the food tour operator was considered and assessed by means of a semi-structured interview (Appendix 1), held in July 2021, aiming to understand how co-creation dimensions are considered in the experience design of food tours. Additionally, the impact of the Covid-19 pandemic on the food tour experiences as well as the strategies employed by this tour operator were explored to introduce her view concerning the experiences provided and an updated perspective on the highly pandemic-affected food & wine experience provision in the urban context was analysed.

In the multiple-case study, primary data were collected by means of semi-structured interviews – one applied to visitors of the wine routes and the other to supply agents from these same routes. The scripts of both interviews were developed within the scope of the Twine project and validated by experienced researchers on co-creation, food & wine and rural tourist experiences, to ensure external validity. The interview applied to visitors yielded in-depth understanding of their food & wine experience in general and in the regions of study and, for that purpose, all questions included in the script (Appendix 2) were formulated based on literature in the field and complemented by validated self-measurement scales. The interview script applied to the agents of supply was created with the purpose of understanding their perspective on how the co-creation experience dimensions 'interaction', 'participation', 'engagement' and 'personalization' (Carvalho et al., 2021a) were considered in experience design, thereby complementing the data collected from visitors, and contributing to triangulation of sources. The questions are presented in Appendix 3.

The interview directed to visitors was applied in different time spans in both regions. In Bairrada, the 22 in-depth semi-structured interviews were held face-to-face, from May 2019 to February 2020, specifically at the official headquarters and store of the Bairrada route, in two accommodation units (Quinta de São Lourenço and Hotel Palace da Curia) and in a winery (Luís Pato). These were the selected locations for the interviews for their pertinence as tourist attractions and facilities located along the wine route and for their agreement to collaborate with the Twine project for this purpose. In Dão, the 16 in-depth semi-structured interviews were held from August 2019 to September 2020. The first interview was applied in a winery, Caminhos Cruzados. The remaining 15 interviews were held online, during the first Covid-19 pandemic lockdown.

In the multiple-case approach, two sampling techniques were used. Convenience sampling was applied in the case of visitors from Bairrada and the supply agents from both routes. The visitors of Bairrada were approached by researchers in the referred places and selected based on two criteria: being in the region for holidays or leisure reasons; and being willing to participate in the study. As for the supply agents of both routes, a small group of operators who provided co-creative food & wine experiences in the regions was contacted, and those who accepted, integrated the sample. Three agents from Bairrada (a winery, a winemaker, and an operator

providing travel experiences) (Appendix 7) and three from Dão (an accommodation unit, a winery & restaurant, and a wine producer providing wine tourism experiences) (Appendix 8) were interviewed via Zoom platform or the telephone between August and October 2020. As for the visitors of Dão, two sampling techniques were used. In line with the procedures followed in Bairrada, visitors from Dão were supposed to be selected based on convenience sampling, which happened between August 2019 and March 2020, and was adapted afterwards due to Covid-19 pandemic and the first lockdown period. Based on that, from March 2020 till September 2020, visitors were identified among the researchers' contact lists and through social media. The main criterion was that these tourists had visited the Dão region and had a food & wine experience there in the preceding two years. Besides this, a snowball sampling technique was also used, asking respondents to provide the contact of an additional visitor who had been in the region for the same purpose over the same period of time. Overall, 22 visitors of Bairrada (Appendices 4 and 5) and 16 visitors of Dão (Appendix 6) included the sample. It was basically due to the Covid-19 pandemic context that the sample interviewed in the Dão region was smaller, with the interviews taking place mostly via Zoom meetings, which at the same time, had a longer duration and thereby permitted more profound and richer insight from those visitors who had actually lived a co-creative food & wine experience. This last condition did not always apply to the Bairrada visitors, who were mainly personally interviewed on-site in the Bairrada route context, prior to the Covid-19 lockdown, frequently reporting more general terroir experiences. For data analysis, content analysis was used with all the data collected.

To guarantee reliability and validity for this study, the following aspects were taken into account: i) in the netnography study, the data collection and analysis procedures followed Kozinets's (2002) guidelines to assure consistency and neutrality of the procedures; ii) regarding the semi-structured interviews, the support of the reference literature when formulating the questions and the validation by researchers and experts in the area was important for internal and external validity of the tools; iii) the content of the interviews was transcribed verbatim bearing in mind credibility; iv) as for the coding process, two coders were involved in the netnography study, to assure stability and reproducibility, and in the multiple-case study the coding process was done by one researcher, but repeated within a time span of two months to assure stability, with revision of some codes, based on discussions with the doctoral supervisors; and v) given the extended corpora of analysis, resulting from 26 hours of audio recording, and the need of organization, structure, and transparency when carrying out content analysis, the role of software NVivo was of fundamental importance to reduce subjectivity and contribute to the reproducibility and accuracy of the coding process.

1.3.3 Structure of the thesis

This thesis is divided into three parts, as presented in Figure 3. The first part consists of the Introduction (chapter 1), where a brief theoretical background, the main purpose, aims of the study and research question are presented, as well as the methodological procedures and the structure of the thesis. The second part comprises a conceptual article (chapter 2), a

methodological article (chapter 3) and four empirical articles (chapters 4, 5, 6 and 7). Considering the six articles presented, three are published and the other three are submitted for consideration (as presented in the footnotes in the final part of this section), all to peer-reviewed scientific international journals indexed in Scopus. The last part of the thesis (chapter 8) presents the discussion, conclusions, limitations of the study and insights for future research.

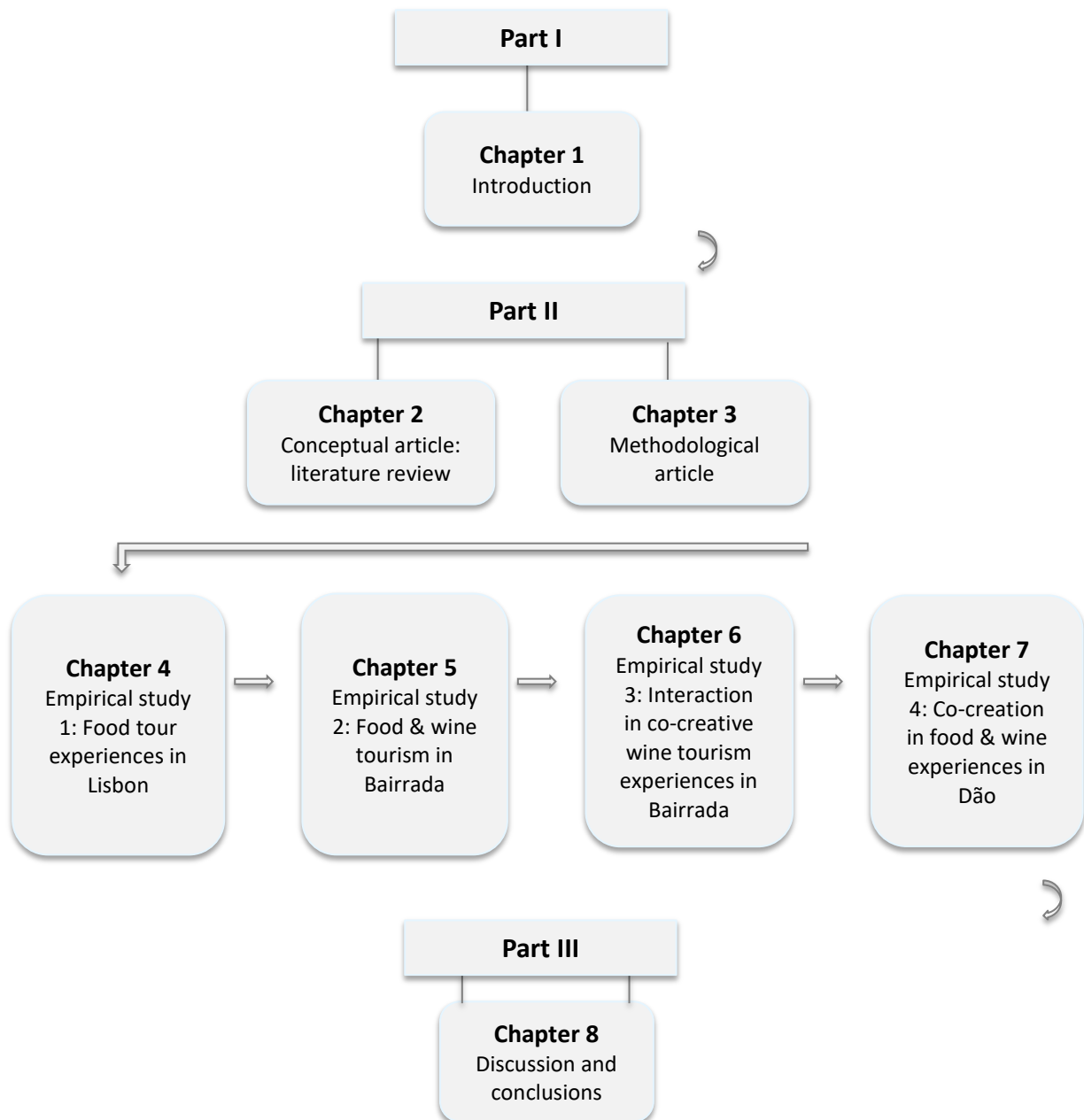


Figure 3. Structure of the thesis

Chapter 2 consists of an integrative literature review, developed within the scope of two major domains: i) ‘tourism co-creation’ and ii) ‘co-creation in food and wine tourism’. The option for an

integrative literature review relied on its suitability to provide in-depth understanding of a complex field of study and yielded new perspectives on the topics under study, namely by means of frameworks or conceptual models. In this conceptual article, entitled “Co-creative Tourism Experiences – a conceptual framework and its application to Food & Wine Tourism”², the representativeness of co-creation experience dimensions was assessed in the literature from the areas of ‘tourism experience’ and ‘food & wine tourism’.

Chapter 3 corresponds to the article entitled “Qualitative research on co-creation in food & wine experiences – Insights from a netnography and a multiple-case study”³, whose focus was methodological, and reflected on advantages and challenges of the qualitative approach followed in the empirical study of this thesis. Particularly the combination of a netnography and a multiple-case study, with a strong emphasis on triangulation, was discussed. The methodological procedures of the empirical study were presented, considering the features of the studies involved, data collection and data analysis techniques. Study findings showed the adequacy of the qualitative approach followed due to the exploratory character of the study and its suitability to explore a highly subjective and complex phenomenon through in-depth information obtained from personal discourses and experience reports regarding perceptions, feelings, and behaviours. This approach permitted preserving the depth and thickness of the data collected, adding new insights to the field of study – experience co-creation in food & wine tourism.

Chapter 4 presents the first exploratory empirical study - a netnography, in which publicly available secondary data were considered to add value to the research topic. In this article⁴, entitled “Co-creation of food tourism experiences: tourists’ perspectives of a Lisbon food tour”, the main aim was to understand how visitors co-create value in food tour experiences in an urban context and what co-creation experience dimensions stand out, based on the content analysis of visitors’ reviews. The perspective of the food tour operator was also analysed via interview with the purpose of understanding the importance of co-creation experience dimensions in the design of the food tours as well as the alterations made in these experiences to face the challenges imposed by the Covid-19 pandemic.

Chapter 5, reporting the second empirical study, presents the analysis of the co-creation of food & wine tourism experiences in Bairrada, regarding the visitors’ perspective, as assessed via in-depth interviews. Based on a qualitative exploratory study, this article⁵, entitled “Co-creating wine and food tourism experiences: The case of *rota da Bairrada*”, aimed to understand the food & wine experience in the region, identifying valuable insights to be considered by agents of supply and DMOs into how to foster co-creation experiences in wine regions.

² Carvalho, M., Kastenholtz, E., & Carneiro, M. J. (2021). Co-creative Tourism Experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1948719>

³ This chapter, co-authored by Kastenholtz (PhD) and Carneiro (PhD), was submitted to the *Journal of Quality Assurance in Hospitality & Tourism*.

⁴ This chapter, co-authored by Kastenholtz (PhD), Carneiro (PhD) and Souza (PhD), was submitted to *Tourist Studies*.

⁵ Carvalho, M., Kastenholtz, E., & Carneiro, M. J. (2021). A co-criação de experiências enogastronómicas: O caso da rota da Bairrada [Co-creating wine and food tourism experiences: The case of *rota da Bairrada*]. *Journal of Tourism & Development*, 36(1), 325–339. <https://doi.org/10.34624/rtd.v1i36.10695>

Chapter 6 reports a third empirical study, based again on data obtained through interviews of Bairrada visitors, but now focusing on one of the most referred co-creation experience dimensions identified in the literature review in chapter 2: interaction. In this article⁶, entitled “Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region”, interaction with the human and physical environment was analysed.

Chapter 7 presents the fourth empirical article, this time using data obtained from interviews held with visitors and supply agents of food & wine experiences in the Dão region. This empirical study⁷, entitled “Pairing co-creation with food & wine experiences – A holistic perspective of tourist experiences in Dão, a Portuguese wine region”, aims at focusing the analysis on more interactive participative food & wine experiences (food and wine pairing, wine pairing with food tasting, culinary and wine workshops and harvesting) provided in this wine route context. The purpose was to understand how far the experience dimensions highlighted by visitors coincided (or not) with those consciously integrated by agents of supply. Another distinct approach in this study was the identification of different visitors’ profiles, according to Hall’s (1996) model on wine involvement, to understand if those with distinct levels of wine involvement co-create value distinctively.

The third part of this thesis focuses on the discussion and conclusion of the main findings of the research (chapter 8), summarising and comparing results from all studies undertaken within this research project, but also in comparison with results from other studies. Also, the main theoretical and managerial contributions are reflected on, while limitations of the study are acknowledged and suggestions for future research presented.

⁶ Carvalho, M., Kastenzholz, E., & Carneiro, M. J. (2021). Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region. *Sustainability*, 13(16), 9374. <https://doi.org/10.3390/su13169374>

⁷ This chapter, co-authored with Kastenzholz (PhD) and Carneiro (PhD), was submitted to *Sustainability*.

Chapter 2 – Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism⁸

Abstract

Travel has become a synonym of living memorable and enjoyable experiences. Co-creation centralizes tourists' role in the creation of value that results from the interaction with other destination stakeholders and the physical environment. Within the wider destination experience, the growing interest tourists show regarding the food and wine experience is notorious, due to its distinctive, multisensory and engaging nature. However, conceptual and empirical studies on co-creation of experiences in food and wine contexts are still scarce. To address this gap, this conceptual study presents an integrative literature review of 118 articles focusing on co-creation in tourism experiences, aiming at understanding what conceptual and empirical studies have been developed in the field, and identifying the most representative dimensions of tourism co-creation, both in general tourism experience and in food and wine experiences, in particular. Based on study findings, a critical analysis is presented along with a novel framework and definition of co-creative tourism experiences, with particular relevance to food and wine tourism. Key dimensions of co-creation in food and wine experiences, namely interaction, engagement, participation and personalization, are identified as relevant for promoting involving and immersive experiences. Theoretical and managerial contributions to destination managers and local stakeholders are also discussed.

Keywords: tourism co-creation, food and wine tourism, tourism experience, experience dimensions, integrative literature review

2.1 Introduction

Experiential tourism has revolutionized the way the tourism industry has evolved over the past years. Moving from a service-oriented to a consumer-based approach, the 'experience economy' has emerged as a new paradigm that enhances the understanding of customers' needs and desires (Pine & Gilmore, 1998). The urge to recognize the central role of tourists in the experience has become clear in conceptual and empirical studies that reflect on dimensions of the tourist experience. In this scope, co-creation emerged as a central concept (Binkhorst & Den Dekker, 2009). The interest in analyzing experience co-creation in tourism in conceptual and empirical studies has been increasing, along with the recognition of tourists' central and subjective role in creating their personal experience value, together with other tourism stakeholders while interacting with the physical environment (Campos et al., 2015, 2016; Kirova, 2021; Phi & Dredge,

⁸ This chapter was published in "Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021). Co-creative Tourism Experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1948719>"

2019; Prebensen & Foss, 2011). Despite the increasing number of studies in the area, experience co-creation in tourism is a recent concept that requires further research, given its potential to facilitate the development of involving and valuable tourist experiences (Mohammadi et al., 2020), which the tourism sector is increasingly interested in (Briciu et al., 2020; Buhalis & Sinarta, 2019; Tung & Au, 2018).

Simultaneously, due to its innovative features, experience co-creation in tourism may facilitate the creation of value in emerging destinations, such as some in which food and wine tourism has been developed. Food experiences have attracted special interest from tourism academia due to the increasing recognition of their relevance in the tourism experience, which in part results from the growing number of tourists who seek authentic experiences while travelling (Dixit, 2020a). Beyond food tasting, tourists perceive local products as a vehicle to get closer to a destination's identity. Indeed, food goes beyond satisfying a physical need, being recognized as a key feature of a destination's local culture and history (Dixit, 2019; Prayag et al., 2020). Food and wine tourism fosters multi-sensorial experiences that not only enhance the value of local food products, but also of local food habits, culinary techniques, terroir features, related historical and cultural traits and local lifestyles (Brochado et al., 2021; Charters & Ali-Knight, 2002; Garibaldi et al., 2017; Getz & Brown, 2006; Robinson & Getz, 2014). According to empirical studies in the field, given the unique character added by food and wine to the tourism experience, as well as tourists' preferences for authenticity and differentiation, experience design should promote tourists' involvement in this kind of experience and stimulate multiple interactions with the place and its people, in order to foster value creation, memorable experiences, and satisfaction (Crespi-Vallbona & Mascarilla-Miró, 2020; Rachão et al., 2020b). Co-creation offers great potential to promoting more involving food and wine tourism experiences. Despite this, empirical and conceptual studies on co-creation in food and wine tourism experiences are still scarce and do not offer a clear and comprehensive understanding of this phenomenon.

When reflecting on the future research agenda for the upcoming 75 years, Okumus (2020) includes the 'design and co-creation of unique local food and beverage tourism experiences' as one of the relevant topics to be addressed by academia (p. 40). This is in line with the objectives of the research presented here, which is part of a 3 year research project focusing on wine tourism and whose overall goal is to study co-created, sustainable experiences in rural wine tourism destinations in Portugal. This paper adds value to the project through the conceptualization of co-creation experiences in food and wine contexts. This conceptualization permits a more rigorous assessment and analysis of co-creation experiences in the mentioned destinations.

Given the recognition of the central role of experience co-creation in tourism as well as the scarcity of empirical and conceptual studies on co-creation of food and wine tourism experiences, this conceptual paper aims at analysing the academic literature to identify the main experience dimensions to be considered within the scope of co-creation in tourism, particularly of food and wine tourism. This understanding should be of utmost importance for designing appealing and innovative co-creative food and wine tourism experiences. The final aim of this research is to synthesize the respective knowledge gathered in a conceptual framework, depicting an overview

of the specific dimensions of tourism and food & wine tourism co-creation that, in conjunction, may foster the intensity of experience outcomes. As a result, a definition of tourism co-creation in food and wine experiences is suggested.

The integrative literature review was considered the most appropriate methodological approach to achieve the mentioned aims, since it provides a systematic overview of the literature on this relatively recent, and not yet consolidated, topic of research, identifying common grounds of conceptualization and empirical methods, while also highlighting fields that need additional research. Thereby this review should help generate relevant knowledge that may contribute to improving the field of study (Pautasso, 2013; Torraco, 2016) considered in this paper, namely regarding the conceptual dimensional framework of experience co-creation in food and wine tourism, synthesized in a proposed definition. Two databases of peer-reviewed articles were used – Scopus and Web of Science (WoS) – and based on established selection criteria, 118 relevant conceptual and empirical studies were identified.

As for its structure, this paper first presents a conceptual background analysis regarding tourism co-creation experiences and related-dimensions, and food and wine tourism. Then, the literature review methods are described and followed by a critical analysis of the sample studies as well as the answers to the research questions. The article ends with a discussion of results and of future research avenues.

2.2 Co-creation in tourism experiences

Responsible for firstly introducing the concept, Prahalad and Ramaswamy (2004) consider that co-creation results from the interaction between customers and companies. According to the authors, the concept of co-creation implies that consumers assume a central part of the production process (Binkhorst & Den Dekker, 2009; Campos et al., 2015; Prahalad & Ramaswamy, 2004; Prebensen et al., 2013), being also perceived as co-producers and responsible for their value creation, which is in line with the service-dominant logic perspective (Vargo & Lusch, 2004). Mathis et al. (2016) reinforce this idea, pointing out that ‘value is created by the user, who is also the one to experience the added value; therefore, the user determines what and how much value is created’ (p. 63). This perspective is also shared by Pine and Gilmore (1998), who realized that a new paradigm was emerging, suggesting that a transition from service economy to experience economy was crucial, as customers want to feel involved and wish a participative role in consumption experiences. The same authors also proposed a highly cited model that has been applied in several tourism studies, and encompasses four realms of the experience (Pine & Gilmore, 1998), namely ‘entertainment’ (characterized by a passive attitude and absorption by the environment), ‘education’ (active and absorption), ‘aesthetic’ (passive and immersion in the environment) and ‘escapism’ (active and immersion). The authors also consider that customers’ participation (from passive to active) and their interaction with the environment (from absorption to immersion) influence the quality of the experience (Pine & Gilmore, 1998). Binkhorst and Den Dekker (2009) share this perspective, explaining that experiences ‘can “touch” people better than

products or services [...] and people attach great value to them because they are memorable' (p. 312).

Co-creation is examined from several interdisciplinary perspectives and within different contexts, specifically in the tourism field (Campos et al., 2015; Inanc & Kozak, 2020; Tregua et al., 2020). Nevertheless, according to Mohammadi et al. (2020), despite the increasing interest of academia in the area of co-creation in tourism, most studies have covered the antecedents and prerequisites of co-creation, and less attention has been given to the context of co-creation. Campos et al. (2015) suggest a conceptual framework considering that tourism co-creation refers to 'the sum of psychological events a tourist goes through when contributing actively through physical and/or mental participation in activities and interacting with other subjects in the experience environment' (p. 23). The authors further highlight the importance of the experiencescape, with physical (e.g. landscape), social (e.g. tourists and staff) and organizational (e.g. 'staff ability') dimensions influencing the tourist experience (Campos et al., 2015, p. 24). Within a heritage tourism context, Minkiewicz et al. (2014) provide a conceptual model, designed from a consumer perspective, that identifies internal and external antecedents of co-creation, and suggests co-production, personalization and engagement as key dimensions in cocreation experience. The same authors point out that experience design, previous exposure to the experience, and interaction with other tourists contribute to fostering tourism co-creation, whereas crowded spaces and tourists' limited exposure to the experience are considered inhibitors of co-creation (Minkiewicz et al., 2014). The findings of this qualitative study add value to the co-creation literature by promoting in-depth, context-dependent understanding of tourism cocreation, and anticipating the notions of experience co-destruction and no-creation, also analyzed in a growing number of studies (Camilleri & Neuhofer, 2017; Kirova, 2021; Luo et al., 2019; Sthapit & Björk, 2020).

According to literature review, tourists' satisfaction with co-creation experiences may have a positive impact on overall holiday satisfaction, on loyalty as well as on overall quality of life (Lončarić et al., 2018; Mathis et al., 2016; Nowacki & Kruczek, 2020). Moreover, some studies conclude that tourists' co-creation fosters experience memorability (Lončarić et al., 2018; Prebensen et al., 2016).

2.3 Co-creation experience dimensions

Given the central role tourists are supposed to assume within the context of co-creation experiences, it is vital to understand the dimensions suggested in the literature as essential parts of co-creative experiences. Interaction, participation, engagement and personalization are the co-creation experience dimensions presented and discussed in the subsections below due to the apparent relevance they assume in the tourism co-creation experience literature.

2.3.1 Interaction

Within the scope of tourism co-creation experiences, interaction stands out as being crucial to value creation, comprising social, physical and even virtual contexts (Minkiewicz et al., 2014; Neuhofer et al., 2012). As also highlighted by Campos et al. (2015), 'interactions are at the core of the tourist experience from the tourist perspective' (p. 21). Tourists' overall satisfaction with the experience consequently results from human interaction with destination actors, such as other tourists (Alexiou, 2020; Antón et al., 2018; Reichenberger, 2017), local agents (Huang & Choi, 2019; Williams et al., 2019), the local community (Bertella et al., 2018; Chen, 2018; Kastenholtz et al., 2012), as well as with the physical environment (Binkhorst & Den Dekker, 2009; Buonincontri et al., 2017; Campos et al., 2015; Joy et al., 2018; Phi & Dredge, 2019; Prebensen & Foss, 2011). Indeed, tourists want to be involved in experiences and build relationships with locals, which potentially contributes to their immersion in the destination and its local culture (Campos et al., 2015; Carvalho et al., 2016; Kastenholtz et al., 2012; Prebensen et al., 2016). Particularly in less developed rural destinations, interaction and socialization with local agents and the local community contribute to deepening tourists' involvement with local, traditional and non-touristic places that are more attractive from the perspective of a significant number of tourists. Tourists' interaction with the physical environment and its resources is also an important element influencing the quality of the subjectively lived experience (Campos et al., 2015; Dixit, 2020a). Tourists' interaction with Information and Communication Technology (ICT) tools may also have a significant role in co-creation experiences. Sugathan and Ranjan (2019) consider that technological consumer interaction and the recognition by firms of consumers' co-production role in the communication and delivery system are main drivers for increasing cocreation opportunities offered by the tourism industry.

Based on experience sharing trends in tourism and on the recognized potential of different forms of interaction, namely with multiple destination stakeholders, with the environment, and digital technologies, a trend is visible towards the promotion of highly involving experiences focusing on the authenticity and identity of territories (Binkhorst & Den Dekker, 2009; Campos et al., 2015; Phi & Dredge, 2019).

2.3.2 Participation

The literature frequently refers to tourists' involvement and active participation as distinctive co-creation dimensions (Binkhorst & Den Dekker, 2009; Campos et al., 2015). Active participation occurs when the consumer is given the opportunity to be partially responsible for creating his/her experience (Antón et al., 2018), assuming the role of experience creator and revealing interest in learning and interacting with others and with the experience environment (Antón et al., 2018; Campos et al., 2015; Filopoulos & Frittella, 2019). Minkiewicz et al. (2014) refer to co-production as 'active participation in one or more activities performed throughout the consumption experience' (p. 49). Campos et al. (2015) and Prebensen et al. (2016) consider that physical and psychological dimensions influence and foster the co-creation process, suggesting that tourists'

active participation in the experience leads to immersion and satisfaction (Antón et al., 2018; Buonincontri et al., 2017). Psychological participation refers to tourists' cognitive involvement, implying the stimulation of knowledge transfer and a learning process (Campos et al., 2015; Minkiewicz et al., 2014). Antón et al. (2018) reinforce that tourists' active participation contributes to expanding 'their knowledge and skills and thus to providing themselves with an educational experience' (p. 1411). Regarding the strong influence and increasing use of technology in tourism, technological devices, such as smartphones, tablets, and digital cameras, are assets that may also enhance tourism experience participation, interaction (Chathoth et al., 2016), and engagement (Buhalis & Sinarta, 2019; Kirova, 2021; Ponsignon & Derbaix, 2020).

2.3.3 Engagement

Engagement is associated with cognitive and emotional immersion in the experience (Minkiewicz et al., 2014). Cognitive engagement is related to a sense of personal reflection on the experience and on the learning outcomes arising from it, while personal connection and feelings facilitate emotional immersion. Hence, tourists' psychological involvement is crucial to promoting value co-creation (Prebensen & Xie, 2017), and goes beyond the physical participation, frequently associated with tourism co-creation. Mathis et al. (2016) highlight that experience co-creation should be 'ongoing, adaptable, personalized, and unique' (p. 72), which highlights the relevance of subjective experiences. Through tourists' interaction with hosts, suppliers and the destination setting, co-creation may contribute to personalized experiences that allow tourists to subjectively create memories (Lončarić et al., 2018; Pine & Gilmore, 1998), or, as Uysal et al. (2020) state, 'consumers co-create their experiences as they become engaged through personalized settings and options' (p. 4). Prebensen et al. (2013) also highlight that, if efficiently used in tourism experiences, tourists' operant resources, including their skills and knowledge, may contribute to self-development, deeper involvement and satisfaction. Money, time and effort are also mentioned as tourists' resources that can influence their satisfaction with co-creation experiences (Prebensen et al., 2013). Zatori et al. (2018) stress that higher involvement in the tourism experience leads to experience memorability, considered one of the most important outcomes in this field, being in line with Pine and Gilmore's (1998) suggestion that visitors seek involving experiences and the opportunity to create memories.

2.3.4 Personalization

Personalization is a relevant dimension that enhances the sense of uniqueness and novelty of the tourist experience, considering the diversity of tourists' cultural background (Sugathan & Ranjan, 2019). Minkiewicz et al. (2014) define personalization as 'individuals tailoring their experiences to meet their needs through self-directed customization of the experience, interaction with service representatives, and technology' (p. 47). Zhang et al. (2020) also consider personalization one of the most relevant dimensions in the co-creation experience scale they suggest within the scope of

peer-to-peer (P2P) accommodation. In the same line of argumentation, Kim et al. (2012) highlight that personally significant experiences tend to be more easily remembered.

2.4 The potential of co-creation in food and wine tourism experiences

Food and wine tourism assets are generally acknowledged as drivers of destinations' economic and regional development and of memorable tourist experiences. According to Hall and Sharples (2002), food and wine tourism are interrelated concepts and realities, although the authors suggest two definitions focusing on the primary specificities of each. They define wine tourism as the 'visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors' (Hall & Sharples, 2002, p. 9). Charters (2006) explains that the wine experience 'is a complex interaction of natural setting, wine, food, cultural and historical inputs and above all the people who service the visitor' (p. 214). Thus, the winescape is highlighted for contributing to unique tourist experiences, since terroir characteristics, architectural landscape, the vineyards, and the tourist facilities are crucial parts of the experience (Terziyska & Damyanova, 2020). Gastronomy is also a key element of such experiences, as wine is frequently integrated in food experiences and is paired with local food specialities (Crespi-Vallbona & Mascarilla-Miró, 2020). So, food tourism may be considered the overarching concept, including combined food and wine experiences, with Hall and Sharples (2002) defining food tourism as the 'visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factor for travel' (p. 10). For Crespi-Vallbona and Mascarilla-Miró (2020), food and wine tourism refers to 'trips that focus on exploring and enjoying meals and beverages, typical of their destinations to experience local culture' (p. 214).

Food and wine tourism experiences are of special interest for their unique characteristics, associated with their geography, and with the authenticity mirrored by this kind of products. Dixit (2020b) mentions that 'the growing trend amongst tourists to seek authenticity and a novel narrative through the local gastronomy and dining pattern has become a significant factor for tourists looking to co-create an extraordinary experience at a destination' (p. 323). Food and wine are thus becoming a very relevant, symbolic part of holidays, going beyond the satisfaction of biological needs, and being perceived as an opportunity for tourists to taste local and authentic products that represent local culture, history and traditions in a pleasurable atmosphere (Björk & Kauppinen-Räsänen, 2016b; Dixit, 2019; Henderson, 2004; Osorio, Frew, Lade & Williams, 2021; Quan & Wang, 2004). Quan and Wang (2004) refer to food tourism experiences as peak experiences where social interaction, the destination environment and local resources contribute to memorable and enjoyable place experiences.

Food and wine are also associated with multisensory experiences, where taste, smell, touch, sight and hearing are stimulated (Brochado et al., 2021; Dixit, 2019; López-Guzmán & Sánchez-Canizares, 2012), which corroborates Schmitt's perspective, emphasizing the importance of the

five senses as key determinants of memorability (Garibaldi & Sfodera, 2020; Quan & Wang, 2004; Schmitt, 1999). From Schmitt's viewpoint (1999), appealing experiences integrate sensorial ('sense'), affective ('feel'), cognitive ('think'), behavioural ('act'), and social identity features ('relate'). The dimensions comprised in Schmitt's Strategic Experience Modules (SEM) reflect the complexity and richness of customer experiences, which need to be well understood in order to promote involving and unique experiences that lead to satisfaction and memorability (Campos et al., 2015; Pine & Gilmore, 1998; Schmitt, 1999). The subjectivity associated with these processes requires careful analysis, in order to help organizations develop adequate strategies to involve tourists in highly valued experience co-creation (Campos et al., 2015; Mathis et al., 2016).

As a key destination asset, food and wine tourism is recognized as a distinctive product standing for authenticity of territories through specific traits, due to terroir features and regional food traditions that result in highly differentiated products (Dixit, 2020b). These products are integrated in different types of tourism experiences (Dixit, 2020b; Henderson, 2009) that take place in several contexts, such as in food tours (Kaushal & Yadav, 2020; Robinson et al., 2017), cooking classes (Prayag et al., 2020), visits to local markets (Crespi-Vallbona & Dimitrovski, 2016), food and wine festivals (Björk & Kauppinen-Räsänen, 2016a; Silkes et al., 2013), restaurants (Björk & Kauppinen-Räsänen, 2016b; Chen, 2018; Cohen & Avieli, 2004; Ji et al., 2018; Kim et al., 2019; Osorio et al., 2021) and winery experiences (Bruwer & Alant, 2009; Joy et al., 2018; Rachão et al., 2020b). These varied, thematic experiences are looked for by a relevant number of tourists while travelling, since new, interactive experiences, based on food and wine, are part of many tourists' motivations (Björk & Kauppinen-Räsänen, 2016b; Ellis et al., 2018).

Despite the increasing interest in this tourism product worldwide, when analyzing literature on this topic, there is evidence that conceptual and empirical studies focusing specifically on food and wine experiences are scarce (Rachão et al., 2020a). However, some identify the key role of experience co-creation dimensions, such as interaction (e.g. Chen, 2018), participation (e.g. Kim et al., 2019) and engagement (e.g. Bentsen & Pedersen, 2020). Rachão et al.'s (2020a) article seems to be one of the few examples of conceptual studies that analyse co-creation in on-site food-related tourist activities, where active participation and interaction are the dimensions highlighted.

2.5 Materials and methods

This conceptual paper presents an integrative literature review on tourism co-creation and food and wine tourism experiences. Several authors have adopted this approach in different fields of tourism research, namely ecotourism (e.g. Cabral & Dhar, 2020) and innovation in tourism (e.g. Ozseker, 2018; Trunfio & Campana, 2019), but, to the best of our knowledge, there is no study of this kind concerning co-creative food and wine tourism experiences. According to Torraco (2016), the integrative literature review can be distinguished for adding new input to a specific area as well as a way to 'review and critique to resolve inconsistencies in the literature and provide fresh, new perspectives on the topic' (p. 405). Similar to other literature review methods, it contributes to an in-depth understanding of the academic progress in a specific domain. However, in

integrative literature reviews the focus is not so much on describing the methodology, findings and on interpreting them, as happens in descriptive reviews (Pautasso, 2013), but a lot more on trying to ‘find common ideas and concepts from the reviewed material’ (p. 2), in order to generate new knowledge about the topic in focus (Torraco, 2005). The integrative literature review is, then, of great potential to deepen the comprehension of a particular, frequently complex, field of study, contributing with new perspectives, frameworks or conceptual models (Snyder, 2019; Torraco, 2005, 2016). Within this approach, the integrative literature review was deemed pertinent to this study due to a lack of a comprehensive review on the combination of the two topics – ‘co-creation in tourism experience’ and ‘food and wine tourism experiences’. Regarding the review procedure, the problem and topics in focus were defined, namely the need of further research in the area of experience co-creation in tourism and in food and wine tourism experiences.

The research questions formulated were the following: RQ1. In which tourism contexts are there studies on co-creation in tourism experiences and on food and wine tourism experiences?; RQ2. What is the representativeness of each of the tourism experience co-creation dimensions, most used in general tourism studies, within the literature on experience and food and wine tourism?; and RQ3. Which co-creation dimensions are identifiable in the food and wine literature?

In order to answer these research questions, the peer-reviewed databases Scopus and WoS were selected for their reliability among academia. Keywords were defined according to the two domains in focus – (1) tourism co-creation experiences and (2) food and wine tourism – as depicted in Table 1, in which the Boolean search formula used to select the documents to analyse is also presented. Also inclusion and exclusion criteria were defined. Afterwards, documents were extracted and a first verification process was carried out, applying the inclusion/ exclusion criteria and leading to the final sample of documents for in-depth analysis. Based on this, a new conceptual framework, identifying the dimensions of co-creation experiences that may contribute to improving the quality of food and wine experiences, and a definition of co-creation experience in food and wine tourism, was presented as a synthesis of existing knowledge about the topic (Torraco, 2005, 2016).

Table 1. Boolean search formulas and the number of articles resulting from initial search in the two databases

Keywords	Scopus	Web of Science (WoS)	TOTAL
Touris* co-creati* AND touris* experience AND engagement	33	62	327
Touris* co-creati* AND touris* experience AND personalization	7	10	
Touris* co-creati* AND touris* experience AND interaction	50	77	
Touris* co-creati* AND touris* experience AND participation	32	56	
Touris* co-creati* AND food tourism	16	22	55
Touris* co-creati* AND wine tourism	11	6	
	149	233	382

2.5.1 The search process and data collection

Figure 4 shows the process followed to reach the final article sample (N = 118). Two academic peer-reviewed databases were chosen to select relevant literature in the fields of co-creative food and wine tourism experiences, namely Scopus and WoS.

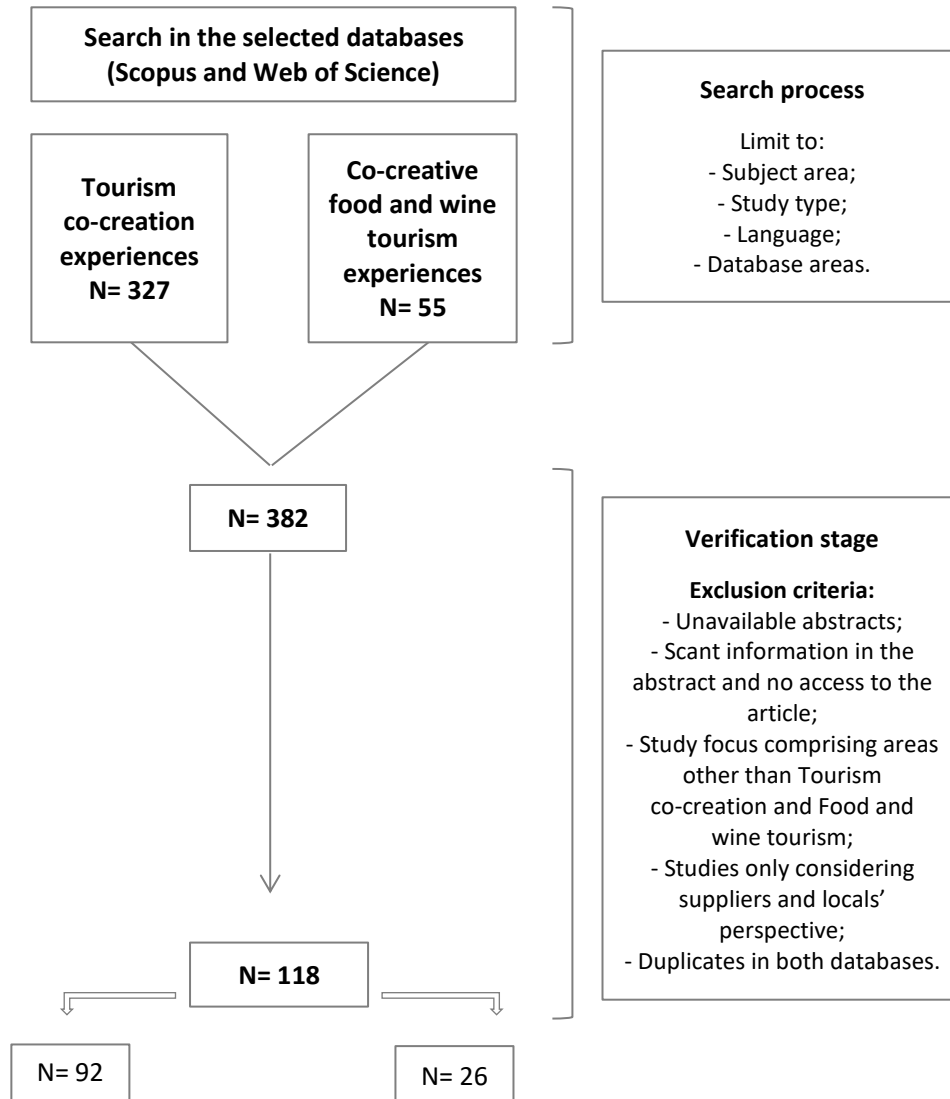


Figure 4. Search process development

Although search limits were established based on the criteria 'study type', 'language', and 'database scientific area(s)', the purpose of the initial search was to cover a sample that would be as comprehensive and representative as possible of the studies published in the domains in focus. Concerning (i) study type, theoretical and empirical studies published in articles, reviews, book chapters and conference papers were considered; (ii) regarding the language, only studies written in English were considered; and (iii) in terms of database areas, only studies published in the

Scopus areas of 'Business, Management and Accounting', 'Social Sciences', and 'Arts and Humanities' (corresponding to the areas of 'Business', 'Management' and 'Social Sciences Interdisciplinary' in the WoS database) were taken into account. Due to the recent character of the domains in focus, no limit was set to the publications' time span, which resulted in a sample of 118 documents published between 2009 and 2021.

Then, in order to identify dimensions of co-creative food and wine tourism experiences, a screening process was carried out, considering two major domains: (i) tourism co-creation and tourism experience and (ii) co-creation experience in food and wine tourism.

The Boolean search formulas used in both databases for identifying documents about the two domains of research is described in Table 1. The keywords chosen to collect publications related to the domain of tourism co-creation and tourism experience were individually combined with four dimensions of co-creation identified in most relevant articles on co-creation in services and in tourism (see section 2) – 'engagement', 'interaction', 'active participation' and 'personalization'. This was the criterion established to narrow down and refine the initial search. Through this search 327 documents were obtained. Regarding the analyses of the literature on food and wine tourism, the search formula was centred on the combination of keywords from the domains of co-creation (specifically the expression cocreati*) and food and wine tourism. Due to the significantly smaller number of documents displayed, no additional filtering process was employed. Through this specific search 55 documents were obtained. Therefore, the whole search at this stage resulted in 382 documents.

Then a verification stage comprising two moments took place. First, document titles and abstracts were analysed to check if their subject corresponded to the focus of the analysis being carried out in the present paper. Then, documents were excluded in the following cases: (i) when they did not focus on tourism co-creation or on food and wine tourism; (ii) in case of lack of information in the abstract and no access to the full paper; (iii) if the focus was only on the perspective of tourism supply and not on that of tourism demand, which was essential for this study aiming at the analysis of the tourist experience; or (iv) if duplicates of the same studies were found in both databases, then duplicates were eliminated. The final sample comprises 118 articles, out of which 92 are related to tourism co-creation experiences and 26 to food and wine tourism co-creation.

2.5.2 Data analysis

A staged review of the selected papers was implemented (Torraco, 2016), which comprised reading the abstracts first and, subsequently, the full articles. To support this analysis, a table was created including information on the authors, title, document type, tourism perspective analysis, context in which studies were developed, methods, keywords and experience dimensions considered. Two versions of the same table were created to incorporate the corresponding articles from tourism co-creation and food and wine tourism co-creation, respectively. Considering the variety of information retrieved in this sample, complementary tables were created for systematic in-depth analysis, particularly regarding document type and study context.

Some frequencies analyses were carried out. The results of this analysis are presented in the following section, aiming at responding to the research questions.

2.6 Findings

2.6.1 Empirical and conceptual studies identified

Papers analysed in this review encompass documents published between 2009 and 2021. It should be highlighted that the reduced number of publications dating from 2021 relates to the fact that the search process of this study happened in the beginning of 2021. Tourism co-creation and tourism experience publications have been clearly increasing over the last years, with more prominence since 2017. A significant increase was registered between 2017 and 2020, as 78 papers related to the topics were published in this period, covering a diversity of contexts (mainly empirical papers), namely smart tourism (N = 15), cultural tourism (N = 6), accommodation (N = 17) or winter tourism (N = 2). Regarding articles selected within the scopes of tourism co-creation and food and wine tourism, only 22 papers, published between 2018 and 2021, addressed the relationship between both areas, which highlights the newness of the field. According to this analysis, a growing academic interest is clear in co-creation of tourism experiences and of food and wine tourism experiences, which indicates that these are emerging areas in the tourism field. Figure 5 shows the evolution of articles found in the sample, according to year and area of publication.

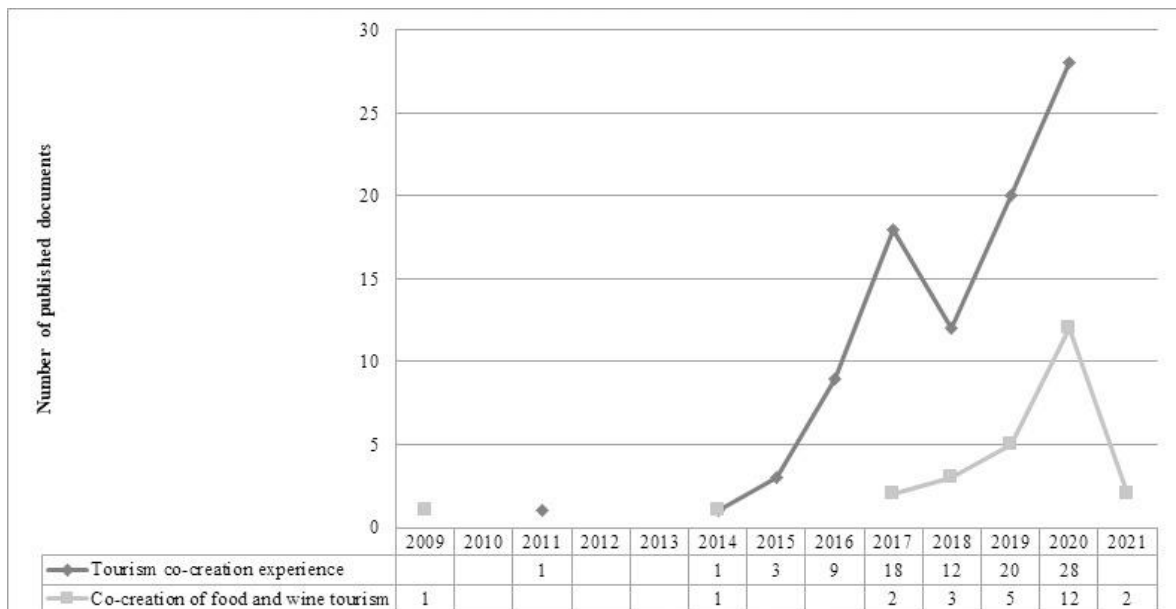


Figure 5. Number of sample publications per year according to the research topics

When considering the complete sample of 118 documents (see Appendix A), 97 are empirical and 21 are conceptual papers. As for the empirical studies, there is a prevalence of quantitative (49%) over qualitative methods (43%) and only a small percentage of studies adopted a mixed-method

approach (8%). Data from most studies resulted from questionnaire surveys, followed by interviews and user-generated content.

Regarding the conceptual papers, 15 are literature reviews and 6 others are conceptual documents, classified as 'conceptual studies*', due to not following a systematic methodology. Despite this, their input was considered relevant for the general purpose of this article. The literature reviews identified were predominantly published between 2019 and 2020, which reflects the novelty of the concept and its application in diverse domains, justifying the existence of only recent reviews. In this integrative literature review, these papers may be grouped according to their main conceptual background and focus: (i) tourism co-creation, customer engagement and value co-creation (Campos et al., 2015; Chathoth et al., 2016; Mohammadi et al., 2020; Tregua et al., 2020; Zhang, 2019); (ii) the concept of experience and experience economy (Eide et al., 2017; Godovykh & Tasci, 2020; Hernández-Ortega & Franco, 2019; Phi & Dredge, 2019); (iii) food and wine tourism experience – as distinguished for the purpose of this analysis (Bentsen & Pedersen, 2020; Hollebeek & Brodie, 2009; Okumus, 2020; Rachão et al., 2020a); and (iv) smart tourism, digital innovation and tourism management (Femenia-Serra & Neuhofer, 2018; Serravalle et al., 2019).

Table 2 provides a list of the selected literature review papers covering the topics mentioned above. Within the scope of tourism co-creation and customer engagement, four papers focusing on co-creation and tourism experience were identified. From those, a literature review relates to co-creation in the tourism experience (Campos et al., 2015) and another to co-creation and higher-order customer engagement (Chathoth et al., 2016), these being two of the most cited articles in the area. Campos et al. (2015) stress the importance of developing in-depth empirical analysis, focusing on on-site experiences, giving emphasis to where tourism experience occurs, and tourists' involvement and immersion in destinations, highlighting active participation and interaction dimensions. Chathoth et al. (2016) focus predominantly on co-creation and higher-order customer engagement, including engagement and participation dimensions in a proposed 'dynamic co-creation framework' (p. 247). More recently, Mohammadi et al. (2020) published a systematic mapping study on co-creation in tourism, giving emphasis to engagement, participation and involvement dimensions. A bibliometric analysis was also presented by Tregua et al. (2020), who highlight the importance of analysing tourism experience co-creation from the perspective of business & management, business finance and economics, relating those with other fields of study – such as consumer culture theory and service-dominant logic. According to the sample, and to the best of our knowledge, Rachão et al. (2020a) is the only conceptual paper that, through a systematic literature review, relates tourism co-creation to food tourism activities, highlighting the key role of interaction and active participation in the co-creation of food-related activities, also identifying a research gap addressing co-creation in food and wine tourism experiences. Adding value to the innovative input brought by Rachão et al. (2020a), the present study includes a more comprehensive sample, having considered keywords related to the experience dimensions in focus, namely participation, engagement, interaction and personalization, and proposing a conceptual framework on experience co-creation in food and wine tourism that embraces these dimensions.

In the next subsections, results regarding each research question are presented.

Table 2. Literature review articles identified in the entire sample

Authors	Thematic focus	Research method
Bentsen & Pedersen (2020)	An overview of current local food research streams	Literature review
Campos et al. (2015)	Co-creation of tourism experiences	Literature review
Chathoth et al. (2016)	Co-creation and higher-order customer engagement	Literature review
Eide et al. (2017)	Tourism, the experience economy and innovation	Literature review
Femenia-Serra & Neuhofer (2018)	Smart tourism experiences	Literature review
Godovykh & Tasci (2020)	Customer experience in tourism	Literature review
Hernández-Ortega & Franco (2019)	Experience and value creation processes	Literature review
Hollebeek & Brodie (2009)	Wine service marketing	Literature review
Mohammadi et al. (2020)	Co-creation in tourism	Literature review
Okumus (2020)	Food tourism research	Literature review
Phi & Dredge (2019)	Value co-creation in tourism	Literature review
Rachão et al. (2020a)	Co-creation in on-site food-related activities	Literature review
Serravalle et al. (2019)	Digital innovation and tourism management	Literature review
Tregua, D'Auria, & Costin (2020)	Co-creation and tourism	Literature review
Zhang (2019)	Value co-creation and tourism experience management	Literature review

2.6.2 Context of the sample studies

The sample analysis reveals that tourism co-creation experiences are studied in a growing number of different settings. Based on the expressive number of empirical studies in the sample, grouping these articles based on the thematic and business context in which the empirical study was implemented, facilitates an overview of the predominant areas of applied research and emerging areas of interest, as visible in Table 3, where the identified thematic and business contexts are highlighted, and in Figure 6, where a conceptual map of the empirical studies' contexts is presented.

Table 3. Contexts and settings identified in the study sample

Context		Authors	
Accessible tourism	Heritage walking routes for people with visual and learning disabilities	Chiscano & Binkhorst (2019)	
	Restaurant app for mobility-impaired persons	Lin et al. (2019)	
Accommodation	B&B	Oxenswärdh (2018)	
	Hotels	Assiouras et al. (2019); Ballina et al. (2019); González-Mansilla et al. (2019); Oyner & Korelina (2016); Sthapit (2018); Wu et al. (2017); Sthapit & Bjork (2020)	
	Peer-to-peer accommodation	Airbnb	Camilleri & Neuhofer (2017); Johnson & Neuhofer (2017); Paulauskaite et al. (2017)
		Couchsurfing	Schuckert et al. (2018)
		Home-based accommodation	Meng & Cui (2020)
		Peer-to-peer accommodation contexts	Zhang et al. (2020)
	Resorts	Abbes et al. (2019); Prebensen & Foss (2011); Shulga et al. (2018)	
	Rural hospitality	Kallmuenzer et al. (2020)	
Ski chalets	McLeay et al. (2019)		
Cruise tourism		Brejla & Gilbert (2014); Huang & Choi (2019); Wu et al. (2020)	
Cultural tourism	Cultural tourism destination	Vasiliadis et al. (2016)	
	Experiences in tourist attractions	Adam et al. (2020); Loureiro & Sarmiento (2019); McCartney & Chen (2020); Melvin et al. (2020); Nowacki & Kruczek (2020); Pearce & Wu (2015)	
	Visits to museums	Antón et al. (2018)	
Destination experience	General holiday	Adongo et al. (2017); Dekhili & Hallem (2020)	
	Nature tourism	Su et al. (2016)	
	Night markets	Lee & Pearce (2019)	
	Other destination experiences	Arica & Çorbaci (2020); Buonincontri et al. (2017); Lee et al. (2017); Lončarić et al. (2018); Mursid (2017); Reichenberger (2017); Wei et al. (2020)	
	Special thematic tourism contexts	Fu & Lehto (2018)	
	Spiritual tourism	Millán et al. (2016)	
	Theme Parks	Animal-based experiences	Campos et al. (2020); Campos et al. (2017); Campos et al. (2016); Xie et al. (2020)
Disney park resort		Luo et al. (2019)	
Events tourism	Festivals	Cultural heritage festivals	Alexiou (2020)
		Electronic dance music festivals	Neuhofer et al. (2020)
		Rock festival and a smaller boutique	Szmigin et al. (2017)

		festival	
	Sports events		Shipway et al. (2016)
Food and wine destination experience	Cantonese teahouses		Chen (2018)
	Coffee shops		Yen et al. (2020)
	Culinary workshops		Prayag et al. (2020)
	Gastro-tourists' experiences		Williams et al. (2019)
	Local food tasting		Sthapit et al. (2019)
	Pop-up dining events		Lugosi et al. (2020)
	Restaurant		Hussain et al. (2020); Ji et al. (2018); Kim et al. (2019); Matson-Barkat & Robert-Demontrond (2018)
	Street food experiences		Yeap et al. (2020)
	Tourists' participation in food and wine experiences		Rachão et al. (2021)
	Visits to wineries / wine tourism units		Leri & Theodoridis (2019); Santos et al. (2019)
	Wine destinations		Crespi-Vallbona & Mascarilla-Miró (2020); Joy et al. (2018); Rachão et al. (2020b); Sigala (2019)
Rural tourism			Sousa & Kastenholz (2015)
Smart tourism experience	Gamified technology usage while travelling		Aebli (2019)
	Interactive technologies in a wine museum		Kirova (2021); Ponsignon & Derbaix (2020)
	Online platforms analysis		Buhalis & Sinarta (2019)
	Robotics (in hotel context)		Tung & Au (2018)
	Smartphone app use (pre-travel / on-site / post-travel)		Sarmah et al. (2017)
	Smart tourism destination		Corrêa & Gosling (2020); Gajdošík (2019); Jeong & Shin (2020)
	Technology-based souvenir design		Anastasiadou & Vettese (2019)
	The use of virtual reality with a mobile app on cultural heritage sites		Briciu et al. (2020)
	Tourists' participation in online platforms		Lam et al. (2020); Rahmani et al. (2018); Shen et al. (2018); Shin et al. (2020)
	Tourists' social media experiential sharing		Wang & Alasutari (2017)
Solo travelling tourism			Bianchi (2016)
Travel agencies	Group package tours		Teng & Tsai (2020)
	Service innovativeness in the travel agencies context		Hollebeek & Rather (2019)
Wedding tourism			Bertella et al. (2018)
Winter tourism	Ski resort		Morrongiello et al. (2017)
	Winter tourism experiences		Prebensen et al. (2016); Prebensen & Xie (2017)

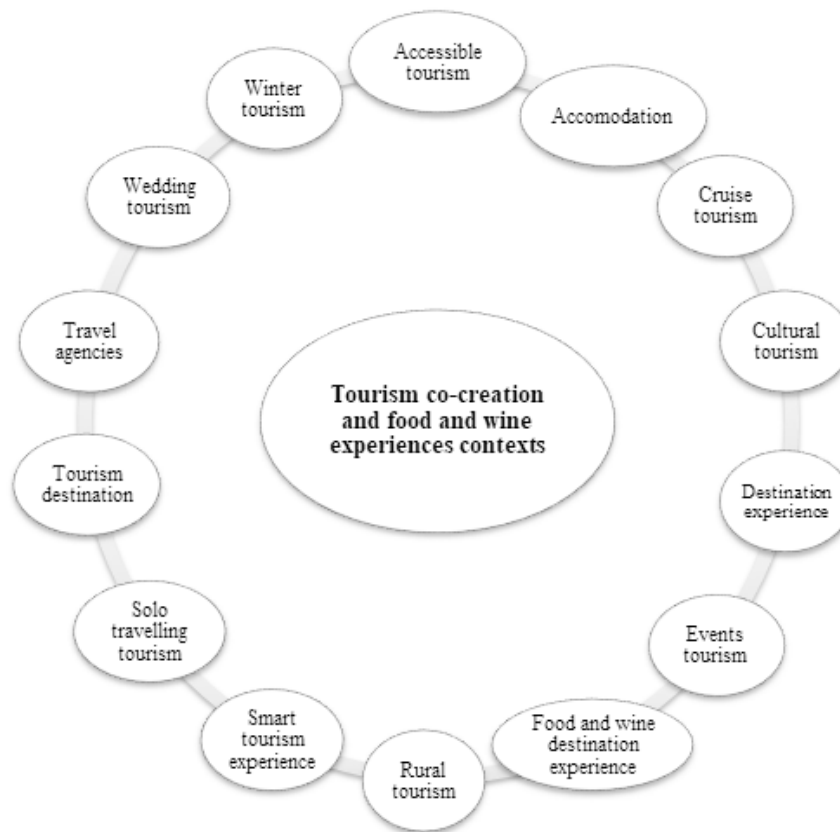


Figure 6. Conceptual map of the empirical studies' contexts

Among the empirical studies analysed, different tourism settings were identified, and grouped. The most representative contexts were accommodation, destination experience, smart tourism experience, cultural tourism, and food and wine tourism destination experience.

Interestingly, the number of references found within those contexts is similar, ranging between 16 and 19 articles per context, contrasting with those in which the representativeness of empirical studies was lower, namely the case of winter tourism, cruise tourism, accessible tourism, travel agencies, rural tourism, solo travelling tourism, and wedding tourism.

Regarding accommodation, hotels are the main context in which tourism experience co-creation is analysed (e.g. Ballina et al., 2019; Sthapit, 2018; Sthapit & Björk, 2020), followed by P2P accommodation, specifically Airbnb (Johnson & Neuhofer, 2017), or couchsurfing (Schuckert et al., 2018) settings. In the case of destination experience context, the selected studies relate to a diversity of settings, namely nature tourism (Su et al., 2016), theme parks (Campos et al., 2016, 2017), and spiritual tourism (Millán et al., 2016).

As for food and wine destination experience, most studies were identified in the settings of restaurants (e.g. Ji et al., 2018; Kim et al., 2019; Matson-Barkat & Robert-Demontrond, 2018), and wine experiences in destinations (e.g. Crespi-Vallbona & Mascarilla-Miró, 2020; Joy et al., 2018; Rachão et al., 2020b, 2021), specifically in wineries (Leri & Theodoridis, 2019; Santos et al., 2019).

The settings of pop-up dining events (Lugosi et al., 2020), culinary workshops (Prayag et al., 2020), Cantonese teahouses (Chen, 2018) and street food experiences (Yeap et al., 2019) also emerged within the sample.

Regarding the context of smart tourism, the number of studies identified shows the increasing interest of academia in this research field as well as the applicability of the co-creation concept within this area. The diversity of settings ranges from virtual reality and mobile apps (Briciu et al., 2020; Sarmah et al., 2017), gamified technology (Aebli, 2019), robotics in hotels (Tung & Au, 2018), the use of interactive technologies in heritage sites (Kirova, 2021; Ponsignon & Derbaix, 2020), and analysis of tourists' interaction with online platforms and social media experience sharing (Lam et al., 2020; Wang & Alasuutari, 2017). Particularly in the case of co-creation in wine tourism experiences, technology emerges as quite new in the literature, as only the studies of Kirova (2021) and Ponsignon and Derbaix (2020) analyzed the contributions of interactive technology in a wine museum. This fact might indicate a research gap to be addressed in future studies, probably also mirroring the poor application of technology within this special field of tourism.

In the context of cultural tourism, the setting of tourist attractions is prevalent within the sample (e.g. Loureiro & Sarmento, 2019; McCartney & Chen, 2020; Melvin et al., 2020).

Despite being less representative among the study sample, the context of accessible tourism is also present, with two studies identified in the settings of heritage walking routes for people with visual and learning disabilities (Chiscano & Binkhorst, 2019), and the use of a restaurant app for mobility-impaired persons (Lin et al., 2019). The relevance of this tourism context and the scant number of references identified anticipate a research gap to be taken into account in future research.

2.6.3 Co-creation and food and wine tourism dimensions identified in the literature

Regarding the dimensions of co-creation already identified in the literature review section, the one most frequently found among studies within the two big thematic areas under analysis was 'interaction', representing 57.6% in the whole sample and 53.9% in co-creation in food and wine tourism (Figure 7). This dimension is followed by participation (42.4% and 42.3%, in the previously mentioned areas, correspondingly), and by engagement (28% and 23%, correspondingly). Personalization was only identified in studies related to tourism co-creation experiences (7.7%) and not in food & wine tourism articles.

Study results thus show that interaction is massively identified in studies of all contexts. Regarding the different actors involved, the most studied social interactions refer to tourist-host /-staff /-service providers, followed by tourist-to-tourist, and by tourists-locals interactions.

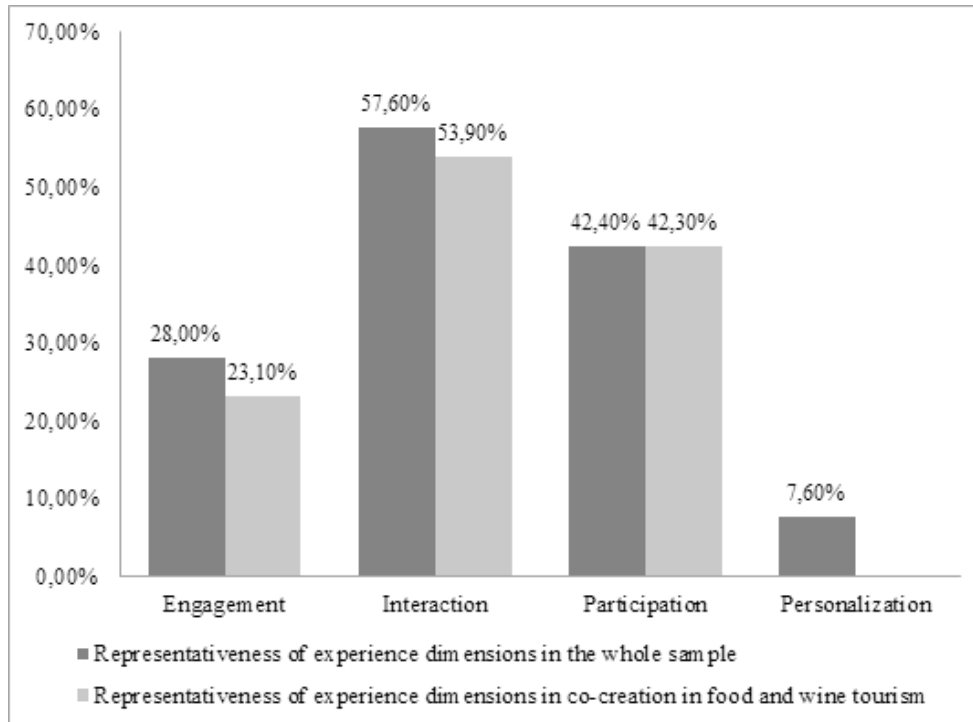


Figure 7. Representativeness of experience dimensions in the whole sample and in co-creation in food and wine tourism

Regarding interaction with other people, tourist-staff interactions also stand out in the context of food and wine (e.g. Prayag et al., 2020; Rachão et al., 2020b, 2021; Sthapit et al., 2019). Tourist-to-tourist interactions also emerge, particularly in the context of food and wine, namely in restaurants (Ji et al., 2018; Matson-Barkat & Robert-Demontrond, 2018). Social interaction between tourists and the local community is also analyzed, particularly in the contexts of food and wine tourism (e.g. Chen, 2018; Rachão et al., 2021) as well as of cultural tourism (Antón et al., 2018).

Interaction with the physical environment has become increasingly important, mainly in a holistic tourism perspective, which was considered and recognized in the contexts of rural tourism (Sousa & Kastenholz, 2015), destination experience (Campos et al., 2016, 2017), smart tourism experience (Kirova, 2021), food and wine destination experience (Joy et al., 2018; Leri & Theodoridis, 2019), and accommodation (Prebensen & Foss, 2011). Human interaction with technology is also presented for stimulating co-creative tourism experiences, particularly in studies from the context of smart tourism, namely in the settings of robotics (Tung & Au, 2018), mobile app usage in heritage sites (Briciu et al., 2020), online platforms, and social media (Buhalis & Sinarta, 2019; Wang & Alasuutari, 2017).

‘Participation’ is the second most prominent dimension within the study sample, mainly identified in contexts like destination experience (Buonincontri et al., 2017; Mursid, 2017), food and wine destination experience – particularly in culinary workshops (Prayag et al., 2020), local food tasting (Sthapit et al., 2019), visits to wine tourism facilities (Santos et al., 2019) and wine destinations

(Crespi-Vallbona & Mascarilla-Miró, 2020) – and in accommodation contexts (e.g. Assiouras et al., 2019; González-Mansilla et al., 2019).

‘Engagement’ is less perceived among the selected studies, but it is more present in the contexts of smart tourism experience – especially regarding tourists’ engagement with technology in museums (Kirova, 2021), online platforms (Buhalis & Sinarta, 2019), and mobile apps on heritage sites (Briciu et al., 2020) – and in food and wine tourism, namely in coffee shops (Yen et al., 2020), local food tasting (Sthapit et al., 2019), and in wine destinations (Joy et al., 2018).

Interestingly, ‘personalization’ is the less represented dimension within the study sample, and was not identified in any food and wine tourism study. It is identified in studies related to P2P accommodation and to smart tourism. Zhang et al. (2020) demonstrated that, in P2P accommodation, tourists appreciate having the opportunity of tailoring the service according to their preferences. In smart tourism, personalization is also identified in different studies where tourism co-creation occurs, mainly through tourists’ interaction with online platforms (Buhalis & Sinarta, 2019; Shin et al., 2020) and experiences lived in smart tourism destinations (Corrêa & Gosling, 2020; Gajdošík, 2019).

As a result of the literature review, an integrative model (Figure 8) is proposed, illustrating the dimensions that food and wine experiences may integrate to yield quality co-creation experiences.

2.6.4 Conceptualization of tourism co-creation in food and wine tourism

As a final result of the literature review on tourism co-creation and food and wine experiences, a conceptual framework for co-creation in tourism experiences is presented (Figure 8), whose application, particularly to food and wine tourism, is also discussed.

2.6.4.1 Proposed conceptual framework

Based on the comprehensive literature review on tourism co-creation and food and wine tourism experiences, the proposed conceptual framework integrates the relevant dimensions of tourism experience co-creation and respective outcomes that are considered particularly applicable to the field of food and wine tourism. Given the scarce number of studies focusing on tourism co-creation in food and wine tourism experiences, this model may contribute to a more systematic advances in this area as well as in other fields and contexts of applied research. The framework builds on several previous models that conceptualize the tourism experience and co-creation in tourism, specifically Minkiewicz et al.’s (2014) model regarding co-creation in cultural tourism, Schmitt’s (1999) model on general consumer behaviour, Pine and Gilmore’s (1998) framework of the 4 realms of the consumer experience, and Campos et al.’s (2015) model regarding the tourist on-site co-creation experience.

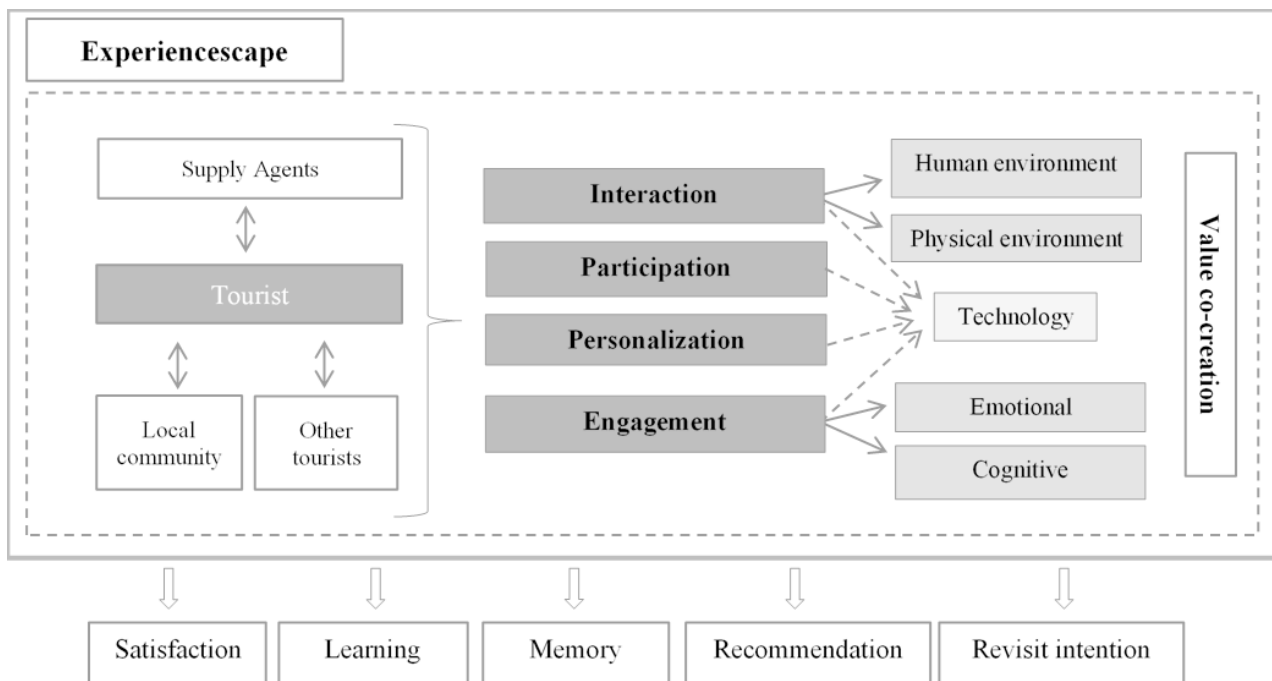


Figure 8. Conceptual framework on experience co-creation in food and wine tourism

Grounded in the promotion of interpersonal relationships, tourists' interactions with destination stakeholders (other tourists, staff, local guides, local producers, local agents and the local community), in an active participation process, foster their involvement in the experience, contributing to an informal and pleasant social environment, facilitating the process of personalization, which, in turn, may result in tourists' emotional and cognitive engagement and, overall, enhance value co-creation. Social interactions may also foster knowledge transfer, giving tourists the opportunity to listen to and exchange ideas, get to know about local traditions, destination features as well as thoughts and lifestyle elements of local agents and population, while interaction with the physical experiencescape permits a more intense sensory and holistic experience of the destination. Given tourists' experience and novelty-seeking (Crespi-Vallbona & Mascarilla-Miró, 2020; Rachão et al., 2020b), these dynamics promote enriched, unique, more significant and memorable experiences. Destination stakeholders are also responsible for fostering high quality social interaction, with a networking approach between local agents, community and destination management organizations (DMOs) potentially adding value to such an approach. Within food and wine tourism, social interaction was identified as a highly valued experience dimension, especially regarding interaction between tourists and wine producers (Rachão et al., 2021), local chefs (Osorio et al., 2021; Prayag et al., 2020), the local community (Chen, 2018; Crespi-Vallbona & Mascarilla-Miró, 2020) and other tourists (Ji et al., 2018; Rachão et al., 2020b).

Core destination resources, conferring distinctiveness to destinations, such as geographic, cultural and natural assets, assume a particular role in value co-creation through tourists' interaction with

the physical environment. In wine tourism, the physical and cultural landscape elements are highly valued and mentioned as a crucial part of the experience, namely through the aesthetic appraisal of landscape and vineyards, providing learning opportunities regarding grape varieties and distinctive terroir characteristics. This conceptual framework assumes the perspective of holistic tourism experience, embedded in a particular, highly valued (social and physical) experiencescape, from which these attributes and resources are derived, adding distinctiveness and value to it. Local natural (landscape, natural biodiversity) and cultural (tangible – architectural features – and intangible – traditions and lifestyles) resources should be recognized as unique territorial assets that contribute to tourists' enjoyment and engagement in the experience, responding to their quest of novelty and authenticity. Cognitive and emotional engagement associated with this interaction enhances the meaningfulness, uniqueness and memorability of the experience. Food and wine experiences definitely go beyond tasting and the appreciation of wine or restaurant services, highlighting the importance of distinctive local resources to frame tasting experiences (Joy et al., 2018; Leri & Theodoridis, 2019). This is particularly relevant in creative tourism, where the tourist experience is enriched by the interaction between tourists and the local community in authentic experiences that highlight local ingredients and flavours and foster educational contexts in which tourists are cognitively and emotionally involved (e.g. cooking classes, walking food tours) (Richards, 2015).

'Active participation' is a dimension that reflects the degree of tourists' involvement with both the social and physical environment and the active part they actually assume during the experience, individually shaping it, in line with what is highlighted as central in Pine and Gilmore's (1998) model. In food and wine tourism, active participation assumes a central role in the experience co-creation process and is also stressed for being appreciated by tourists as well as a facilitator of their engagement and interaction (Crespi-Vallbona, 2021; Lugosi et al., 2020; Prayag et al., 2020; Williams et al., 2019). Value-creation arises from tourists' physical and mental participation in food and wine-related experiences, such as wine tasting, food and wine pairing, harvesting and wine or culinary workshops. Tourists assume the role of active 'experience creators', contributing to subjective and learning experiences, where creativity and innovation may contribute to satisfaction and memorability (Campos et al., 2015; Filopoulos & Frittella, 2019; Minkiewicz et al., 2014; Prebensen et al., 2016). Tourism co-creation also implies recognizing tourists' needs and expectations and facilitating experiences through which tourists may express themselves and create value. Within the scope of creative tourism, where co-creation is a key concept, Richards (2021) suggests that, when aligned with creativity, these experiences foster self-development and the visitor's emotional link. Indeed, 'personalization' contributes to more unique, individually meaningful experiences, being an important part of co-creation. Particularly in food and wine experiences, where personal tastes and preferences assume a relevant role (Prayag et al., 2020), personalization should be integrated in both analysis and experience design (Joy et al., 2018; Rachão et al., 2020a).

Technology is suggested as a tool that can contribute to improving tourists' active participation and interaction with the experiencescape (through digital devices), enhancing their engagement and personalization opportunities (permitting tailor-made interaction through personal devices). Technology is increasingly integrated in tourism experience and its use in food and wine

experiences can contribute to fostering attractiveness and destinations' competitive advantage (Kirova, 2021).

Relevant outputs of such multi-dimensional co-creative experiences are satisfaction, learning opportunities, memorability and loyalty (revisit intention and recommendation), also visible in food and wine tourism (Crespi-Vallbona & Mascarilla-Miró, 2020; Prayag et al., 2020; Rachão et al., 2020a; Williams et al., 2019).

In conclusion, the following definition of the co-creation experience in food and wine tourism is presented:

Co-creation in food and wine tourism refers to the process of engaging in (more or less) personalized tourist experiences, characterized by the tourist's active participation, cognitive and emotional involvement, interaction with others (service staff, local agents, community and other tourists) and with the physical, sensory-rich experiencescape, optionally enhanced by technology, contributing to tourists' production of value, and possibly resulting in tourists' satisfaction, learning, experience memorability and loyalty towards a place, region/ terroir and food/ wine (brands).

2.7 Discussion and conclusions

This integrative literature review shows an increasing interest from academia in analyzing the concept of co-creation in tourism experiences, mainly since 2016, which highlights the relevance of this topic, applied by several authors from different backgrounds (business, management, marketing and social sciences). However, the link between tourism co-creation and food and wine tourism has been less evident in the literature review (Mohammadi et al., 2020; Rachão et al., 2020a), with this article addressing this research gap.

Contributions of this study are two-fold. First, a new conceptual perspective on co-creation in tourism, and its applicability to food and wine tourism experiences is suggested, mainly based on inputs from three most cited models in the tourism co-creation and experience literature (Campos et al., 2015; Minkiewicz et al., 2014; Schmitt, 1999), as well as on diverse empirical studies analyzing the nature of food and wine tourism experiences and co-creation in tourism (Prayag et al., 2020; Rachão et al., 2021; Sthapit et al., 2019). Although other conceptual studies reflect on the concept of co-creation experiences (Campos et al., 2015), on the state-of-the-art of co-creation in tourism studies (Mohammadi et al., 2020) or even on co-creation dimensions of on-site food-related activities (Rachão et al., 2020a), this conceptual paper contributes with an overview of co-creation experiences in tourism and in food and wine tourism, embracing a holistic destination perspective, where core dimensions are identified and interrelated. This holistic, integrative framework allows (a) a better understanding of the existing and potential co-creation experience in food & wine tourism and (b) developing such experiences yielding positive experience outcomes. Both fields – tourism co-creation and food and wine tourism – are emerging in the tourism experience literature as representative of the new paradigm of

experience economy. Second, the proposal of a conceptual model highlights the link between key dimensions of co-creative food and wine tourism experiences and relevant experience outcomes, such as satisfaction, learning, memorability and loyalty (to both places and food and wine products). This framework is expected to be useful for the design of appealing and impactful holistic experiences leading to true value co-creation. It should also be of practical relevance to destination managers and local stakeholders, helping them to better understand the importance and nature of co-creation, and effectively apply it when designing and promoting more engaging and personalized food and wine tourism experiences. It may also contribute to improving food and wine destinations' appeal, their competitive advantage and branding, with potentially positive implications for the branding of their local food and wine products (Fountain et al., 2008).

Tourism co-creation and food and wine experiences are, in fact, interrelated, since tourists' active participation, interaction with people and local resources, personalization and the tourists' emotional and cognitive engagement are crucial dimensions of appealing, distinctive and memorable on-site tourism experiences. Study results contribute to adding relevant insight to tourism supply agents, when designing appealing and involving co-creative food and wine experiences. Given the expressive reference to the significant role of human interaction within the study sample, it is vital that supply agents become aware of the importance of the staff's professionalism and empathy in social interaction, and invest in and monitor the development of human resources' skills, yielding high-quality human interaction. The study results reinforce that the multiplicity of social interactions between destination stakeholders is fundamental to the quality of the co-creation experience, but also to create memorability and loyalty among tourists (Buonincontri et al., 2017; Campos et al., 2016, 2017; Chen, 2018; Prayag et al., 2020; Rachão et al., 2020a; Sthapit, 2018; Sthapit et al., 2019; Williams et al., 2019), which may involve both the visited destination and the food and wine products at the heart of those experiences (Joy et al., 2018; Rachão et al., 2021). Hence, tourists' positively perceived interaction with employees is, for example, mentioned by Uysal et al. (2020) as an intangible asset that can contribute not only to tourists' well-being and satisfaction, but also to memorability and intention to return. As for tourists' interaction with the environment, some authors stress the importance of considering experiencescape in a tourism holistic perspective (Campos et al., 2015, 2016; Joy et al., 2018; Prebensen & Foss, 2011), as also adopted in the proposed conceptual framework. Based on the significance of the physical environment in on-site experience co-creation (as well as pre-travel experience imaginary co-creation), DMOs should define marketing strategies to promote the sustainable use of natural and cultural destination assets, while sensitizing tourists regarding their role in preserving this heritage through sustainable behaviour in the territory. DMOs and supply agents should understand the specificities of tourism experience co-creation, to provide an experience environment in which tourists may co-create value with local suppliers and the destination context, while promoting learning, relationships and self-development (Binkhorst & Den Dekker, 2009; Buonincontri et al., 2017; Ramírez-Gutiérrez, Santana-Talavera & Fernández-Betancort, 2020; Zhang et al., 2020). These experience outcomes may also result from the creative food tourism and gastronomy experiences in which tourists' involvement with the foodscape and with the local community is highly appreciated (Richards, 2015, 2021). Moreover, these agents should be conscious of the positive impact that involving experiences have on

tourists' satisfaction and behavioural intentions, largely improving the overall tourist experience and its outcomes for the tourist, the destination and its suppliers.

Due to the Covid-19 pandemic, new scenarios will have to be identified to respond to visitors' needs while travelling. Considering its huge impacts on society, economy and, particularly, on tourism, it is time to rethink how tourism experiences may be facilitated and redesigned in a new tourism era, where new perspectives and approaches must be implemented (Sigala, 2020). In the pandemic and post-pandemic stages, personalization may gain increased momentum, since suppliers should be prepared to respond to tourists' particular needs and deliver customized experiences, where tourists feel safe and see that their needs are recognized as important. Based on this literature review, personalization is stressed by some authors as a key dimension in tourism co-creation (Assiouras et al., 2019; Buhalis & Sinarta, 2019; Zhang et al., 2020). Within the scope of food and wine tourism, no study was identified considering this dimension, mirroring an apparent research gap. It is, however, made explicit as a relevant dimension in the proposed conceptual framework. Assuming the multisensorial character of food and wine on-site experiences, identifying tourists' personal tasting preferences, food allergies or diverse food diet options, like veganism or macrobiotics is of fundamental importance. It is hence advisable that future research reflects on the impact of customized co-creative food and wine experiences on satisfaction, memorability and loyalty.

Technology may also play a significant role in customizing co-creation experiences. With the restrictions imposed by the Covid-19 pandemic, particularly those regarding social distancing, human interaction needs to be adapted. Considering the ubiquity and ease of usage of personal portable technological devices, like smartphones and tablets, ICTs may foster personalized and autonomous experiences (Minazzi, 2020; Ponsignon & Derbaix, 2020), also contributing to tourists' engagement and interaction (Serravalle et al., 2019; Tregua et al., 2020). In the case of supply agents, investing in co-creative technological experiences may represent solutions ensuring the tourists' sense of security and potential of fully, however distinctly, enjoying experience co-creation. Professional wine suppliers may use technology enhanced co-creation approaches to deliver more attractive and innovative experiences to wine lovers and non-wine drinkers (Garibaldi & Sfodera, 2020). However, despite the innovative examples presented by Ponsignon and Derbaix (2020), and Kirova (2021), related to a technologically-enhanced experience in an urban wine museum, the literature review on food and wine tourism presents a research gap regarding the way technology may promote immersive and co-creative food and wine tourism experiences, specifically in a rural small-scale context (e.g. wineries and local producers), of interest for future research.

In today's digital era, in which tourists are used to interacting with online platforms, ICT may contribute to deepening the experience at different travel stages like pre-travel, on-site, and post-travel (Garibaldi & Sfodera, 2020; Lončarić et al., 2018; Ponsignon & Derbaix, 2020; Tregua et al., 2020). In the proposed conceptual framework, technology appears as an optional facilitator to foster interactive, participatory, engaging and customized co-creative experiences in food and wine contexts. However, supply agents should also consider tourists' digital literacy, as otherwise such innovative solutions may detach tourists from being involved in the experience, especially

when unfamiliar with interactive tools, which may lead to experience co-destruction (Kirova, 2021; Ponsignon & Derbaix, 2020). It is particularly important to reinforce that technology should not replace human interaction. Instead, it should contribute to highlighting local cultural and historical features. Literature also shows that technology may have a decisive role in the way tourists with disabilities co-create value in a tourism experience. Lin et al. (2019) present the example of a restaurant mobile app that facilitates co-creative dining experiences of mobility-impaired persons in small and medium restaurants, reducing the service gap between suppliers and their clients. This is quite relevant for future research focusing on strategies to improve experience and value co-creation in the field of accessible tourism, approaches also clearly needed in food and wine tourism contexts.

A limitation of this study is that only two databases were used, which may have conditioned the access to a more extended sample, including complementary perspectives to the topic. Besides, more subject research areas could have been included in the research (e.g. Environmental Science and Economics). Simultaneously, an in-depth analysis of the experience outcomes and their relation to the dimensions identified would be valuable. Finally, regarding Covid-19 pandemic related research, complementary analysis could be developed identifying studies that show the importance of experience co-creation in the tourism industry in the post-pandemic stage, which is vital to the sustainable recovery of the field in the upcoming years.

Appendix A. List of sample articles

Authors	Paper type	Context	Dimensions
Abbes et al (2019)	empirical	Accommodation	Active participation, interaction
Adam et al. (2020)	empirical	Cultural tourism	Not specified
Adongo et al. (2017)	empirical	Destination experience	Participation, engagement
Aebli (2019)	empirical	Smart tourism experience	Interaction
Alexiou (2020)	empirical	Events tourism	Interaction
Anastasiadou & Vettese (2019)	empirical	Destination experience	Personalization, participation
Antón et al. (2018)	empirical	Cultural tourism	Active participation, interaction
Arica & Çorbaci (2020)	empirical	Destination experience	Participation
Assiouras et al. (2019)	empirical	Accommodation	Interaction, participation personalization
Baccarani & Cassia (2017)	conceptual*	Tourism service ecosystems	Engagement, interaction
Ballina et al. (2019)	empirical	Accommodation (hotels)	Interaction
Bentsen & Pedersen (2020)	conceptual	Food and wine destination experience	Engagement
Bertella et al. (2018)	empirical	Wedding tourism	Interaction
Bianchi (2016)	empirical	Solo travelling tourism	Interaction
Brejla & Gilbert (2014)	empirical	Cruise tourism	Interaction
Briciu et al. (2020)	empirical	Smart tourism experience	Engagement, interaction, participation
Buhalis & Sinarta (2019)	empirical	Smart tourism experience	Engagement, interaction, personalization
Buonincontri et al.	empirical	Destination experience	Active participation,

(2017)			Interaction
Camilleri & Neuhofer (2017)	empirical	Accommodation	Interaction
Campos et al. (2015)	conceptual	General tourism	Active participation, interaction
Campos et al. (2016)	empirical	Destination experience	Active participation, interaction
Campos et al. (2017)	empirical	Destination experience	Active participation, attention, interaction, involvement
Campos et al. (2020)	empirical	Destination experience	Interaction
Chathoth et al. (2016)	conceptual	General tourism experience	(higher order customer) engagement, participation/ involvement
Chen (2018)	empirical	Food and wine destination experience	Interaction
Chen et al. (2020)	empirical	Events tourism	Active participation/ involvement
Chiscano & Binkhorst (2019)	empirical	Accessible tourism	Communication/ interaction
Corrêa & Gosling (2020)	empirical	Smart tourism experience	Interaction, personalization
Crespi-Vallbona & Mascarilla-Miró (2020)	empirical	Food and wine destination experience	Participation
Dekhili & Hallem (2020)	empirical	Destination experience	Participation
Eide et al. (2017)	conceptual	Tourism, the experience economy and innovation	Engagement
Femenia-Serra & Neuhofer (2018)	conceptual	Smart tourism experience	Interaction
Filopoulos & Frittella (2019)	conceptual*	Food and wine destination experience	Not specified
Fu & Lehto (2018)	empirical	Destination experience	Interaction, participation
Fusté-Forné & Jamal (2020)	conceptual*	Food and wine destination experience	Active participation
Gajdošík (2019)	empirical	Smart tourism experience	Personalization
Godovykh & Tasci (2020)	conceptual	Customer experience in tourism	Affective, cognitive (engagement), conative (participation), sensorial
González-Mansilla et al. (2019)	empirical	Accommodation	Active participation
Hernández-Ortega & Franco (2019)	conceptual	Experience and value creation processes	Interaction
Hollebeek & Brodie (2009)	conceptual	Wine service marketing	Interaction, participation/ involvement
Hollebeek & Rather (2019)	empirical	Travel agencies	Interaction
Huang & Choi (2019)	empirical	Cruise tourism	Engagement, interaction
Hussain et al. (2020)	empirical	Food and wine destination experience	Brand engagement
Jeong & Shin (2020)	empirical	Smart tourism experience	Personalization
Ji et al. (2018)	empirical	Food and wine destination experience	Interaction
Johnson & Neuhofer (2017)	empirical	Accommodation	Interaction
Joy et al. (2018)	empirical	Food and wine destination experience	Engagement, interaction
Kallmuenzer et al. (2020)	empirical	Accommodation	Engagement, social interaction

Kim et al. (2019)	empirical	Food and wine destination experience	Participation
Kirova (2021)	empirical	Smart tourism experience	Engagement, interaction
Lam et al. (2020)	empirical	Smart tourism experience	Engagement
Lee & Pearce (2019)	empirical	Destination experience	Interaction
Lee et al. (2017)	empirical	Destination experience	Engagement, participation
Leri & Theodoridis (2019)	empirical	Food and wine destination experience	Interaction
Lin et al. (2019)	empirical	Accessible tourism	Engagement
Lončarić et al. (2018)	empirical	Destination experience	Engagement
Loureiro & Sarmiento (2019)	empirical	Cultural tourism	Engagement, interaction
Lugosi et al. (2020)	empirical	Food and wine destination experience	Interaction, participation
Luo et al. (2019)	empirical	Destination experience	Interaction
Matson-Barkat & Robert-Demontrond (2018)	empirical	Food and wine destination experience	Interaction
McCartney & Chen (2020)	empirical	Cultural tourism	Engagement, interaction, participation/ involvement
McLeay et al. (2019)	empirical	Accommodation	Active participation, interaction
Melvin et al. (2020)	empirical	Cultural tourism	Engagement
Meng & Cui (2020)	empirical	Accommodation	Interaction
Millán et al. (2016)	empirical	Destination experience	Interaction
Mohammadi et al. (2020)	conceptual	Co-creation in tourism	Engagement, participation/ involvement
Morrongiello et al. (2017)	empirical	Winter tourism	Brand engagement, participation
Mursid (2017)	empirical	Destination experience	Interaction, participation
Neuhofer et al. (2020)	empirical	Events tourism	Engagement
Nowacki & Kruczek (2020)	empirical	Cultural tourism	Interaction, participation
Okumus (2020)	conceptual	Food tourism research	Engagement
Oxenswärdh (2018)	empirical	Accommodation	Communication, participation
Oyner & Korelina (2016)	empirical	Accommodation	Engagement, personalization
Paulauskaite et al. (2017)	empirical	Accommodation	Interaction
Pearce & Wu (2015)	empirical	Cultural tourism	Participation
Phi & Dredge (2019)	conceptual	Value co-creation in tourism	Not specified
Ponsignon & Derbaix (2020)	empirical	Smart tourism experience	Active participation, interaction
Prayag et al. (2020)	empirical	Food and wine destination experience	Active participation, interaction
Prebensen & Foss (2011)	empirical	Accommodation	Active participation, interaction
Prebensen & Xie (2017)	empirical	Winter tourism	Participation
Prebensen et al. (2016)	empirical	Winter tourism	Participation
Rachão et al. (2020a)	conceptual	Co-creation in on-site food-related activities	Active participation, interaction
Rachão et al. (2020b)	empirical	Food and wine destination experience	Active participation, interaction
Rachão et al. (2021)	empirical	Food and wine destination experience	Active participation, interaction
Rahmani et al. (2018)	empirical	Smart tourism experience	Participation
Reichenberger (2017)	empirical	Destination experience	Interaction

Santos et al. (2019)	empirical	Food and wine destination experience	Active participation, sense
Sarmah et al. (2017)	empirical	Smart tourism experience	Active participation/ involvement
Schuckert et al. (2018)	empirical	Accommodation	Interaction
Serravalle et al. (2019)	conceptual	Digital innovation and tourism management	Interaction
Shen et al. (2018)	empirical	Smart tourism experience	Interaction
Shin et al. (2020)	empirical	Smart tourism experience	Engagement, personalization
Shipway et al. (2016)	empirical	Events tourism	Interaction
Shulga et al. (2018)	empirical	Accommodation	Participation
Sigala (2019)	conceptual*	Food and wine destination experience	Not specified
Sousa & Kastenholz (2015)	empirical	Destination experience	Interaction
Sthapit & Björk (2020)	empirical	Accommodation	Engagement, interaction
Sthapit (2018)	empirical	Accommodation	Interaction
Sthapit et al. (2019)	empirical	Food and wine destination experience	Active participation, engagement, interaction
Su et al. (2016)	empirical	Destination experience	Participation
Szmigin et al. (2017)	empirical	Events tourism	Engagement
Teng & Tsai (2020)	empirical	Travel agency	(tour leader) Attachment, participation
Tregua et al. (2020)	conceptual	Co-creation and tourism	Participation
Tung & Au (2018)	empirical	Smart tourism experience	Interaction
Uysal et al. (2020)	conceptual*	Tourism design and implications for quality of life	Engagement, interaction
Vasiliadis et al. (2016)	empirical	Cultural tourism	Interaction, participation
Wang & Alasuutari (2017)	empirical	Smart tourism experience	Communication/ interaction
Wei, Bai, Li & Wang (2020)	empirical	Destination experience	Engagement, interaction
Williams et al. (2019)	empirical	Food and wine destination experience	Interaction
Wu et al. (2020)	empirical	Cruise tourism	Active participation
Wu et al. (2017)	empirical	Accommodation	Interaction
Xie et al. (2020)	empirical	Destination experience	Active participation
Yadav & Krishnan (2014)	conceptual*	Experiential value	Not specified
Yeap et al. (2020)	empirical	Food and wine destination experience	Place attachment
Yen et al. (2020)	empirical	Food and wine destination experience	Engagement
Zhang (2019)	conceptual	Value co-creation and tourism experience management	Interaction
Zhang et al. (2020)	empirical	Accommodation	Authenticity, autonomy, control, connection, learning, personalization
Zhang et al. (2018)	empirical	Smart tourism experience	Engagement

References

Abbes, I., Bouslama, H., & Zemni, R. (2019). The dark side of cocreation in a tourism experience: An exploratory study of the different types of ill-being. *Journal of Travel & Tourism Marketing*, 36(8), 928–940. <https://doi.org/10.1080/10548408.2019.1658032>

- Adam, I., Taale, F., & Adongo, C. (2020). Measuring negative tourist-to-tourist interaction: Scale development and validation. *Journal of Travel & Tourism Marketing*, 37(3), 287–301. <https://doi.org/10.1080/10548408.2020.1745731>
- Adongo, C., Badu-Baiden, F., & Boakye, K. (2017). The tourism experience-led length of stay hypothesis. *Journal of Outdoor Recreation and Tourism*, 18, 65–74. <https://doi.org/10.1016/j.jort.2017.02.003>
- Aebli, A. (2019). Tourists' motives for gamified technology use. *Annals of Tourism Research*, 78, Article 102753. <https://doi.org/10.1016/j.annals.2019.102753>
- Alexiou, M.-V. (2020). Experience economy and co-creation in a cultural heritage festival: Consumers' views. *Journal of Heritage Tourism*, 15(2), 200–216. <https://doi.org/10.1080/1743873X.2019.1632867>
- Anastasiadou, C., & Vettese, S. (2019). "From souvenirs to 3D printed souvenirs". Exploring the capabilities of additive manufacturing technologies in (re)-framing tourist souvenirs. *Tourism Management*, 71, 428–442. <https://doi.org/10.1016/j.tourman.2018.10.032>
- Antón, C., Camarero, C., & Garrido, M. J. (2018). Exploring the experience value of museum visitors as a co-creation process. *Current Issues in Tourism*, 21(12), 1406–1425. <https://doi.org/10.1080/13683500.2017.1373753>
- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behaviour between the value co-creation and satisfaction. *Advances in Hospitality and Tourism Research*, 8(1), 125–150. <https://doi.org/10.30519/ahtr.649639>
- Assiouras, I., Skourtis, G., Giannopoulos, A., Buhalis, D., & Koniordos, M. (2019). Value co-creation and customer citizenship behavior. *Annals of Tourism Research*, 78, Article 102742. <https://doi.org/10.1016/j.annals.2019.102742>
- Baccarani, C., & Cassia, F. (2017). Evaluating the outcomes of service ecosystems: The interplay between ecosystem well-being and customer well-being. *TQM Journal*, 29(6), 834–846. <https://doi.org/10.1108/TQM-04-2017-0039>
- Ballina, F. J., Valdes, L., & Del Valle, E. (2019). The Phygital experience in the smart tourism destination. *International Journal of Tourism Cities*, 5(4), 656–671. <https://doi.org/10.1108/IJTC-11-2018-0088>
- Bentsen, K., & Pedersen, P. E. (2020). Consumers in local food markets: From adoption to market co-creation? *British Food Journal*, 123(3), 1083–1102. <https://doi.org/10.1108/BFJ-03-2020-0173>
- Bertella, G., Cavicchi, A., & Bentini, T. (2018). The reciprocal aspect of the experience value: Tourists and residents celebrating weddings in the rural village of Petritoli (Italy). *Anatolia*, 29(1), 52–62. <https://doi.org/10.1080/13032917.2017.1381854>
- Bianchi, C. (2016). Solo holiday travellers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research*, 18(2), 197–208. <https://doi.org/10.1002/jtr.2049>
- Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2–3), 311–327. <https://doi.org/10.1080/19368620802594193>

- Björk, P., & Kauppinen-Räsänen, H. (2016a). Exploring the multi-dimensionality of travellers' culinary-gastronomic experiences. *Current Issues in Tourism*, 19(12), 1260–1280. <https://doi.org/10.1080/13683500.2013.868412>
- Björk, P., & Kauppinen-Räsänen, H. (2016b). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177–194. <https://doi.org/10.1108/IJCHM-05-2014-0214>
- Brejla, P., & Gilbert, D. (2014). An exploratory use of web content analysis to understand cruise tourism services. *International Journal of Tourism Research*, 16(2), 157–168. <https://doi.org/10.1002/jtr.1910>
- Briciu, A., Briciu, V.-A., & Kavoura, A. (2020). Evaluating how 'smart' Brasov, Romania can be virtually via a mobile application for cultural tourism. *Sustainability*, 12(13), Article 5324. <https://doi.org/10.3390/su12135324>
- Brochado, A., Stoleriu, O., & Lupu, C. (2021). Wine tourism: A multisensory experience. *Current Issues in Tourism*, 24(5), 597–615. <https://doi.org/10.1080/13683500.2019.1649373>
- Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine Business Research*, 21(3), 235–257. <https://doi.org/10.1108/17511060910985962>
- Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: Lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563–582. <https://doi.org/10.1080/10548408.2019.1592059>
- Buonincontri, P., Morvillo, A., Okumus, F., & van Niekerk, M. (2017). Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tourism Management*, 62, 264–277. <https://doi.org/10.1016/j.tourman.2017.04.014>
- Cabral, C., & Dhar, R. (2020). Ecotourism research in India: From an integrative literature review to a future research framework. *Journal of Ecotourism*, 19(1), 23–49. <https://doi.org/10.1080/14724049.2019.1625359>
- Camilleri, J., & Neuhofer, B. (2017). Value co-creation and codestruction in the Airbnb sharing economy. *International Journal of Contemporary Hospitality Management*, 29(9), 2322–2340. <https://doi.org/10.1108/IJCHM-09-2016-0492>
- Campos, A. C., Mendes, J., do Valle, P., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400. <https://doi.org/10.1080/13683500.2015.1081158>
- Campos, A., Mendes, J., do Valle, P., & Scott, N. (2016). Co-creation experiences: Attention and memorability. *Journal of Travel & Tourism Marketing*, 33(9), 1309–1336. <https://doi.org/10.1080/10548408.2015.1118424>
- Campos, A., Mendes, J., do Valle, P., & Scott, N. (2017). Cocreating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, 63, 100–114. <https://doi.org/10.1016/j.tourman.2017.06.001>
- Campos, A., Pinto, P., & Scott, N. (2020). Bottom-up factors of attention during the tourist experience: An empirical study. *Current Issues in Tourism*, 23(24), 3111–3133. <https://doi.org/10.1080/13683500.2019.1681383>
- Carvalho, M., Lima, J., Kastenholtz, E., & Sousa, A. (2016). Co-creative rural tourism experiences: Connecting tourists, community and local resources. In E. Kastenholtz, M. J. Carneiro, C.

- Eusébio, & E. Figueiredo (Eds.), *Meeting challenges for rural tourism through co-creation of sustainable tourist experiences* (pp. 79–101). Cambridge Scholars Publishing.
- Charters, S. (2006). *Wine & society – The social and cultural context of a drink*. Elsevier Butterworth-Heinemann.
- Charters, S., & Ali-Knight, J. (2002). Who is the wine tourist? *Tourism Management*, 23(3), 311–319. [https://doi.org/10.1016/S0261-5177\(01\)00079-6](https://doi.org/10.1016/S0261-5177(01)00079-6)
- Chathoth, P. K., Ungson, G. R., Harrington, R. J., & Chan, E. S. W. (2016). Co-creation and higher order customer engagement in hospitality and tourism services: A critical review. *International Journal of Contemporary Hospitality Management*, 28(2), 222–245. <https://doi.org/10.1108/IJCHM-10-2014-0526>
- Chen, Z. (2018). A pilot study of the co-creation experience in traditional Cantonese teahouses in Hong Kong. *Journal of Heritage Tourism*, 13(6), 506–527. <https://doi.org/10.1080/1743873X.2018.1444045>
- Chen, Z., King, B., & Suntikul, W. (2020). Co-creation of value for cultural festivals: Behind the scenes in Macau. *Tourism Recreation Research*, 45(4), 430–444. <https://doi.org/10.1080/02508281.2020.1737793>
- Chiscano, M., & Binkhorst, E. (2019). Heritage sites experience design with special needs customers. *International Journal of Contemporary Hospitality Management*, 31(11), 4211–4226. <https://doi.org/10.1108/IJCHM-03-2018-0241>
- Cohen, E., & Avieli, N. (2004). Food in tourism – Attraction and impediment. *Annals of Tourism Research*, 31(4), 755–778. <https://doi.org/10.1016/j.annals.2004.02.003>
- Corrêa, S., & Gosling, M. (2020). Travelers' perception of smart tourism experiences in smart tourism destinations. *Tourism Planning & Development*, 1–20. <https://doi.org/10.1080/21568316.2020.1798689>
- Crespi-Vallbona, M. (2021). Satisfying experiences: Guided tours at cultural heritage sites. *Journal of Heritage Tourism*, 16(2), 201–217. <https://doi.org/10.1080/1743873X.2020.1771345>
- Crespi-Vallbona, M., & Dimitrovski, D. (2016). Food markets visitors: A typology proposal. *British Food Journal*, 118(4), 840–857. <https://doi.org/10.1108/BFJ-11-2015-0420>
- Crespi-Vallbona, M., & Mascarilla-Miró, O. (2020). Wine lovers: Their interests in tourist experiences. *International Journal of Culture, Tourism and Hospitality Research*, 14(2), 239–258. <https://doi.org/10.1108/IJCTHR-05-2019-0095>
- Dekhili, S., & Yousra Hallem, Y. (2020). An examination of the relationship between co-creation and well-being: An application in the case of tourism. *Journal of Travel & Tourism Marketing*, 37(1), 33–47. <https://doi.org/10.1080/10548408.2019.1694122>
- Dixit, S. K. (2019). Introduction. In S. K. Dixit (Ed.), *The Routledge handbook of gastronomic tourism* (pp. 1–10). Routledge.
- Dixit, S. K. (2020a). Introduction. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 1–12). Routledge.
- Dixit, S. K. (2020b). Marketing gastronomic tourism experiences. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 323–336). Routledge.
- Eide, D., Fuglsang, L., & Sundbo, J. (2017). Management challenges with the maintenance of tourism experience concept innovations: Toward a new research agenda. *Tourism Management*, 63, 452–463. <https://doi.org/10.1016/j.tourman.2017.06.029>

- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, 68, 250–263. <https://doi.org/10.1016/j.tourman.2018.03.025>
- Femenia-Serra, F., & Neuhofer, B. (2018). Smart tourism experiences: Conceptualisation, key dimensions and research agenda. *Investigaciones Regionales – Journal of Regional Research*, 42, 129–150.
- Filopoulos, S., & Frittella, N. (2019). Designing sustainable and responsible wine tourism experiences. BIO Web of Conferences, 41st World Congress of Vine and Wine. <https://doi.org/10.1051/bioconf/20191203006>
- Fountain, J., Fish, N., & Charters, S. (2008). Making a connection: Tasting rooms and brand loyalty. *International Journal of Wine Business Research*, 20(1), 8–21. <https://doi.org/10.1108/17511060810864589>
- Fu, X., & Lehto, X. (2018). Vacation co-creation: The case of Chinese family travelers. *International Journal of Contemporary Hospitality Management*, 30(2), 980–1000. <https://doi.org/10.1108/IJCHM-09-2016-0533>
- Fusté-Forné, F., & Jamal, T. (2020). Slow food tourism: An ethical microtrend for the anthropocene. *Journal of Tourism Futures*, 6(3), 227–232. <https://doi.org/10.1108/JTF-10-2019-0120>
- Gajdošík, T. (2019). Smart tourists as a profiling market segment: Implications for DMOs. *Tourism Economics*, 26(6), 1042–1062. <https://doi.org/10.1177/1354816619844368>
- Garibaldi, R., & Sfodera, F. (2020). Technologies for enhancing wine tourism experience. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 409–417). Routledge.
- Garibaldi, R., Stone, M., Wolf, E., & Pozzi, A. (2017). Wine travel in the United States: A profile of wine travellers and wine tours. *Tourism Management Perspectives*, 23, 53–57. <https://doi.org/10.1016/j.tmp.2017.04.004>
- Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, 27(1), 146–158. <https://doi.org/10.1016/j.tourman.2004.08.002>
- Godovykh, M., & Tasci, A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, Article 100694. <https://doi.org/10.1016/j.tmp.2020.100694>
- González-Mansilla, O., Berenguer-Contrí, G., & Serra- Cantallops, A. (2019). The impact of value co-creation on hotel brand equity and customer satisfaction. *Tourism Management*, 75, 51–65. <https://doi.org/10.1016/j.tourman.2019.04.024>
- Hall, C. M., & Sharples, L. (2002). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food tourism around the world* (pp. 1–24). Butterworth-Heinemann.
- Henderson, J. (2004). Food as a Tourism Resource: A View from Singapore. *Tourism Recreation Research*, 29(3), 69–74. <https://doi.org/10.1080/02508281.2004.11081459>
- Henderson, J. (2009). Food tourism reviewed. *British Food Journal*, 11(4), 317–326. <https://doi.org/10.1108/00070700910951470>

- Hernández-Ortega, B., & Franco, J. (2019). Developing a new conceptual framework for experience and value creation. *Service Business*, 13(2), 225–248. <https://doi.org/10.1007/s11628-018-0379-4>
- Hollebeek, L., & Brodie, R. (2009). Wine service marketing, value co-creation and involvement: Research issues. *International Journal of Wine Business Research*, 21(4), 339–353. <https://doi.org/10.1108/17511060911004914>
- Hollebeek, L., & Rather, R. A. (2019). Service innovativeness and tourism customer outcomes. *International Journal of Contemporary Hospitality Management*, 31(11), 4227–4246. <https://doi.org/10.1108/IJCHM-03-2018-0256>
- Huang, S., & Choi, H.-S. (2019). Developing and validating a multidimensional tourist engagement scale (TES). *The Service Industries Journal*, 39(7–8), 469–497. <https://doi.org/10.1080/02642069.2019.1576641>
- Hussain, K., Jing, F., Junaid, M., Zaman, Q. U., & Shi, H. (2020). The role of co-creation experience in engaging customers with service brands. *Journal of Product & Brand Management*, 30(1), 12–27. <https://doi.org/10.1108/JPBM-08-2019-2537>
- Inanc, M., & Kozak, M. (2020). Co-creation of tourism experiences— A conceptual framework. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 511–518). Routledge.
- Jeong, M., & Shin, H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behaviour intentions. *Journal of Travel Research*, 59(8), 1464–1477. <https://doi.org/10.1177/0047287519883034>
- Ji, M., Wong, I., Eves, A., & Leong, A. (2018). A multilevel investigation of China's regional economic conditions on co-creation of dining experience and outcomes. *International Journal of Contemporary Hospitality Management*, 30(4), 2132–2152. <https://doi.org/10.1108/IJCHM-08-2016-0474>
- Johnson, A.-G., & Neuhofer, B. (2017). Airbnb – An exploration of value co-creation experiences in Jamaica. *International Journal of Contemporary Hospitality Management*, 29(9), 2361–2376. <https://doi.org/10.1108/IJCHM-08-2016-0482>
- Joy, A., Belk, R., Charters, S., Wang, J., & Peña, C. (2018). Performance theory and consumer engagement: Winetourism experiences in South Africa and India. In S. Cross, C. Ruvalcaba, A. Venkatesh, & R. Belk (Eds.), *Consumer culture theory* (research in consumer behavior, Vol. 19) (pp. 163–187). Emerald Publishing Limited.
- Kallmuenzer, A., Peters, M., & Buhalis, D. (2020). The role of family firm image perception in host-guest value co-creation of hospitality firms. *Current Issues in Tourism*, 23(19), 2410–2427. <https://doi.org/10.1080/13683500.2019.1611746>
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Lima, J. (2012). Understanding and managing the rural tourism experience—The case of a historical village in Portugal. *Tourism Management Perspective*, 4, 207–214. <https://doi.org/10.1016/j.tmp.2012.08.009>
- Kaushal, V., & Yadav, R. (2020). Understanding customer experience of culinary tourism through food tours of Delhi. *International Journal of Tourism Cities*. <https://doi.org/10.1108/IJTC-08-2019-0135>

- Kim, E., Tang, L., & Bosselman, R. (2019). Customer perceptions of innovativeness: An accelerator for value co-creation. *Journal of Hospitality & Tourism Research*, 43(6), 807–838. <https://doi.org/10.1177/1096348019836273>
- Kim, J.-H., Ritchie, J., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kirova, V. (2021). Value co-creation and value co-destruction through interactive technology in tourism: The case of ‘La Cité du Vin’ wine museum, Bordeaux, France. *Current Issues in Tourism*, 24(5), 637–650. <https://doi.org/10.1080/13683500.2020.1732883>
- Lam, J., Ismail, H., & Lee, S. (2020). From desktop to destination: User-generated content platforms, co-created online experiences, destination image and satisfaction. *Journal of Destination Marketing & Management*, 18, Article 100490. <https://doi.org/10.1016/j.jdmm.2020.100490>
- Lee, D., & Pearce, P. (2019). Shining a light on Asian nightmarkets: Vendors’ and visitors’ views. *International Journal of Tourism Cities*, 6(2), 467–484. <https://doi.org/10.1108/IJTC-02-2019-0027>
- Lee, G., Lee, J., & Tussyadiah, I. (2017). The roles of perceived internal and external benefits and costs in innovation co-creation: Lessons from Japan. *Asia Pacific Journal of Tourism Research*, 22(4), 381–394. <https://doi.org/10.1080/10941665.2016.1271815>
- Leri, I., & Theodoridis, P. (2019). The effects of the winery visitor experience on emotions, satisfaction and on post-visit behaviour intentions. *Tourism Review*, 74(3), 480–502. <https://doi.org/10.1108/TR-07-2018-0092>
- Lin, P., Peng, K.-L., Ren, L., & Lin, C.-W. (2019). Hospitality co-creation with mobility-impaired people. *International Journal of Hospitality Management*, 77, 492–503. <https://doi.org/10.1016/j.ijhm.2018.08.013>
- Lončarić, D., Prodan, P., & Bagarić, L. (2018). The relationship between tourism experience co-creation, life satisfaction and behavioural intentions. *Central European Business Review*, 7(4), 1–14. <https://doi.org/10.18267/j.cebr.203>
- López-Guzmán, T., & Sánchez-Canizares, S. (2012). Culinary tourism in Córdoba (Spain). *British Food Journal*, 114(2), 168–179. <https://doi.org/10.1108/00070701211202368>
- Loureiro, S., & Sarmento, E. (2019). Place attachment and tourist engagement of major visitor attractions in Lisbon. *Tourism and Hospitality Research*, 19(3), 368–381. <https://doi.org/10.1177/1467358418761211>
- Lugosi, P., Robinson, R., Walters, G., & Donaghy, S. (2020). Managing experience co-creation practices: Direct and indirect inducement in pop-up food tourism events. *Tourism Management Perspectives*, 35, Article 100702. <https://doi.org/10.1016/j.tmp.2020.100702>
- Luo, J., Wong, I. A., King, B., Liu, M. T., & Huang, G. (2019). Cocreation and co-destruction of service quality through customer-to-customer interactions: Why prior experience matters. *International Journal of Contemporary Hospitality Management*, 31(3), 1309–1329. <https://doi.org/10.1108/IJCHM-12-2017-0792>
- Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62–75. <https://doi.org/10.1016/j.annals.2015.11.023>

- Matson-Barkat, S., & Robert-Demontrond, P. (2018). Who's on the tourists' menu? Exploring the social significance of restaurant experiences for tourists. *Tourism Management*, 69, 566–578. <https://doi.org/10.1016/j.tourman.2018.06.031>
- McCartney, G., & Chen, Y. (2020). Co-creation tourism in an ancient Chinese town. *Journal of China Tourism Research*, 16(2), 159–182. <https://doi.org/10.1080/19388160.2019.1596856>
- McLeay, F., Lichy, J., & Major, B. (2019). Co-creation of the skichalet community experiencescape. *Tourism Management*, 74, 413–424. <https://doi.org/10.1016/j.tourman.2019.04.018>
- Melvin, J., Winklhofer, H., & McCabe, S. (2020). Creating joint experiences – Families engaging with a heritage site. *Tourism Management*, 78, Article 104038. <https://doi.org/10.1016/j.tourman.2019.104038>
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behaviour. *Tourism Management Perspectives*, 33, Article 100581. <https://doi.org/10.1016/j.tmp.2019.100581>
- Millán, C., Garzon, D., & Navarro, S. (2016). C2C interactions creating value in the Route of Santiago. *Journal of Business Research*, 69(11), 5448–5455. <https://doi.org/10.1016/j.jbusres.2016.04.153>
- Minazzi, R. (2020). An exploration of experiential travel behaviour during the traveller journey. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 384–396). Routledge.
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1–2), 30–59. <https://doi.org/10.1080/0267257X.2013.800899>
- Mohammadi, F., Yazdani, H., Pour, M., & Soltani, M. (2020). Cocreation in tourism: A systematic mapping study. *Tourism Review*, 76(2), 305–343. <https://doi.org/10.1108/TR-10-2019-0425>
- Morrongiello, C., N'Goala, G., & Kreziak, D. (2017). Customer psychological empowerment as a critical source of customer engagement. *International Studies of Management & Organization*, 47(1), 61–87. <https://doi.org/10.1080/00208825.2017.1241089>
- Mursid, A. (2017). Exploring the antecedents and consequences of customer participation in value cocreation. In Proceedings of the international conference on hospitality, tourism, and sports management (HTSM), Tokyo, Japan.
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2012). Conceptualising technology enhanced destination experiences. *Journal of Destination Marketing & Management*, 1(1/2), 36–46. <https://doi.org/10.1016/j.jdmm.2012.08.001>
- Neuhofer, B., Celuch, K., & To, T. L. (2020). Experience design and the dimensions of transformative festival experiences. *International Journal of Contemporary Hospitality Management*, 32(9), 2881–2901. <https://doi.org/10.1108/IJCHM-01-2020-0008>
- Nowacki, M., & Kruczek, Z. (2020). Experience marketing at Polish museums and visitor attractions: The co-creation of visitor experiences, emotions and satisfaction. *Museum Management and Curatorship*, 36(1), 62–81. <https://doi.org/10.1080/09647775.2020.1730228>
- Okumus, B. (2020). Food tourism research: A perspective article. *Tourism Review*, 76(1), 38–42. <https://doi.org/10.1108/TR-11-2019-0450>

- Osorio, S., Frew, E., Lade, C., & Williams, K. (2021). Blending tradition and modernity: gastronomic experiences in High Peruvian cuisine. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1940462>
- Oxenswårdh, A. (2018). Processes of value co-creation at a tourist accommodation. *Quality Innovation Prosperity*, 22(3), 36–54. <https://doi.org/10.12776/qip.v22i3.1158>
- Oyner, O., & Korelina, A. (2016). The influence of customer engagement in value co-creation on customer satisfaction: Searching for new forms of co-creation in the Russian hotel industry. *Worldwide Hospitality and Tourism Themes*, 8(3), 327–345. <https://doi.org/10.1108/WHATT-02-2016-0005>
- Ozseker, D. B. (2018). Towards a model of destination innovation process: An integrative review. *The Service Industries Journal*, 39(3-4), 206–228. <https://doi.org/10.1080/02642069.2018.1491970>
- Paulauskaite, D., Powell, R., Coca-Stefaniak, J., & Morrison, A. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619–628. <https://doi.org/10.1002/jtr.2134>
- Pautasso, M. (2013). Ten simple rules for writing a literature review. *PLOS Computational Biology*, 9(7). <https://doi.org/10.1371/journal.pcbi.1003149>
- Pearce, P., & Wu, M.-Y. (2015). Soft infrastructure at tourism sites: Identifying key issues for Asian tourism from case studies. *Tourism Recreation Research*, 40(1), 120–132. <https://doi.org/10.1080/02508281.2015.1010361>
- Phi, G., & Dredge, D. (2019). Collaborative tourism-making: An interdisciplinary review of co-creation and a future research agenda. *Tourism Recreation Research*, 44(3), 284–299. <https://doi.org/10.1080/02508281.2019.1640491>
- Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Ponsignon, F., & Derbaix, M. (2020). The impact of interactive technologies on the social experience: An empirical study in a cultural tourism context. *Tourism Management Perspectives*, 35, Article 100723. <https://doi.org/10.1016/j.tmp.2020.100723>
- Prahalad, C., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Prayag, G., Gannon, M., Muskat, B., & Taheri, B. (2020). A serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management*, 32(7), 2453–2472. <https://doi.org/10.1108/IJCHM-10-2019-0897>
- Prebensen, N., & Foss, L. (2011). Coping and co-creating in tourist experiences. *International Journal of Tourism Research*, 13(1), 54–67. <https://doi.org/10.1002/jtr.799>
- Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of Tourism Research*, 42, 240–261. <https://doi.org/10.1016/j.annals.2013.01.012>
- Prebensen, N., Kim, H., & Uysal, M. (2016). Co-creation as moderator between the experience value and satisfaction relationship. *Journal of Travel Research*, 55(7), 934–945. <https://doi.org/10.1177/0047287515583359>

- Prebensen, N., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management*, 60, 166–176. <https://doi.org/10.1016/j.tourman.2016.12.001>
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, 25(3), 297–305. [https://doi.org/10.1016/S0261-5177\(03\)00130-4](https://doi.org/10.1016/S0261-5177(03)00130-4)
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2020a). Cocreation of tourism experiences: Are food-related activities being explored? *British Food Journal*, 122(3), 910–928. <https://doi.org/10.1108/BFJ-10-2019-0769>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2020b). Food-and- wine experiences towards co-creation in tourism. *Tourism Review*. <https://doi.org/10.1108/TR-01-2019-0026>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2021). Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis. *Tourism Management Perspectives*, 37, Article 100783. <https://doi.org/10.1016/j.tmp.2020.100783>
- Rahmani, K., Gnoth, J., & Mather, D. (2018). Tourists' participation on web 2.0: A corpus linguistic analysis of experiences. *Journal of Travel Research*, 57(8), 1108–1120. <https://doi.org/10.1177/0047287517732425>
- Ramírez-Gutiérrez, D., Santana-Talavera, A., & Fernández- Betancort, H. (2020). Tasting experiences of a destination's local gastronomy on tourist communications, *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2020.1799293>
- Reichenberger, I. (2017). C2C value co-creation through social interactions in tourism. *International Journal Tourism Research*, 19(6), 629–638. <https://doi.org/10.1002/jtr.2135>
- Richards, G. (2015). Evolving gastronomic experiences: From foodies to foodscapes. *Journal of Gastronomy and Tourism*, 1(1), 5–18. <https://doi.org/10.3727/216929715X14298190828796>
- Richards, G. (2021). Evolving research perspectives on food and gastronomic experiences in tourism. *International Journal of Contemporary Hospitality Management*, 33(3), 1037–1058. <https://doi.org/10.1108/IJCHM-10-2020-1217>
- Robinson, R., & Getz, D. (2014). Profiling potential food tourists: An Australian study. *British Food Journal*, 116(4), 690–706. <https://doi.org/10.1108/BFJ-02-2012-0030>
- Robinson, R., Getz, D., & Dolnicar, S. (2017). Food tourism subsegments: A data-driven analysis. *International Journal of Tourism Research*, 20(3), 367–377. <https://doi.org/10.1002/jtr.2188>
- Santos, V., Santos, E., Oliveira, S., & Miguel, I. (2019, March 14–15). The experience in the visits to Tejo region's wine tourism units [Paper presentation]. Second international conference on tourism research 2019, University Portucalense, Porto, Portugal.
- Sarmah, B., Rahman, Z., & Kamboj, S. (2017). Customer co-creation and adoption intention towards newly developed services: An empirical study. *International Journal of Culture, Tourism and Hospitality Research*, 11(3), 372–391. <https://doi.org/10.1108/IJCTHR-07-2016-0070>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Schuckert, M., Peters, M., & Pilz, G. (2018). The co-creation of host–guest relationships via couchsurfing: A qualitative study. *Tourism Recreation Research*, 43(2), 220–234. <https://doi.org/10.1080/02508281.2017.1384127>

- Serravalle, F., Ferrarisa, A., Vrontis, D., Thrassou, A., & Christof, M. (2019). Augmented reality in the tourism industry: A multi-stakeholder analysis of museums. *Tourism Management Perspectives*, 32, Article 100549. <https://doi.org/10.1016/j.tmp.2019.07.002>
- Shen, H., Li, X., & Zhang, Y. (2018). A study on brand equity of online tourism enterprises based on user value co-creation. *Advances in Hospitality and Leisure*, 14, 111–130. <https://doi.org/10.1108/S1745-354220180000014007>
- Shin, H., Perdue, R., & Pandelaere, M. (2020). Managing customer reviews for value co-creation: An empowerment theory perspective. *Journal of Travel Research*, 59(5), 792–810. <https://doi.org/10.1177/0047287519867138>
- Shipway, R., King, K., Lee, I., & Brown, G. (2016). Understanding cycle tourism experiences at the Tour Down Under. *Journal of Sport & Tourism*, 20(1), 21–39. <https://doi.org/10.1080/14775085.2016.1155473>
- Shulga, L. V., Busser, J. A., & Kim, H. L. (2018). Generational profiles in value co-creation interactions. *Journal of Hospitality Marketing and Management*, 27(2), 196–217. <https://doi.org/10.1080/19368623.2017.1340218>
- Sigala, M. (2019). The transformational power of wine tourism experiences: The socio-cultural profile of wine tourism in South Australia. In S. Forbes, T. A. De Silva, & A. Gilinsky Jr (Eds.), *Social sustainability in the global wine industry* (pp. 57–73). Palgrave Pivot.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 217, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Silkes, C., Cai, L., & Lehto, X. (2013). Marketing to the culinary tourist. *Journal of Travel & Tourism Marketing*, 30(4), 335–349. <https://doi.org/10.1080/10548408.2013.784151>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sousa, A., & Kastenholz, E. (2015). Wind farms and the rural tourism experience – problem or possible productive integration? The views of visitors and residents of a Portuguese village. *Journal of Sustainable Tourism*, 23(8–9), 1236–1256. <https://doi.org/10.1080/09669582.2015.1008499>
- Sthapit, E. (2018). A netnographic examination of tourists' memorable hotel experiences. *Anatolia*, 29(1), 108–128. <https://doi.org/10.1080/13032917.2017.1402190>
- Sthapit, R., Coudounaris, D., & Björk, P. (2019). Extending the memorable tourism experience construct: An investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4–5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Sthapit, S., & Björk, P. (2020). Towards a better understanding of interactive value formation: Three value outcomes perspective. *Current Issues in Tourism*, 23(6), 693–706. <https://doi.org/10.1080/13683500.2018.1520821>
- Su, C.-J., Lebrun, A.-M., Bouchet, P., Wang, J.-R., Lorgnier, N., & Yang, J.-H. (2016). Tourists' participation and preference-related belief in co-creating value of experience: A nature-based perspective. *Service Business*, 10(4), 823–846. <https://doi.org/10.1007/s11628-015-0292-z>
- Sugathan, P., & Ranjan, K. (2019). Co-creating the tourism experience. *Journal of Business Research*, 100, 207–217. <https://doi.org/10.1016/j.jbusres.2019.03.032>

- Szmigin, I., Bengry-Howell, A., Morey, Y., Griffin, C., & Riley, S. (2017). Socio-spatial authenticity at co-created music festivals. *Annals of Tourism Research*, 63, 1–17. <https://doi.org/10.1016/j.annals.2016.12.007>
- Teng, H.-Y., & Tsai, C.-H. (2020). Can tour leader likability enhance tourist value co-creation behaviors? The role of attachment. *Journal of Hospitality and Tourism Management*, 45, 285–294. <https://doi.org/10.1016/j.jhtm.2020.08.018>
- Terziyska, I., & Damyanova, R. (2020). Winescape through the lens of organized travel – A netnography study. *International Journal of Wine Business Research*, 32(4), 477–492. <https://doi.org/10.1108/IJWBR-09-2019-0050>
- Torraco, R. (2005). Writing integrative literature reviews: Guidelines and examples. *Human Resource Development Review*, 4(3), 356–367. <https://doi.org/10.1177/1534484305278283>
- Torraco, R. (2016). Writing integrative literature reviews: Using the past and present to explore the future. *Human Resource Development Review*, 15(4), 404–428. <https://doi.org/10.1177/1534484316671606>
- Tregua, M., D’Auria, A., & Costin, H. (2020). #10yearschallenge: How co-creation permeated tourism research. A bibliometric analysis. *European Journal of Tourism Research*, 24, 2409.
- Trunfio, M., & Campana, S. (2019). Drivers and emerging innovations in knowledge-based destinations: Towards a research agenda. *Journal of Destination Marketing & Management*, 14, Article 100370. <https://doi.org/10.1016/j.jdmm.2019.100370>
- Tung, V., & Au, N. (2018). Exploring customer experiences with robotics in hospitality. *International Journal of Contemporary Hospitality Management*, 30(7), 2680–2697. <https://doi.org/10.1108/IJCHM-06-2017-0322>
- Uysal, M., Berbekova, A., & Kim, H. (2020). Designing for quality of life. *Annals of Tourism Research*, 83, Article 102944. <https://doi.org/10.1016/j.annals.2020.102944>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Vasiliadis, L., Trivellas, P., Belias, D., Meleas, J., Kyriakou, D., & Koustelios, A. (2016). Cultural tourism revisited: The case of Thessaly. In V. Katsoni, & A. Stratigea (Eds.), *Tourism and culture in the age of innovation* (pp. 69–78). Springer Proceedings in Business and Economics.
- Wang, L., & Alasuutari, P. (2017). Co-construction of the tourist experience in social networking sites: Two forms of authenticity intertwined. *Tourist Studies*, 17(4), 388–405. <https://doi.org/10.1177/1468797616687559>
- Wei, M., Bai, C., Li, C., & Wang, H. (2020). The effect of host– guest interaction in tourist co-creation in public services: Evidence from Hangzhou. *Asia Pacific Journal of Tourism Research*, 25(4), 457–472. <https://doi.org/10.1080/10941665.2020.1741412>
- Williams, H. A., Yuan, J. J., & Williams Jr., R. L. (2019). Attributes of memorable gastro-tourists’ experiences. *Journal of Hospitality and Tourism Research*, 43(3), 327–348. <https://doi.org/10.1177/1096348018804621>
- Wu, H., Lv, X., Cavusoglu, M., & Cobanoglu, C. (2020). Chinese cruise customers loyalty: The impact of customer participation and service personal values. *Tourism Review*, 76(1), 255–276. <https://doi.org/10.1108/TR-03-2019-0085>

- Wu, M.-Y., Pearce, P., & Dong, W. (2017). How satisfying are Shanghai's superior hotels? The views of international tourists. *International Journal of Contemporary Hospitality Management*, 29(4), 1096–1115. <https://doi.org/10.1108/IJCHM-01-2015-0014>
- Xie, X., Tkaczynski, A., & Prebensen, N. (2020). Human value cocreation behavior in tourism: Insight from an Australian whale watching experience. *Tourism Management Perspectives*, 35, Article 100709. <https://doi.org/10.1016/j.tmp.2020.100709>
- Yadav, J., & Krishnan, O. (2014, October 2–3). Experiential marketing of tourism: An exploratory model [Paper presentation]. Conference STRATEGICA, International Academic, Bucharest, Romania.
- Yeap, J. A. L., Ong, K. S. G., Yapp, E. H. T., & Ooi, S. K. (2019). Hungry for more: Understanding young domestic travellers' return for Penang street food. *British Food Journal*, 122(6), 1935–1952. <https://doi.org/10.1108/BFJ-09-2018-0632>
- Yen, C.-H., Teng, H.-Y., & Tzeng, J.-C. (2020). Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement. *International Journal of Hospitality Management*, 88, Article 102514. <https://doi.org/10.1016/j.ijhm.2020.102514>
- Zátori, A., Smith, M., & Puckzo, L. (2018). Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience. *Tourism Management*, 67, 111–126. <https://doi.org/10.1016/j.tourman.2017.12.013>
- Zhang, H., Gordon, S., Dimitrios, B., & Ding, X. (2018). Experience value cocreation on destination online platforms. *Journal of Travel Research*, 57(8), 1093–1107. <https://doi.org/10.1177/0047287517733557>
- Zhang, P., Meng, F., & So, K. (2021). Cocreation experience in peer-to-peer accommodations: Conceptualization and scale development. *Journal of Travel Research*, 60(6), 1333–1351. <https://doi.org/10.1177/0047287520938873>
- Zhang, T. (2019). Co-creating tourism experiences through a traveler's journey: A perspective article. *Tourism Review*, 75(1), 56–60. <https://doi.org/10.1108/TR-06-2019-0251>

Chapter 3 – Qualitative research on co-creation in food & wine experiences – Insights from a netnography and a multiple-case study⁹

Abstract

Co-creation in food & wine experiences is an emerging area of research, to which theoretical and empirical contributions are needed, with the latter requiring appropriate methodologies. The aim of this study is to reflect on the relevance of adopting a qualitative research approach, specifically netnography and multiple-case studies, to promote in-depth understanding of experience co-creation in food & wine tourism. This debate illustrates the usefulness of these qualitative methods showing their pertinence for the study of food & wine tourism experiences co-created at two different Portuguese destinations: a food tour in Lisbon and food & wine experiences in two wine regions, *Bairrada* and *Dão*. The first study includes a netnography analysis of 658 visitor discourses and an interview with the food tour operator; in the second study, a total of 44 semi-structured interviews were applied to visitors (N=38) and supply agents (N=6) of the two wine routes, to analyse how value is co-created by visitors and agents of supply in food and wine experiences. Content analysis was used to analyse data with the support of QSR Nvivo 12 software, with a similar conceptual structure, however evolving category development and corresponding analytical advances. Study findings showed that despite the distinctive features of the netnography and the multiple-case study, it was possible to find patterns as for the perception of relevance of co-creative experience dimensions, which brought consistency and depth to study findings and reveals the distinct though complementary value of both approaches. Study contributions are theoretical, methodological, and managerial.

Keywords: Qualitative research, netnography, multiple-case study, co-creation experiences, food & wine tourism, NVivo

3.1 Introduction

Qualitative methods and techniques deal, according to Veal (2017, p. 278), with “information in the form of words, images and sounds” permitting an understanding of rich and detailed nuances of a phenomenon under study. Implementing qualitative research also means collecting, analysing and interpreting data from real-world contexts, considering the features of a naturalistic setting and the collection of data by means of techniques that are expected to be as unobtrusive as possible (Veal, 2017; Yin, 2011). In tourism research, qualitative studies are frequently used, either as part of mixed-methods approaches or as the main study method, adding great value to the field, since the techniques (e.g., in-depth interviews, focus groups, social media analysis)

⁹ This chapter, co-authored with Kastenholz (PhD) and Carneiro (PhD), was submitted to the *Journal of Quality Assurance in Hospitality & Tourism*.

facilitate the researcher's work of preserving the essence of visitors' interactions, perceptions, opinions and behaviours regarding the experiences they take part in (Veal, 2017). Analysing data within the scope of qualitative research implies dealing with and reducing large amounts of information, in diverse formats (Costa & Amado, 2018), to which the support of Computer-Assisted Qualitative Data Analysis Software (CAQDAS) may add significant value, while requiring expertise and eventually being costly. Kaefer et al. (2015) highlight the scarcity of studies reporting the used procedures when implementing content analysis with the support of CAQDAS, which enhances the relevance of developing qualitative research considering this fact.

Co-creation experiences in tourism is a high-interest topic that has been analysed over the past years, which shows the significance value co-creation may add to the sector (Carvalho, Kastenzholz & Carneiro, 2021a). Indeed, the complexity of tourism experiences, also mirrored in the several dimensions involved, justifies the need to foster in-depth investigation in this domain. Besides, when relating co-creation with food & wine tourism, it is clear that there is a lack of research (Carvalho et al., 2021a; Rachão et al., 2020a), and according to an integrative literature review (Carvalho et al., 2021a), the percentage of qualitative studies in this field is still lower (43%) than that of quantitative studies (49%). Such facts corroborate the importance of developing qualitative research, particularly for its suitability in promoting in-depth understanding of the still relatively recent phenomenon of co-creation.

Based on an interpretative research paradigm, this paper aims to reflect on the advantages and challenges of qualitative methods for the study of co-creation in food & wine tourism, illustrating the debate with qualitative approaches used within a doctoral research project, comprising a) netnography, b) interviews of both supply agents and tourists and c) a multiple case study approach. The following research question was therefore defined: What are the contributions of a qualitative approach, comprising a netnography and a multiple case study, for an in-depth understanding of experience co-creation in food & wine tourism?

Adopting a qualitative methodological approach involving two distinct analytical frameworks sharing similar goals was based on a set of assumptions that guided the project, as presented next:

- i) the main aim of the research project was to understand how co-creation, distinguishing its diverse dimensions, may add value to food & wine tourism experiences;
- ii) a literature review on co-creation in tourism revealed lack of empirical evidence and clarity regarding the structure and relative importance of specific dimensions of co-creation for relevant experience results (e.g. satisfaction, loyalty), particularly in the field of food & wine tourism, partly as a result of the relatively recent emergence of the 'co-creation' concept and its empirical application to tourism;
- iii) given this novelty of the concept and the specificity of food & wine tourism, the production of exploratory evidence regarding the most prevalent experience dimensions of value co-creation in food & wine tourism experiences was considered crucial;

iv) given the fact that online travel platforms provide privileged information about the tourist experience, while social media analysis permits immediate and simple access to rich, and 'pure' (unsolicited) information shared online by travellers, content-analysis via netnography was the chosen research technique for a first exploratory study, aiming at understanding how value was co-created in an urban food tour from the visitors' perspective;

v) this netnography was complemented by an interview with the agent provider of the respective tour, permitting the assessment of the supply agent's perspective of co-creation;

vi) the subsequent stage of the project consisted of a multiple-case study approach in the context of rural wine tourism destinations (namely within the 4-years research project Twine- 'Co-creating sustainable Tourism & Wine Experiences in rural areas' studying tourist experiences in the three Portuguese wine routes Bairrada, Dão, and Beira Interior¹⁰); the aim was to obtain in-depth knowledge on how visitors co-create value in food & wine experiences and on how supply agents consider this fact when designing those experiences in two Portuguese wine routes, Bairrada and Dão.

Actually, both the netnography and interview approaches represent, possibly complementary, qualitative data collection methods, permitting manual and software-aided (NVIVO) content analysis for categorization and understanding of patterns and relations amongst elements of analysis, and were carried out in a multiple-case framework of food & wine tourism – in both urban (food tours in Lisbon) and rural contexts (the two routes in Portugal's Central region). Results may thereby contribute to consolidation of findings regarding apparently general patterns of co-creation in food & wine tourism, while also specificities may be found for the diverse contexts, however requiring additional research.

The present study firstly presents strengths and challenges of qualitative research, especially within a case-study context, focusing then on the methodological approaches used in studies on co-creation in food & wine experiences. The pertinence, but also difficulties and drawbacks of the qualitative approaches are illustrated for the previously mentioned particular research project on co-creation in food & wine tourism. In the final discussion and conclusions insights are critically reviewed, especially regarding methodological options that may help deepen and consolidate our understanding on co-creation in food & wine tourism.

3.2 Literature review

3.2.1 Qualitative studies: strengths and challenges

Relying on an interpretative paradigm, qualitative research is valuable when exploratory and theoretical insights are needed (Coutinho, 2018; McGinley, Wei, Zhang & Zheng, 2021; Veal, 2017), focuses on real-world settings, comprises the study of ideas, the human interaction

¹⁰ This work was financially supported by the project TWINE - PTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259, funded by FEDER, through COMPETE 2020 - Operational Programme Competitiveness and Internationalization (POCI) and by national funds (OPTDC/GES-GCE/32259/2017 -E), through FCT/MCTES.

between different parts and the meanings that arise from those interactions, adding value to complex questions requiring in-depth analysis (Creswell, 2014; Veal, 2017). In qualitative studies, different approaches may be adopted, namely ethnography, grounded theory, and case studies. A large amount of information regarding individuals, organizations or places is usually collected through in-depth interviews, focus groups, and observation (Creswell, 2014; Patton, 2002; Veal, 2017). Discourse analysis, content analysis or documental analysis are the techniques used (Patton, 2002; Veal, 2017), and the procedures involved rely firstly on inductive methods and may be complemented by deductive data analysis (Creswell, 2014). Inductive methods facilitate the study and exploration of a certain, particularly not yet well-understood, topics in a detailed way with the aim of providing new insights and finding evidence of specific matters, that may be rather unique than generalizable (Coutinho, 2018), while helping identify new aspects of a complex reality and develop new hypotheses (Veal, 2017). Answering a research question hence depends on the richness and thickness of the data collected (Veal, 2017), usually associated with large amounts of information, where the identification of patterns and categories plays a significant role (Patton, 2002).

Rigor in qualitative research, which is frequently called 'trustworthiness', is a critical concern, due to the subjective codification and categorization assumed in content analysis by the researcher that can influence the interpretation of results and interfere with the accuracy of the study (McGinley et al., 2021; Veal, 2017). According to Yin (2011, p. 78), "a valid study is one that has properly collected and interpreted its data, so that the conclusions accurately reflect and represent the real world (or laboratory) that was studied". For McGinley et al. (2021, p. 9), "truth value" (related to the study credibility), "applicability" (findings applied in other contexts besides the study), "consistency" (similar result patterns arising in other studies), and "neutrality" (confirmability of the study) are requirements of rigorous qualitative research, although they need to be established and conscientiously observed. These dimensions are related to Lincoln and Guba's (1985) perspective, who define credibility ("How truthful are particular findings?"), transferability ("How applicable are the research findings to another setting or group?"), dependability ("Are the results consistent and reproducible?") and confirmability ("How neutral are the findings?") (Decrop, 1999, p. 158) as validity criteria of fundamental importance for qualitative research. To reinforce the application of these dimensions, Veal (2017) states that the research process should be detailed and explained as clearly as possible.

Decrop (1999, p. 158) considers that to confirm the trustworthiness of qualitative studies, triangulation may be adopted, being defined as "looking at the same phenomenon, or research question, from more than one source of data". Different sources contribute to corroborate or add new perspectives to the research problem. 'Data' (from different data sources, namely primary and secondary data), 'method' (selecting multiple methods, namely qualitative, quantitative or mixed methods), 'investigator' (different researchers involved in data interpretation) and 'theoretical triangulation' (selecting different theoretical perspectives to interpret data) contribute to confirming studies triangulation and to analyse data in a more rigorous and credible way (Creswell, 2014; Decrop, 1999; Patton, 2002).

3.2.2 The case study approach

In line with the character of qualitative research, the relevance of case studies relies on the importance of fostering a holistic, in-depth analysis, making it particularly suitable to a diversity of complex research problems within the scope of Social Sciences (Coutinho, 2018). Case studies are defined as the study of “a particular case or set of cases, describing or explaining the events of the case(s) (...) and may rely on quantitative or qualitative data (or both) but usually involves some field-based data” (Yin, 2011, p. 207). Creswell (2014, p. 43) also adds that in case studies, “the researcher also develops an in-depth analysis of a case, often a program, event, activity, process or one or more individuals”. Indeed, case studies are of particular importance due to preserving the units of analysis in their natural context, namely “people, organisations, events and experiences” (Veal, 2017, p. 402), allowing the adoption of multiple methods (also contributing to triangulation), facilitating the flexibility of data collection and accepting the study of a smaller sample, not implying generalisability (Veal, 2017). As pointed out by Creswell (2014), results of case studies are not generalizable, due to the specific social and physical environment where they occur, but contribute to pointing out new relevant insights that may add theoretical and managerial contributions in the research area(s) involved. They may thus provide exploratory findings that sustain research hypotheses to be validated in larger scale, quantitative studies.

According to the literature, three types of case studies are identified: intrinsic, instrumental and multiple-case studies. Intrinsic case studies focus on a specific situation or individual and its description and analysis in detail, being adopted when there is scarce information about specific phenomena (Fraenkel et al., 2014; Yin, 2011). In instrumental case studies, researchers consider a particular case, but want to get general conclusions that go beyond the case study and have the potential to be applied in similar situations (Fraenkel et al., 2014; Yin, 2011). The multiple-case study comprises two or more cases that allow the understanding of a phenomenon and the comparison between them (Fraenkel et al., 2014; Yin, 2011).

Considering the features of exploratory studies, a significant amount of information is collected relating to a small number of cases (Veal, 2017). The sample size of exploratory studies fits into what the literature suggests as appropriate for qualitative studies, ranging from 1 to 25 (Fraenkel et al., 2012; Fusch & Ness, 2015). These are smaller samples, when comparing with quantitative studies, allowing in-depth analysis of the collected data and in-depth focus on the phenomena of interest (McGinley et al., 2012; Yin, 2011). As McGinley et al. (2021, p. 9) affirm, “a larger sample size in qualitative research can hamper the ability to analyse the data adequately, creating problems in applying the findings made”.

Case studies embrace diverse types of data-gathering tools (i.e. in-depth interviews, questionnaire surveys, participant/ non-participant observation) (Veal, 2017), and as data analysis techniques are concerned, content analysis is pointed out for its suitability to qualitative studies (Fraenkel et al., 2012), namely to case studies (Coutinho, 2018). Content analysis is historically associated with the inference of “attitudes, values, and cultural patterns [of social groups] in different countries” (Fraenkel et al., 2012, p. 479). It is defined as a research technique used to make “replicable and valid inferences from texts (...) to the contexts of their use” (Krippendorff,

2004, p.18), and comprises the organization of data, the development of the coding process (including categorization, codification and analysis), the interpretation and the presentation of data (Coutinho, 2018; Creswell, 2014). Bearing in mind the advantages of content analysis, the following aspects have to be highlighted: its unobtrusive character; adaptability to other research methods; and the replication of procedures, if considering the validity criteria of “stability” (having identical results in different moments in time), “reproducibility” (establishment of criteria for the coding procedures to be used if different coders work on the same corpus of analysis), and “accuracy” (based on a clear description of the coding procedures and possible outcomes resulting from data analysis) (Krippendorff, 2004, p.72). Assuring the compliance with the validity criteria of content analysis is hence of fundamental importance, given the subjectivity and possible ambiguity pointed out in the literature to the coding process (Fraenkel et al., 2012; Krippendorff, 2004).

The adoption of analytical software like Nvivo or WebQDA is reported to add value to qualitative studies, since such tools facilitate the reduction and analysis of huge amounts of data, attending to “organization, structure, and reduction” (Costa & Amado 2018, p. 16) and keeping the quality of the inferences resulting from the analysis. The possibility of presenting and interpreting data based on different formats (i.e. conceptual maps, word clouds, matrix) is also an advantage of implementing content analysis supported by such software. However, among the challenges reported in the literature regarding the use of CAQDAS, are the lack of studies proving a consistent description of the procedures followed when applying content analysis with the support of these tools; the time and cost associated with purchasing software packages and learning about how to use them effectively; and the need of improvements in terms of automatic transcription and integration of multimedia data as well as automatic processing and integration of codes (Costa & Amado, 2018; Kaefer et al., 2015).

3.2.3 Qualitative research on co-creation in the food & wine tourism field

Research on co-creation experiences in food & wine tourism has been increasing over the past years, despite the lack of sound empirical evidence still observable in the field (Carvalho et al., 2021a; Okumus, 2020; Rachão et al., 2020a). In an integrative literature review comprising 97 empirical studies in the fields of co-creation experiences and food & wine tourism, Carvalho et al. (2021a) identify “a prevalence of quantitative (49%) over qualitative methods (43%)” and a small percentage of studies following a mixed-methods approach (8%). Although, according to these authors’ study, the percentage of quantitative and qualitative studies is almost equally represented (Carvalho et al., 2021a), it is clear that more qualitative research in the field is needed, given the nature and scope of tourism research (centred on people and the interactions they establish as a result of the tourism experience) and the features of qualitative research, namely the focus on naturalistic settings, the use of unobtrusive data analysis techniques that facilitate in-depth understanding of the phenomena under study (Veal, 2017).

As for the presence of exploratory case studies in the field of co-creation in food & wine experiences, the settings of the cases found in the literature range from wine routes and wine

tourism destinations (Carvalho et al., 2021b; Cubillas et al., 2015; Kirova, 2021; Rachão et al., 2020b; Than & Kirova, 2018; Williams et al., 2019), over pop-up dining events (Lugosi et al., 2020) to dining in a teahouse restaurant in China (Chen, 2018). In the study of Carvalho et al. (2021b), 22 semi-structured interviews to visitors in Bairrada, a Portuguese wine region, were applied, which contributed to an in-depth analysis regarding visitors' perceptions of their co-creative food & wine experiences in the region. Content analysis was carried out with the support of QSR Nvivo software, contributing to the observation of the significant role of 'interaction' (human and with the experiencescape) in value creation in co-creative rural wine tourism. Similar techniques were adopted by Rachão et al. (2020b), whose findings showed that tourists perceive co-creation by means of seven identified categories, namely "social interaction, novelty, creativity, social sustainability, environmental awareness". In these authors' study, 14 semi-structured interviews were applied to visitors, and a focus group of 5 participants allowed for the collection of in-depth information regarding visitors' motivations and experiences in another Portuguese wine region, Vinho Verde, followed by content analysis supported by Nvivo software. Cubillas et al. (2015) selected semi-structured interviews to apply to winery managers (3 + 3) and visitors (17 + 10) from two local wineries in the Sonoita-Elgin Wine Region in Arizona, USA, to analyse the relationship between authenticity and value co-creation. No reference to software was made in this study. The findings of the study showed that implementing four core principles of value co-creation, namely dialogue, accessibility, risk assessment, and transparency strengthens touristic authenticity.

Within the scope of co-creation in food & wine experiences, netnography studies are also identified in the literature, e.g. focusing on robotic involvement in a restaurant experience (Wu et al., 2021), visitors' experience in a technological wine museum (Kirova, 2021), and visitors' perceptions of memorable food experiences in accommodation units (Sthapit, 2018; Sthapit & Börk, 2020).

Netnography is not new in research on tourism experiences, since several studies have already adopted this research technique (i.e. Björk & Kaupinnene-Räisänen, 2012; Brochado et al., 2020; Massa & Bedé, 2018; Than & Kirova, 2018). Although it is a non-traditional technique, netnography promotes the analysis of naturalistic, meaningful content that is available online, resulting from tourists' spontaneous reviews of their experiences shared with other travellers. The evidence of netnography studies has become more notorious in the academic research since Kozinets (2002) provided a reflection on the requirements and characteristics of this research technique (An & Alarcón, 2021), perceived as "a distinct research method, with its own set of methodological guidelines" (Heinonen & Medberg, 2018, p. 658).

The growth of online communities' platforms, namely related to the travel experience (e.g. TripAdvisor, Couchsurfing) and the increase of digital consumption justifies a detailed analysis of the diversified and enormous amount of data available in online contexts (Mkono, 2012). Besides, it is also simpler, less expensive (in terms of time and money), and faster to collect data as well as to observe individuals' behaviour through free access to online content in thematic communities (An & Alarcón, 2021; Heinonen & Medberg, 2018; Kozinets, 2002; Than & Kirova, 2018). Netnography is also relevant for the tourism sector, since the spontaneity of visitors' reviews can

mirror features of destinations' image and be indicative of trends and preferences to be considered by agents of supply. As a qualitative approach, netnography also allows a detailed analysis of exploratory nature, contributing to adding theoretical value to academia (Kozinets, 2002). In a systematic review article focusing on netnography studies published in marketing journals, Heinonen and Medberg (2018) underline the pertinence of netnography in exploratory research, pilot studies or illustrative examples. Kozinets (2002, p. 70) considers that netnography "can be a useful, flexible, ethically sensitive, and unobtrusive method adapted to the purpose of studying the language, motivations, consumption linkages, and symbols of consumption-oriented online communities", which is meaningful in the tourism sector for marketers, supply agents and destination management organizations (DMOs), who are involved in the experience design. In the tourism experience, the relevance of analysing visitors' discourse in online communities is increasingly acknowledged, since rich content regarding post-visit perceptions and evaluations of tourist experiences is crucial to in-depth understanding of tourists' behaviour, motivations, perceptions and attitudes, which is in line with the purposes of a qualitative approach (Veal, 2017) and appropriate when the phenomenon is not widely studied and understood yet (An & Alarcón, 2021).

Disadvantages are also identified, namely the credibility, authenticity and trustworthiness of the content available online, and the difficulty of generalizing findings of consumers' perceptions based on reviews of an online community (Kozinets, 2002). This innovative research technique may also be complemented by other research approaches, thus contributing to the accuracy of the analysis (An & Alarcón, 2021).

3.3 Materials and methods

3.3.1 Contextualization of a qualitative study – a netnography and a multiple case study

The purpose of this paper is to reflect on and find evidence for the pertinence of the qualitative methodological approach within the scope of co-creation in food & wine experiences, involving a netnography and a multiple-case study. This reflection is guided by ongoing evidence obtained from a concrete project on co-creation in food & wine tourism in Portuguese urban and rural destinations. Triangulation of sources based on visitors' and supply agents' perspectives is also presented, regarding the tourism experience in an urban food tour and food & wine experiences in two rural wine regions. Taken in conjunction, both study contexts add to the logic of multiple-case research, also permitting validation, differentiation and consolidation of results. The following subsections present detailed information regarding the methodological procedures adopted in both study types.

3.3.2 Data collection and analysis

3.3.2.1 A netnographic approach on food tours in Lisbon

As for the data collection and analysis involved in netnography, steps recommended by Kozinets (2002) were adopted, as presented in Table 4.

Table 4. Steps implemented in the netnography based on Kozinets's (2002) perspective

Procedures	Additional information of the study
Entrée (defining the research question and identifying the appropriate online platforms where the target information is presented)	<p>Research questions</p> <ul style="list-style-type: none"> - What co-creation experience dimensions emerge from tourists' online reviews of the Taste of Lisboa Food Tours experience? - Based on tourists' online reviews, how is value co-created in the food tour experience? <p>Online platform selected</p> <p>Tripadvisor</p>
Data collection	<p>Experience selection: <i>Taste of Lisboa Food Tours</i></p> <p>Criteria adopted in data collection:</p> <ul style="list-style-type: none"> (i) language - all English and Portuguese reviews; (ii) time span – April 2014 till June 2017; (iii) no translations made; <p>Visitors' discourse collected and listed on an Excel spreadsheet;</p>
Data analysis	<p>Reviews manually analysed;</p> <p>Co-creative experience dimensions, previously identified in the literature, were considered before the coding process and other dimensions that emerged from the analysis were added subsequently;</p> <p>Coding procedure:</p> <p>Two independent researchers were involved in the coding process (to guarantee objectivity in data analysis and reliability of the coding process, as suggested by Decrop (1999) - 'investigator triangulation'):</p> <ul style="list-style-type: none"> First: Researchers coded 30 reviews together; Second: Researchers coded the remaining reviews separately; Third: Researchers identified similarities and differences in the coding, discussed different perspectives, and arrived at a consensus on discrepant codes.

The research questions that supported the netnographic data collection and analysis sought evidence of the presence and an understanding of the role of certain experience dimensions for co-creation of value in food & wine experiences, based on the analysis of post-visit reviews of an urban food tour. Additionally, triangulation via an additional method (semi-structured interview) and relevant data source (supply agent: the food tour operator), as suggested by Decrop (1999),

added important insights on the experience co-creation process and the role of single experience dimensions.

TripAdvisor was the selected platform, as it is considered one of “the largest travel guidance platforms” (TripAdvisor, 2021), where tourists share their reviews regarding a destination’s activities, restaurants or hotels. Comprising more than 934 million reviews of approximately 8 million businesses, TripAdvisor helps visitors plan their trips, operating in 43 markets and 22 languages (TripAdvisor, 2021). Besides the diversity of experiences presented on the platform, information regarding the date of the experience and visitors’ origin is available (Xiang et al., 2017). These aspects contributed to considering this platform as the most suitable for this study.

Regarding data collection, *Taste of Lisboa Food Tours*, a Portuguese enterprise that provides food tours in Lisbon, was chosen, due to the high number of reviews displayed on TripAdvisor at the time the study sample was defined. For that purpose, all Portuguese and English reviews (without translations) displayed from April 2014 (the beginning of the experiences) to June 2017 were selected. 658 online reviews were considered, totalling 56,710 words. The comments were collected on an Excel spreadsheet, for manual codification. Given the issues pointed out in the literature regarding credibility of online content (An & Alarcón, 2021), adding the perspective of the supply agent was considered fundamental to complement study findings and for triangulation purposes. The founder of *Taste of Lisboa Food Tours*, who is a local host committed to distinguishing the company through the gastro-cultural experiences they provide, was interviewed in July 2021, via zoom, by means of a structured interview. The purpose was to finding evidence of how co-creation is considered in the food tours’ experience design and of what strategies the company has adopted to address the challenges imposed to the tourism sector in the post-Covid-19 era. Table 5 depicts the questions included in the interview.

Table 5. Questions from the interview applied to the supply agent

What activities do you offer that encourage the active participation of visitors?
In your offer, is visitor involvement in the experience a concern? What do you do to encourage this involvement? How does this involvement impact on the meaning of the experience and evoke emotions?
Do the available food & wine experiences foster interaction between tourists/travel group/supply agents/ the local community? How?
Are there any concerns about customizing the service? Could you explain which and why?
Comparing the pre- and post-Covid era, what has changed from the point of view of the food tours’ experience design and of tourists’ enjoyment of the experiences?
What is the company planning to do to counteract the effects of the pandemic?

As recommended by Kozinets (2002), data analysis included three steps. First, two independent researchers were involved to guarantee the reliability of the coding process (*intercoder reliability*)

and objectivity in data analysis. They started by coding 30 reviews together to reach an agreement on how to code discourse and clarify any existing doubts. Second, the researchers coded the remaining 628 reviews separately. Finally, the researchers shared their views on the coding process together again, identified and discussed differences in the analysis until a consensus was reached. The coders' rate of agreement was of 97%. The rate of agreement contributes to the reliability of the study and was achieved by means of the following formula (Jones, 1996):

$$\text{Rate of agreement} = \frac{\text{Total of times researchers were in agreement}}{\text{Total number of reviews}} \times 100$$

This data coding and analysis was done manually, using Excel spreadsheets. The categories for codification were established based on previously identified co-creative experience dimensions resulting from Pine and Gilmore (1998), Schmitt (1999) and Minkiewicz et al.'s. (2014) models. Table 6 presents these dimensions and a brief definition.

Table 6. Pre-established categories for the analysis of visitors' reviews in the netnography

Categories	Definition
Aesthetics/ Sense (taste, sight, ear, touch, smell)	The stimulation of senses and visitors' immersion in the experience (Pine & Gilmore; Schmitt, 1999)
Feel	Visitors' affective experiences, comprising inner feelings and emotions (Schmitt, 1999)
Think/ education	Visitors' cognitive involvement in the experience and learning opportunities (Pine & Gilmore, 1998; Schmitt, 1999)
Relate	Social interaction between visitors and supply agents, local community, the travel group and other tourists (Schmitt, 1999)
Personalization	The opportunity of tailoring the experiences according to visitors' needs (Minkiewicz et al., 2014)
Entertainment	Visitors' passive absorption of the experience (Pine & Gilmore, 1998)
Act/ Co-production	Visitors' active participation in the experience (Pine & Gilmore, 1998; Schmitt, 1999)
Escape/ engagement	Deep involvement in the experience and the sense of being in a different space (Pine & Gilmore, Minkiewicz et al., 2014)

3.3.3.2 A multiple-case study with interviews of agents of supply and tourists in rural wine destinations

Regarding the multiple-case study, a convenience sample was firstly defined for the Bairrada wine route, including visitors who were in the region for holidays or leisure reasons, and were approached by researchers in different places, namely a hotel unit and a rural hotel accommodation as well as the official store of the Bairrada route and a winery. This happened between May 2019 and February 2020. In the case of Dão, two sampling techniques were used. On the one hand, a convenience sample was selected, with researchers addressing visitors in a winery, from August 2019 to March 2020, to then adapt to the Covid-19 pandemic and the first lockdown context. Tourists who had visited the region over the preceding two years were hence identified among the researchers' contact lists and through social media. Additionally, a snowball sampling technique was used, which consisted of asking each interviewee to provide the contact of another person who had also visited the region over the same period of time. Interviews were held until September 2020. Therefore, the multiple-case study sample included 22 visitors of Bairrada and 16 visitors of Dão. The perspective of supply agents from both regions was also considered, which implied adopting the convenience sampling approach again. A small group of agents who provided co-creative food & wine experiences was contacted and three agents from Bairrada (a winery, a winemaker, and a travel experience company) (Appendix 7) and three from Dão (an accommodation unit, a winery & restaurant, and a wine farm) (Appendix 8) accepted to participate.

As for data collection tools, two semi-structured interview scripts (one for the visitors and another for the agents) were created and validated by researchers of the Twine project and by experts from the research field. An in-depth semi-structured interview is a meaningful qualitative method, through which the interviewees may express themselves in an authentic way, based on the previously defined script (Coutinho, 2018; Patton, 2002; Quivy & Campenhoudt, 1998). Such interviews are usually applied to a small number of subjects (Veal, 2017) and may occur face-to-face, via telephone or through the internet (Creswell, 2014; Yin, 2011). This tool is of particular importance in exploratory case studies, when a topic is relatively new or when there is scarce academic research about it. Besides, interviews are the appropriate tool to collect highly detailed data regarding individuals' perceptions, behaviours and experiences (Patton, 2002), which is the case of this project. The interviews to visitors in Bairrada were all held face to face, and in Dão only the first interview was applied in the destination. The remaining interviews were conducted online, through the Zoom platform (12), and via telephone (3), which implied that the meetings had to be scheduled and the project and respective aims had to be firstly introduced to interviewees by email. Regarding the supply agents from Bairrada and Dão, all interviews (3 from each region) were held between August and October 2020 via Zoom (2) and via telephone (4).

Most interviews were applied by the leading author of this article, following recommended criteria to guarantee a successful data collection, namely: starting with a brief explanation of the study purpose and making reference to the length of the interview; asking the visitors' permission to record the interview and assure data anonymity; conducting the interview following the defined script, but not in a rigid way, e.g. not following the order of the questions if the natural

discourse of the respondent follows a distinct order; promoting such an atmosphere so that the interviewee could express him/herself without interruption; establishing rapport with the interviewee to foster his/ her involvement in the interview; respecting moments of pause, when the respondent reflects on a certain subject; avoiding the discussion of different points of view and respecting the interviewees' considerations; and guaranteeing an appropriate and informal environment (Quivy & Campenhoudt, 1998; Veal, 2017; Yin, 2011).

The script of the interview applied to the visitors presents three sections: i) visitors' food & wine tourism experience in general; ii) visitors' food & wine experience in the region; and iii) characterisation of the visitors' profile. All questions included in the script (Table 7) were formulated based on literature in the field and were complemented by validated self-measurement scales.

Table 7. Questions from the semi-structured interview applied to the visitors

Section I Expectations regarding wine regions, in general, and the Bairrada/ Dão route, in particular and Involvement with food & wine (in general and on holidays)	1. Why do you travel to areas of wine production?
	2. What do you expect to experience in wine regions? And in Dão?
	3. What does wine tourism mean to you?
	4. How important is wine for you?
	5. Is wine important when choosing a tourist destination?
	6. When do you consume wine?
	7. Regarding gastronomy, do you consider yourself a person who is interested in culinary experiences and gastronomy in your everyday life?
	8. How important are gastronomic experiences when you choose a tourism destination?
	9. Do you look for gastronomic experiences/ workshops when you travel?
Section II Food & wine experiences in Bairrada/ Dão	10. What attracted you particularly to the region?
	11. What do you consider the most typical in this region?
	12. Given the experience in the Dão region, how would you describe it?
	13. What activities did you engage in?
	14. How do you characterize the contact you had with other people (staff, residents, other tourists) during the experience?
	15. What did you learn?
	16. In what way were your senses stimulated?
	17. How important was gastronomy to the overall experience satisfaction?
Section III Visitors' profile	18. Gender, age, nationality, educational level, motivation, type of visitor, travel group

The script of the interview applied to the supply agents was centred on finding evidence of the presence of co-creation experience dimensions, namely 'interaction', 'participation', 'engagement' and 'personalization' (Carvalho et al., 2021a) in the experience design. The questions are presented in Table 8.

Table 8. Questions from the semi-structured interview applied to the supply agents

How important is gastronomy and wine in your offer?
What activities do you offer that encourage the active participation of visitors?
In your offer, is visitor involvement in the experience a concern? What do you do to encourage this involvement? How does this involvement impart meaning of the experience and evoke emotions?
Does the available food & wine experiences foster the interaction between tourists/travel group/supply agents/the local community? How?
Are there any concerns about customizing the service? Could you explain which and why?

Content analysis was the technique used for data analysis and Table 9 provides a description of the procedures implemented within that scope, supported by the qualitative analysis software Nvivo 12. As for the initial organization of data, the in-depth interviews were transcribed manually and verbatim, and the transcribed content was then revised. All files were then imported to NVivo, and the characteristics of the visitors' profile were added (cases classification). Initial deductive coding was implemented, according to pre-established themes and categories alluded in the interview script. Categories related to the co-creation experience dimensions emerged inductively. The documentary corpus was then coded, and this process was repeated within a time span of two months, considering the guidelines to assure the criterion of stability (Krippendorff, 2004), and the purpose of guaranteeing uniformity and consistence of the process.

Table 9. Stages of the content analysis process based on the documentary corpora of the semi-structured interviews

Procedure	Additional information
1. Organizing data Manual transcription of the in-depth semi-structured interviews	Bairrada (visitors: 484 minutes; agents: 100 minutes) Dão (visitors: 951 minutes; agents: 94 minutes) Food Tours (agent: 55 minutes) Total of 28 hours of audio recording
2. Verification of each interview	The whole content of the interviews was revised
3. Files imported into data analysis software Word documents with the interviews transcribed	Each file was uploaded to Nvivo
4. Classification of cases	Profile characterization was added in Nvivo
5. Tree nodes defined	Themes and categories created before the coding process, considering the script of the interview
6. Coding process development	Coding of the interviews and clarification of possibly overlapping categories and codes (punctually discussing with the co-authors); identified categories inductively;
7. Repetition of the coding process	Recoding process within a time span of two months
8. Data analysis and interpretation according to the coding process	Identification of indicators, word cloud creation (word frequencies) and interpretation of data

3.4 Results

3.4.1 The netnography

According to the data resulting from the content analysis of 658 visitor reviews regarding post-visit perceptions of the food tour experiences, the deductively pre-established categories of analysis were complemented by two categories that emerged from data analysis (inductive approach): one category may be also considered an experience dimension (authenticity) and the other referred to frequently reported and relevant experience outcome ('loyalty', by means of revisit intention and recommendation). Amongst the categories related to experience dimensions (Figure 9), 'aesthetic/sense' (mainly 'taste' and 'sight') (623 references), 'feel' (443 references), and 'think/education' (426 references) stood out, followed by 'relate' (212 references), 'authenticity' (199 references), and 'personalization' (111 references). These findings suggest that tourists' perceptions of co-creation in the food tours were mostly marked by the multisensory and emotional character of the experiences, while enhancing cognitive immersion and learning experiences resulting from visitors' interaction with different parts of the experiencescape. The emergence of 'authenticity' as a new category of analysis showed its pertinence to visitors in this context, suggesting the importance of fostering genuine experiences that highlight the uniqueness of local features.

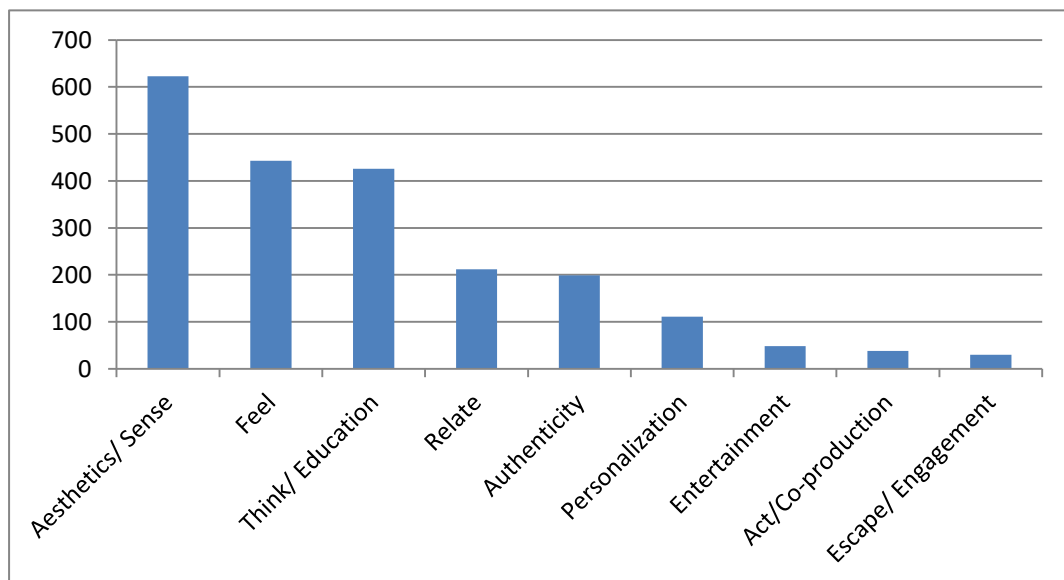


Figure 9. Frequency of visitors' references to aspects related to experience co-creation dimensions

The presence of the categories 'entertainment', 'act/ co-production' and 'escape/engagement' was not so notorious in the visitors' discourse, despite their theoretical (Campos et al., 2015; Minkiewicz et al., 2014; Pine & Gilmore, 1998) and sometimes empirically found relevance as tourist experience dimensions (Campos et al., 2016; Crespi-Vallbona & Mascarilla-Miró, 2020;

Quadri-Felitti & Fiore, 2012; Than & Kirova, 2018). As for the categories reflecting outcomes of the experience within the scope of 'loyalty', visitors' referred more often to attitudinal loyalty, frequently recommending the experience (364 references), in comparison with behavioural loyalty - 'revisit intention' (55 references).

The data resulting from the interview with the food tour operator enabled the confirmation of the prevalence of experience co-creation dimensions 'interaction', 'active participation', 'engagement', and 'personalization' in the food tours' experience design, since, according to the agent, they contribute to the company's strategy to co-create value with other stakeholders and with the visitors. Based on the details provided by the operator, stimulating tourists' active communication with other tourists, the hosts, and the local community is key to promoting social interaction, strengthening the bonds between the parts involved, and contributing to tourists' engagement in the experience. This was evident in the visitors' discourse, since the category 'relate' was the fourth most referred to. Besides this, fostering sensorial (e.g. food and wine tasting) and aesthetic (e.g. enjoying the neighbourhoods and their atmosphere) experiences as well as facilitating activities where entertainment and cognitive involvement is stimulated (edutainment), apparently also promoted visitors' engagement. These dimensions - 'aesthetics/sense', 'feel', 'think/education', and 'relate' – stood out in the visitors' discourse. For the agent, also 'personalization' stands out, being implemented when the host adapts the narrative to the travel group as well as when designing the food tour details, by respecting visitors' food preferences based on their cultural habits and needs. Visitors acknowledge and value such adaptations, however being eventually less conscious of the agent's efforts, since 'personalization' ranks sixth in number of referrals from visitors' discourse.

3.4.2 The multiple-case study

The richness of the data resulting from content analysis of the in-depth interviews was evident in the diversity of indicators identified within the scope of the categories of analysis, presented in Appendix B, elicited by the questions of the script, particularly within the sections 'Food & wine experiences in general' and 'Food & wine experiences in Bairrada and Dão'. The categories that emerged from the analysis coincided with the co-creation experience dimensions active participation, interaction, engagement, personalization, aesthetics, and authenticity and are listed in Appendix C.

Regarding visitors' motivation for travelling to wine regions, aspects like gastronomy, wine and the cultural and natural features of the region were identified in their discourse (both from Bairrada and Dão), which coincided with their expectations when travelling to both regions. Besides that, visitors from Bairrada also highlighted cycling, and having the chance to enjoy their stay in a historic hotel as specific expectations they had, which was linked to the particular travel program of these international visitors.

As for how they described the experience and what stood out in that realm, visitors from both regions made reference to specific experiences they participated in, namely wine and culinary

workshops as well as the visit to wine and gastronomic fairs (in the case of Dão), and visits to wineries, wine tasting, food & wine pairing, and harvesting (as to both regions). Besides this, aspects related to enjoying nature and the landscape, visiting museums, and having a sense of relaxation and escape were also mentioned by visitors from both regions. Tourists who travelled to Bairrada added the gastronomy and wine of the region, the possibility of cycling, having close contact with nature and discovering the region and learning about it as well as the hospitality of the local people and the chance to emerge in the 1930s atmosphere of the hotel they stayed in. Visitors from Dão highlighted the fact that they enjoyed having contact with authentic local products and the atmosphere of the wine fairs for their genuine character, especially due to the contact with the local community and local producers as well as being in a rural environment, where they could enjoy the local traditions.

When trying to identify visitors' perceptions of aspects related to experience dimensions 'interaction', 'active participation', 'engagement', and 'personalization', it became clear that it was within the scope of category of analysis "what stands out in the experience", particularly when referring to specific activities they participated in, that respondents presented more detail, revealing the visitors' multifaceted immersion in the experience and the suitability of the interview to capture corresponding perceptions and reflections, with rich detail and an emphasis that a structured questionnaire with Likert scales may not evoke. In open-ended questions, the respondent may underline what is 'on the top of his/her mind', rather than indicating a rating of dozens of scale items that may not always be read carefully, the longer the questionnaire. From visitors' discourse, 'interaction' was the most prominent dimension, revealing how valuable the contact with the local wine makers and staff was to respondents. Aspects related to 'active participation' were also noticeable in most experiences tourists referred to (e.g., cooking, wine tasting, walking in the vineyards, and harvesting), followed by others connected to 'engagement' (cognitive and emotional). Details indicating the presence of 'personalization' were less evident, although still found in visitors' discourse as for the wine workshop and the wine tasting experiences, particularly regarding the fact that visitors had private experiences and enjoyed being given closer attention from the staff. The analysis of the visitors' discourse also facilitated the identification of another experience dimension of co-creation, namely the sensorial engagement, stressing the importance of interaction with the physical experiencescape. The detail and variety of the indicators presented under category 'sensorial experience' (table 7) highlight the key role of senses in fostering visitors' engagement and immersion in food & wine tourism, which once again confirms the suitability of the in-depth interview to unveil interviewees' most prominent feelings and reflections.

Based on the data collected, the in-depth interview with the supply agents also helped understand how co-creation is considered (and conditioned) in the experience design, as exemplified next. According to the supply agents of both regions, the experience dimensions 'interaction', 'active participation', 'engagement', and 'personalization' are all considered when designing the food & wine co-creation experiences they provide. Appendix D depicts the indicators resulting from the analysis of these agents' discourse within the scope of each category, corresponding to the dimensions in focus. As for 'active participation', the agents highlighted the role of promoting activities that require tourists' co-production (e.g., learning how

to open wine bottles or cooking and preparing home-made bread, cheese and jams, giving tourists the chance to participate in harvesting). This assumes a fundamental role in the case of food & wine experiences, even regarding the stimulation of aspects related to other dimensions, such as 'interaction' and 'engagement'. As for this matter, the details provided by visitors (referred to before) show their appreciation for being co-constructors of their experiences and for the feelings resulting from such deep involvement (e.g. a sense of escape in the vineyards, and the sense of authenticity when contacting with the locals at harvesting). 'Interaction' is, according to the agents, fostered by means of establishing an informal and welcoming atmosphere, where tourists feel at ease to ask questions, clarify doubts and by promoting the contact between tourists and the local staff. In line with this, visitors provided insights into how they enjoyed the contact and learning with the winemaker, the staff and the local community. As stated by the agents, triggering visitors' emotional arousal when designing food & wine experiences is of fundamental importance to foster visitors' engagement in the experience and its memorability (e.g., giving visitors the chance to interact with the experiencespace, with the authenticity of the wineries and with the local people involved in the harvesting and wine making process). The agents also pointed out the importance of promoting 'personalization' by means of facilitating customized experiences for small groups and of adapting their offer to particular preferences and needs of the demand, which was also positively perceived by tourists. However, 'personalization' referrals were more common amongst supply agents than visitors who may be less conscious of the importance of this dimension, while suppliers consider the dimension when designing experiences in a professional manner.

Last, but not least similar results from both urban and rural food & wine tourism contexts permit the conclusion that the main co-creation dimensions suggested in theory were apparently generally relevant. Apart from that, the emphasis given in discourses on 'sensorial aspects' and 'authenticity' is a worth of notice suggesting these experience dimensions' outstanding character in co-created food & wine tourism.

3.5 Discussion and Conclusions

This study seeks to provide evidence of the pertinent contribution of a qualitative approach, using netnography and interviews within a multiple-case framework addressing both hosts and guests, for in-depth understanding of experience co-creation in food & wine tourism.

The study findings corroborate the position of renown authors within the scope of social sciences (Coutinho, 2018; Creswell, 2014; Quivy & Campenhoudt, 1998) and leisure and tourism studies (Veal, 2017), regarding the appropriateness of qualitative research as to the assessment of individuals' unique and distinct perceptions, ideas, motivations, needs and behaviours.

Indeed, based on the thickness of the data collected (either in visitors' reviews or in visitors and supply agents' perceptions gathered through in-depth interviews), and conscientiously examined and systematized via content analysis, it was possible to advance our understanding of specificities of co-creation of food & wine experiences. Additionally, patterns, similarities and

differences between the perspectives of the main actors co-creating such experiences were observable.

The research design followed, comprising triangulation between sources, investigators, contexts of data collection permitted the confirmation of the role of the co-creation experience dimensions 'interaction', 'active participation', 'engagement', and 'personalization' in visitors' experience perceptions as well as supply agents' experience design concerns.

The spontaneous and open character of the netnography facilitated the confirmation of patterns as to tourist experience dimensions, also highlighted in the literature (Minkiewicz et al., 2014, Pine & Gilmore, 1998; Schmidt, 1999), as well as the identification of an additional experience dimension (authenticity), apparently most important in food & wine tourism experiences, while also loyalty emerged in association with these experiences as most important experience outcome.

The organization, structure and depth promoted by in-depth interviews was confirmed, by the immersion in recalled experiences fostered by this method and the level of detail of the information correspondingly provided. These facts were germane to finding evidence of similar perceptions shared by visitors and agents from both routes as well as to identifying subtle differences that are indicative of specific features of each route (e.g., the appropriate conditions for cycling in Bairrada or the authenticity of the food & wine fairs in Dão) and context (also comparing to the urban food tour). Besides this, data collected via interview of visitors permitted the identification of another experience dimension, namely 'sensorial engagement'.

The fact that these findings on experience dimensions in food & wine tourism result from triangulation of sources by means of comparing the perspectives of visitors and supply agents, both in the netnography and in the multiple-case study, in both rural and urban settings, reinforces their validity. Such findings add theoretical insights to the literature on 'co-creation' in 'food & wine tourism experiences', and contribute to the lack of theoretical and qualitative empirical research identified in the field (Carvalho et al., 2021a; Rachão et al., 2020a). The level of depth of the findings resulting from the netnography and the multiple-case study confirms the suitability of this research design as to help deeply understand how value is co-created in attractive, unique, and memorable food & wine experiences. These findings also show the appropriateness of these qualitative methods used for contexts that are phenomenologically rich and worthy of in-depth and multiple methodological approaches. However, due to its features, the qualitative research approach can only identify and deeply explore complex and not fully understood phenomena, such as tourist experience co-creation, while not aiming at generalizing patterns or confirming causal relationships. Instead, it may contribute to the development of pertinent hypotheses to be subsequently analysed via quantitative, large-scale validation studies, whose survey questionnaires may include some of the details found in the present and other qualitative approaches on the topic, included in Likert-scales to operationalize the here identified experience dimensions.

In managerial terms, the rich and detailed information presented, summarized in categories with indicators that emerged from real-context perceptions revealed by these qualitative studies, also

adds relevant insight to Destination Management Organizations (DMOs) and food & wine tourism business managers regarding visitors' preferences, emotional responses and perceptions about co-creative food & wine experiences. Thereby these findings may help DMOs and supply agents design more attractive and innovative experiences, meeting visitors' expectations and setting into value the features and identity of territories.

Consistent with guidelines from the literature (Decrop, 1999; McGinley et al., 2021; Yin, 2011) on the importance of considering the validity criteria of qualitative research and of content analysis, methodological procedures considering the reliability criteria of stability, reproducibility and accuracy were implemented. All this, together with the combination of an innovative methodological approach, comprising two different but complementing qualitative studies, finds evidence of the suitability of this research design as to promoting in-depth understanding of experience co-creation in food & wine tourism and adds to existing literature for the methodological and empirical evidence brought. Besides, the scope of this article also contributes to the lack of studies, focusing on providing a clear description of the procedures followed when implementing content analysis with the support of CAQDAS (Kaefer et al., 2015).

As for limitations of the study, the fact that no additional tools (e.g., focus groups, systematic participant observation) were used may be pointed out. In the case of the netnography, the fact that the reliability of the tourists' reviews could not be assessed may be a limiting factor. Considering the sample size of the netnography, complementing the analysis with a quantitative approach could have provided valuable insights into the representativeness of the co-creative food tour experience dimensions based on the visitors' reviews, despite the qualitative character of the study. Future research based on qualitative empirical studies within the scope of experience co-creation and food & wine tourism may benefit from interpreting and presenting data with the support of different and also visually appealing and eventually more intuitive tools for interpretation, such as conceptual maps, matrixes or word clouds, provided by CAQDAS. Topics of interest for future research would include the assessment of the impact of participation in food & wine experiences, comprising the co-creative experience dimensions identified on tourist satisfaction, memorability and loyalty, trying to provide evidence for causal relations. Here, a quantitative approach, based on a well-developed questionnaire, eventually in distinct food & wine tourism contexts (rural, urban, indoors, outdoors, with more or less active participation and learning opportunities), may be worthwhile avenues of future research.

Appendix B - Categories of analysis and indicators resulting from visitors' discourse in the multiple-case study

Food and wine experiences - in general	Categories	Indicators
	Motives for travelling to wine regions	Business, Gastronomy, Nature and culture, Region, Wine
	Wine experiences expectations when travelling	Appreciating the buildings' architecture, Authenticity of the experience, Cycling, Enjoying new experiences, Fun, Gastronomy, Nature

		enjoyment, No expectations, Having a sense of peace, Social contact, Walking, Wine, Wine quality advice
	Wine experiences expectations when travelling to the region	Cycling, Gastronomy, History and culture, Hotel, Nature, Rural Tourism, Wine,
	Wine tourism definition	Architecture, Food & wine, Learning opportunities, Memorable experience, Natural and cultural destination resources, New emotions, Features of the region, Wine as attraction, Wineries' history, Wine producing process, The contact with the winemaker, Wine landscape, Local lifestyle,
	How important is wine	Part of daily and social life, Part of professional career, A way of getting more knowledge (of wine, of the local culture), A way of having amusing experiences, The relationship with food, Not important
	Wine consumption	At meals, Regularly, At the weekends, In business contexts
	Importance of wine when choosing a holiday destination	Very important, Complement of the trip, Not important
	Offering wine	Family and friends
	Monthly spending on wine	20€ - 40€, 40€ - 60€, 60€ - 80€, 80€ - 100€, 100€ - 200€, 200€ - 300€
	Culinary interests	Interest, Little interest, No interest
	Search for local products	Yes
	Search for gastronomic experiences while travelling	Yes, No, Would be interested
Food and wine experiences in Bairrada and Dão	Categories	Indicators
	What attracted visitors to the region	Wine, Gastronomy, Social issues, The region and nature, Cycling, Identity, Hospitality, Geographical proximity, Professional reasons, Products' quality, Friends' recommendation, Spa and Thermal treatments
	Most typical in the region	Wineries, Grape varieties, History, Nature, Peace, Architecture and decoration of local eateries, Authenticity, Sparkling wine, Heritage, Hospitality, The landscape, The vineyards' landscape, Small cafés, Local community, Wine, Gastronomy (suckling pig, regional desserts, codfish, <i>chanfana</i> , <i>ovos moles</i>), Bical grape variety, Wine history, Flowers, Rural setting, Regional wine features,
	What stands out in the experience	Food & wine experiences, Gastronomy, Wine, The hotel, Nature, Museums, Relaxation and a sense of escapism, Discovering the region, Learning, The authenticity of the experiences, The contact with the rural environment, Cycling, Hospitality
	Contacts with different parts	Supply agents, Local community, Travel group, Other tourists

	Sensory experience	<p>Image – Buildings’ architecture, Ancient buildings, Colours, The beauty of the landscape and the vineyards, Forest, The beauty of Curia Hotel, Nature (the mountains), Peace, Rural features, The culture of sitting around the table at lunch, Thermae, Tranquillity, Vines, The beauty of Viseu, Wine, Wineries, Wine Farms, Lack of human presence in the streets, Signs of lack of cleanliness in public places</p> <p>Smell – Gastronomy (grilled meat, cheese, sausages, strawberries), Nature (eucalyptus trees, plants, grass, wet land), Wine (wine must and associated cellar smell, the wood, the smell of Arinto, Touriga Nacional and other grape varieties)</p> <p>Sound – Nature (birds, frogs, ducks, dogs, the wind in the forest, water, the river, the rain), Rural (the church bell, silence and quietness, people talking far away, tractors, low levels of sound produced by nature), Wine (the cork coming out of the bottle), No elements</p> <p>Taste - Bittersweet, Different flavours, Food and wine pairing, Fresh, Hot and salty flavours, Intense, Spices, Sweet, Wine and gastronomy (suckling pig, <i>Bairradino</i> dessert, sparkling wine, Baga and Bical grape varieties, regional cheese, bread, ham, sausages, goat, giblets, strawberries, grapes)</p> <p>Touch - Barren touch, Branches, Linen (in embroidery and tablecloths), Straw hat, Wine elements, Glass, Bottle of wine, Dry land, Grapes, Vines, No elements</p>
	The learning experience	Wine (local wineries and local wine, grape varieties in the region, wine production techniques, the history of local producers and family businesses), Gastronomy, Food and wine pairing, Cultural and historical features of local products, The region, Nature (the changing landscape in the region), The authentic hospitality of the local people, Safe country, Social component, Self-development
	Overall experience satisfaction	Expectations met, Exceeded expectations, No expectations
	Experiencing local products	Traditional dishes (suckling pig, goatling, <i>ovos moles</i> , almond dessert, seasonal fruit, chestnuts,
	Importance of gastronomy to the overall experience satisfaction	important, not important, complement

Appendix C – Emerging categories of analysis and indicators resulting from visitors’ discourse in the multiple-case study

Categories	Indicators
Active participation	Wine workshop, Culinary workshop, Grape harvesting, The physical effort resulting from the harvest experience, Getting to know the region, Walking in the vineyards, tasting the wine, experiencing food & wine pairing, The need of more interactive activities, Cycling, Discovering the region
Interaction	Supply agents, staff, winemaker, The Knowledge transfer (guided, informative), The travel group, Other tourists, The local community, The hospitality, empathy and authenticity of the social contact, The linguistic barrier (between non-Portuguese speaking tourists and the locals), The physical environment (natural local resources)
Engagement	Cognitive engagement (learning about the wines, the region, the local culture, the winemaking process, food & wine pairing), Emotional engagement (the feelings arising from being in the vineyards), Cognitive and emotional engagement (self-reflexion, feeling immersed in the destination), Other (local culture, history and authentic gastronomy)
Personalization	Having customized and private experiences, Having closer attention from the staff/ winemaker during the experience
Aesthetics	Appreciating the architecture and decoration of local buildings/ local eateries, The beauty of Curia Hotel, The small cafés, The beauty of the landscape
Authenticity	Of the experience, Of the interaction with the staff/ winemaker/ the locals/ the rural environment, Of the local food and wine

Appendix D - Categories of analysis and indicators resulting from the supply agents' discourse in the multiple-case study

Categories	Indicators
Active participation	Gastronomic experiences, Wine experiences, Food & wine workshops, Others
Interaction	Supply agents, Local community, The travel group, Networking, Authentic experiences, Storytelling
Engagement	Learning, Arousal of emotions, Entertainment, Nostalgia, Feeling like home, Human proximity
Personalization	Customized experiences, Details of the experiences, Hospitality, Nostalgia, Closer attention to visitors

References

- An, W., & Alarcón, S. (2021). From netnography to segmentation for the description of the rural tourism market based on tourist experiences in Spain. *Journal of Destination Marketing & Management*. <https://doi.org/10.1016/j.jdmm.2020.100549>
- Björk, P., & Kauppinen-Räsänen, H (2012). A netnographic examination of travelers' online discussions of risks. *Tourism Management Perspectives*, 2-3, 65–71.
- Brochado, A., Souto, S., & Brochado, F. (2021). Dimensions of Sustainable Tour Experiences. *Journal of Quality Assurance in Hospitality & Tourism*, 22(5), 625–648.
- Campos, A. C., Mendes, J., do Valle, P., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400.
- Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021a). Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1948719>
- Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021b). Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region. *Sustainability (Switzerland)*, 13(16), 9374, <https://doi.org/10.3390/su13169374>
- Chen, Z. (2018). A pilot study of the co-creation experience in traditional Cantonese teahouses in Hong Kong. *Journal of Heritage Tourism*, 13(6), 506–527.
- Costa, A., & Amado, J. (2018). *Análise de conteúdo suportada por software*. Aveiro: Ludomedia.
- Coutinho, C. (2018). *Metodologia de Investigação em Ciências Sociais e Humanas: Teoria e Prática*. Coimbra: Almedina.

- Creswell, J. (2014). *Research Design – Qualitative, Quantitative and Mixed Methods Approaches* (4th ed). UK: Sage Publications.
- Cubillas, S., Mars, M. M., Torres, R. M., & Sias, P. M. (2017). Touristic authenticity and value co-creation: An exploration of two local wineries in Southeastern Arizona, USA. *Journal of Rural and Community Development*, 12(1), 34–54.
- Decrop, A. (1999). Triangulation in qualitative tourism research. *Tourism Management*, 20, 157–161.
- Di-Clemente, E., Hernández-Mogollón, J., & Campón-Cerro, A. (2020). Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism*, 23(18), 2319–2332.
- Fraenkel, J., Wallen, N., & Hyun, H. (2012). *How to Design and Evaluate Research in Education* (8th ed). McGraw Hill: New York, NY, USA.
- Fusch, P., & Ness, L. (2015). Are We There Yet? Data Saturation in Qualitative Research. *The Qualitative Report*, 20, 1408–1416.
- Heinonen, K., & Medberg, G. (2018). Netnography as a tool for understanding customers: implications for service research and practice. *Journal of Services Marketing*, 32(6), 657–679.
- Huang, S., & Choi, H.-S. (2019). Developing and validating a multidimensional tourist engagement scale (TES). *The Service Industries Journal*, 39(7–8), 469–497.
- Jones, R. A. (1996). *Research methods in the social and behavioural sciences* (2nd ed). Sunderland, Massachussets: Sinauer.
- Kaefer, F., Roper, J., & Sinha, P. (2015). A Software-Assisted Qualitative Content Analysis of News Articles: Example and Reflections. *Forum Qualitative Sozialforschung / Forum: Qualitative Social Research*, 16(2). <https://doi.org/10.17169/fqs-16.2.2123>
- Kirova, V. (2021). Value co-creation and value co-destruction through interactive technology in tourism: The case of 'La Cité du Vin' wine museum, Bordeaux, France. *Current Issues in Tourism*, 24(5), 637–650.
- Kozinets, R. V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39, 61–72.
- Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology* (2nd ed.). Thousand Oaks, CA: Sage
- Lincoln, Y. S., & Guba, E. A. (1985). *Naturalistic inquiry*. SAGE.
- Lugosi, P., Robinson, R., Walters, G., & Donaghy, S. (2020). Managing experience co-creation practices: Direct and indirect inducement in pop-up food tourism events. *Tourism Management Perspectives*, 35, Article 100702. <https://doi.org/10.1016/j.tmp.2020.100702>
- Massa, C., & Bédé, S. (2020). A consumer value approach to a holistic understanding of the winery experience. *Qualitative Market Research: An International Journal*, 21(4), 530–548.
- Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62–75.
- McGinley, S., Wei, W., Zhang, L., & Zheng, Y. (2021). The State of Qualitative Research in Hospitality: A 5-Year Review 2014 to 2019. *Cornell Hospitality Quarterly*, 62(1), 8–20.
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1–2), 30–59.

- Mkono, M. (2012). Netnographic tourist research: The internet as a virtual fieldwork site. *Tourism Analysis*, 17(4), 553–555.
- Nicoletti, S., Medina-Viruel, M., Di-Clemente, E., & Fruet-Cardozo, J. (2019). Motivations of the Culinary Tourist in the City of Trapani, Italy. *Sustainability*, 11(9), 2686. <https://doi.org/10.3390/su11092686>
- Okumus, B. (2020). Food tourism research: A perspective article. *Tourism Review*, 76(1), 38–42.
- Patton, M. (2002). *Qualitative Research & Evolution Methods*. USA: Sage Publications.
- Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Quivy, R., & Campenhoudt, L. (1998). *Manual de Investigação em Ciências Sociais* (2nd ed.). Lisboa: Gradiva.
- Rachão, S., Breda, Z., Fernandes, C., & Joukes V. (2020a). Cocreation of tourism experiences: Are food-related activities being explored? *British Food Journal*, 122(3), 910–928.
- Rachão, S., Breda, Z., Fernandes, C., & Joukes V. (2020b). Food-and-wine experiences towards co-creation in tourism. *Tourism Review*. <https://doi.org/10.1108/TR-01-2019-0026>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67.
- Sthapit, E. (2018). A netnographic examination of tourists' memorable hotel experiences. *Anatolia*, 29(1), 108–128.
- Sthapit, E. (2019). Memories of gastronomic experiences, savoured positive emotions and savouring processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. <https://doi.org/10.1080/15022250.2017.1402702>
- Sthapit, S., & Björk, P. (2020). Towards a better understanding of interactive value formation: Three value outcomes perspective. *Current Issues in Tourism*, 23(6), 693–706.
- Thanh, T., & Kirova, V. (2018). Wine tourism experience: A netnography study. *Journal of Business Research*, 83, 30–37.
- TripAdvisor (2021). *About TripAdvisor*. Retrieved from <https://tripadvisor.mediaroom.com/US-about-us> (September 2021).
- Veal, A. J. (2017). *Research Methods for Leisure and Tourism*. Pearson, UK.
- Williams, H. A., Yuan, J. J., & Williams Jr, R. L. (2019). Attributes of memorable gastro-tourists' experiences. *Journal of Hospitality and Tourism Research*, 43(3), 327–348.
- Wu, M.-Y. & Pearce, P. (2014). Appraising netnography: towards insights about new markets in the digital tourist era. *Current Issues in Tourism*, 17(5), 463-474. <https://doi.org/10.1080/13683500.2013.833179>
- Yin, R. (2011). *Qualitative Research from Start to Finish*. The Guildford Press: New York, USA.

Chapter 4 – Co-creation of food tourism experiences: tourists' perspectives of a Lisbon food tour¹¹

Abstract

Gastronomy has become a distinctive tourism product with the potential of contributing to visitors' engaged immersion in destinations. Few studies have reflected on visitors' perceptions of participation in food tour experiences, while co-creation in food tours are even less object of academic research. This study tries to fill this gap by finding evidence of co-creative tourism experience dimensions, previously identified in the literature, through a netnography, involving 658 tourists' online reviews on TripAdvisor of a food tour experience in Lisbon, and understanding how value was co-created, by comparing the perceptions of the visitors and the service provider, interviewed for the study. Data were analysed through content analysis. Results showed that 'aesthetics/sense', 'feel', 'thinking/education', 'relate', and 'personalization' were the most reported dimensions in tourists' discourse, which was confirmed by the service provider. The present study provides insights to destination management organizations, marketers and entrepreneurs in creating opportunities for and designing co-creative gastronomic experiences.

Keywords: Food tours, co-creation experience, food tourism, gastronomy, culture, tourism experience

4.1 Introduction

Food consumption is of high importance in the tourism experience and often a distinctive product in destinations (Antón, Camarero, Laguna & Buhalis, 2019; Okumus, Mehraliyev, Ma & Mehraliyev, 2021; Seyitoğlu, 2021). Tourists show more interest in exploring a destination through food and beverage experiences, once they get in contact with cultural and historical features when experiencing local gastronomy (Antón et al., 2019; Seyitoğlu, 2020). Besides, food-related experiences are increasingly attracting tourists' attention in terms of time and money spent (Kivela & Crofts, 2006). Hence, gastronomy should be perceived as strategic for destinations' planning and promotion, due to the distinctive character of this tourism product, and for contributing to destinations' appeal and competitiveness (Antón et al., 2019).

As pointed out by Okumus et al. (2021), food and gastronomy have been increasingly analysed in tourism research. Within the scope of food-related experiences, food tours emerge as an attractive offer in destination experiences (Ko, Kang, Kang & Lee, 2018). These experiences foster immersion in local culture and connection to typical gastronomy, facilitating tourists' exploration of local eateries and close contact with the local community, since these are places frequently visited by local residents, where specific cultural features stand out (Ko et al., 2018; Kaushal & Yadav, 2020). Furthermore, empirical evidence shows that food tours enhance positive memories

¹¹ This chapter, co-authored with Kastenholz (PhD), Carneiro (PhD), and Souza (PhD), was submitted to the Journal *Tourist Studies*.

and involvement, also contributing to tourists' increased revisiting intention (Ko et al., 2018; Seyitoğlu, 2021). Indeed, tourists seek involving, authentic and engaging experiences in destinations, want to have an active role and feel immersed, which is in line with the principles of co-creation. The latter suggest that interaction and active participation of all stakeholders is required to foster satisfaction and experience memorability (Binkhorst & Den Dekker, 2009; Campos, Mendes, do Valle & Scott, 2015). Besides this, there is an increasing recognition of the importance of value-creation in memorable tourism experiences (Sthapit, Coudounaris & Björk, 2019; Zátori, 2016).

Empirical studies that focus on food tours as an integrative place and cultural experience are scarce and, to the best of our knowledge, experience co-creation in food tours has not yet been explored. Considering the relevance and timeliness of the topic within tourism research (Okumus, 2020), this study seeks evidence of co-creative tourism experience dimensions in the scope of tours, namely in a food tour experience in the capital of Portugal, Lisbon, through tourists' online reviews on TripAdvisor. In addition, it aims to understand how value is co-created in this food tour experience by comparing the perceptions of the visitors and the service provider of *Taste of Lisboa Food Tours*, to whom a structured interview was applied. Data collected from the interview aimed to understand if and how these dimensions are considered in food tours experience design and what changes have been implemented during the Covid-19 pandemic in this scope. Content analysis of the interview with the service provider and of the 658 post-experience visitor reviews was carried out, bearing in mind the nature and components of these holistic experiences. This online user-generated content (UGC) was analysed based on a qualitative approach for promoting deeper and more meaningful insight into co-creation experiences in food tours, as spontaneously reported and reflected upon by travellers sharing those experiences to inform, recommend or alert other travellers. The study aims are reflected in the following research questions: i) What co-creation experience dimensions emerge from tourists' online reviews of the *Taste of Lisboa Food Tours* experience?, ii) Based on tourists' online reviews, how is value co-created in the food tour experience?, iii) How is co-creation applied in these food tours experience design?, and iv) What strategies are sought to address the post-Covid-19 era?

This paper firstly presents a literature review of food tourism, food tours and co-creation experiences, followed by details on the methodology used and study results, aiming to providing answer to the research questions. The paper concludes with a discussion of the main contributions of this empirical study, both for theory and tourism management, not to forget limitations of the study and avenues for future research.

4.2 Literature Review

4.2.1 Food tourism experiences and the emergence of food tours

Food tourism has consolidated its research approaches within tourism studies in the last two decades (Okumus, 2020). According to Hall and Sharples (2003, p. 10), food tourism may be defined as the "visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food

production region are the primary motivating factor for travel". Okumus's literature review identified several relevant associated themes (2020, p. 39), namely "offering unique food and beverage experiences, authenticity, culture and food, destination marketing through food tourism, segmentation of food tourists (foodies), molecular gastronomy and tourism and food tourism and sustainability". Food tourism adds significant value to destinations, as a unique feature with powerful attraction for visitors who seek distinctive, food-based quality experiences while travelling (Di-Clemente, Hernandez-Mogollon & Campón-Cerro, 2020; Quan & Wang, 2004; Henderson, 2009). As a key tourism product, food tourism fosters perceived authenticity of territories through food traits (Henderson, 2009; Li, Liu, Cai & Scott, 2020).

According to the World Food Travel Association (2021), 53% of tourists who travel for leisure purposes are also motivated by food, with benefits resulting from food tourism being estimated at 25% for local destination economies. Furthermore, foreign tourists spend 30-40% of their budget on food (Choe & Kim, 2019; Quan & Wang, 2004). "As an inextricable part of the holiday experience" (Kivela & Crofts, p. 357), gastronomy may be considered as an attractive tourism product that goes beyond satisfying individuals' biological needs while travelling. In social, pleasurable, and entertaining contexts (Correia, Kim & Kozak, 2019; Henderson, 2009), gastronomy is increasingly assuming a central role in the overall tourist experience (Wojcieszak & Gazdecki, 2018). Here, visitors may not only enjoy the taste of local delicacies but are also given the possibility of learning and feeling embedded in particular cultural contexts and lifestyles (Antón et al., 2019; Correia *et al.*, 2019; Di-Clemente et al., 2020). According to Quan and Wang (2004), food consumption may even represent "peak experiences", contributing to uniqueness and memorability of a travel experience. These food experiences foster the sense of exploring and understanding local culture in a deeper way and facilitate social interaction (e.g. with the local community, supply agents or other tourists) (Antón et al., 2019; Correia et al., 2019; Richards, 2021).

The multisensorial trait of food tourism is of extreme value and may contribute to tourists' engagement and memorable experiences (Agapito, Mendes & Valle, 2013; Kaushal & Yadav, 2020; Quan & Wang, 2004; Schmitt, 1999; Widjaja, Jokom, Kristanti & Wijaya, 2020). Food tourism clearly fosters sensorial experiences, enriched by distinct and varied flavours, smells and textures (Antón et al., 2019). According to Schmitt's marketing perspective, the consumer experience should involve sensory ('sense'), cognitive ('think'), behavioural ('act'), affective ('feel'), and social-identity dimensions ('relate') (Schmitt, 1999), which seem all present, with diverse degrees of intensity, in food tourism experiences.

Food tourism experiences are promoted in diverse contexts in destinations. Food tours are thematic experiences that combine history and traditions with gastronomy and allow tourists to get in-depth knowledge of a destination and its features (local ingredients and dishes representative of local culture) as well as of culinary techniques and eating habits, in a personal and interactive way (Ko et al., 2018; Seyitoğlu, 2020). Although tourism demand of these food-related experiences is increasing, there is little empirical evidence regarding the nature and dynamics of food tour experiences (Di-Clemente et al., 2020; Kaushal & Yadav, 2020; Ko et al., 2018; Seyitoğlu, 2020, 2021). This fact also contributes to a lack of consensus regarding a

definition of 'food tours' (Ko et al., 2018). According to Ko et al. (2018, p. 835), food tours may be conceptualized as "a tourism product prepared by an agency in which the participants experience the destination's culture and heritage through the local food culture and dining customs". These tours aim at fostering the perception of destinations' authenticity through eateries and pubs, attended by the local community, and allowing visitors to explore local features and lifestyles through food (Ko et al., 2018). Besides, these experiences are usually 'off the beaten track' and invite visitors to share a meal in typical and genuine places that represent local identity, promoting deeper, meaningful and immersive food experiences (Kaushal & Yadav, 2020).

4.2.2 Tourism co-creation experiences

The tourism experience literature emerged in the late 1990s with the perspective of Pine and Gilmore (1998) who suggested experience economy as the new paradigm of value creation, based on the assumption that sensorial, memorable and meaningful experiences are central to consumers' needs and preferences today, moving beyond goods and service consumption. The authors also stress that personal interaction and emotional, intellectual, physical or spiritual engagement are crucial to defining the uniqueness of the experience leading to memorability (Pine & Gilmore, 1998). They also suggest that experiences comprise one or more of four realms, namely 'entertainment', 'education', 'aesthetics' and 'escapism', defined by a combination of a more active or passive pursuit with a more immersive versus absorbing experience tone.

In the tourism experience, the active role tourists want to assume is crucial. They are more interested in being co-producers of their own experiences while interacting with service providers, which leads to subjective value-creation (Binkhorst & Den Dekker, 2009; Duxbury, Kastenholz & Cunha, 2019; Minkiewicz, Evans & Bridson, 2014; Pine & Gilmore, 1998; Zátori, 2016). The concept of co-creation emerges as a response to these needs. Zátori (2016, p. 380) explains that co-creation "refers to the processes by which both consumers and producers collaborate or otherwise participate in value creation". For Minkiewicz et al. (2014) co-production, personalization and engagement are key dimensions required in co-creation experiences. In the tourism experience, Campos et al. (2015, p. 23) add that co-creation refers to "the sum of psychological events a tourist goes through when contributing actively through physical and/or mental participation in activities and interacting with other subjects in the experience environment" (Campos et al., 2015, p. 23). The present study adopts the perspectives of Minkiewicz et al. (2014) and Campos et al. (2015), based on which engagement with the human and physical environments are important components of the tourism experience, also in line with the food tours context, analysed in the empirical study. Acknowledging the more active and engaging role tourists want to assume leads to a deeper understanding regarding how experiences opportunities should be designed in order to foster co-creation. In fact, and as found in previous studies, tourists' participation in physical, intellectual and emotional ways (Campos et al., 2015; Minkiewicz et al., 2014) contributes to immersive, appealing and memorable experiences (Binkhorst & Den Dekker, 2009; Campos et al., 2015; Kastenholz, Carneiro, Marques & Lima, 2012; Prebensen, Vittersø & Dahl, 2013). Besides, tourists' interaction with the human and physical environment fosters subjective value-creation and contributes to their involvement

with the local culture, which seems to be increasingly important (Carvalho, Lima, Kastenholtz & Sousa, 2016). Within the scope of an integrative literature review on co-creation experiences in food and wine tourism, Carvalho, Kastenholtz and Carneiro (2021) presented a model regarding the most representative dimensions in this field, namely interaction, active participation, engagement and personalization. According to the authors, these dimensions may contribute to promoting tourists' satisfaction, learning, memorability and loyalty.

Despite its potential, experience co-creation in food tourism seems to be underexplored in academia (Okumus, 2020) and, to the best of our knowledge, particularly in the case of food tour contexts. As pointed out in previous studies, co-creation experiences should comprise tourists' participation and be interactive, engaged and personalized, thereby enhancing the quality of food tourism experiences and allowing subjective, personally meaningful value-creation (Carvalho et al., 2021; Di-Clemente *et al.*, 2020; Minkiewicz et al., 2014; Prayag, Gannon, Muskat & Taheri, 2020; Sthapit et al., 2019).

For the purpose of this study, and based on the experience perspectives suggested by Pine and Gilmore (1998), Schmitt (1999) and Minkiewicz *et al.* (2014), eight dimensions of co-creative food tourism experiences were identified and will be used in the systematic content analysis, due to their thematic relevance and complementary nature. The eight dimensions are 'sense/aesthetics', 'think/learning', 'entertainment', 'feel', 'personalization', 'act/ co-production', 'relate' and 'escape/ engagement'.

4.3 The empirical study

4.3.1 Study context

Food represents a core attraction in different Portuguese cities, such as Lisbon, Oporto and Faro, in the scope of food tours (Barros & Assaf, 2012). An example of such tourist experiences is *Taste of Lisboa Food Tours*, offered by a Portuguese company that aims at setting into value local lifestyle, food, history and culture through food experiences taking place in historical neighbourhoods, including non-touristic spots, representative of the local lifestyle, and encounters with locals. This company offers different food experiences, including three and half-hour food tours, the "Market, gastronomy and cultural walk" (the most popular) and the "Lisbon roots, gastronomy and cultural walk", which promote "a unique, immersive and authentic experience of fascinating Lisbon" (Taste of Lisboa Food Tours, 2021). This study analyses visitors' discourses regarding such food tour experiences as well as the tour organizer's view on this experience provision.

4.3.2 Methods

This exploratory study embraces a qualitative approach, as it promotes in-depth understanding of the components of co-creative experiences in a food tour, by combining the perceptions of the visitors, through a netnography, with those of the service provider, in this case the founder of

Taste of Lisboa Food Tours, who was interviewed. Creswell (2012) refers that studies promoting in-depth analysis of people's perceptions, opinions, motivations and attitudes lead to a more comprehensive and detailed knowledge of the topics under study. Besides this, Carvalho et al. (2021) report that within the scope of the few existing studies on co-creation experiences and on food and wine experiences, most have adopted a quantitative (49%) over a qualitative approach (43%). This study is therefore aimed at contributing to this gap.

Being a contemporary research technique falling within the ambit of ethnography, netnography was chosen for capturing tourists' authentic and voluntary contribution regarding their post-visit experience. According to Kozinets (2002, p. 62), netnography may be perceived as the use of "information that is publicly available in online forums to identify and understand the needs and decision influences of relevant online consumer groups". Focusing on online consumer behaviour, netnography allows a deeper analysis of the content and is less intrusive than other techniques, like interviews or focus groups (Kozinets, 2002; Mkono, 2011). In fact, consumers spend more time online, and share diversified perspectives that may be useful to better understand their behaviour, preferences and needs. Currently, part of the pre-, on-site- and post-experience stages are likely to occur online, since consumers tend to use Information and Communication Technologies (ICT) for searching, planning, booking and sharing several aspects of their experiences (Kozinets, 2002; Mkono, 2011), which will influence other tourists' behaviour. Although in its infancy, netnography has been adopted in a growing number of tourism studies (Mkono, Markwell & Wilson, 2013; Thanh & Kirova, 2018; Terziyska & Damyanova, 2020). Additionally, the perspective of the service provider was assessed through a structured interview.

4.3.3 Data collection and analysis

This study embraces primary and secondary data, namely the perspective of the service provider and visitors' reviews, respectively. The visitors' discourses were taken from TripAdvisor, since this online platform has more than 800 million reviews available, a high rate of searching from visitors, and a large variety of worldwide tourism services (e.g. restaurants, accommodation, activities) and experiences comprised (UNWTO, 2017). *Taste of Lisboa Food Tours* was selected based on the prominent number of visitors' reviews displayed regarding food tour experiences. Reviews to be analysed were also selected based on language and time period. Hence, all English and Portuguese reviews from the beginning of this gastro-cultural experience (April 2014) till June 2017 were considered, without any translations. These languages were selected, due to the researchers' interest in developing a more rigorous data analysis. Tourists' discourses were collected and listed in an Excel spreadsheet, so that the coding process could be done manually. A total of 658 reviews were analysed.

Content analysis was based on a thematic categorization, according to the experience dimensions previously identified in the literature. Based on the previously referred models of Pine and Gilmore (1998), Schmitt (1999) and Minkiewicz et al. (2014), the corpora of analysis were grouped according to their similarity in terms of meaning regarding experience dimensions, namely 'aesthetics/ sense', 'think/ education', 'act/ co-production' and 'escape/ engagement'.

Dimensions 'feel', 'relate', 'personalization' and 'entertainment' were considered individually. 'Loyalty', as a potential experience outcome, and 'authenticity' emerged in visitors' discourses and were also considered in the coding process. To account for the trustworthiness of the coding process, two independent researchers were involved to ensure the objectivity in data analysis and the reliability of the coding process, as recommended in the literature (Kozinets, 2002). Besides, three steps were considered, as recommended by Kozinets (2002). First, two of this study authors coded together 30 tourist reviews from 2014 in order to guarantee uniformity of the coding process. This is an important step to clarify doubts about the meaning of the analysed dimensions in the given context. Then, the remaining tourist reviews were coded by each author individually. At last, the authors compared the coding process and the differences resulting from the codification were discussed and consensus was met, with the coders' rate of agreement achieving 97%.

The primary data collection was based on a structured interview (via zoom platform) with open-ended questions, applied to the founder of *Taste of Lisboa Food Tours*, in July 2021, in order to understand: i) how co-creation dimensions, previously identified in the literature, are considered in the food tours experience design and contribute to value-creation; and ii) what has changed in terms of experience design and the visitors' experience after the Covid-19 pandemic, and iii) what future strategies are planned to address visitors' needs. The interview was recorded according to the agent's permission. It was later transcribed and content analysis was carried out. The interview was 55 minutes long. The five questions of the interview addressed aspects related to the implementation of co-creation experiences in food tours, especially 'active participation', 'interaction', 'engagement' and 'personalization', identified in the conceptual model of Carvalho et al. (2021b), corresponding to a synthesis of the dimensions 'act/co-production', 'relate', 'escape/engagement', and 'personalization' (Minkiewicz et al., 2014; Pine & Gilmore, 1998; Schmitt, 1999). Content analysis was also used to examine responses.

4.4 Results

4.4.1 Research sample

Based on the available criteria, country of origin and gender, the sample comprised 15% (101) of men and 32% of women (214), with the remaining percentage revealing missing data. Origin countries were diverse, with predominance of the USA (14.8%), United Kingdom (7.3%), Portugal (5.5%), Germany (4%), Canada (4%), and Australia (3%). The number of reviews by tourists from The Netherlands, Switzerland, Ireland, Denmark, Belgium, Spain, Sweden, Brazil and Italy are residual in this sample, while 48.4% did not mention their origin.

The supply agent interviewed is the founder of *Taste of Lisboa Food Tours*, who is a local host interested in providing a distinct gastro-cultural experience to Lisbon visitors. This agent considers that instead of tour guides, she and her co-workers are hosts in their original city who deliver a high-quality experience where history, cultural features and storytelling are explored together with local food and wine products. This agent also defines the profile of the customer they receive as a critical, knowledgeable and curious traveller, who may also be a 'gastronomic explorer'.

4.4.2 Dimensions highlighted in visitors' discourse

Table 10 provides an overall perspective of the representativeness of the co-creation experience dimensions in tourist reviews, indicated by means of the number of references identified in the sample as well as corresponding percentages. All categories were previously established, based on literature review. Besides this, categories related to dimension 'authenticity' and the outcome 'loyalty' – recommendation and revisit intention – emerged from the corpus of analysis and were also included in Table 10. A detailed analysis of data provided in Table 10 is presented in the following subsections.

Table 10. Representativeness of experience dimensions and outcomes based on tourists' reviews

Categories (Experience dimensions)	Frequencies (f)	Percentage of total reviews (%)
Aesthetics/ Sense	623	94,7
Taste	483	73,4
Sight	77	11,7
Ear	30	4,6
Touch	9	1,4
Smell	5	0,8
Other	19	2,9
Feel	443	67,3
Think/ Education	426	64,7
Relate	212	32,2
Authenticity	199	30,2
Personalization	111	16,9
Entertainment	48	7,3
Act/Co-production	38	5,8
Escape/ Engagement	30	4,6
Experience outcomes		
Loyalty	419	63,68
Recommendation	364	55,3
Revisit intention	55	8,4

4.4.2.1 Sensorial experience

Visitors seem to have, above all, appreciated the multisensory environments they experienced in the food tours. Sensorial experiences are particularly rich within the context of tasting. The high food quality – e.g. “all food was extremely fresh” – and its tastiness – e.g. “delicious tastes of Portuguese food” – were frequently enhanced. The variety of local dishes was also pointed out:

“The food that we had was delicious. Wine, olive oil, and ham tasting, salted cod meatballs, roasted carrots, mackerel bruschetta, samosa, cheese tasting, roasted beef sandwich, grilled sausage, fish soup, green wine, egg tarts, sour cherry wine, etc. So much yummy food!” (USA, February 2017)

Tourists’ perspectives also show that the physical environment had a positive impact on the overall food tour experience, as perceived by a combination of senses like sight and taste:

“Although anyone can find information regarding Lisbon, nothing quite compares to the content you can absorb on tour. Going through picturesque neighborhoods, trying Portuguese delicacies like fresh seafood, or outstanding cheese.” (Portugal, June 2015)

The sight experience was frequently referred to in tourists’ discourses, since they mentioned “the magnificent panoramic view of the city” or “some fantastic views” they enjoyed during the tour. The main aspects that tourists retained from hearing were *Fado* – “we got to know *Fado*, the music of Portugal” – or the historical and cultural facts – “we heard so many stories about Lisbon”, “really fascinated to hear of the multicultural origins of Lisbon”. Touch and smell were less identified in visitors’ discourse.

When questioned about how engagement was stimulated along the tours, the agent highlighted the meaningful role of sensorial experiences, for example, through olive oil tasting, where knowledge-transfer is fostered, as well as the promotion of visitors’ reflection about the tasting experience.

4.4.2.2 Emotional experience

Tourists’ appreciation of the food tour experience, frequently mentioned in their discourse, often associated to tasting delicacies, the informal path of the experience and the personalized interaction opportunities, seem to give rise to positive emotions:

“It was a fascinating, unfolding pleasure to discover this residential neighbourhood and its bakeries, tapas bars, brand new winery outlet and literary museum restaurant (... and that delicious soupy rice!).” (UK, December 2014)

Visitors positively expressed how entertained they felt during the food tour due to the local historical aspects they learnt about and that were introduced in a fun, informal and interesting

way by the hosts. Beyond the food and wine tastings, storytelling was a very rich, emotion-loaded part of the experience for tourists, as they reported:

“So interesting, so educational, so entertaining! Our guides had such passion for their country and gastronomy.” (USA, April 2015)

The emotional experience was also implicit in tourists’ discourse, being associated with ‘act/co-production’ activities, namely in the sense of discovery tourists connected to the typical neighbourhoods while walking in the streets of Lisbon. The active discovery of cultural and authentic destination traits was perceived as a ‘highlight’, as observable in the excerpt:

“It was great walking around local neighbourhoods and discovering hidden food spots and areas that you wouldn't know about with their local expertise.” (UK, April 2017)

According to the agent, active participation is also fostered through the dialogue hosts constantly establish with visitors, which contributes not only to make them feel welcome and relaxed but also to add new insights that will enrich the experience. The agent states that visitors “bring a lot of them and their interpretations”, adding value and allowing more personalized and diversified experiences.

4.4.2.3 Relate

Social relationships were an important part of these food tours. According to visitors’ perceptions, the tourists-hosts interaction, as well as the tourists-tourists and tourists-local agents interaction was meaningful. This informal contact was always mentioned as very positive and as having contributed to a very relaxed and fun food tour. Interaction with other tourists seems to have been also enhanced by the tour host and by the way the tour was conducted:

“The tour guide has the ability to transform a tour with a group of people of different nationalities into a tour of friends who meet to discover a traditional neighborhood in terms of its history, culture and gastronomy.” (Portugal, June 2015)

A common element in visitors’ discourse was the crucial role of the tour host and the great relationship established with each other. According to the agent, social interaction and the promotion of a friendly ambience are of utmost importance for the experience, so that visitors may feel welcomed, engaged and entertained. Visitors identified the tour hosts they contacted with and expressed their gratitude for the experience provided:

“The tour guide was very informative, very accommodating and made our first day so memorable.” (May 2017)

Visitors frequently mentioned the tour hosts’ professionalism, their knowledge and their empathy all over the food tour. They were also characterized as enthusiastic about their job, which definitely marked visitors’ experience and contributed to their overall satisfaction:

“Pedro was clearly very proud of his city and in particular the area we explored and he spoke with detail and passion. So much so that we returned today to revisit several of the stopping points.” (Australia, July 2015)

Visitors also referred to the availability of the tour host to share tips and inform them about other local and authentic restaurants they could explore during their stay in Lisbon, which were not promoted in the usual communication channels targeted at tourists, as exemplified next:

“Our guide was wonderful and gave us many great recommendations to do outside of the tour which we also had not read about in tourist info.” (January 2016)

4.4.2.4 Engagement/ Escape

For the agent, engagement is part of the tour hosts’ concerns. The various experiences visitors go through, whether from a sensory (food and wine tasting) or a historical and cultural perspective (drawing attention to details of the destination, such as the visual and aesthetic components of buildings/ urban art), encourage the involvement of travellers through active communication, reflection, and stimulation of a joyful learning process.

Visitors reported the tour host’s role in making them feel involved and part of the destination as well as cognitively and emotionally immersed, as mentioned below:

“More than a tour around the best culinary spots and local food supply, the experience allowed us to be engaged in the history and features of the neighbourhood.” (Portugal, July 2015)

Engagement arouses emotions in both travellers and hosts, and the agent underlines that “food connects and unifies people”, promoting relational and emotional bonds with visitors that may lead to friendship. Although engagement was less frequently mentioned in visitors’ discourse than other dimensions, it assumes a central role in contributing to value co-creation in these experiences.

The human interaction with the local host and the experiencescape also contributed to an engaging experience that also fostered a sense of escapism.

“Taste of Lisboa, a walking food tour that has conquered my soul. It was not only the group or the historic/architecture references, not even the great food we tasted while we're having some nice conversations, but this unique experience is still alive in my mind.” (Portugal, April 2014)

4.4.2.5 Educational dimension

In *Taste of Lisboa* food tours, visitors frequently stressed the educational nature of the experience combined with tasting traditional specialties. Tourists perceived tour hosts, who were also part of the local community, as ‘cultural brokers’, who presented them cultural and historical facts and inside knowledge about local customs, thus contributing to high quality experiences.

“The tour guide was a superb historian and food guide as we spent the afternoon and evening wandering about. The food was outstanding, but her knowledge and insights on Portuguese culture and history added the necessary "spice" to complete the experience.”
(December 2016)

The agent adds that visitors are interested in knowing more about gastronomy and cultural aspects in an entertaining way. According to her, that is why ‘edutainment’ (education + entertainment) is a basic concept of these food tours, working as a distinguishing element of their service.

4.4.2.6 Personalization

One of the positive traits pointed out by some tourists is the flexibility of the tour hosts in personalizing the experiences according to tourists’ needs and preferences, namely regarding food diets and food allergies, health conditions (e.g. pregnant women), or the need to adapt the tour for kids in the group. Some extracts clearly express tourists’ appreciation for the personalized details taken into account. For example:

“I am a vegetarian, and immediately after I booked the tour I got a mail from Pedro. He asked me what I do eat and what I don't, so they could make a menu for me.” (March 2015)

The agent considers personalization is a basic concern of all travellers and all efforts are made to offer authentic and high-quality experiences. As an example she mentions that storytelling is approached from different angles depending on the group profile.

Some tourists also pointed out how lucky they were for having a small-group experience, which allowed them to have a more personalized interaction with the tour host. The preference for “relational beyond informational” personalization is one of the concerns highlighted by the agent, suggesting customized service provision in food tours. This is a relevant aspect for tourists and seems to contribute to their in-depth involvement in the experience. The following excerpt exemplifies this aspect:

“Since it was off-season, the group was very small: we were only three. This I felt very pleasant.” (Germany, January 2017)

According to the agent, the search for private tours in 2021 has increased due to the Covid-19 pandemic, since visitors feel safer to have this experience in a small and ‘familiar’ group. This

aspect provides evidence of a particular concern of visitors, shared by this supply agent, according to which health issues are a priority and should be incorporated in customized experience design.

From the agent's perspective, the only requirement they cannot fulfil relates to vegan visitors, as she refers that eggs and dairy products are crucial in an authentic Portuguese gastronomic experience. For this reason, adaptations are made based on a vegetarian diet, where eggs are included.

4.4.2.7 Authenticity

Identified in several reviews, authentic traits seemed to be significant for tourists in the food tour, not only due to the elements related to typical local dishes, but also the ambience of the streets, the typical neighbourhoods where the walking tour took place, the artefacts in restaurants or the opportunity to have close contact with the locals. The role of the tour host, facilitating this connection with authenticity, was also appreciated, which was underlined in tourists' discourse, as expressed in this example:

"The guide led us through the meandering streets of Lisboa, fusing local street food, artistic boutique gourmet joints, historical wonders, creative shops and Lisbon hidden neighbourhoods." (Thailand, July 2014)

The opportunity tourists had to discover 'off the beaten track' places was extremely welcomed by them. They enjoyed being in non-touristic places and in the same food spots visited by the locals and having the opportunity to "sample what the locals would eat". Other discourse extract reinforce this perspective:

"The tour host guides a tour that includes all the staples of typical Portuguese cuisine while guiding you to the restaurants and shops that the locals frequent." (Ireland, April 2015)

4.4.3 Experience outcome highlighted in tourists' discourse

Tourists positively expressed their perceptions when recommending *Taste of Lisboa Food Tours*. As a post-visit behaviour, it shows how satisfied tourists were with the food tour. Some visitors also said they would recommend this experience since the tips provided by the tour host facilitated a deeper and meaningful stay in the city, and revisit intention also stood out in tourists' discourse, reinforcing the overall satisfaction with the food tour experience.

4.4.4 Co-creation experience design traits in Taste of Lisboa food tours

Experience co-creation is part of the enterprise's strategy to co-create value with other stakeholders and with visitors, also highlighting the assets and authenticity of the experiencescape, as pointed out by the agent:

“We are not the creators, we just consider what exists in the ecosystem, and we work, adjust and adapt too, we don't change anything about our partners' experience, we want to praise/ highlight what they do.”

Figure 10 shows the prevalence of co-creation dimensions of the experience design in *Taste of Lisboa Food Tours*, according to the perspective of the agent, as described in the preceding subsections as a complement to the visitors' perceptions. The dimension 'escape/engagement' is stimulated through strategies that facilitate social interaction ('relate'), the creation of emotional bonds ('feel') between participants activities that also foster sensorial (e.g. food and wine tasting) and aesthetic (e.g. wandering around typical neighbourhoods and enjoying the atmosphere) experiences. Based on the agent's viewpoint, 'act/co-production' is promoted by active communication between tourists and hosts, tourists and the local agents as well as the local community. Besides this, the agent also stressed the role of entertainment to facilitate tourists' cognitive involvement in the experience – leading to 'edutainment' – which seems to foster visitors' learning process. As for 'personalisation', the agent highlighted the importance of adapting the narrative used to the features of the group, as well as of providing visitors with food products that respect their cultural habits, needs and requirements.

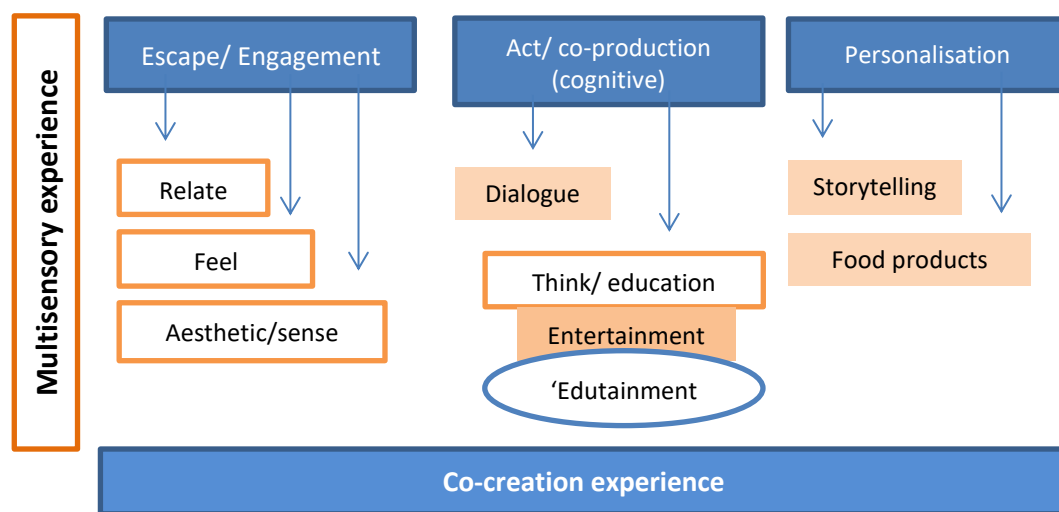


Figure 10. Co-creation experience design traits from the agent's perspective

According to this service provider, the fact that the gastro-cultural tour is led by native hosts, originally from Lisbon, also enhances the sense of authenticity of this experience as part of a credible, high-quality learning opportunity, enriched with relational elements and the tasting of original gastronomic products. She also reinforced that these principles have been considered in the design of experience co-creation since the beginning of the project, until the present moment, although changes have been made as a result of the Covid-19 pandemic.

4.4.4.1 Supply agent's perspective about Covid-19 pandemic response and adaptability

For this agent, the pandemic and the lock-down periods inevitably influenced the gastro-cultural experiences they were used to provide, mainly in terms of dimension of demand (much lower) and of the high quality of the gastronomic offer, mainly due to the fact that diversified small local businesses and eateries closed or had to be repositioned in the market. However, for this agent the future perspectives are positive, since she believes in the regeneration of businesses in the neighbourhood as well as on their ability to preserve its local gastronomic and historical features.

Another change reported was the limit of visitors per group, reduced from 12 to 8 people in order to avoid agglomerations in the food spots and to accomplish the guidelines of the general health department. As a result, private tours have increased, which seems to be highly appreciated by tourists for the sense of security it promotes.

In terms of future adaptations, this agent stated that new experiences are being designed considering tourists' needs and market trends. Sustainable principles within the scope of food production will be part of these experiences, in which zero waste practices, circular economy and high-quality biological products promoting the local food chain will be fostered. These principles are sought to promote not only conscious sustainable practices but also to respond to needs and concerns expressed by visitors while on holidays.

4.5 Discussion

Based on the study results, comprising both the tourists' perceptions of their experience in *Taste of Lisboa Food Tours* and the agent's perspective on co-creation experience design, evidence was found that the co-creation experience dimensions in focus were implicit in tourists' discourse, and that experience co-creation is of fundamental importance in the design of these food tours. It may also be inferred that within this context, value co-creation plays a significant role regarding visitors' satisfaction, memorability, and loyalty.

Analysing the UGC, the dimensions 'aesthetic/sense' (mainly 'taste' and 'sight'), 'feel', 'think/education', 'relate' and 'personalization' stood out, suggesting that co-creation in the food tours was expressive in terms of interaction, emotional and cognitive immersion and personalization from visitors' perspective. Less frequent were references reflecting tourists' 'entertainment', 'act/ co-production' and 'escape/engagement', despite the significant role of these dimensions to the tourist experience (Campos et al., 2015; Minkiewicz et al., 2014; Pine & Gilmore, 1998). In *Taste of Lisboa food tours*, authenticity is part of the essence of the gastronomic tours and tourists appreciated it and perceived it as meaningful in the whole experience (e.g. through tasting local products), which reflects tourists' desire to get to know traditional food as part of locals' lifestyle, as also pointed out in other studies (Correia et al., 2019; Crespi-Vallbona & Dimitrovski, 2016; Huang, Hsu & Chan, 2010; Ko et al., 2018; Seyitoğlu, 2021; Sims, 2009). The frequent reference to Portuguese dishes and their high quality clearly induced

recommendation. Visitors attached great value to authentic experiences, which should be perceived by DMOs as a key element in food tour experiences (Crespi-Vallbona & Dimitrovski, 2016; Di-Clemente *et al.*, 2020; Ko *et al.*, 2018).

Beyond local delicacies, tourists frequently stressed the importance of knowledge transfer in the food tour, mainly fostered by the tour host, which is also in line with the findings of other empirical studies (Brochado, Souto & Brochado, 2021; Crespi-Vallbona, 2021; Huang *et al.*, 2010; Ko *et al.*, 2018; Seyitoğlu, 2021; Terziyska & Damyanova, 2020; Zátori, 2016). The relationship between tourists and the tour host also fostered value creation and contributed to an enriching experience, which should be taken into account by entrepreneurs and DMOs when designing food tour experiences. According to Prayag *et al.* (2020), acquiring in-depth knowledge contributes to tourists' increasing interest in getting involved in co-creative experiences, which was clearly promoted in these food tours. As mentioned by Seyitoğlu (2020), education and entertainment are two important assets of gastronomic experiences. This study confirms, as can be seen in the agent's perspective, that 'edutainment' is part of the experience design, since learning is part of travellers' motivation while on holidays. Moreover, tourists often referred to how they felt amazed and entertained by historical and cultural facts and curiosities in this food tour, also due to the friendly ambiance and relaxing path that characterised the experience. Tourists also revealed that storytelling contributed to their involvement in the experience as well as to memorability (Seyitoğlu, 2020; Terziyska & Damyanova, 2020; Zátori, 2016).

As one of the key dimensions of co-creation experiences, interaction was found crucial to high quality food tours. Tourists positively referred to the relationship with the tour host and the socializing opportunities they had with other tourists, emerging from the food tour experiences. The warm and friendly connections established between the main actors (indeed active co-creators) of this experience highly contributed to tourists' satisfaction and memorability, which confirms the importance of investing in meaningful relationships in such thematic experiences (Richards, 2021; Seyitoğlu, 2021; Sthapit *et al.*, 2019). As enhanced in the literature (Ko *et al.*, 2018; Sthapit *et al.*, 2019), and also in the reported sample excerpts, the food tour host seems to have been a 'cultural broker' and also a facilitator of co-creation experiences, mainly through fostering interaction with and amongst tourists and by engaging them through storytelling about local features and delicacies. Besides, the opportunity of close contact with the local community and local agents was highly appreciated, being also part of the company's strategy. This stresses the relevance of human interaction between visitors and destination stakeholders, when designing food tour experiences. As also perceived in previous studies (Sthapit *et al.*, 2019; Terziyska & Damyanova, 2020), the ambiance of restaurants and the typical neighbourhoods contributed to tourists' involvement and immersion in the unique local context, reinforcing that the *experiencescape* should be understood as a strategic feature of appealing co-creative food tours.

Study findings revealed, indeed, the crucial role of the tour host, enhancing the global destination image through an integrated experience. Through food tours, tour hosts promote local restaurants, symbols of the local identity *per se*, which may be perceived as quite relevant for destination marketing (Seyitoğlu, 2021). Tourists particularly appreciated receiving tips from the

tour host for other potentially 'authentic' destination experiences. This aspect shows that enterprises like *'Taste of Lisboa Food Tours'* can be key agents in promoting the destination, as pointed out in previous studies (Kivela & Crofts, 2006; Sthapit et al., 2019; Widjaja et al. 2020). The professionalism of the tour host during the food tour experience was also highlighted, mainly in terms of knowledge, communication skills, empathy and kindness, all contributing to memorable experiences, which was also confirmed in other authors' findings (Huang *et al.*, 2010; Seyitoğlu, 2020; Terziyska & Damyanova, 2020).

According to tourists' discourse, personalization was another asset of the experience, which is in line with studies where food adaptation to tourists' preferences is enhanced (Kaushal & Yadav 2020; Ko et al., 2018; Seyitoğlu, 2021; Terziyska & Damyanova, 2020). Although traditional Portuguese products were the highlight of this tourist experience, according to tourists' discourse, access to alternative diet options was always considered. This fact shows that, as recommended by the literature (Ko et al., 2018; Li et al., 2020), customers' food diet preferences should be taken into account by supply agents, who should be aware of visitors' religious, health, ecological and lifestyle traits and concerns. Also Kaushal and Yadav's (2020) showed that personalization influences visitors' satisfaction.

In *Taste of Lisboa Food Tours*, this is a requirement always considered and adaptations introduced are based on the ideal of an authentic and high-quality food experience. For this reason, the agent refers that adapting the experience to vegan visitors is a challenging task, since, according to her, the Portuguese diet is not authentic when eggs and dairy products are eliminated, which would distort the essence of the experience. Instead, the enterprise tries to find the best alternatives based on Portuguese products that fit these visitors' diet. These considerations suggest that supply agents should understand and constantly adapt to new trends in food behaviour and preferences amongst travellers in tourist experience design, diversifying their gastronomic offer and not neglecting the experience authenticity.

Another feature connected to personalization, also highly appreciated by tourists, was the customized experience promoted when the food tour group was very small, which was confirmed by the agent as a visitors' preference due to Covid-19 pandemic challenges. The search for private tours has increased, which also contributes to reducing social contact and preventing gatherings.

Although less evident in tourists' discourse, a sense of escape and deep engagement was also present, especially when visitors of *'Taste of Lisboa food tours'* felt part of the destination, as a result of local food tasting, of learning about history and immersing into local culture and ambience of Lisbon's typical neighbourhoods, of contacting with the locals, in slow path and developing a relationship with the tour host. This experience may reflect Pine and Gilmore's (1998) highly immersing and active escapism experience realm. Such more involving and engaging experiences may have a positive impact on tourists' co-creation (Minkiewicz et al., 214; Zátori, 2016), and contribute to a feeling of connection with the destination, satisfaction and loyalty (Brochado et al., 2021; Dixit, 2020; Ko et al., 2018).

Overall satisfaction was frequently reported by participants of this food tour, leading both to recommendation and to revisit intentions. The latter was mentioned by tourists, not only when

referring to future travel plans, but also to the remaining part of the stay in the city. As also highlighted in other studies (Di-Clemente et al., 2020; Seyitoğlu, 2021), tourists' satisfaction made them recommend the food tour experience as a starting point to explore the city. Such recommendation was related to the quality of the food, hospitality, the knowledge and kindness of the tour host and the different places off the beaten track that this food tour offered. Kivela and Crofts (2006) highlight that tourists, whose preferences are met and/ or exceeded, are more willing to return to the destination, which was evident in their empirical study that referred to how positive and satisfying gastronomic experiences can be and may represent a strategic marketing tool to promote a unique destination product. This perspective is also reinforced by the fact that a significant part of the tourists claimed that this food tour experience was critical in influencing them to wish to return to Lisbon in the future.

4.6 Conclusions

The contributions of this exploratory study bring evidence on how value is co-created in *Taste of Lisboa food tours* regarding visitors' perceptions, on how co-creation is part of the experience design according to the supply agent, and on what strategies were pursued by the company to respond to Covid-19 pandemic challenges. In the literature, food tours are an under researched topic, although a few studies focus on the themes resulting from this field, such as customer experience of culinary tourism in New Delhi (Kaushal & Yadav, 2020), the service factors and tourist segmentation of food tours in Korea (Ko et al., 2018) or the understanding of tourists' culinary guided tour experiences in Istanbul (Seyitoğlu, 2021). This study thereby provides a contribution to in-depth understanding of the role and importance of experience co-creation dimensions in a food tour in Lisbon. Apparently, a combination of experience dimensions referenced in theoretical models like those by Pine and Gilmore's (1998) (consumer experience), Schmitt's (1999) (experiential marketing) and Minckiewicz et al. (2014) (tourism co-creation experience) may be used for promoting appealing and memorable co-creative food tour experiences and also contributing to foster loyalty.

Study results indicate that '*Taste of Lisboa Food Tours*' promotes successful co-creative food tour experiences. Regarding tourists' discourse, the very positive tone of their reviews indicates that interactive, engaging, personalized and sensorial experiences were determining factors contributing to their satisfaction. These results are important for marketers and service providers as they show the relevance of giving tourists the possibility of co-creating value while interacting with other tourists, supply agents and local hosts as well as with the unique features of the experiencescape, also revealing the role of co-creative food tour experiences as highly appealing and meaningful holistic destination experiences. The relevance of food tourism experience co-creation became clear through the analysis of tourists' discourse and the perspective of the supply agent, as also found by Okumus (2020), since this paper provides important insights into how these experiences should be strategically planned by DMOs.

This study draws attention to co-creative food tours as strategic and competitive experiences that combine authentic elements of the destinations (food, culture, people and physical surroundings), showing the importance of experience dimensions like personalization, engagement, interaction and senses for promoting appealing, immersive food tourism experiences. Knowledgeable and empathetic tour guides that are hosts in their city, are also confirmed as crucial 'cultural brokers' stimulating such co-creative experiences. These aspects should be taken into account by supply agents and DMOs when designing this kind of experience opportunities as they may represent a sustainable competitive advantage that fosters local identity. Considering several destination stakeholders involved in these experiences, namely tour agents or private companies, local restaurants' hosts and DMOs, networking is also crucial to promote a strong destination image. *Taste of Lisboa Food Tours* clearly shows that this is one of the principles of the company, since they believe that together they are co-creators of value with visitors and contribute to making each other's businesses flourish.

The relevance of adapting to visitors' special needs and preferences in food tours, with which religious, cultural, health or lifestyle issues may interfere, is another topic that supply agents as well as marketers should consider. This study enhances not only visitors' recognition of their appreciation for service customization, but also the strategies used by the company in terms of experience design. The agent recognised the importance of understanding the market, following new trends and fulfilling visitors' needs. Given tourists' appreciation for local food products, as remarkable and distinguishing features of the destination experience (Crespi-Vallbona & Dimitrovski, 2016), it is essential that DMOs and supply agents opt for high quality and local fresh products, contributing not only to fostering local economy and experience value, but also to stimulating sustainable businesses with a lower ecological footprint. Effectively, these insights are part of the future strategies of *Taste of Lisboa food tours*, since their goals are focused on fostering sustainable experiences and on involving visitors in getting to know the food chain.

Digital communication is a privileged way to promote these experiences, mainly on social media and UGC websites, like TripAdvisor, where the eWOM is an effective communication strategy. Regarding the current huge influence of online reviews on tourists' behaviour, supply agents should carefully manage UGC in order to become aware of tourists' perspectives and give them feedback on their reviews. The final aim should be an enhanced long-term relationship between the destination and its markets, due to its contribution to a more sustainable destination development.

One of the limitations of the study relates to the fact that only one UGC website was used to collect tourists' reviews, despite the comprehensive size of the sample. Besides this, the study focus was on a single food tour enterprise. In future research, it would be interesting to consider initiatives of other agents that promote food tours in other Portuguese cities or even in similar foreign destinations, as well as to compare diverse visitors' perspectives (e.g. regarding distinct age groups, nationalities, etc). Future studies should also include in-depth interviews to tourists and supply agents, to add more comprehensive insights into the food tourist experience and its conditioning factors.

References

- Agapito D, Mendes J and Valle, P (2013) Exploring the conceptualization of the sensory dimension of tourist experiences. *Journal of Destination Marketing & Management* 2(2): 62–73.
- Antón C, Camarero C, Laguna M and Buhalis D (2019) Impacts of authenticity, degree of adaptation and cultural contrast on travellers' memorable gastronomy experiences. *Journal of Hospitality Marketing & Management* 28(7): 743–764.
- Barros CP and Assaf AG (2012) Analyzing tourism return intention to an urban destination. *Journal of Hospitality and Tourism Research* 36(2): 216–231.
- Binkhorst E and Den Dekker T (2009) Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management* 18(2-3): 311–327.
- Brochado A, Souto S and Brochado F (2021) Dimensions of Sustainable Tour Experiences. *Journal of Quality Assurance in Hospitality & Tourism* 22(5): 625–648.
- Campos A, Mendes J, do Valle P and Scott N (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism* 21(4): 369–400.
- Carvalho M, Kastenholz E and Carneiro MJ (2021) Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*. DOI: 10.1080/02508281.2021.1948719
- Carvalho M, Lima J, Kastenholz E and Sousa A (2016) Co-Creative Rural Tourism Experiences - Connecting Tourists, Community and Local Resources. In Kastenholz E, Carneiro MJ, Eusébio C and Figueiredo E (eds) *Meeting Challenges for rural tourism through co-creation of sustainable tourist experiences*. UK: Cambridge Scholars Publishing, pp.79-101.
- Choe J and Kim S (2019) Development and validation of a multidimensional tourist's local food consumption value (TLFCV) scale. *International Journal of Hospitality Management* 77: 245–259.
- Correia A, Kim S and Kozak M (2019) Gastronomy experiential traits and their effects on intentions for recommendation: A fuzzy set approach. *International Journal of Tourism Research*, 22: 352–363.
- Crespi-Vallbona M and Dimitrovski D (2016) Food markets visitors: a typology proposal. *British Food Journal* 118(4): 840–857.
- Creswell J (2012) *Educational Research – Planning, conducting and evaluating quantitative and qualitative research* (4th Ed.), USA: Pearson.
- Di-Clemente E, Hernández-Mogollón J and Campón-Cerro A (2020) Tourists' involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism* 23(18): 2319–2332.
- Dixit S (2020) Marketing gastronomic tourism experiences. In Dixit S (ed) *The Routledge Handbook of Tourism Experience Management and Marketing*. New York: Routledge, pp.323–336.
- Duxbury N, Kastenholz E and Cunha C (2019) Co-Producing Cultural Heritage Experiences through Creative Tourism. In Gronau W, Bonadai R, Kastenholz E and Pashkevich A (eds) *E-Cul-Tours-Enhancing Networks in Heritage Tourism*. Roma: Tab edizione, pp.189-205. ISBN 978-88-3152-30-7

- Hall C and Sharples E (2003) The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In Hall C, Sharples E, Mitchell R, Macionis N and Cambourne B (eds) *Food tourism around the world: Development, management and markets*. Oxford: Butterworth-Heinemann, pp. 1–24.
- Henderson J (2009) Food tourism reviewed. *British Food Journal* 111(4): 317–326.
- Huang S, Hsu CHC and Chan A (2010) Tour guide performance and tourist satisfaction: A study of the package tours in Shanghai. *Journal of Hospitality & Tourism Research* 34(1): pp. 3–33.
- Kastenholz E, Carneiro MJ, Marques CP and Lima J (2012) Understanding and managing the rural tourism experience: The case of a historical village in Portugal. *Tourism Management Perspectives* 4: 207–214.
- Kaushal V and Yadav R (2020) Understanding customer experience of culinary tourism through food tours of Delhi. *International Journal of Tourism Cities*. DOI: 10.1108/IJTC-08-2019-0135
- Kivela J and Crofts J (2006) Tourism and Gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research* 30(3): 354–377.
- Ko S, Kang S, Kang H and Lee M (2018) An exploration of foreign tourists' perceptions of Korean food tour: a factor-cluster segmentation approach. *Asia Pacific Journal of Tourism Research* 23(8): 833–846.
- Kozinets RV (2002) The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research* 39: 61–72.
- Li S, Liu Xx, Cai S and Scott N (2021) Vegan tour in China: Motivations and benefits. *International Journal of Tourism Research* 23: 238–252.
- Minkiewicz J, Evans J and Bridson K (2014) How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management* 30(1-2): 30–59.
- Mkono M (2011) The othering of food in touristic entertainment: a netnography. *Tourist Studies* 11(3): 253–270.
- Mkono M, Markell K and Wilsin E (2013) Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism. *Tourism Management Perspectives* 5: 68–74.
- Okumus B (2020) Food tourism research: a perspective article *Tourism Review* 76(1): 38–42.
- Okumus B, Mehraliyev F, Ma F and Mehraliyev M (2021) Intellectual connections in food tourism literature: A co-citation approach. *International Journal of Tourism Research* 23: 220–237.
- Pine J and Gilmore J (1998) Welcome to the experience economy. *Harvard Business Review* 76(4): 97–105.
- Prayag G, Gannon MJ, Muskat B and Taheri B (2020) A serious leisure perspective of culinary tourism co-creation: the influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management* 32(7): 2453–2472.
- Prebensen NK, Vittersø J and Dahl TI (2013) Value co-creation significance of tourist resources. *Annals of Tourism Research* 42: 240–261.
- Richards G (2021) Evolving research perspectives on food and gastronomic experiences in tourism. *International Journal of Contemporary Hospitality Management* 33(3), 1037–1058.
- Quan S and Wang N (2004) Towards a structural model of the tourist experience: an illustration from food experiences in tourism. *Tourism Management* 25: 297–305.
- Schmitt B (1999) Experiential marketing. *Journal of Marketing Management* 15(1-3): 53–67.

- Seyitoglu F (2021) Tourist Experiences of Guided Culinary Tours: The Case of Istanbul. *Journal of Culinary Science & Technology* 19(2): 93–114.
- Seyitoglu F (2020) Tourists' perceptions of the tour guides: the case of gastronomic tours in Instambul. *Anatolia* 31(3): 393–405.
- Sims R (2009) Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism* 17(3): 321–336.
- Sthapit E, Coudounaris D and Björk P (2019) Extending the memorable tourism experience construct: an investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism* 19(4-5): 333–353.
- Taste of Lisboa Food Tours (2021) Experiências gastronómicas e culturais realizadas por Lisboetas – Lisboa, Portugal – Vá aonde os locais vão. Available at: <https://www.tasteoflisboa.com/pt/> (accessed April 2021).
- Terziyska I and Damyanova R (2020) Winescape through the lens of organized travel – a netnography study. *International Journal of Wine Business Research* 32(4): 477–492.
- Thanh T and Kirova V (2018) Wine tourism experience: A netnography study. *Journal of Business Research*, 83: 30–37.
- UNWTO (2017) Second global report on gastronomy Tourism - Affiliate members report: volume sixteen. Available at: http://cf.cdn.unwto.org/sites/all/files/pdf/gastronomy_report_web.pdf (April 2021).
- Widjaja C, Jokom R, Kristanti M and Wijaya S (2020) Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia. *Anatolia* 31(3): 376–392.
- Wojcieszak M and Gazdecki M (2018) Culinary trails as an example of innovative tourists' products. *European Journal of Service Management* 27(1): 357–363.
- World Food Travel Association (2021) What is food tourism? Available at <https://worldfoodtravel.org/what-is-food-tourism/> (April 2021).
- Zátori A (2016) Exploring the value co-creation process on guided tours (the 'AIM-model') and the experience-centric management approach. *International Journal of Culture, Tourism and Hospitality Research* 10(4): 377–395.

Chapter 5 - A co-criação de experiências enogastronómicas: O caso da rota da Bairrada (Co-creating wine and food tourism experiences: The case of rota da Bairrada)¹²

Abstract

O turismo de experiências tem contribuído para uma mudança de paradigma da oferta turística, introduzindo, como fator diferenciador, maior interação e envolvimento com os recursos locais e identitários e a facilitação de experiências memoráveis e imersivas no destino, elementos-chave no domínio da co-criação. Por sua vez, o aumento de visitantes que procuram experiências de enoturismo tem exigido um repensar da estratégia a adotar pela oferta turística, em prol de um desenvolvimento sustentável dos destinos, que deverão afirmar-se pelas suas características identitárias e distintivas. O presente artigo analisa a co-criação de experiências de enoturismo na rota da Bairrada, realçando as dimensões de co-criação decorrentes da perspetiva dos visitantes. Tendo por base um estudo exploratório qualitativo, foram realizadas 22 entrevistas semi-estruturadas a visitantes da rota. Os principais resultados revelam que a interação social, a aprendizagem e o envolvimento desencadeado pela interação com os recursos e comunidade local são dimensões de co-criação pertinentes neste contexto. Por sua vez, a participação ativa teve menor expressividade, de acordo com os visitantes. Os resultados deste estudo contribuem para o delinear de estratégias de gestão e marketing de destinos que visam contribuir para reforçar o posicionamento da oferta de regiões vitivinícolas.

Palavra-chave: Co-criação em turismo, turismo rural, enoturismo, rota da Bairrada

5.1 Introdução

O Turismo de experiências aliado aos vinhos e gastronomia de um destino constitui-se, atualmente, como elemento fundamental para a afirmação de uma oferta competitiva e diversificada dos territórios. Do ponto de vista da investigação, o enoturismo começou a desenvolver-se com particular relevância a partir de meados da década de 90 do século XX (Brochado, Stoleriu & Lupu, 2021; Carmichael, 2005; Cunha, Carneiro & Kastenzholz, 2020; Garibaldi, Stone, Wolf & Pozzi, 2017; Getz & Brown, 2006; Gómez, Pratt & Molina, 2019; Holland, Smit & Jones, 2014), altura a partir da qual surgiram diversos estudos sobre este produto turístico num contexto internacional.

¹² This chapter was published on “Carvalho, M., Kastenzholz, E., & Carneiro, M. J. (2021). A co-criação de experiências enogastronómicas: O caso da rota da Bairrada. *Revista Turismo & Desenvolvimento*, 1(36), 325-339. <https://doi.org/10.34624/rtd.v1i36.10695>”

A produção de vinhos tem apresentado um crescimento significativo, o que contribui para um aumento de produção e crescimento de pequenos produtores (Cohen & Ben-Nun, 2009) e o desenvolvimento económico dos territórios, nomeadamente através do aumento do emprego e da procura turística e da atração de novos investimentos. Por sua vez, aliar esta produção à atividade turística tem permitido um reforço competitivo dos destinos no que concerne à imagem e posicionamento dos territórios, particularmente das áreas rurais onde a produção de vinhos tem lugar (Inácio & Cavaco, 2010). A definição de enoturismo não encerra um entendimento uniforme, pelo que se poderá definir o conceito, e de acordo com Hall et al. (2002, p. 3), como “a visita a vinhas, adegas, festivais vinícolas, no âmbito dos quais a prova de vinhos e/ou o experimentar os atributos da região vitivinícola são a principal motivação dos visitantes”. Esta definição não esgota a experiência de enoturismo na tradicional prova de vinhos e visita às adegas, contemplando também os recursos endógenos dos destinos como elementos distintivos e diferenciadores dessa experiência. O reforço dos elementos históricos e culturais e a preservação da cultura e produção locais, assim como da paisagem e da qualidade dos vinhos são também contemplados pelo enoturismo (Cunha et al., 2020; Garibaldi et al., 2017).

Apesar do reconhecimento atribuído ao enoturismo, constata-se que as atividades tradicionais desenvolvidas, nesse âmbito, carecem ainda de estratégias que promovam a interação e maior envolvimento dos turistas no decorrer da experiência. De facto, as provas de vinhos, a visita a caves e vinhas e a transferência de conhecimento acerca das tradições e cultura locais associadas à produção de vinho são cruciais no contexto da experiência turística (Brochado et al., 2021). No entanto, o papel central do consumidor na experiência enoturística, enquanto co-produtor dessa experiência, revela-se ainda pouco difundido. Apesar de a oferta turística contemplar, de forma crescente e significativa, o envolvimento e participação ativa do consumidor, os estudos empíricos sobre experiências de co-criação em enoturismo, retratados na literatura, são escassos. A pertinência da temática sugere, como necessidade de investigação futura, o desenvolvimento de estudos que reflitam acerca da perceção da importância da co-criação como fator diferenciador na facilitação de experiências de enoturismo memoráveis e envolventes, que contribuam para o reforço da competitividade dos destinos. O estudo empírico apresentado neste artigo encontra-se inserido no projeto de investigação Twine¹³, o qual pretende estudar a cocriação de experiências turísticas numa perspetiva integrada do destino em três rotas de enoturismo em áreas rurais, nomeadamente a Rota da Bairrada, do Dão e da Beira Interior, localizadas entre o litoral e o interior da região Centro, em Portugal.

Tendo por base uma abordagem qualitativa, este artigo visa contribuir para um melhor entendimento acerca da importância e identificação das melhores abordagens de facilitação de contextos de co-criação em experiências de enoturismo. Para tal, e a partir da realização de entrevistas semiestruturadas a visitantes da rota da Bairrada, foram identificados, no discurso, os elementos correspondentes às dimensões de co-criação resultantes da experiência vivida por estes consumidores no destino, o que contribuiu para um entendimento aprofundado das

¹³ Este artigo é um resultado parcial do projeto de investigação TWINE - PTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259, financiado pelo FEDER, através do COMPETE 2020 - Programa Operacional Competitividade e Internacionalização (POCI), e por fundos nacionais (OPTDC/GES-GCE/32259/2017 -E), através da FCT/MCTES

características da experiência turística, assim como para a identificação de aspetos a considerar numa perspetiva de inovação e melhoria do destino. O presente artigo contempla, numa primeira parte, a revisão de literatura sobre a cocriação de experiências e o enoturismo; de seguida os resultados do estudo, assim como a metodologia adotada, a caracterização do território e os dados obtidos a partir da realização de entrevistas; e, por fim, as conclusões e implicações do estudo.

5.2 Contextualização teórica

5.2.1 A co-criação de experiências em turismo

O conceito de co-criação tem sido alvo de estudo no contexto académico em diferentes áreas de conhecimento. Transversalmente, a co-criação relaciona-se com o envolvimento ativo dos consumidores com as organizações (Prahalad & Ramaswamy, 2004; Prebensen & Dahl, 2013), o que contribui para o processo de criação de valor. Na atividade turística, a co-criação assume maior importância e realce no contexto da economia de experiências. Pine e Gilmore (1998) sugerem que a transição de uma economia de serviços para uma economia de experiências proporciona a construção de memórias positivas via experiências de consumo. Os autores apresentam um modelo constituído por quatro dimensões – educacional, escapista, estética e entretenimento – considerando a experiência de consumo como multidimensional. Neste contexto, o consumidor, assumindo um papel central, valoriza um maior envolvimento na experiência assim como a personalização da mesma, procurando desempenhar o papel de co-produtor, aspeto que tem vindo a ser reforçado na atividade turística nos últimos anos (Binkhorst & Dekker, 2009; Campos, Mendes, do Valle & Scott, 2015). A co-criação é, assim, realçada como um elemento facilitador de experiências, que proporciona maior envolvimento e cria particular valor para o consumidor (Almeida & Campos, 2020; Pine & Gilmore, 1998). Campos et al. (2015, p. 20) referem que os turistas são vistos como “criadores e atores” e procuram a vivência da cultura e identidade locais através de experiências aprofundadas no destino (Carvalho, Lima, Kastenholtz & Sousa, 2016; Kastenholtz, Carneiro, Marques & Lima, 2012). A cocriação de experiências pode, então, ser entendida como “o conjunto de acontecimentos de âmbito psicológico aos quais o turista é sujeito quando contribui ativamente, através da participação física e/ou mental, em atividades, e quando interage com outros no contexto da experiência” (Campos et al., 2015, p. 23). Neste estudo exploratório, foi adotada a definição de co-criação sugerida por Campos et al. (2015), uma vez que os autores reforçam a pertinência de se considerar o ambiente como parte integrante da experiência de co-criação no destino, aspeto considerado no contexto territorial do estudo em análise.

Tendo por base a revisão de literatura, foram identificadas as seguintes dimensões de cocriação de experiências em enoturismo: ‘interação social’ (Huang & Choi, 2019), ‘educação/aprendizagem’ (Antón, Camarero & Garrido (2018), ‘envolvimento’ (Minkiewicz, Evans & Bridson (2014) e ‘participação ativa’ (Campos et al. (2015, p. 24), cujas características são apresentadas de seguida:

- (i) A 'interação social' implica o contacto entre turistas e diferentes atores do destino, nomeadamente agentes da oferta, o grupo de viagem, outros visitantes e a comunidade local. Huang e Choi (2019, p. 19) consideram que a interação social facilita o “processo interativo e de co-criação de valor através de ideias, pensamentos e sentimentos sobre a experiência turística partilhada”. É também reforçada a vivência de uma experiência turística enriquecida do ponto de vista “cognitivo, comportamental, emocional, social e psicológico”, uma vez que os turistas criam valor neste processo interativo (Huang & Choi, 2019, p.19);
- (ii) No que concerne à 'educação/ processo de aprendizagem', e de acordo com Antón et al. (2018, p. 1408), a dimensão educativa remete para “os resultados intelectuais da experiência, sendo estes a aprendizagem, a aquisição de informação ou o aumento de conhecimento”. Para Brochado et al. (2021), a prova e a harmonização de vinhos durante a refeição em restaurantes locais são atividades de enoturismo que contemplam maioritariamente a componente educacional e de aprendizagem. Os contextos de aprendizagem podem também ser extensíveis a adegas que disponibilizam seminários de produção de vinho e workshops de culinária, reforçando-se as parcerias entre chefs e produtores locais, assim como a transferência de conhecimentos entre agentes da oferta e turistas (Quadri-Felitti & Fiore, 2013; Thanh & Kirova, 2018);
- (iii) Na co-criação de experiências, o 'envolvimento' surge como um dos aspetos fulcrais, uma vez que remete para a imersão do visitante no contexto social e cultural do destino. Por sua vez, as características físicas únicas e distintivas dos territórios reforçam o envolvimento pessoal e contribuem para a criação de valor e maior significado da experiência (Almeida & Campos, 2020; Minkiewicz et al., 2014);
- (iv) Campos et al. (2015) entendem a 'participação ativa' sob duas perspetivas: por um lado, o envolvimento dos visitantes em atividades de domínio físico e cognitivo, em que as aptidões e os recursos pessoais são promovidos; por outro, a pertinência das relações entre os diferentes intervenientes, as quais podem ser de natureza emocional, social ou decorrentes da transferência de conhecimento proporcionada pela experiência.

5.2.2 A co-criação em experiências enogastronómicas

Enquanto produto turístico, a gastronomia e vinhos pode afirmar-se como um elemento-chave e diferenciador da oferta de um destino pela sua ligação à agricultura e produção locais, aos elementos históricos e culturais e pela revitalização económica e social que proporciona e que pode contribuir para o desenvolvimento dos territórios (Carmichael, 2005; Inácio & Cavaco, 2010). O entoturismo, enquanto experiência sensorial apelativa, congrega elementos identitários diversificados, desde as características de terroir, de uma 'paisagem cultural', esteticamente apelativa que contempla fatores culturais, físicos e socioeconómicos particulares (Bruwer, Prayag

& Disegna, 2018; Holland et al., 2014), como também a gastronomia e culinária locais, as tradições e estilos de vida e os elementos patrimoniais dos destinos (Novo, Osorio & Sotomayor, 2019). Como elemento identitário dos territórios, a gastronomia é cada vez mais reconhecida como um componente de valor da viagem dos visitantes e um veículo de promoção da cultura local de um destino. Como fator de motivação principal ou secundário, a gastronomia é um elemento distintivo que contribui para a criação de experiências autênticas e memoráveis (Richards, 2002). Além disso, é responsável pela divulgação de práticas culinárias e promoção da autenticidade dos produtos locais ao mesmo tempo que promove a preservação do património alimentar, de estilos de vida e identidade locais (Salvado & Kastenholtz, 2017). As características gastronómicas e vitivinícolas regionais contribuem, efetivamente, para a imagem de prestígio dos destinos.

Reconhece-se que, em territórios de enoturismo, os turistas procuram contextos de maior envolvimento no ambiente cultural e/ou físico da produção de vinho através de atividades com esse âmbito relacionadas, nomeadamente a prova de vinhos, a aquisição de conhecimento específico e o usufruto das características autênticas da paisagem (Cohen & Ben-Nun, 2009; Cunha et al., 2020; Garibaldi et al., 2017; Gu, Qiu, King & Huang, 2020). É, por isso, relevante considerar que um maior envolvimento promovido por experiências de co-criação em enoturismo poderá integrar a estratégia diferenciadora dos destinos, revelando-se, por isso, fundamental compreender as especificidades deste produto experiencial, tendo em vista o reforço competitivo dos territórios (Bruwer et al., 2018; Gu et al., 2020).

Vários estudos têm demonstrado a pertinência de se considerar a oferta de enoturismo numa perspetiva integrada do destino, que não se encerre na prova de vinhos e visitas a vinhas e adegas (Bruwer et al., 2018; Cohen & Ben-Nun, 2009; Getz & Brown, 2006; Kastenholtz & Carneiro, 2018). Efetivamente, a experiência de enoturismo tem vindo a ganhar novos contornos e a suscitar a integração de elementos identitários do destino que poderão contribuir para a sua unicidade. Tal como sugere Peters (1997, p. 124), o conceito de winescape contribui para um entendimento integral do destino, uma vez que remete, precisamente, para a singularidade da paisagem cultural e vitivinícola, proporcionada pela “combinação do envolvente natural com as vinhas, adegas e atividades de apoio necessárias à produção moderna”. Este autor considera que o ambiente, o contexto, as características culturais e gastronómicas do destino, assim como as variedades de vinho locais são elementos que fazem parte da experiência de enoturismo. De acordo com Cohen e Ben-Nun (2009), a visita ao destino, que promove a fruição da paisagem e dos seus recursos identitários, deverá ser contemplada neste tipo de experiência. Desta forma, o património histórico, arquitetónico e natural, assim como as tradições, costumes e estilos de vida deverão ser elementos a considerar na oferta de um destino de enoturismo (Inácio & Cavaco, 2010). No estudo empírico apresentado neste artigo, é adotada esta perspetiva integrada do destino, pelo facto de se pretender analisar uma experiência enriquecida e completa, na qual todos os elementos culturais e naturais contribuem para o carácter diferenciador da experiência disponibilizada.

Tendo por base um estudo desenvolvido em Washington D. C. e Austrália, Getz et al. (1999) sugerem que alguns dos fatores-chave de sucesso na oferta de experiências de enoturismo

memoráveis contemplam rotas/ trilhos ligados ao vinho, a gestão adequada do marketing turístico do destino, uma imagem consistente deste produto, a organização de festivais de vinho e eventos relacionados, a existência de restaurantes de qualidade superior e restaurantes gourmet. Os territórios com potencial para o desenvolvimento de enoturismo podem ainda reforçar a sua vantagem competitiva através de elementos distintivos como a localização, a qualidade da experiência disponibilizada, as características da paisagem, o envolvente paisagístico, a hospitalidade (Novo et al., 2019), o fator educacional e a novidade na experiência (Saymann & van der Merwe, 2015). Para além destes aspetos, um esforço conjunto de produtores e agentes da oferta do destino deve ser impulsionado. O trabalho em rede entre os stakeholders do destino, nomeadamente os agentes da oferta e planeamento, os turistas e a comunidade local, assume-se como crucial para uma experiência de enoturismo distintiva (Getz & Brown, 2006). Neste sentido, Salvado e Kastenholz (2017) sugerem um modelo do 'Ecosistema Enoturístico' que realça a pertinência de se apostar no trabalho em rede entre os stakeholders dos enodestinos e na inclusão dos recursos territoriais no design de experiências turísticas sustentáveis, tendo em vista a competitividade dos territórios.

Para além destes aspetos, a importância de se reconhecer a diversidade de motivações do mercado de enoturistas é fundamental, uma vez que a valorização e interesse em contextos de aprendizagem sobre vinhos, convívio, passeios no contexto rural ou relaxamento (Bruwer et al., 2018; Carmichael, 2005; Cunha et al., 2020; Getz & Brown, 2006) podem sobrepor-se e até substituir a prova e degustação de vinhos enquanto motivação da visita ao enodestino.

A co-criação em experiências enogastronómicas pressupõe um maior envolvimento e participação ativa dos visitantes, não só em termos de atividade física (Campos et al., 2015; Huang & Choi, 2019), como também através de um envolvimento psicológico e emocional (Antón et al., 2018; Brochado et al., 2021; Minkiewicz et al., 2014; Quadri-Felitti & Fiore, 2013). De acordo com Brochado et al. (2021), perante o reconhecimento de que as experiências em turismo são multissensoriais, é premente que os gestores de destinos apostem numa oferta que estimule os sentidos, contribuindo, desta forma, para uma experiência enriquecida e memorável (Pine & Gilmore, 1998). A temática da complexa experiência co-criativa em enoturismo tem sido pouco estudada no contexto académico, motivo pelo qual este estudo exploratório pretende identificar as principais dimensões de co-criação de experiências a partir da perspetiva da procura e identificar aspetos e padrões que possam contribuir para desenvolver estratégias de marketing experiencial que visam uma maior competitividade dos enodestinos.

5.3 Metodologia

O presente estudo contempla a análise de diferentes dimensões da co-criação de experiências identificadas na literatura que se consideram relevantes para um melhor entendimento de experiências enogastronómicas. Da revisão de literatura resultaram as dimensões 'interação social (Huang & Choi, 2019), 'processo de aprendizagem' (Antón et al., 2018), 'envolvimento' (Minkiewicz et al., 2014) e 'participação ativa' (Campos et al., 2015).

Reconhecendo a limitação do número de estudos empíricos cuja abordagem seja orientada para a co-criação de experiências enogastronómicas em destinos vitivinícolas, este artigo contempla um estudo de caso exploratório de base qualitativa, a partir do qual se pretende reunir informação detalhada que contribua para um entendimento reforçado das especificidades da experiência enogastronómica vivenciada pelos visitantes numa região de enoturismo, assim como do potencial de desenvolvimento deste tipo de turismo num contexto de co-criação de experiências. De seguida, é apresentado o contexto de estudo, os instrumentos selecionados e o processo de recolha de dados.

5.3.1 O caso da rota da Bairrada

A Rota da Bairrada foi criada numa região demarcada de produção de vinho, que se localiza na Região Centro de Portugal (Figure 11), contemplando 8 municípios: Mealhada, Águeda, Anadia, Aveiro, Cantanhede, Coimbra, Oliveira do Bairro e Vagos. Tendo por base uma organização sem fins lucrativos, a Associação Rota da Bairrada data de 2006 e tem como missão promover e valorizar as atividades vitivinícolas na Bairrada assim como o desenvolvimento de produtos turísticos diversificados e específicos da região (Rota da Bairrada, 2019). A associação é constituída por diversos intervenientes deste território, nomeadamente produtores de vinho e agentes da oferta, planeamento e desenvolvimento, os quais desempenham um papel primordial no desenvolvimento turístico do destino e contribuem para a diferenciação dos produtos turísticos identitários. Para além das características de castas autóctones e terroir únicas e distintivas, os recursos culturais e naturais valorizam e realçam a oferta da região e contribuem para o enriquecimento de uma experiência de enoturismo que se pretende afirmar como diferenciadora e competitiva no contexto nacional.

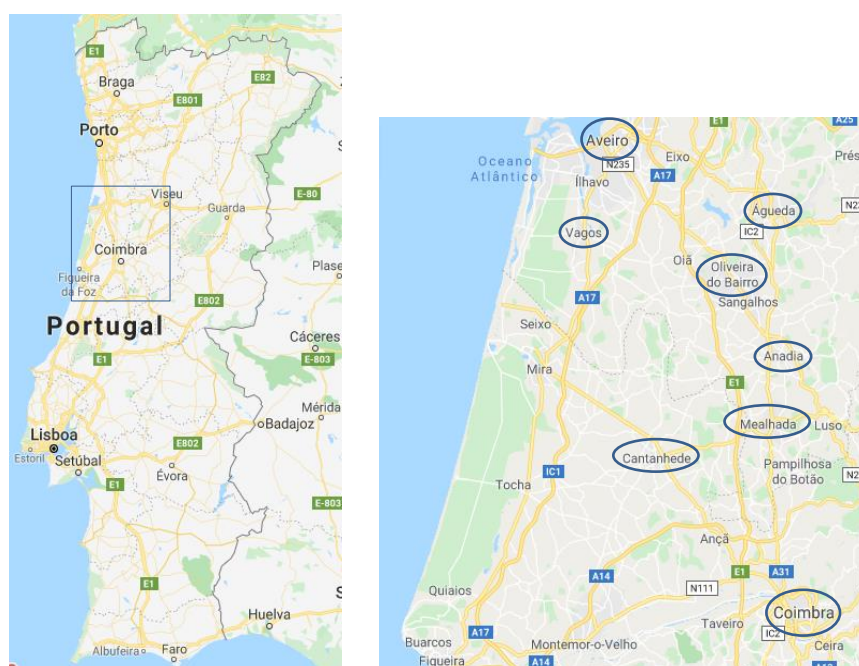


Figure 11. Identificação dos 8 municípios pertencentes à rota da Bairrada

Fonte: Google maps (2019)

5.3.2 Recolha e análise de dados

A recolha de dados na região da rota da Bairrada decorreu de maio a outubro de 2019 com o objetivo de compreender a perspetiva dos visitantes acerca da experiência turística vivida nesta região de enoturismo. A realização de entrevistas semi-estruturadas foi feita a visitantes na região da Bairrada que estivessem de passagem ou pernoitassem na região, tendo-se optado por uma amostragem por conveniência, procurando-se contudo uma abordagem que permitisse a identificação de situações diversas, refletindo igualmente contextos de viagem distintas, tanto incluindo a perspetiva de mercado nacional como internacional, de turista na região ou de excursionista, tanto em contexto de adegas como fora dele, i.e. reportando-se sobretudo a uma experiência de terroir. Neste contexto territorial, foram identificados os agentes da oferta pertencentes à rota, assim como os respetivos locais onde a realização das entrevistas poderia ser mais apropriada, mediante autorização prévia dos agentes da oferta. A loja da Associação da Rota da Bairrada, a unidade de alojamento Quinta de São Lourenço e o estabelecimento do produtor Luís Pato foram os locais onde se realizaram as entrevistas. Tendo em conta a diversidade da procura turística na região, do ponto de vista dos mercados de origem, as entrevistas realizadas decorreram em português e inglês.

Os guiões de entrevista foram elaborados tendo por base a revisão de literatura sobre a experiência em turismo e, posteriormente, revistos pelos investigadores do projeto TWinE e validados por peritos. As entrevistas foram realizadas por investigadores do projeto.

A amostra é constituída por 22 visitantes (14 turistas e 8 excursionistas), a quem foram aplicadas entrevistas com o intuito de compreender a perceção individual acerca da experiência de enoturismo, no geral, e em particular na rota da Bairrada, aferindo-se a relevância dos recursos culturais e naturais identitários na experiência vivida, assim como os aspetos a melhorar na rota. As entrevistas foram gravadas, posteriormente transcritas e sujeitas a um processo de análise de conteúdo. Nesta fase, foi feita uma categorização do discurso dos entrevistados em prol de uma melhor compreensão e análise da informação obtida.

5.4 Resultados

5.4.1 Enogastronomia e co-criação de experiências na Bairrada

De acordo com as características de perfil dos visitantes apresentadas na Figure 12, é possível aferir que a maioria dos entrevistados (N=22) são turistas que se encontravam numa viagem de lazer e férias (N=20) ou a visitar familiares e amigos (N=2). Parte dos inquiridos são excursionistas (N=8). Os visitantes têm entre 21 e 74 anos (N=5 entre 21 e 29, N=9 entre 32 e 49 e N=8 entre 54 e 74) e predominam os visitantes do género feminino (N=13). A grande maioria dos inquiridos exerce uma profissão (N=16) e concluiu o ensino superior (N=16). O número de visitantes de origem internacional (N=19) sobrepõe-se ao dos visitantes portugueses. Destaque ainda para os visitantes brasileiros (N=5), suíços (3), norte-americanos (3), franceses (3) e belgas (2), encontrando-se ainda, na amostra, visitantes da Lituânia, Alemanha e Hungria.

Género	feminino	13
	masculino	9
Residência	Portugal	3
	Estrangeiro	19
Grupo de viagem	Individual	2
	Casal	1
	Grupo	19
Tipo de visitante	Turista	14
	Excursionista	8

Figure 12. Caracterização do perfil dos visitantes

A maioria dos entrevistados demonstra interesse pela prova e procura de conhecimentos sobre vinhos e gastronomia dos destinos quando viajam. Quando questionados sobre o significado de enoturismo, os visitantes referem diversos aspetos, desde a diferenciação da identidade dos vinhos, história, características culturais e regionais, a qualidade e distinção – “Wine is a way of art, too, and needs to be explored and known, it's also a feature of culture” (RB_V2) – ao processo de produção de vinhos, à paisagem característica, à arquitetura das adegas, ao estilo de vida regional, à gastronomia e aos recursos culturais do destino que são percecionados como parte da experiência ligada aos vinhos. A dimensão educacional da experiência em enoturismo é também destacada:

“Learning how each winery makes wine differently, every winery has a story and has a philosophy and a point of view and the romance behind, the history of every winery... it's also very educational” (RB_V14).

A grande maioria dos visitantes faz menção ao facto de apreciar, igualmente, vinhos no seu dia-a-dia. Metade da amostra visita a Bairrada tendo como principal motivação o vinho. Já para parte dos visitantes (N=8), a principal motivação é o cicloturismo na região. Para estes o vinho assume um carácter secundário na experiência, apesar de os mesmos reconhecerem a sua relevância como elemento identitário da Bairrada.

No que diz respeito aos aspetos mais atrativos na região, os entrevistados destacam, na sua maioria, o vinho e a gastronomia, assim como a qualidade de ambos, com particular incidência para o vinho espumante e o leitão, a chanfana e o bacalhau, as sobremesas e doces típicos da região. A paisagem é igualmente referenciada como atrativo. Estes elementos são também destacados, pelos inquiridos, como fazendo parte dos mais típicos da região. Neste âmbito, os visitantes mencionam também a baga bical, a história e origem dos vinhos, a paisagem verde das vinhas, a arquitetura dos edifícios e as flores como elemento decorativo das casas. A simpatia e acolhimento da comunidade local e dos agentes da oferta são também exaltados pelos visitantes como aspetos atrativos e mais típicos da região:

“Let me tell you, people here are marvellous! They are so friendly and nice. Even if they can't speak English they try to help and communicate.” (RB_V6)

“The people... they are extremely open, very funny sometimes, a lot of humour, not afraid to talk, very friendly.” (RB_V8)

A interação social faz parte da distinção e unicidade da experiência enogastronômica vivida pelos visitantes na Bairrada. Estes mencionam frequentemente as interações simpáticas, amistosas, calorosas e autênticas com os agentes da oferta, produtores e comunidade local como determinantes para uma experiência imersiva e identitária na cultura da região e como forma de compreender a unicidade dos vinhos locais. Destaque para a interação com o guia, staff e produtores locais, como componente-chave da experiência:

“As pessoas são sem dúvida uma referência e um atrativo muito grande [...] ir a um lugar e conhecer a fundo a adega ou quem é o enólogo da adega, conhecer as pessoas... hoje mesmo a experiência de fazer a vindima e conhecer um senhor que trabalha aqui desde que era menino [...] acho isso importante.” (RB_17)

Os visitantes realçam a simpatia e hospitalidade dos locais, mesmo quando a barreira linguística se faz sentir: “Locals are friendly, always ‘bom dia’ and are always polite.” (RB_V19), “I was surprised almost nobody speaks English so we can't really talk, but everybody is so friendly and open.” (RB_V8)

Por sua vez, e remetendo para a interação estimulada pelos guias e staff das adegas, dois visitantes mencionaram o facto de, por vezes, a barreira linguística não permitir um maior entendimento entre as partes. No entanto, quando existe maior facilidade para um diálogo multicultural, a troca de conhecimentos é reforçada.

Um dos visitantes destaca ainda a criação de valor decorrente da participação nas vindimas, num produtor local na região, principalmente pela proximidade calorosa que é proporcionada. A propósito desse contacto, o visitante refere:

“Pessoas simples, mas extremamente acolhedoras que deixam sempre muito à vontade e querem ajudar e oferecer algo...” (RB_V16)

Como principais atividades associadas à experiência turística que reforçam a participação ativa, os visitantes destacam as provas de vinhos, as visitas às adegas e caves da região e a prática das vindimas. Particularmente em contexto de adega, um dos visitantes menciona a importância de se promoverem experiências interativas que permitam um maior envolvimento em contextos de aprendizagem, para que a experiência saia reforçada:

“I think it's nice and again a ludic way to approach culture rather than sitting around and listen someone talk that is interesting but you don't get involved that much in the experience.” (RB_V2)

Apesar de se verificar uma menor evidência da participação ativa no discurso dos inquiridos, este visitante menciona ainda uma experiência pertinente que vivenciou na região, em que a interação permitiu a transferência de conhecimento entre o guia e os participantes, levando-os a participar ativamente na experiência:

“I did some craftwork in some producers. For example, in São Domingos, we saw the working machine [...] and this was really interesting... Something I never saw before, never knew... and it was nice to see and be able to touch the materials, to see how it works... It's something simple, just to put a cork in a bottle, but it's nice to do.” (RB_V2)

A harmonização entre gastronomia e vinhos é igualmente referenciada pela proximidade de contacto proporcionada entre os visitantes e o staff das adegas e produtores locais, sendo este um elemento altamente valorizado pelos inquiridos na vivência de uma experiência mais autêntica e única. De acordo com os mesmos, é importante estimular o contacto entre as partes assim como a troca de conhecimentos, experiência também educacional. A propósito do storytelling como parte da experiência enogastronómica vivida, dois dos visitantes internacionais destacam o papel do produtor local como crucial para uma contextualização histórica mais rica, um maior envolvimento dos visitantes na experiência e para a intensificação da sua autenticidade:

“Their history and how they do it, they told us the whole history of the buildings and of the land and also what they are doing, how they are handling the grapes, what they put in it, for how long, everything, so, we know the hard work.” (RB_V13)

“As Americans our history goes back not many generations. Today we talk about his family's winery [Produtor Luís Pato] and being in generations... we don't have that, so it's really fascinating to us, this winery... his great-great-great grandfather started.” (RB_V14)

Destaque também para a degustação de vinhos, as visitas às vinhas e até piqueniques realizados neste contexto paisagístico. Os percursos pedestres, caminhadas e ciclismo na região são frequentemente mencionados como parte da experiência vivida na Bairrada. O cicloturismo, em particular, é a principal motivação de viagem de visitantes europeus provenientes da Suíça, Alemanha, França e Bélgica (N=8), no âmbito da amostra. Neste contexto, a co-criação da experiência faz-se notar no contacto próximo e na interação dos visitantes com os recursos naturais, com destaque para as plantas e árvores autóctones e as características da paisagem, com valorização estética, nomeadamente pela disposição das vinhas e o tom verde que se destaca. Para estes visitantes, a riqueza da experiência na Bairrada reside no facto de poderem interagir com a paisagem e elementos identitários da região, assumindo o vinho um destaque secundário na experiência, ainda que altamente valorizado pela grande maioria dos entrevistados.

A aprendizagem é frequentemente mencionada como importante para um melhor entendimento dos vinhos e gastronomia da região, particularmente quando a transferência de conhecimento se concretiza entre os visitantes e os produtores locais e staff das adegas. Os visitantes destacam diferentes atividades que estimulam a aprendizagem, nomeadamente a participação ou visualização do processo de produção de vinho, a prova de vinhos, as visitas às caves e adegas:

“[In Quinta do Encontro] During the visit [...] they said that there is an innovation technology to keep the temperature of the wine... the network that brings the cold water... I didn't know it works like this.” (RB_V10)

Na perspectiva de um dos visitantes, o destaque de aprendizagem relaciona-se com o conhecimento aprofundado ao nível da harmonização dos vinhos e gastronomia:

“Here in Bairrada I learnt more how to drink wine with fish and now I prefer to eat fish with good wine instead of eating fish alone, for example.” (RB_V2)

A relação dos elementos da paisagem vitivinícola à história e cultura identitária da região que lhes é transmitida em diversos contextos de visita é também apreciada e valorizada:

“The importance of cooperation and the loyalty to the tradition... I mean the sparkling wine is the most famous product in the region and they are always working on how to make it more interesting, how the visitors can get more information about this wine and about this region.” (RB_V11)

A experiência de enoturismo na Bairrada é vivenciada de forma mais imersiva devido ao maior envolvimento resultante da interação e contacto próximo com os stakeholders do destino, assim como com os recursos locais identitários. De acordo com os visitantes, a cultura local e a história assim como a gastronomia, que se caracterizam como autênticas e únicas, são elementos cruciais para uma experiência mais envolvente. De acordo com um dos visitantes, a interação na experiência de enoturismo vivida num dos produtores locais contribuiu para uma maior satisfação:

“In Quinta do Encontro it was more involving and interesting for me [...] I prefer the experience more involving, like where we can taste, we can see, we can touch.” (RB_V10)

A imersão no destino é, igualmente, percecionada por dois visitantes que vivenciaram a experiência das vindimas num dos produtores da região, dando destaque não só à simplicidade e autenticidade da experiência como também ao significado pessoal decorrente dessa vivência:

“Um momento de reflexão pessoal [...] mais do que você fazer uma visita de degustação em que você está sempre com as pessoas... então surpreende do ponto de vista de ser diferente e também de não ser aquela coisa muito turística [...] estar junto com o pessoal, almoçamos com eles, então não tinha nada voltado para a gente, pelo contrário, então foi interessante por isso.” (RB_V17)

A gastronomia é um componente da experiência altamente valorizado e frequentemente mencionado, não só como parte identitária da experiência de enoturismo, mas também como retrato da cultura e identidade dos destinos. Os visitantes referem amplamente o interesse pela gastronomia local no contexto de férias e especificamente na Bairrada. Destaque para pratos tradicionais como o leitão e o cabrito, doces, particularmente, ovos-moles, doce de amêndoa e outras doçarias da região e frutas da época ou frutos secos, como as castanhas. Para além de a gastronomia ser considerada um dos elementos mais típicos e atrativos da região, os visitantes afirmam que a satisfação global da visita foi influenciada pela experiência gastronómica neste destino, também responsável pelo despertar de emoções positivas:

“All the wonderful food and the traditional food and the combination of things together... really enjoyed having a full understanding of what local food is.” (RB_V13)

Quando questionados sobre o seu interesse no envolvimento em experiências gastronómicas, como workshops ou tours gastronómicos em destinos de enoturismo, os visitantes revelam, na sua maioria, interesse por estas experiências, o que reforça a atratividade da gastronomia em contexto de férias.

5.5 Conclusão

Os resultados deste estudo empírico contribuem para realçar a importância da promoção de experiências enogastronómicas imersivas e memoráveis nos destinos através da interação com os diferentes stakeholders, e com os recursos e histórias do território, confirmando-se o papel central dos visitantes como co-criadores da sua experiência.

As dimensões ‘interação social’, ‘oportunidades de aprendizagem’ e ‘envolvimento’ destacam-se no discurso dos visitantes entrevistados. Tendo por base a perspetiva da experiência integrada dos visitantes, a interação social com diferentes intervenientes no destino é amplamente valorizada, com destaque para os guias e comunidade local, aspeto reconhecido como fundamental para a criação de valor em experiências imersivas na cultura local (Huang & Choi, 2019; Prebensen & Dahl, 2013). Por sua vez, a relevância da interação nas experiências e a atribuição de um papel central ao visitante, sendo este mesmo considerado coprodutor da sua experiência, é reconhecida neste estudo. Os inquiridos realçam a pertinência de se promoverem experiências mais interativas, em que os visitantes possam participar de forma ativa, sentindo-se, assim, mais envolvidos e no âmbito das quais se promovam contextos de aprendizagem. Estes aspetos são corroborados por diversos autores, em diferentes estudos (Almeida & Campos, 2020; Binkhorst & Dekker, 2009; Campos et al., 2015; Carvalho et al., 2016; Kastenzholz et al., 2012; Minkiewicz et al., 2014).

De acordo com Brochado et al. (2021), Quadri-Felitti e Fiore (2013) e Thanh e Kirova (2018), a dimensão educacional em experiências de enoturismo é valorizada, aspeto que se verificou neste estudo, uma vez que os visitantes revelaram interesse pela transferência de conhecimentos adquirida através da interação com o guia/staff, produtores e comunidade local em diferentes atividades, nomeadamente na degustação e prova de vinhos, harmonização e visita às adegas e produtores locais. Estes intervenientes desempenham um papel fundamental enquanto *cultural brokers* (Cohen, 1979), sendo responsáveis pela transmissão da cultura e identidade locais através da experiência enogastronómica. Para além disso, a co-criação de experiências em enoturismo é igualmente favorecida sempre que se promove um maior envolvimento com os recursos culturais e naturais do destino (Cohen & Ben-Nun, 2009; Garibaldi et al., 2017; Gu et al., 2020; Minkiewicz et al., 2014). No âmbito deste estudo, e apesar da diversidade de atividades proporcionadas pelos stakeholders, verifica-se uma menor expressão da dimensão ‘participação ativa’, na perspetiva dos visitantes entrevistados. Este facto poderá indiciar a necessidade de se apostar na criação de experiências em que o visitante desempenhe de forma mais expressiva o papel de co-criador.

Outro aspeto relevante reside no facto de nem todos os visitantes terem como principal motivação a procura pelo vinho na região da Bairrada, apesar de geralmente valorizarem este elemento na sua experiência. Este resultado corrobora as conclusões de um estudo netnográfico sobre a mesma região em que também se destaca o património natural e cultural do destino como fontes de experiências múltiplas, estimulantes e envolventes (Kastenholz, Cunha, Eletxigerra, Carvalho, Silva. 2021). Por isso, a atratividade e competitividade da região deverá abranger outros produtos para além dos vinhos, o que confirma a perspetiva apontada por outros autores (Cohen & Ben-Nun, 2009; Bruwer et al., 2018; Carmichael, 2005; Getz & Brown, 2006).

Este estudo exploratório contribui para alicerçar aspetos relevantes na gestão de destinos, nomeadamente por destacar a importância dos recursos regionais – naturais e culturais – na promoção de experiências integradas do destino, assim como o estimular do trabalho em rede entre produtores locais e agentes da oferta, o qual deverá conduzir à disponibilização de experiências articuladas, enriquecidas por diversas facetas do território, dos seus recursos, comunidade e histórias (Salvado & Kastenholz, 2017). A valorização das características únicas e identitárias da paisagem e a sua integração na experiência enogastronómica, frequentemente mencionadas pelos visitantes, vai ao encontro do conceito de winescape (Peters, 1997), que destaca a singularidade dos elementos paisagísticos e da sua relação com os elementos culturais do destino.

No que concerne às limitações deste estudo, a menor presença de visitantes portugueses entrevistados face aos visitantes estrangeiros poderá não permitir aferir perspetivas representativas da procura da rota. Por outro lado, a recolha de dados em agentes da oferta mais diversificados poderia contribuir para uma compreensão mais detalhada e rica sobre a perspetiva da co-criação de experiências enogastronómicas no destino por parte dos visitantes.

References

- Almeida, S., & Campos, A. (2020). Leveraging customer value through co-creative experiences: a look into hotel businesses. *Revista Turismo & Desenvolvimento*, 33, 137–150. <https://doi.org/10.34624/rtd.v0i33.20417>
- Antón, C., Camarero, C., & Garrido, M.J. (2018). Exploring the experience value of museum visitors as a co-creation process. *Current Issues in Tourism*, 21(12), 1406–1425.
- Binkhorst, E., & Dekker, T. D. (2009). Agenda for cocreation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2-3), 311–327.
- Brochado, A., Stoleriu, O., & Lupu, C. (2021). Wine tourism: a multisensory experience. *Current Issues in Tourism*, 24(5), 597–615.
- Bruwer, J., Prayag, G., & Disegna, M. (2018). Why wine tourists visit cellar doors: Segmenting motivation and destination image. *International Journal of Tourism Research*, 20, 355–366.
- Campos, A. C., Mendes, J., do Valle, P., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400.

- Carmichael, B. (2005). Understanding the wine tourism experience for winery visitors in the Niagara region. *Tourism Geographies*, 7(2), 185–204.
- Carvalho, M., Lima, J., Kastenholz, E. & Sousa, A. (2016). Co-creative rural tourism experiences: Connecting tourists, community and local resources. In E. Kastenholz, M.J. Carneiro, C. Eusébio, & E. Figueiredo (Eds), *Meeting Challenges for rural tourism through co-creation of sustainable tourist experiences* (pp. 79–101). UK: Cambridge Scholars Publishing.
- Cohen, E. (1979). A Phenomenology of tourist experiences. *Sociology: The Journal of the British Sociological Association*, 13(2), 179–201.
- Cohen, E., & Ben-Nun, L. (2009). The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9(1), 20–31.
- Cunha, D., Carneiro, M.J., & Kastenholz, E. (2020). Velho Mundo versus Novo Mundo: Diferentes pers e comportamento de viagem do enoturista? *Revista Turismo & Desenvolvimento*, 34, 113–128. <https://doi.org/10.34624/rtd.v0i34.22354>
- Garibaldi, R., Stone, M., Wolf, E., & Pozzi, A. (2017). Wine travel in the United States: A prole of wine travellers and wine tours. *Tourism Management Perspectives*, 23, 53–57.
- Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, 27(1), 146–158.
- Getz, D., Dowling, R., Carlsen, J., & Anderson, D. (1999). Critical success factors for wine tourism. *International Journal of Wine Marketing*, 11(3), 20–43.
- Gómez, M., Pratt, M. & Molina, A. (2019). Wine tourism research: A systematic review of 20 vintages from 1995 to 2014. *Current Issues in Tourism*, 22(18), 2211–2249.
- Gu, Q., Qiu, H., King, B., & Huang, S. (2020). Understanding the wine tourism experience: The roles of facilitators, constraints, and involvement. *Journal of Vacation Marketing*, 26(2), 211–229.
- Hall, C.M., Sharples, E., Cambourne, B. & Macionis, N. (2002). *Wine tourism around the world: Development, management and markets*. Butterworth-Heinemann: Auckland.
- Holland, T., Smit, B., & Jones, G. (2014). Toward a conceptual framework of terroir tourism: A case study of the Prince Edward county, Ontario wine region. *Tourism Planning & Development*, 11(3), 275–291.
- Huang, S., & Choi, H.S. (2019) Developing and validating a multidimensional tourist engagement scale (TES). *The Service Industries Journal*, 39(7-8), 469–497.
- Inácio, A., & Cavaco, C. (2010). Enoturismo em Portugal: forma de desenvolvimento regional e armação cultural local. *Revista Turismo & Desenvolvimento*, 13/14(2), 761–769. <https://doi.org/10.34624/rtd.v2i13/14.12357>
- Kastenholz, E., Cunha, D., Eletxigerra, A., Carvalho, M., & Silva, I. (2021). Exploring Wine terroir Experiences: A Social Media Analysis. In A. Abreu, D. Liberato, E.A. González, J.C. Garcia Ojeda (Eds), *Advances in Tourism, Technology and Systems* (pp 401-420). ICOTTS 2020. Smart Innovation, Systems and Technologies, vol 209.
- Kastenholz, E., & Carneiro, M. J. (2018). O potencial do enoturismo em áreas rurais: Perspetivas do projeto TWINE. III Encontro Iberoamericano de Turismo Rural, Évora, 29 de outubro de 2018.

- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Lima, J. (2012). Understanding and managing the rural tourism experience: The case of a historical village in Portugal. *Tourism Management Perspectives*, 4, 207–214.
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1-2), 30–59.
- Novo, G., Osorio, M., & Sotomayor, S. (2019). Wine tourism in Mexico: An initial exploration. *Anatolia*, 30(2), 246–257.
- Peters, G. L. (1997). *American winescapes: The cultural landscapes of America's wine country*. Boulder, CO: Westview Press.
- Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Prahalad, C., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3), 5–14.
- Prebensen, N., Vittersø, J., & Dahl, T. (2013). Value cocreation significance of tourist resources. *Annals of Tourism Research*, 42, 240–261.
- Quadri-Felitti, D., & Fiore, A. M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1), 47–62.
- Richards, G. (2002). Gastronomy: an essential ingredient in tourism production and consumption? In G. Richards & A. Hjalager (Eds.), *Tourism and Gastronomy* (pp. 3–20). New York: Routledge.
- Rota da Bairrada (2019). Quem somos. Disponível em <http://www.rotadabairrada.pt/quemsomos/?id=3&title=quem-somos&idioma=pt>
- Salvado, J., & Kastenholz, E. (2017). Sustainable Wine Tourism Eco-systems through Co-opetition. *Revista Turismo & Desenvolvimento*, 27/28(1), 1917–1931. <https://doi.org/10.34624/rtd.v1i27/28.10335>
- Saymann, M., & van der Merwe, A. (2015). Factors determining visitors' memorable wine-testing experiences at wineries. *Anatolia: An International Journal of Tourism and Hospitality Research*, 26(3), 372–383.
- Thanh, T., & Kirova, V. (2018). Wine tourism experience: A netnography study. *Journal of Business Research*, 83, 30–37.
- Vizcaíno, M. (2015). Evolución del turismo en España: El turismo cultural. *International Journal of Scientific Management and Tourism*, 1(4), 75–95.

Chapter 6 – Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from *Bairrada*, a Portuguese Wine-Producing Region¹⁴

Abstract

Wine tourism experiences promote not only rural territories' distinctive wine and food products, but also their local identity, natural and cultural resources and historical features that add value and uniqueness to tourist experiences. The new experience paradigm applied to tourism invites stakeholders to rethink how and why tourists travel and live their experiences on holidays. Interaction and engagement are components of co-creation, stressing the central role of visitors sharing value creation with other destination stakeholders. The present qualitative study uses discourses from 22 semi-structured in-depth interviews with visitors to Portugal's Bairrada wine region. Content analysis, carried out with QRS Nvivo 12, shows that interaction enhances wine and food experiences in several contexts. Storytelling seems to contribute to value creation, with stories co-created between winemakers or other destination stakeholders and visitors. Apart from this social interaction, visitors' physical interaction with natural and cultural destination features is also revealed as a crucial part of wine tourism experiences. Study results suggest the importance of DMOs, facilitating co-creation experiences in wine regions, contributing to visitor satisfaction and loyalty.

Keywords: rural wine tourism; co-creation; tourist experience; interaction; wine region; Bairrada

6.1 Introduction

A literature review on wine tourism shows an increasing academic focus on this topic since the mid-90s, encompassing diverse empirical studies that reflect the complexity of this tourism product [1–7]. Distinct developments in wine tourism are also observable around the world, with the so-called 'old world' wine producing countries, mainly in Europe, focusing more on wine and its production, while 'new world' wine producing countries (e.g., South Africa, USA, Australia) tend to present a wider variety of recreational and holistic tourism experiences in the wine tourism context [8].

However, the literature review clearly shows that more research is needed to discuss and clarify the nature of the wine tourism experience in wine cellars and wine destinations [1,6,9].

Wine tourism is frequently associated with rural areas and agriculture; it is becoming a vital part of the economic vitality of these territories [5,10,11]. The potential of local wine production may

¹⁴ This chapter was published on “Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021). Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region. *Sustainability* (Switzerland), 13(16), 9374. <https://doi.org/10.3390/su13169374>”

also be enhanced through wine tourism experiences, helping to reveal the region's wine quality and various varieties, stimulate wine and tourism business and employment, attract new investment and contribute to the region's tourism appeal and overall development [4,5]. In this context, the concept of terroir is paramount. It refers to the features of the wine-producing rural territory that influence the quality of wines and their distinctiveness, namely 'topography', 'climate', 'geology' and 'soil' [7] (p. 2). Terroir is also associated with the particular cultural landscape designed through wine production, and it has been acknowledged as an essential motivation for visiting wine regions [12].

Wine tourism experiences are frequently "a part or enhancement of (any kind of) holiday experience" in wine-producing regions [2] (p. 252). Tourists' motivation to visit wineries and wine cellars is mostly associated with wine tasting. The wine itself is the central product of wine tourism experiences, and in addition to specific terroir characteristics, it is frequently perceived as a distinctive asset that may contribute to a rich sensory experience, where all senses (taste, smell, hearing, touch and sight) are stimulated [1,2,5,7]. However, other destination attributes are also included in these experiences. An integrative tourism experience, particularly in rural areas, encompasses local natural and cultural resources as crucial elements that contribute to unique, sensory-rich and emotion-generating experiences that eventually lead to place attachment [13]. The strengthening of historical and cultural elements and the preservation of local culture and culinary practices, as well as the landscape and the quality of wines, are also included in wine tourism [1,6,14,15]. This perspective has been adopted in this exploratory study, since a holistic tourism approach contributes to the deeper meaning of experiences. Wine production is part of a territory's identity, and wineries that are open to visitors may enhance their brand image and foster demand amongst markets that seek uniqueness and authenticity [2,4,6].

Tourists increasingly look for more intense involvement in place experiences while travelling; they want to learn something different, explore new places and live unique, memorable experiences [16,17]. These market developments suggest that a new paradigm of tourism experience enhancement should be implemented in order to meet tourists' expectations and foster the competitiveness of the tourism product [16–18]. In this context, a trend towards co-creation is emerging, where co-production of the experience involves co-creating value together with other actors, such as local businesses, organizations and the community [17,19,20]. Tourists want to be part of the destination and have an active role and the opportunity to engage in meaningful interaction with locals [15,20]. Hence, co-creation opportunities may be perceived as strategically enhancing wine tourism experiences and destination attractiveness.

Despite the increasing relevance and interest in literature regarding wine and food experiences, little is known about how co-creation and its dimensions relate to specific experiences in wine destinations [21]. This paper analyses the importance of visitors' interaction with others and the environment, as one of the key dimensions of tourism co-creation, in promoting visitors' value creation in wine and food experiences in the Bairrada wine region. Through an in-depth analysis of discourses, a holistic perspective of the tourist experience is found, enabling the comprehension of reflections and evaluations regarding the destination environment, natural and cultural resources and attractions, local food and wine and other local features experienced by

visitors to a Portuguese wine region. These experience discourses go beyond visits to wine cellars and wine tasting experiences. This empirical study is part of a scientific project (see Funding section) that studies co-creative wine tourism experiences in three rural wine regions located in Central Portugal, focusing here on the Bairrada region.

Results show the role of co-creation as a key to enriching wine tourism experiences, especially in rural areas without important flagship attraction [22], but where diverse natural and cultural resources may together add a globally unique and appealing destination experience [15,23]).

This paper first presents a theoretical reflection on wine and food tourism experiences in rural areas and co-creation in tourism, particularly focusing on visitors' interactions with others and the physical environment. The methodology adopted to carry out this empirical study is explained, followed by a presentation and discussion of results. Conclusions and limitations of the study, specifically for improved tourism marketing of rural wine destinations, are also presented.

6.2 Conceptual Background

6.2.1 Wine Tourism Experiences

Wine tourism may be defined as "visitation to vineyards, wineries, wine festivals and wine shows, for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors" [1] (p. 3). For Carmichael [5] (p. 185), wine tourism is defined according to "different geographical scales [...] involving visitor perceptions of physical landscapes and built environment, as well as human interactions". For Getz and Brown [6] (p. 147), "wine tourism is, simultaneously, a form of consumer behavior, a strategy by which destinations develop and market wine-related attractions and imagery, and a marketing opportunity for wineries to educate, and to sell their products, directly to consumers." These three different perspectives stress not only wine as the primary motive to travel to these destinations, but also the importance of the destination's environment, namely the experiencescape and its diverse resources, while also underlining the importance of wine tourism to a region's positioning and differentiation.

Besides the experience of the wine as a product and local culture and lifestyles, the landscape and local resources are also part of this sensorially enriched experience [1,11,24]. As a quality product totally associated with wine, local gastronomy and traditional culinary practices are also relevant and contribute to reinforcing the authenticity and uniqueness of the experience [3,25,26]. Gastronomy adds value to the experience and is recognized as meeting many more than just the biological needs of individuals while travelling. Even when it is not the primary motivation, gastronomy is a distinctive factor of an experience, contributing to its memorability. Gastronomic experiences foster social interaction, allowing visitors to better perceive local culture and traditions in an informal context, which is highly appreciated by visitors [13,25,27].

Wine tourism currently takes several forms, namely wine festivals, wine-related workshops, cellar and winery visits, wine tasting, winery tours, food and wine pairing, visits to wine routes and

observing the harvesting process [3]. Other less used winery experiences are also emerging, such as helicopter rides, ballooning, music events and activities for children, like facial painting [28] and other family-friendly activities [29]. Gift shops, restaurants, cafés and hosting events like weddings are also services that can be found in wine regions [28]. As pointed out by Dodd [10], wine is related to relaxation, social interaction, hospitality and learning new things, which are clearly promoted in the experiences previously referred to, raising tourists' involvement and bringing greater economic benefits for destinations [3,6,10,23,30,31]. Quadri-Felitti and Fiore [31] consider that the educational experience dimension is crucial to promote visitors' involvement in the experience, adding value, creating memories and enhancing loyalty. Dodd [10] (p. 8) stresses the importance of "creating awareness and knowledge" to increase tourists' interest in local wine, which might also benefit supply agents in their wine sales and promotional efforts.

Empirical studies that reflect on wine tourists' profile contribute to understanding their expectations and needs, which is crucial to wine producers and managers trying to deliver valuable experiences. According to Hall et al. [23] (p. 6), "the motivations, perceptions, previous experiences and expectations of the wine tourist" are part of what should be perceived in tourism demands to better predict tourists' behaviour. Wine tourists are interested in enjoying wine tasting and buying wines while on holiday, but the experience involves more than this [2]. They enjoy learning about the production process, grape varieties and terroir characteristics, having the opportunity to socialize and interact with local producers and local agents, enjoying the natural and rural landscape and visiting other destination attractions [2,3,5,10,23,32–34]. However, wine tourists show differences regarding levels of interest in and previous knowledge about wine, which influence the experience [2]. Hall [35] suggests that wine tourists may be divided into three segments: 'wine lovers', 'wine interested' and 'wine curious'. 'Wine lovers' have a strong interest in wine and its production process, travel specifically to visit a winery, are educated and preferably buy wine from local producers and wineries. They are knowledgeable, want to learn more and have a critical perspective about wine, based on their previous experiences [3,32]. 'Wine interested' tourists are also fond of wine but have less expertise in the wine making process; they are also educated and tend to buy wine at wineries. 'Wine curious' tourists appreciate wine, but they know little about the wine production process: wine is not their primary motivation for travelling. On average, they have moderate education and may buy wine from local producers or not. However, apart from these tourists with diverse levels of wine interest and involvement, there are also tourists who visit wine regions and may not be interested in wine tasting, as they are non-wine drinkers who are attracted to wine regions due to other motivations, such as visiting rural areas, enjoying the landscape or heritage and cultural resources [5] or as a family vacation activity [29]. All this reinforces the need for deeper understanding of the diverse profiles, desires and behaviors of those visiting wine regions [24].

The "winescape" comprises several natural and cultural elements that are the essence of this typical landscape. Winescape encompasses the wines, the vineyards, wine production, the wineries and infrastructure, the natural landscape, staff, heritage, artefacts and architecture [36]. The aesthetic dimension of the experience is most important in the holistic tourism experience [2,18]; the visually remarkable landscape with its cultural peculiarities and natural resources are key components [11]. Typical wine landscape features seem to be attractive, with the vineyards'

design being of particular aesthetical appeal [3,35]. As an experience dimension pointed out by Pine and Gilmore [18], 'aesthetics' suggests the tourists' immersion in experiencescapes, where they enter the landscape while assuming a rather passive contemplative role. This aesthetic enjoyment of the winescape, with its diverse and characteristic natural and cultural resources, is a very relevant aspect of the wine tourism experience, adding value and contributing to its uniqueness and memorability.

6.2.2 Tourism Co-Creation and Co-Creative Wine and Food Tourism Experiences

Co-creation is part of a recent concept within tourism development models, related to Pine and Gilmore's [18] experience economy paradigm. The authors highlight that promoting experiences, instead of delivering services, would give tourists opportunities to get involved and thus create memorable moments in life. The authors suggest a 4Es model that comprises experience realms identified as entertainment, education, aesthetics and escapism, where tourists may assume an active or passive participation and feel immersed or absorbed in the experience [18]. They also suggest that the ideal, richest possible experience, called a "sweet spot", comprises the four realms. Focusing on the key role of customers in the tourism experience suggests perceiving them as co-producers of their own experiences [16,17,20,37]. This perspective implies interaction and shared value-creation, which leads to the concept of co-creation. This notion was first proposed by Prahalad and Ramaswamy [38], who consider that value creation emerges from the interaction between companies and consumers. Minkiewicz, Evans and Bridson [39] (p. 31) explain that "co-creation involves an effort between multiple stakeholders to co-create value/an experience collaboratively". Hence, it stimulates human interaction and provides the ideal context for consumer engagement in personalized experiences provided by enterprises [17,38,39]. Prahalad and Ramaswamy [38] also reinforce that high-quality interactions in co-creative experiences contribute to a competitive advantage. As noted in the literature, value co-creation comprises operant and operand resources as they contribute to visitors' involvement and satisfactory experiences [40,41]. As intangible and dynamic, operant resources correspond to the visitors' knowledge, skills and know-how, and these are facilitated by social interaction, where the dialog between different actors stimulates shared value-creation [29,41–43]. Operand resources, which correspond to the physical context, local resources and the setting, are also crucial to promoting immersive and meaningful experiences [41,42]. Involving customers in active participation leads to engaging and more meaningful experiences, in which customers are co-producers and co-creators of value [17,40,44,45]. Value creation in tourism is fostered when tourists have close contact with local communities, local agents and destination resources, promoting authentic, unique and memorable experiences [17,40]. As an active agent, tourists' involvement is crucial in experience design [40,46].

Co-creation dimensions are presented by different authors who suggest that tourists assume an active participation, engage in human and physical interaction [17,39,47], marked by psychological, cognitive and emotional engagement [1,39,41,46]. These components of co-creation suggest dimensions that should be developed in tourism experiences, when aiming at sensory rich, meaningful and stimulating immersion in enjoyable destination contexts [1,17]. In

this study, the perspective of Campos et al. [17] has been adopted, who define co-creation as “the sum of the psychological events a tourist goes through when contributing actively, through physical and/or mental participation, in activities and interacting with other subjects in the experience environment” [17] (p. 3).

One should assume that tourists seek engaging and immersive experiences, trying to experience something unique and memorable, to have close contact with local producers and connect to the territory’s identity. Traditional visits to wineries, cellars and wine tasting are crucial in wine tourism, but there is a need to foster other genuine elements to improve and differentiate the experience [4,6,9,24]. Wine and food experiences in rural territories should therefore meet and, if possible, exceed tourists’ expectations by promoting personalized experiences that engage personal resources (such as previous knowledge or experience), thus contributing to visitors’ engagement and satisfaction [17,34,48].

The analysis of co-creation in wine experiences is still rare in the tourism literature, confirming the relevance of this exploratory study. The following subsection presents the specific features of this experience dimension.

6.2.3 Interaction and Its Relevance in Wine Tourism Experiences

In co-creative tourism experiences, interaction has a relevant role, and several studies have pointed out that active participation and interaction with others and the environment are frequently associated with more positive and memorable experiences [17,37–40,46–50]. Interaction is also associated with engagement in the tourism experience, which can be perceived “as a psychological state incurred by interactive, co-creative, tourist experiences with a focal agent/object (people/attraction/activities/ encounters) in focal travel experience relationships” [47] (p. 6). Interaction also fosters self-expression, learning and creativity [16,20].

Tourists’ interaction on-site may be fostered in destinations’ human (several actors) and physical (natural and cultural resources) environment, resulting in increased value for all those involved [40,47,48]. As part of co-creation, social interaction implies visitors’ contact with destinations’ stakeholders, such as supply agents, the local community, other tourists or a travel group, sharing ideas, feelings and personal perceptions [21,45,47,49]. Wei et al. [50] (p. 467) found that interaction between tourists and a local community contributes to “high-level experiential feelings, such as a sense of happiness, warmth and belonging, as well as social connection with local residents”. Kastenholz, Carneiro and Eusébio [51] identified the positive consequences of social interaction for visitors to rural areas, suggesting that “those who interact, both with fellow tourists and with residents, report a richer and overall more pleasant experience, including more activities undertaken, learning opportunities, sensations and emotions enjoyed” (p. 417).

In wine tourism, human interaction is frequently central to guided wine tours and tasting experiences, in which tourists can learn about the wine production process or about cultural and historical features that influence regional grape varieties, as well as wine producers’ business decisions. Bruwer and Alant [2] refer to people engagement as a natural part of these

experiences, where interaction may intensify tourists' cognitive, emotional and social experience dimensions [47].

According to Dodd [10], interaction may use storytelling, contributing to more engaging experiences and loyalty development. Every winery has its own features and history, involving not only differences in wine production, wine blending or winescape, but also the history of family ancestors that funded the wineries in the past and whose heritage is still preserved [33,52]. These distinctive elements contribute to visitors' perception of authenticity, as well as to the uniqueness of the experience. Storytelling thereby promotes value creation, especially if given by an empathetic local guide, wine producer or enologist able to react to visitors' questions. The visitors themselves may add to the story. As Jolliffe and Piboonrunroj explain [53] (p. 227), "[storytelling] provides a framework for hosting the visitor's experience", in the sense that it facilitates visitors' interaction with local hosts, providing them the chance to be co-creators of their tourism experience. Storytelling recovers and enhances historical features that may be preserved through tourism and contributes to stimulating visitors' imagination, involving them cognitively and emotionally, fostering immersive experiences [54]. Although storytelling has already been analyzed in several tourist contexts [54–57], its importance in wine tourism experiences seems to be underrepresented in academic literature [33]. The interaction between staff and visitors in wine cellars is of particular importance in the wine tourism experience, even though other contexts may foster storytelling opportunities.

Interaction with the destination's physical environment is also relevant in the tourism experience as it influences tourists' involvement and the quality of social interaction in experience co-creation [40,58]. Interaction with physical winescapes, shaped by unique local resources, may also contribute to more genuine and memorable experiences [36].

6.3 Materials and Methods

6.3.1 Rota da Bairrada

In Portugal's Central Region, Rota da Bairrada corresponds to a wine region with native varieties and terroir specificities that contribute to high quality and differentiated wine products, recognized world-wide. Its natural sparkling wine is part of the region's brand image and contributes to a unique wine tasting experience, which is frequently paired with another traditional and nationally highly valued regional food specialty which attracts visitors to the region: 'Leitão da Bairrada' (traditional suckling pig cooked in a stone oven). Geographically, the region encompasses eight municipalities, namely Mealhada, Anadia, Águeda, Oliveira do Bairro, Aveiro, Vagos, Cantanhede and Coimbra [59]. The region has 164 accommodation units, mostly located in Anadia, Aveiro, Mealhada and Coimbra [60]. Data from 2019 shows that there were approximately 3000 overnight stays per 100 inhabitants [61] in the eight municipalities, with the highest demand registered in the aforementioned municipalities. In 2019, the average stay in the region was 1.9 overnights, with international tourists staying 2.31 nights, compared with domestic tourists staying 1.65 nights [62].

The Bairrada region has diverse natural and cultural attractions appealing to an eclectic tourist demand. As a coastal territory, Bairrada also offers sun and sea tourist products. Two very relevant Portuguese urban destinations and university centers are located here, namely the coastal city of Aveiro and Coimbra. The nationally well-known thermal spas of Curia and Luso are also important attractions. Nature tourism is also prominent in the region: the protected area of Mata do Buçaco (Buçaco Woods) stands out, an abundant forest planted by medieval monks with over 400 native species of the Portuguese Atlantic range [63]. With strong historical features, Palácio do Buçaco and Hotel-Palácio da Curia are two iconic accommodation units.

The Rota da Bairrada Association was created in 2006 with the aim to promote local wine production and its branding while also stimulating a wider terroir tourism experience, integrating the region's cultural and natural resources. This non-profit organization includes several types of public and private sector stakeholders, such as 38 wine producers, territorial planning and development agents and agents of regional tourism supply (e.g., 18 local accommodation units and 25 restaurants) [59,62].

6.3.2 Data Collection and Analysis

Lengthy in depth semi-structured interviews were used, structured according to a literature review on wine and food tourism experience and on co-creation, to understand visitors' motives and experience expectations regarding wine tourism and visitor experiences while travelling around the Bairrada region, particularly focusing on the nature and role of visitors' interaction with human and physical experiencescapes. As a qualitative tool, semi-structured interviews embrace open-ended questions that allow participants to express themselves without pre-defined or expected answers [64], as opposed to short closed-ended interviews in quantitative studies [65]. The script for the interviews was reviewed by researchers from the TWinE project and also by experts in the field of wine tourism. Within the scope of the TWinE project, a comprehensive analysis of the wine experience was considered essential for expanding wine experiences beyond the traditional visits to wine cellars. The interview was divided into three parts (Appendix E): the first acknowledged visitors' wine experience expectations; the second inquired about visitors' experiences in Bairrada, in terms of motivations, and the most typical elements in the region, the sensory experience, the activities that were part of those experiences and the quality of their interaction with the destination's stakeholders, the travel group and other tourists. The third section characterized the visitors' profile. A convenience sample was used, encompassing visitors who were present in the region for leisure, holidays or visiting family and friends, on certain days and in diverse seasons of the year, either travelling on a one-day trip or taking an overnight stay. A total of 22 visitors were interviewed, individually or in a group (max. 3), face-to-face, in the places they were visiting or staying. According to the academic literature on qualitative study designs, sample sizes between 1 and 20 [66] or 5 and 25 [67] were considered appropriate, due to the fact that "the validity, meaningfulness and insights generated from qualitative inquiry have more to do with information richness of the cases selected and the observational/analytical capabilities of the researcher than with the size of the sample" [68] (p. 245). Accordingly, the size of our sample is considered reasonable, uncovering rich detail on

diverse tourist experiences in the region. The purpose was to gain an in-depth understanding of the phenomenon under study [64,66] and to reveal participants' perceptions and opinions about the topics in focus [69].

Before holding the interviews, local agents along the Bairrada wine route were identified, and permission was asked (and obtained) to hold the interviews in their premises, which allowed the researchers to contact individual tourists. Data were collected between May 2019 and February 2020. During this time period, interviews were held out of holiday seasons, except for the Carnival holidays (in February 2020), when the final five visitors were interviewed. No more interviews were carried out after this period, due to the Covid-19 pandemic and the subsequent lockdown periods and lack of tourists at the destination. The interviews took place in the following places: in the official store of the Rota da Bairrada Association; in the local winery Luís Pato; in the rural accommodation unit Quinta de São Lourenço and in the Hotel da Curia. The diverse origins of visitors required that the interviews were held in Portuguese and in English. All interviews were recorded, with visitors' permission, and later transcribed. The average length of the interviews was 35 minutes. There were 14 overnight tourists and eight day visitors. The content analysis of these in-depth semi-structured interviews was undertaken with the support of software QRS Nvivo 12. All discourses were categorized and codified for further analysis.

6.4 Results

6.4.1 Co-creative Wine, Natural and Cultural Tourism Experiences in Bairrada

According to Table 11, depicting the sample profile, all the interviewees were visiting the destination for leisure (N = 4) and holiday purposes (N = 18), with most being overnight tourists (N = 14), while a smaller amount were day visitors (N = 8). Most visitors were employed (N = 19) and had a higher education degree (N = 16). Female visitors (N = 15) predominated in the sample, and the visitors' age range was from 29 to 70 years. Three age groups were identified, namely 29–44 (N = 8), 45–60 (N = 10) and above 60 (N = 4), out of which 29–44 and 45–60 years-old were the most prevalent. Most participants were travelling with family and friends (N = 21). The sample comprised more foreign visitors (N = 15) than domestic travelers. Regarding international visitors, their country of residence was quite varied, including United States of America (N = 3), Switzerland (N = 3), France (N = 3), Belgium (N = 2), Lithuania (N = 2), Brazil (N = 1) and Germany (N = 1). The other visitors were living in Portugal (N = 7).

Table 11. Characteristics of the sample profile

Residence		Visitor		Travel group		Gender	
Portugal	7	Tourist	14	Family and friends	21	Female	15
Foreign	15	Excursionist	8	Individual	1	Male	7

Concerning the experiences sought and lived by visitors in the Bairrada region, two segments stood out: the first one (N = 9) included visitors who experienced food and wine pairing, wine tasting and harvesting. They showed interest in having close contact with this regional product, while also enjoying other cultural and natural attractions in the region. The second segment (N = 13) comprised visitors who were not primarily motivated to experience wine in Bairrada, but instead came to the region to relax and for cycling (N = 8), hiking (N = 2), enjoying thermal and spa treatments (N = 2) or learning something new in a pruning workshop (N = 1). Visitors from this second group were wine drinkers that had occasionally the opportunity to taste local wine during meals but also non-wine drinkers (N = 3), who were actually seeking other place experiences.

Still, as an important motivation for visiting the Bairrada region, many respondents referred to their interest in wine tasting and in getting to know distinctive features associated with this product, as well as its production and regional context:

“They are usually regions that in themselves have certain characteristics associated with a certain context, with a certain history, most often associated with wine production itself, but they are also areas with [...] a certain way of being that distinguishes [them] from other regions.”

(V5_Female, 34 years old)

“We really like to participate in the experience and see where the wine is produced, where the grapes are harvested, the transformation process and have contact with the local community for a more wine-guided history.”

(V16_Male, 35 years old)

However, when wine is not part of the travel motivation, other features stand out, as this visitor states:

“[I’m motivated by] the context, the contact with nature, the peace, the opportunity to do things different from usual... not exactly because of the wine.”

(V30_Female, 33 years old)

Some visitors, who tend to travel to wine regions for other motivations also mentioned that wine usually “comes as a very good addition”.

(V20_Female, 47 years old)

When visiting wine regions, visitors expect to do different things, such as tasting good wine and food, understanding the terroir, learning new things, escaping from routine, enjoying the natural (quiet and calm of rural areas) and cultural environment, experiencing a wine route with the possibility of getting to know different wineries, experiencing the authenticity of the region or even getting to know historical features related to wine:

“The history of the wine and food and explanation of how they make it and the romance, you know, behind.”

(V13_Male, 56 years old)

“Wine encompasses a lot more than the drink itself. When you hear about the history behind the brand, you start to appreciate it even more. That’s really interesting to me.”

(V16_Male, 35 years old)

As mentioned by one of the visitors, interaction with destination stakeholders contributes to destinations’ uniqueness, which is highly appreciated when tourists travel to wine regions:

“(…) the sharing of information... I think this is what makes the difference between a wine tasting in a generalized context and in a specific region where there is always a unique impression and a brand associated with the region.”

(V5_Female, 34 years old)

Furthermore, visits to wineries, wine tasting, wine and food pairing and harvesting were highlighted. One of the visitors reflected on how special the wine and food pairing experience was, referring to unique moments in which one is closer to the origin of the product and its production traditions and place:

“What is really interesting is when we go to a winery, it’s a farm, it’s agriculture, and so we don’t think about this when drinking at home for dinner. So, that’s like the combination of going to a farm and then having this wine tasting experience and amazing food, all that stuff coming together is really interesting.”

(V14_Female, 54 years old)

Visitors who preferably chose the region for other, non-wine-related reasons mentioned hiking in nature, cycling in the region, a pruning workshop and spa and thermal treatments, since Bairrada is also known for its historical thermal spas, Termas da Curia, and the nationally renowned Luso waters.

When asked about what they considered the most typical in the region, an interesting aspect mentioned by visitors was hospitality. From foreign visitors’ perspectives, mainly for those who were cycling, the frequent greeting by local people was a very positive surprise:

[Local people are] “also very genuine, because in Belgium, if you walk or make a bicycle tour it happens that nobody says ‘hi!’... [I was] surprised and here everybody says ‘Bom dia’, ‘Boa tarde’, everybody!”

(V21_Male, 48 years old)

Other visitors, who live in Portugal, corroborated this perspective:

“People from Bairrada are friendly and welcoming, this is also very touching for us in Bairrada.”

(V16_Male, 35 years old)

The wine and wine culture, as well as the contact with nature, the landscape, the rural settings and the several related opportunities that tourists are offered to enjoy were also pointed out. The distinctive regional wine features, namely grape specificities and varieties, were recognized as crucial to add value to the wine experience:

“Baga [a regional grape variety] makes a distinction, there are many characteristics of the region that mark [. . .] and this is really valuable.”

(V5_Female, 34 years old)

Stressing this singular quality of the wine, visitors suggest it should contribute to the region’s differentiation and be especially highlighted in the Portuguese context:

“The wine from Bairrada is not a wine for mass consumption and has to be sold as such.”

(V5_Female, 34 years old)

Regarding gastronomy, visitors really appreciated local food and consider that through culinary practices, they are in contact with cultural features and local identity:

“All the wonderful food and the traditional food and the combination of things . . . I really enjoyed having a full understanding of what local food is.”

(V13_Male, 56 years old)

From the visitors’ perspective, the most typical features of the region refer to local gastronomy, with traditional dishes like codfish, chanfana (old goat) and suckling pig, as well as regional pastries, particularly, ovos moles (‘soft eggs’, a sugar-rich traditional convent-originated sweet, based on the yellow of the egg) and almond jam, all standing out. As an important attribute of the place experience, visitors consider that gastronomy adds value and authenticity to their experiences, also marked by the atmosphere of small cafés and the architecture and decoration of the buildings where this food is eaten.

According to the participants’ viewpoint, senses were also stimulated by their experiences. As visually appealing features, buildings stood out, namely the “beautiful houses” (V6), the beauty of the Hotel da Curia, especially at night with its illumination, the natural environment and specific natural elements, such as rose bushes, lots of trees and the wine landscape, materialized in the vineyards, such as “vines of strawberry plants and vines in a row” (V5).

The visual experience was also enhanced in a wine and food pairing experience, as visitors highlighted as visually attractive “the way that the table looks and the people” (V13). In a less positive perspective, some visitors mentioned the lack of human presence in the streets or some signs of lack of cleanliness in public spaces.

As for smells, the wine and wine-related fragrances were mentioned, such as grape fermentation (called mosto) and the associated cellar smell that for one visitor recalled a sense of nostalgia from childhood memories. Furthermore, the smell of arinto (a grape variety) was referred to, apart from nature-related smells, specifically the eucalyptus trees in the forests.

Nature continues to stand out in terms of sounds, with visitors stressing the sound of birds, frogs, ducks, dogs and the wind in the forest, as well as sounds related to a more rural living context, like the church bell, considered “very special” (V7), or even the silence and quietness of the ambience. The sound of the cork coming out of the bottle was also mentioned.

As for flavors, regional food (piglet) or local pastries are recalled, such as the case of bairradino (whose ingredients are local sparkling wine, almond, eggs and sugar), fruits, coffee, sparkling wine (a typical wine of the region), wine varieties like baga and bical (typical red and white wine grapes varieties from the region), sometimes connected to the highly appreciated well-arranged combination of flavors in food and wine pairing.

Touch is less perceived by visitors, being perhaps a less consciously assessed sensorial dimension, with some not mentioning any element, while others refer to the touching of the glass, a rough touch of dry land, touching grapes or hard branches, resulting from the pruning workshop.

6.4.2 Interaction with the Physical Environment

The interaction with the physical destination environment or experiencescape was particularly strong for visitors motivated by cycling. The results show that, generally, tourists did not search for detailed information about the region before travelling, but their main aim was to enjoy the region through the natural contact they had during their holidays, getting physically immersed in a landscape whose natural features and aesthetic beauty were most appreciated, as illustrated in the following statement:

“The surprise when you arrive with your bike, enter the gate and then you see this [pointing at the beautiful garden of the rural accommodation unit] from this place, for example, you enter the door, and there’s such a paradise garden, it was everywhere like this.”

(V8_Female, 61 years old)

Another visitor highlighted how delightful it was to enjoy different seasonal landscapes in the region:

“There are very specific vineyards, that vineyard that runs on a very gentle hill... Then in autumn, you get some funny colors, then it’s cute, because of the different varieties... The leaves start to change at different times. So... going by the region in October, you can delight yourself with the colors... some are already yellow, others are still green...”

(V5_Female, 34 years old)

One of the visitors referred to how important the contact with the land was and how the harvesting experience influenced her reflective perspective on this practice:

“The moment I was there... it’s something that isn’t that fast [...] it’s a personal experience that is real... and the difference is the fact that you are experiencing an ancient tradition [...] and suddenly you see yourself being part of the wine production process, not from a touristic perspective but like the locals do, working beside them. For me, it was a reflexive moment.”

(V18_Female, 32 years old)

In fact, many reports reveal a globally immersive experience, involving interaction with both human and physical context, while making people reflect on the ‘real life’ encountered at a distinct place, enhancing personal connections to that place and its people.

6.4.3 Interaction with the Human Experiencescape

Interaction is one of the co-creative experience dimensions that stood out according to visitors’ experience reports, who referred to interaction with local agents, producers, staff or local guides as highly contributing to their overall satisfaction. One of the visitors recalled how important interaction was in her harvesting experience involvement:

“Today, in the experience of harvesting I had the opportunity to meet a man in his 70s who works here since he was a young boy... you know, getting to know the people... I think this is important.”

(V17_Female, 34 years old)

This visitor also confirmed the engaging nature of the experience she was part of, mainly due to the genuine interaction that contributed, in a certain way, to self-development:

“A moment of personal reflection [...] more than a wine tasting in which you are always with people... it is surprising from the point of view of being different and for not being very touristy [...] being together with the staff, we had lunch with them, so there was nothing created for us [as tourists], on the contrary, so it was interesting due to that [opportunity].”

(V18_Female, 32 years old)

In the same experience, another visitor referred to the locals' genuine warmth and friendliness during the harvesting as well as the natural and easy interaction with them that was also clearly fostered:

"People are simple, but extremely welcoming... they want visitors to be always very comfortable and want to help and offer something [...] people are very simple, communication is very simple, too."

(V16_Male, 35 years old)

"One thing that we like and that we have noticed is the exchange of experiences, they [staff] ask where we come from, what we do and we always have that mutual interest of wanting to know how it started, what they do besides this.... well, the harvest is only a short time, and the rest of the year what do they do, what are the plans, the dreams... [...] this contact has always been very interesting."

(V18_32 years old)

Regarding visitors' interaction with local community or local agents, visitors generally refer to a very positive pattern. The interaction resulting from the contact between wineries' local staff and visitors led them to characterize agents as "down-to-earth" (V15_Female, 49 years old), "authentic, proud" (V14_Female, 54 years old) and "professional, they are excellent" (V13_Male, 56 years old). Visitors, mainly foreign visitors who were in Bairrada for cycling, highlighted locals' hospitality and friendliness. Referring to the local community, they said: "We always hear: 'Bom dia [Good morning]!!'" (V6_Female, 61 years old), "They are so nice" (V7_Female, 56 years old), "The people are very, very friendly and kind." (V6_Female, 61 years old) and "Locals are friendly, always 'Bom dia, Bom dia, Bom dia' [Good morning] and [...] they are polite" (V19_Female, 49 years old).

Foreign visitors refer to the language barrier, mainly regarding comprehension issues identified in some interactions with the local community or staff. However, locals' kindness in this context was highlighted:

"I was surprised, almost nobody speaks English so we can't really talk, but everybody is so friendly and open."

(V8_Female, 61 years old)

For some of them, the social interaction within the travel group was the best part of the travel experience:

"That's a highlight, of course, travelling with my friends... it's the highest highlight."

(V8_Female, 61 years old)

One of the visitors even reinforced that interaction, recalling that a wine experience lived in Bairrada was something that became memorable and resulted from the combination of tasting wine and interacting with other (unknown) tourists. The visitor stated that:

“The first time we were here [in the official store of Bairrada route association] on a wine tasting with three other people we had never been with, the store closed and we ended up outside, at a picnic table, sitting with three gentlemen we didn’t know before, drinking a bottle of sparkling wine and talking about things.... (laughs). We will never see them again, in fact, but it was an experience that stayed in our memories [...] When I talk about this experience, I say ‘it was really cool’ and I think that’s what people are increasingly looking for, something that is a different experience.”

(V5_Female, 34 years old)

This visitor even considers that the Bairrada region should be promoted for the quality of hospitality and the human interaction that is genuine and a distinctive element that meets tourists’ expectations in wine and food experiences:

“[about the region’s marketing] the region has to be distinguished for its human component, in a globalized society [...] it makes a difference.”

(V5_34 years old)

This idea was reinforced by another visitor who considered that “people are undoubtedly a reference and a great attraction [...] going to a place and getting to know the winery or who is the winemaker, meeting the people is special.” (V18_Female, 32 years old)

The learning outcomes are, according to the visitors’ perceptions, very much a result of this social interaction and of the different experiences they were involved in. They learnt about the diversity of wineries in Bairrada and their specificities, the high quality of the wine, the diversity of grape varieties of the region, wine production techniques, the authentic hospitality of Portuguese people and the changing landscape in the region. Some of the visitors pointed out the relevance of getting to know the history of the local producers and family businesses, the production techniques or the terroir features revealed in wine tastings during a cellar visit or a wine and food pairing experience. A US visitor pointed out these aspects:

“Their history and how they do it, they told us the whole history of the buildings and of the land and also what they are doing, how they are handling the grapes, what they put in it, for how long, everything, so, we know the hard work.”

(V13_Male, 56 years old)

In food and wine pairing, visitors enhanced not only the quality of the regional products and their combination with the most appropriate wines, but also the possibility of learning about the cultural and historical features of the products they were experiencing. This learning process was stimulated by the staff, local producers or the winery owners, contributing to a genuine and unique experience. Visitors also showed enchantment regarding the communication established between them and the agents, reinforcing how special it was for them. In line with this, the importance of storytelling was clear in visitors’ discourses, when referring to the historical and cultural elements added by this contact to the experience. Besides, the possibility of getting to know the historical features and the local production characteristics while tasting the local wines

promoted a more authentic experience, where family historical features gave visitors the opportunity to better appreciate both the wine and the setting:

“As Americans, our history goes back not many generations. Today we talked about his family’s winery [Luís Pato winemaker] and it being in the family’s business for generations... we don’t have that, so it’s really fascinating to us, this winery... his great-great-great grandfather started.”

(V14_Female, 54 years old)

6.4.4 Word Cloud

The word cloud presented in Figure 13 shows evidence of the most frequent words in visitors’ interviews, reinforcing the main elements of the wine tourism experience in Bairrada. In the visitors’ discourse, the word wine (vinho) was the most prominent, followed by experience (experiência), people (pessoas), Bairrada, food and gastronomy (comida e gastronomia), region (região), destination (destino), route (rota), think, roast suckling pig (leitão), wine tourism, wineries, vineyards, sparkling wine, wine tasting, thermae, bike, friends and harvesting. Besides wine, other elements that, combined with wine, contribute to the uniqueness of the experience were also pointed out, mainly in terms of gastronomy, the human interaction and the contact with the destination environment (‘vineyards’, ‘bike’ and ‘harvesting’).



Figure 13. Word cloud

6.5 Discussion and Conclusions

This empirical study reflects on the importance of interaction (with the human and the physical experiencescape) in co-creative rural wine tourism and terroir experiences, enhancing value-creation through the integration of a multiplicity of resources [2,36,50]. Based on such special

interest tourism, the results of this study may also contribute to reinforcing the need to implement rural destinations' strategies regarding their sustainable economic and social growth, as well as to reflect on tourism marketing strategies for these destinations.

For once, visitors and locals (winery staff, owners and local residents) integrate their own social and cultural resources while interacting in a (sometimes cross-cultural) encounter, sharing impressions, knowledge, experiences and developing, even if transitory and eventually superficial, relationships. Secondly, the territory's cultural and natural resources are also a central part of this co-creation, with traditions, local cuisine, wine landscapes and the natural surrounding not only serving as a stage for the experience, but rather being an essential ingredient, with elements visitors physically and actively engage with. As a distinctive and regional product, wine can contribute to fostering rural territories' economy, enhancing cultural and heritage local traits and promoting conscious sustainable practices that can add value to these territories and, consequently, to the related tourism experience [11].

Results also show that two segments of wine tourists may be distinguished: the first is a segment with more interest and knowledge about wine, corresponding to regular wine consumers, having already been in different wine contexts on holidays, being interested in learning about terroir characteristics and searching specifically for wine experiences. The second segment seems to be less focused on wine, enjoying this product during meals and not specifically in wineries and visits to cellars, while also enjoying the vineyard-marked landscapes. These findings confirm results of studies and reflections about the importance of distinguishing diverse profiles of wine destination visitors in order to correspondingly develop different experience settings and opportunities [2,3,5,10,23,32–34]. This is a relevant topic for wine producers and supply agents who are expected to facilitate diversified experiences, according to tourists' needs and preferences, thereby contributing to tourists' immersion in the experiencescape, and to foster interaction and engagement with the human and physical environment.

Apart from the recognition of the presence and importance or not of primarily wine-interested visitors in wine destinations, findings also support the understanding of the importance of other local attractions and resources, not necessarily related to wine, for the destination experience of all tourists, including wine enthusiasts [3–5,10,24,26]. Furthermore, in the Bairrada region, the relevance of gastronomy, of rural and natural landscapes and social interaction with local people, as well as the possibility of learning about wine and its regional specificities, is very clear and is a result of tourists' engagement in several experiences and interaction with local actors and resources. This perspective corroborates the findings of a netnography study regarding the wine experience in this region [15]. Both segments demonstrated that the contact with local agents and with natural and cultural features is crucial during visitors' wine experiences, contributing to sensory stimulation and the unique traits of the experience, confirming the relevance of the winescape, already mentioned in previous studies [33,36]. Destinations' resources will contribute to tourists' immersion and memorability. Hence, destination stakeholders and supply agents should recognize the relevance of combining natural and cultural attractions with wine experiences, since visitors expressed their interest in this combined offer (e.g., tasting wine while

appreciating the aesthetics of the landscape). The adoption of a holistic perspective may contribute to designing more enriching and unique co-creative wine experiences.

Bruwer et al. [24] stress the importance of diversifying the experiences offered beyond the cellar-doors. For food and wine pairing, the authors suggest that a network approach between wineries and local restaurants would enhance the region's attractiveness. This approach has already been implemented in Bairrada by one of the wineries, which visitors commented on positively in their interviews. Results showed that, for many, the blending of high-quality regional food products (delivered from a local restaurant) with wines from that cellar, combined with social interaction encouraged by the cellar owners' storytelling, presented the perfect elements that contributed to an exquisite, memorable and unique experience. All this also fostered visitors' willingness to buy wine at the end of the experience as a special souvenir that would extend the experience after the visit. Destination management organizations should thus consider networking between diverse regional wine- and non-wine-related actors and businesses as a relevant strategy to improve the tourist experience in the region and encourage revisiting [24].

According to study results, the wine owners' family history was part of the storytelling that was highly appreciated by visitors. This is in line with Frost et al.'s [33] (p. 6) findings that such family stories contribute to wine cellars' and regions' distinctiveness and competitive advantage of "fascinate[ing] people". The possibility of visitor contact with the owner was shown to be of great importance to active experience co-creation [53]. Visitors in Bairrada confirmed how extraordinary the experience was, due to the storytelling of the winemaker and owner of the winery, Luís Pato, who accompanied the visitors in wine and food pairing and wine tasting experiences. Engaging visitors in genuine experiences and facilitating the opportunity of shared value creation (between visitors and the winemaker) is a competitive advantage for destinations, enhancing satisfaction and loyalty [53,54]. As also mentioned by Ánton et al. [46] (p. 1420), social interaction with "experts is mainly valued", permitting unique learning opportunities.

Visitors' curiosity and interest in getting to know the history of the winery and of the owner's family in previous generations stood out in their discourses, allowing them to feel more engaged in the experience. In a very personalized way, visitors were invited to immerse themselves in the wine experience and its social, cultural and symbolic context, through diverse story elements leading to memorable co-creative experiences [33,53]. This highly appreciated cultural knowledge-transfer should be taken into account by wine producers when designing wine tourism experiences. Wine producers and other local agents may assume the role of the destination's cultural-brokers, since visitors feel more immersed and engaged in a personalized and close, 'authentic' story-telling context. These contexts are also facilitators of appealing experience co-creation scenarios.

Our findings show that the stimulation of human interaction also has a positive impact on visitors' interaction with the physical environment [70] and that local resources contribute to deepening visitors' engagement in co-creative wine experiences, thus confirming several authors' findings [4,30,39]. The aesthetical dimension of Pine and Gilmore's model [18] also seemed to be enhanced, since natural elements of the wine landscape encouraged engaging experiences within the physical environment, as stressed by visitors. This confirms Thanh and Kirova's [71] findings,

suggesting the importance of highlighting physical local resources as unique experience elements within the destination's experience marketing strategies [5,72], which may also contribute to social and economic development of rural wine destinations.

Study results also confirmed the relevance of the learning process in wine experiences [1,10,30,31,71]. Visitors to this wine region revealed the importance of learning about local culture and wine production techniques and processes, mostly resulting from staff and local producers' interaction in different experience contexts. Hence, local agents are crucial elements in shared value-creation: they act as cultural brokers [16,17,40,44,45].

The hospitality of the local community and staff from wineries was also highly appreciated, contributing to experience satisfaction. The interaction between visitors, local producers, local staff or the owner of the winery is particularly special, with pleasurable experiences emerging from this contact [2]. One visitor pointed out the authenticity she felt in participating in the process of harvesting. As Antón et al. [46] suggest for rich, immersive museum experiences, active and interactive tourist participation seems to also be applicable to wine tourism experiences, with co-creative contexts allowing tourists deeper involvement with the visited place [16,17,30,44,45,47]. This perspective may be applied to the present study, where active participation was facilitated by diverse experiences, including wine tastings, food and wine pairings, harvesting and also exploring the natural aroma of the destination if cycling. However, visitors' perspectives were primarily enhanced by the combination of participation with human and physical environment interaction.

Considering the potential of wine-producing regions to promote diverse combined elements, a conceptual model is proposed (Figure 14), with a particular focus on interaction, due to the recognized relevance of this dimension within the scope of experience co-creation [17,39,44,48]. This conceptual model stresses the significant role of both the human and physical environments in wine experiences, based on the premise that these are the contexts where tourists assume an active and central part, not only while interacting with different destination stakeholders (e.g., wineries' staff, local producers), but also by immersing themselves in the destination setting (e.g., the vineyards landscape). Co-creative wine experiences give visitors the opportunity to develop their skills and deepen their knowledge ('operant resources'), including the wine-producing process, wine tasting, wine and food pairing, harvesting techniques, as well as to interact with the setting ('operand resources'), also perceived as winescape, and enjoy the aesthetics of its natural and cultural elements. The mingling of the operant and operand resources has the potential to promote the uniqueness and quality of the experience [36].

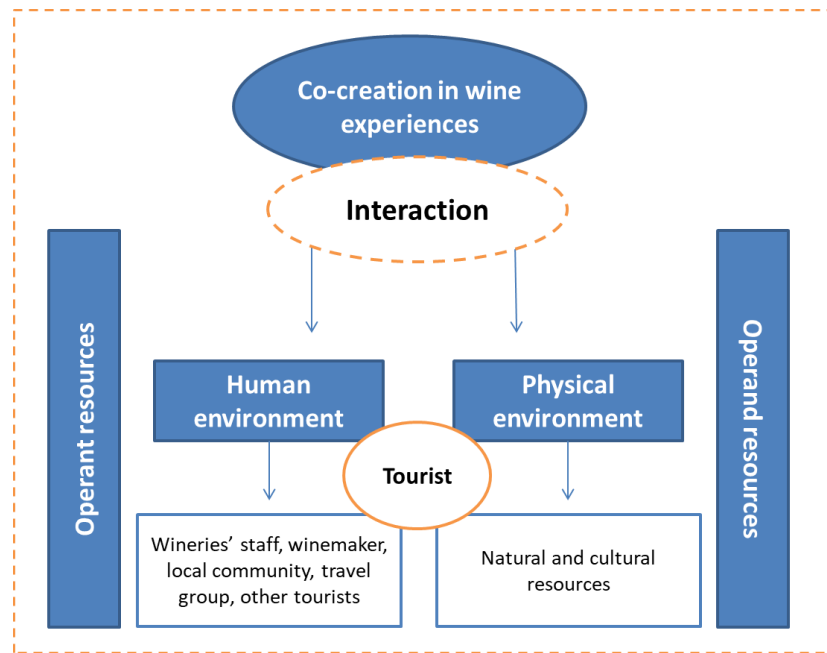


Figure 14. Conceptual model: Interaction as a key dimension in co-creation of wine experiences

This study offers theoretical and managerial contributions to understanding the importance of interaction in co-creative wine and food experiences. The findings stress the importance of the destination managers' role as facilitators of engaging, memorable experiences, in which tourists assume a central role co-creating value with local agents and communities. Involving, interactive and immersive experiences seem to improve the tourist experience and contribute to tourists' satisfaction, potentially enhancing economic benefits of local agents and destinations' positioning and competitive advantage.

Interaction with both the human and physical experiencescape is a key dimension of co-creative wine and food experiences, creating deeper visitor engagement, stimulating learning and contributing to meaningful and immersive experiences that lead to increasing place attachment and visitors' loyalty. Hence, wine producers and destination stakeholders should carefully facilitate and design co-creation experiences as part of the management and marketing concept. Some limitations of the study need to be acknowledged. The visitor interviews were undertaken in the establishments of only a few regional supply agents, which may have conditioned responses, despite the general formulation of questions regarding their visit to the region and not the particular service context. Future research would benefit from including a more extended analysis, also considering other Portuguese wine regions, while validation and comparisons with other destinations could add to a deeper understanding of the role of particular context variables. Regarding methodology, although a qualitative study promotes an in-depth analysis, data analysis would benefit from a combination with a quantitative approach, which would require an extended sample to facilitate the identification of different visitor profiles, and any differences between them in terms of co-creative wine tourism experiences.

Appendix E – Questions in the semi-structured interview

- What do you expect to experience in these destinations?
- What do you consider most typical of this Region?
- Given the experience on the Bairrada Route, how would you describe it?
- What activities did you engage in and which places did you visit?
- What did you learn?
- In what way were your senses stimulated?
- How do you characterize the contact you had with other people (staff, residents, other tourists) during the experience?

References

1. Brochado, A.; Stoleriu, O.; Lupu, C. Wine tourism: A multisensory experience. *Curr. Issues Tour.* **2021**, *24*, 597–615.
2. Bruwer, J.; Alant, K. The hedonic nature of wine tourism consumption: An experiential view. *Int. J. Wine Bus. Res.* **2009**, *21*, 235–257.
3. Charters, S.; Ali-Knight, J. Who is the wine tourist? *Tour. Manag.* **2002**, *23*, 311–319.
4. Cohen, E.; Ben-Nun, L. The important dimensions of wine tourism experience from potential visitors' perception. *Tour. Hosp. Res.* **2009**, *9*, 20–31.
5. Carmichael, B. Understanding the wine tourism experience for winery visitors in the Niagara region. *Tour. Geogr.* **2005**, *7*, 185–204.
6. Getz, D.; Brown, G. Critical success factors for wine tourism regions: A demand analysis. *Tour. Manag.* **2006**, *27*, 146–158.
7. Kruger, M.; Vilijoen, A. Terroir wine festival visitors: Uncorking the origin of behavioural intentions. *Curr. Issues Tour.* **2019**, *24*, 616–636.
8. Cunha, D.; Carneiro, M.J.; Kastenholz, E. “Velho Mundo” versus “Novo Mundo”: Diferentes perfis e comportamento de viagem do enoturista? *Rev. Tur. Desenvolv.* **2020**, *34*, 113–128.
9. Kastenholz, E.; Carneiro, M.J. O potencial do enoturismo em áreas rurais: Perspetivas do projeto TWINE. In Proceedings of the III Encontro Iberoamericano de Turismo Rural, Évora, Portugal, 29 October 2018.
10. Dodd, T. Opportunities and pitfalls of tourism in a developing wine industry. *Int. J. Wine Mark.* **1995**, *7*, 5–16.
11. Vázquez Vicente, G.; Martín Barroso, V.; Blanco Jiménez, F.J. Sustainable Tourism, Economic Growth and Employment—The Case of the Wine Routes of Spain. *Sustainability* **2021**, *13*, 7164.

12. Holland, T.; Smit, B.; Jones, G. Toward a conceptual framework of terroir tourism: A case study of the Prince Edward county, Ontario wine region. *Tour. Plan. Dev.* **2014**, *11*, 275–291.
13. Kastenholz, E.; Marques, C.P.; Carneiro, M.J. Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *J. Destin. Mark. Manag.* **2020**, *17*, 100455, ISSN 2212-57.
14. Garibaldi, R.; Stone, M.; Wolf, E.; Pozzi, A. Wine travel in the United States: A profile of wine travellers and wine tours. *Tour. Manag. Perspect.* **2017**, *23*, 53–57.
15. Kastenholz, E.; Cunha, D.; Eletxigerra, A.; Carvalho, M.; Silva, I. Exploring Wine Terroir Experiences: A Social Media Analysis. In *Advances in Tourism, Technology and Systems*; ICOTTS 2020. Smart Innovation, Systems and Technologies; Abreu, D., Liberato, E.A., González, J.C., Ojeda, G., Eds.; Springer: Singapore, 2021; Volume 209, pp. 401–420.
16. Binkhorst, E.; Dekker, T.D. Agenda for co-creation tourism experience research. *J. Hosp. Mark. Manag.* **2009**, *18*, 311–327.
17. Campos, A.; Mendes, J.; do Valle, P.; Scott, N. Co-creation experiences: Attention and memorability. *J. Travel Tour. Mark.* **2016**, *33*, 1309–1336.
18. Pine, B.; Gilmore, J. Welcome to the experience economy. *Harv. Bus. Rev.* **1998**, *76*, 97–105.
19. Carvalho, M.; Kastenholz, E.; Carneiro, M.J. Co-creation experiences. In *Encyclopedia of Tourism Management and Marketing*; Buhalis, D., Ed.; Edward Elgar Publishing Limited: Cheltenham, UK, 2021.
20. Richards, G. Creativity and tourism: The state of the art. *Ann. Tour. Res.* **2011**, *38*, 1225–1253.
21. Rachão, S.; Breda, Z.; Fernandes, C.; Joukes, V. Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis. *Tour. Manag. Perspect.* **2021**, *37*, 100783.
22. Sharpley, R. Flagship attractions and sustainable rural tourism development: The case of the alnwick garden, England. *J. Sustain. Tour.* **2007**, *15*, 125–143.
23. Hall, C.M.; Sharples, E.; Cambourne, B.; Macionis, N. *Wine Tourism around the World: Development, Management and Markets*; Butterworth-Heinemann: Auckland, New Zealand, 2000.
24. Bruwer, J.; Prayag, G.; Disegna, M. Why wine tourists visit cellar doors: Segmenting motivation and destination image. *Int. J. Tour. Res.* **2017**, *20*, 355–366.
25. Carvalho, M.; Kastenholz, E.; Carneiro, M.J. A co-criação de experiências enogastronómicas: O caso da rota da Bairrada. *J. Tour. Dev.* **2021**, *36*, 325–339.
26. Novo, G.; Osorio, M.; Sotomayor, S. Wine tourism in Mexico: An initial exploration. *Anatolia* **2019**, *30*, 246–257.
27. Robinson, R.; Getz, D. Profiling potential food tourists: An Australian study. *Br. Food J.* **2014**, *116*, 690–706.
28. Strickland, P.; Laing, J.; Frost, W.; Williams, K. Trends in experience design—Strategies for attracting millennials to wineries in Victoria, Australia. In *The Routledge Handbook of Tourism Experience Management and Marketing*; Dixit, S.K., Ed.; Routledge: London, UK, 2020; pp. 207–217.
29. Malerba, R.; Kastenholz, E.; Carneiro, M.J. Family-friendly tourism supply. In *Encyclopedia of Tourism Management and Marketing*; Buhalis, D., Ed.; Edward Elgar Publishing Limited: Cheltenham, UK, 2021.

30. Gu, Q.; Wiu, H.; King, B.; Huang, S. Understanding the wine tourism experience: The roles of facilitators, constraints, and involvement. *J. Vacat. Mark.* **2020**, *26*, 211–229.
31. Quadri-Felitti, D.; Fiore, A.M. Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tour. Hosp. Res.* **2013**, *13*, 47–62.
32. Back, R.; Lowry, L.; Higgins, L. Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *J. Vacat. Mark.* **2021**, *27*, 103–116.
33. Frost, W.; Frost, J.; Strickland, P.; Maguire, J. Seeking a competitive advantage in wine tourism: Heritage and storytelling at the cellar-door. *Int. J. Hosp. Manag.* **2020**, *87*.
34. Santos, V.; Ramos, P.; Almeida, N.; Santos-Pavón, E. Wine and wine tourism experience: A theoretical and conceptual review. *Worldw. Hosp. Tour. Themes* **2019**, *11*, 718–730.
35. Hall, C.M. Wine tourism in New Zealand. In *Tourism Down under II: Towards a More Sustainable Tourism*; Kearsley, G., Ed.; Centre for Tourism, University of Otago: Dunedin, New Zealand, 1996; pp. 109–119.
36. Johnson, R.; Bruwer, J. Regional Brand image and perceived wine quality: The consumer perspective. *Int. J. Wine Bus. Res.* **2007**, *19*, 276–297.
37. Mathis, E.; Kim, H.; Uysal, M.; Sirgy, J.; Prebensen, N. The effect of co-creation experience on outcome variable. *Ann. Tour. Res.* **2016**, *57*, 62–75.
38. Prahalad, C.; Ramaswamy, V. Co-creation experiences: The next practice in value creation. *J. Interact. Mark.* **2004**, *18*, 5–14.
39. Minkiewicz, J.; Evans, J.; Bridson, K. How do consumers co-create their experiences? An exploration in the heritage sector. *J. Mark. Manag.* **2014**, *30*, 30–59.
40. Prebensen, N.; Vittersø, J.; Dahl, T. Value co-creation significance of tourist resources. *Ann. Tour. Res.* **2013**, *42*, 240–261.
41. Rihova, I.; Buhalis, D.; Moital, M.; Gouthro, M. Conceptualizing customer-to-customer value co-creation in tourism. *Int. J. Tour. Res.* **2015**, *17*, 356–363.
42. Gummesson, E.; Mele, C. Marketing as value co-creation through network interaction and resource integration. *J. Bus. Mark. Manag.* **2010**, *4*, 181–198.
43. Vargo, S.L.; Lusch, R. Evolving to a New Dominant Logic for Marketing. *J. Mark.* **2004**, *68*, 1–17.
44. Carvalho, M.; Lima, J.; Kastenholz, E.; Sousa, A. Co-creative rural tourism experiences: Connecting tourists, community and local resources. In *Meeting Challenges for Rural Tourism through Co-Creation of Sustainable Tourist Experiences*; Kastenholz, E., Carneiro, M.J., Eusébio, C., Figueiredo, E., Eds.; Cambridge Scholars Publishing: Newcastle upon Tyne, UK, 2016; pp. 79–101.
45. Kastenholz, E.; Carneiro, M.J.; Marques, C.P.; Lima, J. Understanding and managing the rural tourism experience: The case of a historical village in Portugal. *Tour. Manag. Perspect.* **2012**, *4*, 207–214.
46. Antón, C.; Camarero, C.; Garrido, M.J. Exploring the experience value of museum visitors as a co-creation process. *Curr. Issues Tour.* **2018**, *21*, 1406–1425.
47. Huang, S.; Choi, H.-S. Developing and validating a multidimensional tourist engagement scale (TES). *Serv. Ind. J.* **2019**, *39*, 469–497.
48. Buonincontri, P.; Morvillo, A.; Okumus, F.; van Niekerk, M. Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tour. Manag.* **2017**, *62*, 264–277.

49. McCartney, G.; Chen, Y. Co-Creation Tourism in an Ancient Chinese Town. *J. China Tour. Res.* **2019**, *16*, 159–182.
50. Wei, M.; Bai, C.; Li, C.; Wang, H. The effect of host–guest interaction in tourist co-creation in public services: Evidence from Hangzhou. *Asia Pac. J. Tour. Res.* **2020**, *25*, 457–472.
51. Kastenholz, E.; Carneiro, M.J.; Eusébio, C. Diverse socializing patterns in rural tourist experiences-a segmentation analysis. *Curr. Issues Tour.* **2018**, *21*, 401–421.
52. Santos, V.; Ramos, P.; Almeida, N.; Marôco, J.; Santos-Pavón, E. Wine tourist profiling in the Porto wine cellars: Segmentation based on wine product involvement. *Anatolia* **2020**, *31*, 577–590.
53. Jolliffe, L.; Piboonrungrroj, P. The role of themes and stories in tourism experiences. In *The Routledge Handbook of Tourism Experience Management and Marketing*; Dixit, S.K., Ed.; Routledge: London, UK, 2020; pp. 218–228.
54. Mossberg, L. Extraordinary Experiences through Storytelling. *Scand. J. Hosp. Tour.* **2008**, *8*, 195–210.
55. Liberato, D.; Nunes, M.; Liberato, P. Wine and Food Tourism Gamification. Exploratory Study in Peso da Régua. In *Advances in Tourism, Technology and Systems*; ICOTTS 2020. Smart Innovation, Systems and Technologies; Abreu, D., Liberato, E.A., González, J.C., Ojeda, G., Eds.; Springer: Singapore, 2021; Volume 208, pp. 497–508.
56. Martin, D.; Woodside, A. Storytelling research on international visitors Interpreting own experiences in Tokyo. *Qual. Mark. Res. Int. J.* **2011**, *14*, 27–54.
57. Moína, S.; Hosanyb, S.; O'Brien, J. Storytelling in destination brands' promotional videos. *Tour. Manag. Perspect.* **2020**, *34*.
58. Prebensen, N.; Foss, L. Coping and Co-creating in Tourist Experiences. *Int. J. Tour. Res.* **2011**, *13*, 54–67.
59. Rota da Bairrada. Quem Somos. Available online: <http://www.rotadabairrada.pt/quemsomos/?id=3&title=quem-somos&idioma=pt> (accessed on 2 July 2021).
60. Infovini. O portal do vinho Português. Available online: <https://infovini.pt> (accessed on 2 July 2021).
61. Pordata. Base de Dados Portugal Contemporâneo. 2021. Available online: <https://www.pordata.pt/Municipios/Capacidade+nos+alojamentos+tur%3%adsticos+total+e+por+tipo+de+alojamento-747> (accessed on 30 July 2021).
62. Pordata. Base de dados Portugal Contemporâneo. 2019. Available online: <https://www.pordata.pt/Municipios/Dormidas+nos+alojamentos+tur%3%adsticos+por+100+habitantes-761> (accessed on 30 July 2021).
63. Centre of Portugal. Mata do Buçaco. 2021. Available online: <https://www.centerofportugal.com/pt/poi/a-mata-do-bucaco/> (accessed on 30 July 2021).
64. Yin, R. *Qualitative Research from Start to Finish*; The Guildford Press: New York, NY, USA, 2011.
65. Creswell, J. *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research*, 4th ed.; Pearson Education: Boston, MA, USA, 2012.
66. Fraenkel, J.; Wallen, N.; Hyun, H. *How to Design and Evaluate Research in Education*, 8th ed.; McGraw Hill: New York, NY, USA, 2012.

67. Fusch, P.; Ness, L. Are We There Yet? Data Saturation in Qualitative Research. *Qual. Rep.* **2015**, *20*, 1408–1416.
68. Patton, M. *Qualitative Research & Evolution Methods*; Sage Publications: Thousand Oaks, CA, USA, 2002.
69. Martinho, V. Contributions from Literature for Understanding Wine Marketing. *Sustainability* **2021**, *13*, 7468.
70. Arnould, E.; Price, L. River Magic: Extraordinary Experience and the Extended Service Encounter. *J. Consum. Res.* **1993**, *20*, 24–45.
71. Thanh, T.; Kirova, V. Wine tourism experience: A netnography study. *J. Bus. Res.* **2018**, *83*, 30–37.
72. Carneiro, M.J.; Lima, J.; Silva, A. Landscape and the rural tourism experience: Identifying key elements, addressing potential, and implications for the future. *J. Sustain. Tour.* **2015**, *23*, 1217–1235.

Chapter 7 – Pairing co-creation with food & wine experiences – A holistic perspective of tourist experiences in Dão, a Portuguese wine region¹⁵

Abstract

Recognising the increasing value of food & wine tourism for destinations' competitiveness and given the scarcity of conceptual and empirical studies on co-creation within this special interest tourism, this paper aims to enhance the understanding of how visitors and supply agents co-create value in food & wine experiences, analysing experience-co-creation in Dão, a Portuguese rural wine region. For this purpose, a qualitative study was undertaken, analysing visitors' and tourism agents' perceptions regarding experiences in five food & wine experiences: food & wine pairing, wine tasting with food pairing, harvesting, a culinary workshop and a wine workshop. Discourses obtained via in-depth semi-structured interviews from sixteen visitors and three supply agents were content analysed, supported by QSR NVivo 12. Results show that conceptually defined co-creation experience dimensions are, indeed, perceived in the visitors' discourse, namely interaction (the most prominent in wine tasting and harvesting), active participation, engagement and personalization (the last least reported). Sensorial engagement emerged from discourses as an additional dimension deserving attention. The agents' perspective confirms the importance of these dimensions in experience design. The paper identifies theoretical and managerial contributions for destination management organizations, wine tourism agents and marketers as well as relevant paths for future research in this field.

Keywords: Co-creation experiences, food & wine experiences, rural tourism, wine region, Dão, Portugal, qualitative study

7.1 Introduction

Food & wine tourism have become a focal element of tourists' interests when travelling, arousing visitors' curiosity, distinguishing territories, and adding value to the travel experience. Wine and gastronomy are intrinsically related and can result in a distinguishing and competitive tourism product. Vorobiova et al. [1] (p. 355) state that wine "can be considered part of the broader category of food tourism" and, indeed, visitors have been increasingly searching food & wine experiences when travelling [2], which suggests growing evidence of a tourist market trend. Costa [2] refers to 600.000 visitors' annual trips for food & wine as a primary motivation and 20 million as a secondary motivation, in Europe. Food & wine experiences are sensory-rich, involve travellers in a pleasurable and relaxing way and may contribute to memorability [3-6]. Hence, in rural wine destinations, experiences like food & wine pairing, wine tasting, grape harvesting, wine festivals or wine-related workshops are emerging, complementing traditional visits to wineries and cellar doors [7, 8]. The rural wine region experience definitely comprises more than wine, requiring a set

¹⁵ This chapter, co-authored with Kastenholz (PhD) and Carneiro (PhD), was submitted to *Sustainability*.

of tangible and intangible resources that, in a combined way, may be part of highly involving, creative food & wine experiences [9-11].

Due to their contributions to regional and local development, food, wine and other local products have increasingly been acknowledged as central to unique, involving rural tourist experiences, with corresponding dynamics still requiring better understanding [12-16]. With visitors becoming more interested in assuming a central role in tourism experiences, analysing how they get involved and understanding their expectations is crucial. Experience co-creation emerges as a response to this new trend, resulting in shared value-creation through visitors' interaction with supply agents and the local community, contributing to the uniqueness, perceived authenticity and memorability of the tourist experience [17-19]. Empirical research on co-creation in food & wine tourism is still scarce [20, 21], justifying an in-depth analysis of the dynamics of value-creation arising from visitors' participation in these experiences.

This study, integrated in a 4-years research project focusing on rural wine tourism experiences in three Portuguese wine routes, aims to assess the role of experience co-creation in food & wine tourist experience design and in enhancing tourists' involvement. The following research questions were correspondingly defined: i) How is value co-created by visitors in food & wine experiences in Dão, a Portuguese wine region?; ii) Which experience co-creation dimensions emerge from visitors' discourse when reflecting on their participation in food & wine experiences in Dão?; iii) Which are the most dominating co-creation dimensions reported in these experiences?; iv) From the supply agents' perspective, to what extent is co-creation considered in food & wine experience design?; v) To what degree do visitors and supply agents coincide in their emphasis on co-creation dimensions reported?

This study starts with a theoretical conceptualization, focusing on food & wine experiences in wine regions and co-creation experiences. Materials and methods used to respond to the above-mentioned questions are described next, followed by the presentation of results. The article closes with a final debate on the meaning of the study findings, as well as an acknowledgement of research limitations and an identification of future avenues of research regarding the topics under analysis.

7.2 Theoretical background

7.2.1 Food & wine tourism experiences in wine regions

Food & wine tourism is a varied and complex experience product that embraces natural and cultural destination elements that contribute to the uniqueness of the tourism experience [22]. Besides wine and its production process, wine tourism comprises a cultural legacy in terms of history, traditions and local identity that add value and differentiate the tourism experience [9, 23, 24]. Carmichael [24] (p. 186) explains that, as a tourism product, wine tourism is "based on agricultural land use and the production of wine that appeals to the senses of taste, smell and sight". In fact, food & wine experiences are multisensory, allowing visitors' involvement through different senses. Hall [25] defines wine tourism as "the visitation to vineyards, wineries, wine

festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors". Visits to wineries and food & wine tastings are, in fact, traditionally part of this special interest tourism niche, but also the enjoyment of the vineyards' landscape and the surrounding physical environment, where architectural elements merge with nature are a most valued experience dimensions, contributing to satisfaction and memorability [10, 12, 26]. However, it is today recognized that wine tourism in rural territories is more than a niche market phenomenon, adding value to the discovery of rural areas and uniqueness and identity to the visited places, which may be an interesting and appealing factor to many travelers that are generally interested in exploring rural territories, landscapes, hospitality and culture, together with their food & wine. The winescape, the natural environment in which wine tourism occurs, is of outmost importance to the experience context, enhancing the aesthetical dimension of the experience and being one of the main motivations to explore wine regions. According to Santos et al. [27] (p. 12), the winescape is one of the four dimensions considered as key drivers for "more successful and memorable wine experiences for all kinds of wine tourists". The remaining dimensions are, according to the authors, wine storytelling, pointed out as the most significant, together with the excitement of wine tasting and wine involvement. For Crespi-Vallbona and Mascarilla-Miró [9], memorable and satisfying wine tourism experiences should comprise diverse elements, namely 'participation', 'hedonism', 'significance', 'knowledge', 'nostalgia', 'tasting', 'novelty' and 'local culture'.

Indeed, tourists are more knowledgeable and curious about wine and gastronomy and search for added value when engaging in such experiences, with a multiplicity of activities provided in diverse contexts. Apart from tasting the wine, learning about the characteristics of the terroir and wine grape varieties, about wine production and culinary techniques of elaborating regional dishes, enjoying vineyards' landscape and the rural scenery or even being involved in practical experiences, like harvesting grapes or wine blending workshops, are some of the expectations visitors have regarding food & wine tourism [7, 12, 22, 26, 29]. Hence, supply agents should be aware of the importance of fostering attractive, involving and educational wine experiences where tourists assume a central role and co-create value with the other parts (agents, staff, local community or other tourists) [12, 17, 22].

Besides, understanding wine tourists' profile is also important. Hall [25] identified three profiles: "wine lovers", "wine interested" and "wine curious". Wine lovers are particularly interested in wine and frequently visit wine regions as a sole purpose. They are educated and purchase wine on a regular basis. Their wine purchases occur frequently at wineries. Wine interested visitors also have a high interest in wine, but it is not their primary motivation to travel. They are also educated and buy wine at wineries and other specialized stores. Wine curious visitors are less interested in wine, may have already visited other wine regions, but they do not consider wine tourism as a primary motivation. They have moderated education and may buy wine in wineries and other spots [25]. All groups may require particular strategies to attract and appeal to them, differentiating and adapting the approach to each profile, motivation, degree of involvement and expertise, but there are general factors that are increasingly acknowledged as adding value to tourist experiences and those are related to experience co-creation.

7.2.2 Co-creation in food & wine tourism experiences

Tourists are increasingly looking for and willing to be actively involved in experiences that provide them the opportunity to co-create value with other tourists, supply agents or the local community. The interest in experiencing the local identity of a visited place may be considered a relevant tourism trend, identifiable in rural tourism [17, 29, 30] and also applicable to food & wine tourism [20]. In the tourism sector, the transition from the service economy to the experience economy is responding to new, emerging trends, according to which tourists are more active, look for authenticity, want to be involved with and immersed in destinations and their culture, interact with different parts and enjoy personalized experiences [17, 18, 20, 31, 32]. Pine and Gilmore [33] suggest that engaging and memorable experiences can emerge when educational, entertaining, aesthetic and escapist experience realms are combined. Besides, tourists' active or passive participation as well as their feeling of immersion in the experience context or of absorption by its observation contribute to memorable experiences. In these contexts, interaction with both physical and human environments occurs and significantly shapes the experience quality [17]. According to Buonincontri et al. [34] (p. 266), value creation is manifested in the "process of interactions and transactions occurring between tourists and tourism service providers (...) during moments of contact in which both are involved". In food & wine experiences, such an interactive value-creation should contribute to tourists' engagement and active participation as co-producers of their experiences [17, 18]. Creative and diversified experiences in wine tourism that go beyond the traditional visits to wineries are needed to allow tourists to be in contact with local features of the territory and to enjoy food & wine quality products. Considering the perspective of Pine and Gilmore [33], wine entrepreneurs are expected to commoditize wine, as a distinctive and differentiated regional tourism product. Through 'edutainment', which suggests fostering entertaining and learning experiences at the same time, tourists may visit wine cellars, taste wine and gastronomy, experience food & wine pairing, attend wine festivals, walk in the vineyards, have a picnic in this natural context or even experience an overnight stay [28].

Recognising the tourist as the central element of these experiences, supply agents are expected to customize their supply to guarantee tourist satisfaction and memorability. Campos et al. [35] (p. 109) suggest that "active participation and interaction are conducive to memorability", with involvement and interaction being key elements of co-creation. According to Williams et al. [46], memorable experiences in food tourism comprise five attributes, namely "food risk-taking", "co-created relationships", "authenticity", "sociability" and "emotions". Stone, Migacz and Sthapit [37] (p. 9) suggest that, in order to be memorable, food tourism should comprise the following elements: "sensory" and "emotional" features (positive emotions), "social interactions" with different destination actors, "novelty", "focus and attention" of their experiences, and "reflective connections" stimulating later recall of their food experiences. With particular emphasis on sensory and emotional experiences, Schmitt [38] considers that sensorial ('sense'), affective ('feel'), cognitive ('think'), behavioural ('act'), and social identity features ('relate') contribute to appealing and memorable experiences. As multi-sensory experiences, co-creative food & wine

tourism should correspondingly foster visitors' cognitive, emotional and sensory involvement [4, 17, 38].

In wine tourism destinations, Carlsen and Boksberger [39] (p. 132) remind that "excellent service quality and the setting and surroundings of each winery visited" are fundamental attributes to take into account as components of fundamental importance in co-creation experiences. Prayag et al. [40] underline the role of the physical environment, with tangible elements of the visited terroir, as central to enjoyable co-creation. Indeed, based on the holistic perspective adopted in this study, natural and cultural elements of wine regions are considered an integrated part of food & wine tourism experiences, significantly contributing to visitors' co-creation of value.

Experience co-creation has been a research topic of increasing interest in the tourism sector over the past years [20, 21], although being at an early stage. At the same time, conceptual and empirical research linking co-creation experiences with food & wine tourism is still scarce. Insights are beginning to emerge suggesting the relevance of co-creation in food & wine experiences, as identified e.g. by Rachão et al. [41] or Carvalho et al. [20]. Rachão et al. [41] found that the level of active participation in food-and-wine experiences is influenced by experience co-creation as well as by the interaction amongst tourists, staff and local residents, with tourists' operant resources all triggering satisfaction [41]. Carvalho et al. [20] presented a conceptual framework, resulting from an integrative literature review, where interaction, active participation, engagement and personalization were identified as the main co-creative dimensions to be applied in food & wine tourism experiences. Cubillas et al. [42] also reflected on core principles of value co-creation in wineries, namely "dialogue", "access", "risk-benefits" and "transparency", as based on the D.A.R.T. framework [43]. It is in this context that the present empirical study aims to better understand how co-creation can positively influence the tourist experience through physical, cognitive and emotional involvement in rural wine destinations based on the key dimensions of co-creation in food & wine tourism experiences, suggested by Carvalho et al. [20], considering both the views of tourists and tourism providers.

Empirical studies focusing on co-creation in diverse food & wine experiences in wine regions are still scarce [20, 41]. This study aims at contributing to fill this gap, presenting findings resulting from an exploratory qualitative analysis of visitors' and supply agents' perspectives on co-creation experiences in Dão, a Portuguese wine region.

7.3 Materials and methods

7.3.1 The Dão wine route

The Dão region is located in central Portugal (Figure 15) and is a demarcated wine region since 1908 [44]. This region comprises 16 municipalities, namely Viseu, Sátão, Aguiar da Beira, Penalva do Castelo, Fornos de Algodres, Mangualde, Nelas, Seia, Gouveia, Oliveira do Hospital, Carregal do Sal, Tábua, Arganil, Santa Comba Dão, Mortágua and Tondela [45]. Geographically, this region is surrounded by four mountain ranges – Serra da Estrela, Serra do Caramulo, Serra da Nave and Serra do Buçaco – as well as three rivers – Dão, Mondego and Alva [46].



Figure 15. Dão region in Portugal

Source: Adapted from Turismo de Portugal, I.P. [46]

The diverse grape varieties of the region contribute to the distinctiveness and rich flavours of its wines. The traditional wine grape varieties found in the region are Touriga Nacional, “the most noble variety, with its birthplace in the Dão region” [47], and Alfrocheiro, Aragonez / Tinta Roriz and Jaen, as the red varieties. Encruzado, Malvasia Fina, Bical and Barcelo are identified as most important white varieties [47]. As pointed out by Lopes et al. [45] (p. 206), the wines of the region “are velvety and full-bodied with a distinct acidity”.

The attractiveness of the region is also closely related to its nature, with a landscape characterized by mountains, hills and valleys [48] and granitic features, giving a distinctly appealing character to the landscape. Health and wellness tourism is also an important tourism product in the region, with different thermal spas, namely Caldas da Cavaca (Aguiar da Beira), the Thermal Center of Carvalhal (Castro Daire), Caldas de Felgueira (Nelas) or the Thermal Center of São Pedro do Sul [48]. Wine tourism is increasing in the Dão region, with historical small villages standing out, where typical rural features are well preserved (Lopes et al., 2018). The region’s historical heritage is another meaningful asset for its wine tourism appeal, as several manor houses are now part of the wine route and used as wine cellars, restaurants and accommodation, adding value to the tourism experience. Wine and food products are a nationally renowned, regional highlight, due to their authenticity and high quality (e.g. the famous Serra da Estrela mountain cheese, a rich and tasty broth that combines chickpeas, pasta, veal and kale called rancho, roasted veal or Vouzela pastries, a regional very thin and light dough filled with egg candy).

According to Pordata [49], in 2020, there were 252.688 inhabitants in the region of Viseu Dão Lafões. Regarding the tourism sector, in 2019 there were 144 accommodation units in the region and approximately 2250 overnight stays per 100 inhabitants were registered, considering a slight increase comparing with 2016 (2132 overnight stays) [50]. The average stay was 1.91 overnights, with 1.81 for domestic tourists and 2.62 for international tourists [51].

The Dão route was created in 1995 and comprises 47 members, including wine farms, wineries and cooperatives [45]. The main aim of the route is to foster the networking between the tourism sector (recognized as an important asset for regional development) and the wine culture of the region [52]. This region comprises 388,000 hectares, out of which 16,000 are vineyard area [47]. The Dão Regional Wine Commission is the responsible for managing and communicating the wine route, and Solar do Vinho do Dão is the route's official welcome center [52].

7.3.2 Data collection

Target participants of this study were visitors (+ 18 years) who had lived a food & wine experience in the Dão region in the two years before the study. This time span was considered appropriate for visitors to recall their past experiences in the region with as much precision as possible. Out of the 16 interviews, one was held face-to-face right after the experience in a winery and 12 referred to experiences that had happened up to 12 months before. Most of the interviews were held online through Zoom platform (12) and via telephone (3), since data collection coincided with the first Covid-19 lockdown period in Portugal (March to June 2020). Overall, interviews to visitors in the Dão region started in August 2019 and were undertaken until September 2020.

Two sampling techniques were used. First, a convenience sample was considered the most appropriate for this exploratory study, as the aim was to interview visitors of the wine-producing region that had engaged in a food and/or wine experience in the region and were available to answer the open-ended questions of the semi-structured interview, being impossible to identify the population studied. During the first lockdown period, the authors looked for target participants in their network contacts and on social media (specifically Facebook and Instagram). Interviewed visitors were also asked to suggest other visitors' contacts, who matched the established criteria, which led to a snowball method. The interviews were scheduled according to visitors' availability and were recorded with their allowance. Thirteen interviews were carried out in Portuguese and three in English, in line with visitors' different nationalities. The average length of the interviews was 50/ 60 minutes. The interviews were later transcribed verbatim.

The agents' perspective was also analysed regarding the importance given to co-creation in the experience design. After identification of (relatively few) supply agents of the Dão route who offer co-creative food & wine experiences (with visitors' active participation), contacts were established with three supply agents, who were ready to participate in the study. The interviews were held via telephone (2) and online via the Zoom platform (1).

In this exploratory study, the number of interviewees was defined according to the interest in identifying, through an in-depth data analysis, individuals' perspectives, opinions, feelings or attitudes [53]. Accordingly, sample sizes are small, with a number reaching from 1 to 25 considered adequate [54, 55]. As a qualitative tool, semi-structured interviews allow researchers to gain in-depth knowledge of visitors' perceptions and to establish rapport, fostering a favourable environment for the interviewees to express their ideas, feelings and perceptions regarding previous experiences [54].

Two semi-structured interview scripts (one for the visitors and the other for the supply agents) were elaborated and reviewed by researchers of the mentioned Twine project and validated by experts in the food & wine tourism field. The visitors' semi-structured interview encompasses three sections, namely (Table 12): (i) visitors' food & wine experience expectations when travelling to wine regions and to Dão, and the importance of wine and gastronomy both in general and when travelling to tourism destinations; (ii) the visitors' food & wine experience in the Dão region, their main characteristics, social interaction, sensory experiences, as well as the consequent learning outcomes; (iii) the visitors' profile.

Table 12. Open-ended questions addressed to visitors

Questions from the semi-structured interview	
Section I Expectations regarding wine regions and Dão and Involvement with food & wine (in general and on holidays)	What do you expect to experience in wine regions? And in Dão?
	How important is wine for you?
	Is wine important when choosing a tourist destination?
	When do you consume wine?
	Regarding gastronomy, do you consider yourself a person who is interested in culinary experiences and gastronomy in your everyday life?
	How important are gastronomic experiences when you choose a tourism destination?
	Do you look for gastronomic experiences/ workshops when you travel?
	Given the experience in the Dão region, how would you describe it?
	What activities did you engage in?
	How do you characterize the contact you had with other people (staff, residents, other tourists) during the experience?
Section II Food & wine experiences in Dão	What did you learn?
	In what way were your senses stimulated?
Section III Visitors' profile	Gender, age, nationality, educational level, motivation, type of visitor, travel group

For the supply agents, the script of the interview includes five open-ended questions (Table 13) on how the agents' consider co-creation in experience design.

Table 13. Open-ended questions addressed to supply agents

Questions from the semi-structured interview
How important is gastronomy and wine in your offer?
What activities do you offer that encourage the active participation of visitors?
In your offer, is visitor involvement in the experience a concern? What do you do to encourage this involvement? How does this involvement impart meaning of the experience and evoke emotions?
Does the available food & wine experiences foster the interaction between tourists/travel group/supply agents/the local community? How?
Are there any concerns about customizing the service? Could you explain which and why?

7.3.3 Data analysis

Content analysis was used to analyse and interpret the qualitative data resulting from the semi-structured interviews to both visitors and supply agents, and QRS Nvivo 12 software supported the analysis. Procedures included the creation of the corpora of analysis, based on a) the knowledge gained from literature review on co-creation and its dimensions; b) the visitors' and the agents' answers to the interviews, with partly inductive identification of categories, and subsequent coding, permitting identification of patterns in the analysed discourse [53]. Considering the subjectivity associated with the coding process [54], and the validity criteria of content analysis, more specifically "stability", "reproducibility", and "accuracy" [56] (p.72), the following procedures were defined: repeating the coding process within a time span of two months; using a qualitative software to support in-depth analysis; validity check of identified dimensions via conceptual debate amongst three researchers familiar with co-creation experiences and a clear description of the procedures adopted.

7.4 Results

Table 14 shows the visitors' profile. Most visitors were Portuguese (N= 8) and Brazilian (N= 5), and the remaining were English (N= 1), Finnish (N= 1) and North-American (N= 1). Out of the 16 visitors, 13 were living in Portugal. The number of male visitors was slightly higher (N= 9) than that of female (N= 7). Most visitors' age ranged from 30 to 45 years old (N= 9). In terms of educational level, almost all visitors (N= 14) had finished college (N= 6), or had a master's (N= 3) or PhD (N= 4) degree. Most visitors were tourists (N= 9) and the remaining were same day visitors (N= 7). Most travelled to the region for leisure (N= 5) and business (N= 7) purposes. Weekend (N= 3) or holiday visits (N= 1) were less registered. In terms of travel group, just one of the visitors travelled alone for business reasons. The other visitors travelled with the family, friends or co-workers.

Table 14. Profile of the interviewed visitors

Code	Gender	Age	Nationality	Educational level	Motivation	Type of visitor	Travel group
V1	Female	27	Portuguese	College	Holidays	Same day visitors	Couple
V2	Male	40	Portuguese	Master	Leisure	Same day visitors	Friends
V3	Male	36	Brazilian	Postgraduate studies	Weekend	Tourist	Family and friends
V4	Female	33	Brazilian	Master	Weekend	Tourist	Family and friends
V5	Female	30	Brazilian	Master	Leisure	Tourist	Couple
V6	Female	40	Brazilian	College	Business	Tourist	Solo
V7	Male	36	English	College	Weekend	Tourist	Couple and friends
V8	Male	21	Brazilian	College	Leisure/ Business	Same day visitors	Family and friends
V9	Male	57	Finnish	PhD	Leisure	Same day visitors	Friends
V10	Male	57	Portuguese	High School	Leisure/ Business	Tourist	Family
V11	Female	42	Portuguese	PhD	Leisure	Same day visitors	Couple and friends

V12	Male	51	Portuguese	College	Business	Tourist	Co-workers
V13	Female	58	Portuguese	Bachelor	Leisure	Same day visitors	Family
V14	Male	44	Portuguese	PhD	Business	Tourist	Co-workers
V15	Male	39	North American	College	Business	Same day visitors	Co-workers
V16	Female	49	Portuguese	PhD	Business	Tourist	Co-workers

The interviewed supply agents were members of the Dão route. As presented in Table 15, one of the interviewees had a leading role in an accommodation unit, another in a restaurant and wine cellar, and the third in a wine farm.

Table 15. Supply agents interviewed

Code	Supply agent
SA1	Rural accommodation unit with farm and orchard
SA2	Restaurant and wine cellar
SA3	Farm winery

According to the data analysis, two wine visitors' segments emerged based on Hall's (1996) typology (distinguishing "wine lovers", "wine interested" and "wine curious"). Both groups of visitors appreciate wine, however with distinct depth of involvement with it. In the first segment (N= 6), called "wine lovers", there are visitors who really appreciate wine for a long time (some professionally related to wine), are connoisseurs of the wine process and the region's wine features, frequently consume wine, and have already lived different wine experiences in Portugal and abroad. This segment is educated, has a critical perspective on wine and usually buys wine from local producers, wineries and specialized stores, monthly spending between 100€ and 300€ on it. The other segment (N= 10) can be named "wine interested", also appreciating wine and being curious about learning more about it. Some of them have already participated in different wine experiences in Portugal and abroad, being willing to participate in wine experiences in different destinations. They are also educated, usually buy wine from local producers, wineries or supermarkets and spend less money on wine than "wine lovers" do (between 20€ and 60€ per month).

7.4.1 Travelling to wine regions

When asked about what expectations they have when travelling to wine regions, visitors mainly referred to aspects related to wine (tasting good wine and gastronomy, getting to know new wine grape varieties and the wine producing process as well as historical and cultural features of wine), experiencing authenticity (through close contact with local activities), new experiences (beyond the traditional and fostering new feelings and sensations), appreciating natural elements of the landscape (having close contact with nature and enjoying appealing landscapes), social contacts

(meeting friends and 'great people'), appreciating architectural elements and searching for advice on wine quality. One of the visitors also highlighted the sense of peace desired when travelling to these regions, as opposed to the daily city context: "having a time of peace, outside of this urbanity in which I normally live" (V10). One visitor also pointed out having no expectations.

Visitors were also asked about how important wine was for them. Although most visitors have never selected a holiday destination specifically because of wine, for most it is reported as an important complement to the trip, and the majority assumes that wine is part of their daily life. For some, wine is part of their personal life and professional career, which is perceived as a real pleasure: "100% I would say!! It is present every day and we talk about wine every day." (V3)

Visitors were unanimous stating that they are used to giving wine as a gift to family and friends who appreciate it, most of them also highlighting its importance and mirroring the centrality of wine in those individuals' lifestyle: "I think the best gift you can give a person is a good bottle of wine." (V13).

Wine is also perceived to be important due to its close relationship with gastronomy, as stressed by some visitors. For one of the respondents this relationship is part of her motivation to travel: "Wine asks for food, asks for people around a table, I think that's fundamental, and as I said, in my destinations, I always look for places where I can have a food & wine experience." (V6)

Food & wine pairing is also mentioned for being related to a region's cultural and historical features, which may constitute an interesting and distinctive attraction in destinations. One of the visitors stated that "wine is something that elevates flavours and is a cultural issue" (V14), thus connecting senses and culture. Another visitor considered that "wine goes well with the cuisine of the region" (V10), enhancing the authenticity of the products and the importance of taking advantage of destinations' assets. Wine also seems to be important due its social dimension, being associated with relaxation, leisure time, socializing with friends and family and with special events. One of the visitors associated wine with good memories, which confirms the emotional, enduring centrality of wine experiences, possibly associated with the formation of involvement and habits. One of the visitors highlighted that wine is part of her 'Portuguese identity', emphasizing the importance of this special product in forming and deepening social and emotional bonds:

"I'm from a big family, everyone likes to sit around the table to enjoy a good wine... everyone likes to bring a different wine to taste... there's a little bit of that culture in our family." (V13)

Another visitor reported the importance of wine in business contexts, namely in business meals, due to the possibility of fostering a more interactive and relaxing atmosphere.

Almost all visitors interviewed enjoy wine on a regular basis, mainly on weekends, and some of them also during the week for meals. Wine is also clearly referred to as an important part in events and celebrations with friends and family. All these discourses highlight the central role of wine in visitors' lives, being in a regular, typically social context, or in special, festive occasions.

Regarding the close relationship between gastronomy and wine, most visitors (N= 12) also assumed their interest in gastronomy on a daily-basis, assuming that they appreciate to cook, even as a hobby, and to welcome friends and family for dinner, referring that “cooking is a very important thing, it is part of our life” (V13). One of the visitors even mentioned that, as a couple, they appreciate preparing food & wine pairing meals together and enjoy the opportunity to appreciate good quality products with family and friends:

“We prepare the dishes and we often think what to do to pair something with that wine and hence try a food & wine pairing.” (V4)

For some of them, culinary habits and the passion for gastronomy are also quite linked with their professional careers (as they are chefs, sommeliers, food & wine experienced entrepreneurs), which is also reflected in their daily food & wine consumption patterns.

When asked about their search for food & wine experiences while travelling (e.g., food tour experiences, tasting experiences or culinary workshops), despite the centrality of food and wine amongst the here interviewed individuals, most (N= 9) referred that they had never tried any of this kind before (some had just experienced this for the first time when interviewed). However, almost all of them (N= 13) revealed their interest in participating in this kind of experiences in the future, if having the opportunity to do so. This is a great insight for destinations who may invest in these experiences, namely in wine regions, as demand for these experiences is increasing, while apparently supply is still scarce (as otherwise the interviewed group would certainly have participated more in such offerings). Other visitors (N= 7) mentioned they had already participated in culinary and wine workshops (e.g. vegetarian culinary workshop, chocolate workshop), or highlighted their usual interest in visiting local markets, local small cheesemakers, olive oil producers or appreciating show cooking events in restaurants when they travel. Only three interviewees assumed they had no curiosity to search for culinary workshops.

Almost half of the visitors also mentioned that when planning their holidays, they are used to previously selecting the restaurants they want to go to. For the other half, this is not an important topic before travelling, i.e. being eventually more spontaneous and adventurous regarding their food experiences.

7.4.2 Travelling to the Dão region

Visitors reported that what made them visit specifically the Dão region were mainly the following five aspects: 1) the opportunity of getting to know the region, 2) its wine, 3) its gastronomy, 4) socializing opportunities and 5) friends’ recommendation. This reveals the great importance of wine and gastronomy as pull motivations of visits to rural wine destinations, and the important role they play particularly in the Dão region. Visitors originally from the region highlighted their pride to explore wine tourism in the Dão region and to witness its evolution into a high-quality wine tourism destination, mainly associated to vineries, restaurants or accommodation units. Aesthetically appreciating the region for its beauty, the landscape and the granite as a

characteristic of the region were also considered by different interviewees as particularly attractive. The possibility of enjoying a sense of peace, mainly triggered by contact with nature, was also highlighted. One of the visitors referred to his fascination with Viseu, the biggest city in the region, underlining the enriching historical features, manor houses and several characteristic villages nearby, revealing appreciation of the culturally and historically rich territory. Regarding the central, and frequently mentioned role of wine as a key attractor of the region, a Brazilian visitor, who is a sommelier, highlighted her preference for Dão wines:

“I really like Portuguese wines, from all regions, but Dão, for me, has that elegance and freshness that for me are fantastic and I have enormous affection for it.” (V6)

For another visitor, the possibility of visiting wine cellars and getting to know the producers was a major attraction, revealing a sense of privilege to get close contact with authentic historical and cultural features of wine production in the region.

One of the visitors recognised that Dão has a lot to discover and is a very special, unique and not as well-known or ‘main stream’ destination:

“This is my fascination with Dão, because it's a region that still has a lot to give and a lot to discover and few people know much about it.” (V10)

For a few visitors, the interest in exploring an unknown region and the recommendation of friends and family were the main aspects that attracted them to Dão. Two of the interviewees also highlighted their interest in meeting friends in the region or in providing wine tasting experiences and visits to wineries in the region to relatives who live abroad.

7.4.2.1 Food & wine experiences in the Dão region – The view of visitors and supply agents

Visitors reported to have been involved in different experiences in the region over the previous 24 months, namely in food & wine pairing, wine tasting with food pairing, a culinary and a wine workshop and in a harvesting experience. Table 16 presents the experiences the interviewees participated in (one or two experiences) as well as the facilities where they took place.

Table 16. Visitors' participation in food & wine experiences in Dão

	Experiences				
	Food & wine pairing (in wine cellars and restaurants)	Wine tasting with food pairing (in wine cellars and restaurants)	Culinary workshop (in a restaurant)	Wine workshop (in a wine cellar)	Harvesting (on a farm)
V1	x			x	
V2	x	x			
V3	x	x			
V4	x	x			
V5					x
V6		x			
V7					x
V8		x			
V9		x			
V10	x	x			
V11	x				
V12	x	x			
V13		x			
V14			x		
V15	x				
V16			x		

Wine tasting with food pairing and food & wine pairing (in wine cellars and restaurants) were the most mentioned experiences (N=9 and N=8, respectively) that were recalled and described by visitors. Both harvesting (on a farm) and culinary workshops (in a Michelin-star restaurant) were remembered and detailed by four visitors. Just one interviewee participated in a wine workshop, called 'Be a winemaker for a day' (in a wine cellar).

Regarding the identification of co-creation dimensions emerging from visitors' perceptions of their food & wine experiences in Dão, Table 17 shows the presence of these dimensions per experience as well as the average number of references per respondent participating in each experience. According to data analysis, sensorial engagement was the most prominent dimension, standing for harvesting (6.5 references per respondent), food & wine pairing (6.4 references per respondent), wine tasting with food pairing (3.2 references per respondent), followed by social interaction, with 5 references per interviewee for harvesting, 3.3 references in the case of wine tasting with food pairing, and 1.4 references in food & wine pairing. Active participation was also highlighted in harvesting (3.5 references per respondent). Engagement was mostly identified in wine tasting with food pairing (2.8 references), harvesting (10.5 references) and in the wine workshop (2 references). Personalization was less perceived in visitors' discourse, with just few references in the wine tasting with food pairing experience (0.2 references) and in the wine workshop (1 reference).

Table 17. Co-creation experience dimensions identified in visitors' perceptions of their food & wine experiences in Dão

Experiences	Co-creation experiences dimensions				
	Social Interaction	Active participation	Engagement	Personalization	Sensorial engagement
Food & wine pairing	Referred 11 times (1.4 references)	Referred once (0.1 references)	Referred 4 times (0.5 references)	not identified	Referred 51 times (6.4 references)
Wine tasting with food pairing	Referred 30 times (3.3 references)	Referred 5 times (0.6 references)	Referred 25 times (2.8 references)	Referred twice (0.2 references)	Referred 29 times (3.2 references)
Culinary workshop	Referred 3 times (1.5 references)	Referred twice (1 reference)	Referred 3 times (1.5 references)	not identified	Referred 8 times (4 references)
Wine workshop	Referred twice (2 references)	Referred 3 times (1.5 references)	Referred twice (2 references)	Referred twice (1 reference)	Referred 5 times (5 references)
Harvesting	Referred 10 times (5 references)	Referred 7 times (3.5 references)	Referred 21 times (10.5 references)	not identified	Referred 13 times (6.5 references)

Note: absolute number of references (in brackets mean value per respondent)

It is worth of notice that the experience triggering most co-creation experience dimensions per respondent was 'grape harvesting', rating high in all dimensions except for 'personalization'. One may assume a particular impact of these experiences on visitors and their travel memories. In the following sections, these experience dimensions will be further detailed and illustrated with discourse excerpts.

7.4.2.1.1 Social interaction

Visitors' references to the interaction with different actors were identified very often when describing the experiences under analysis and was always mentioned in a positive tone. In wine tasting with food pairing and wine and food pairing, interactions with the staff of the wine cellar and with the wine producer were the most identified. Visitors highlighted how informative the visits were, in part due to the guidance, empathy, and hospitality of the staff during the wine tasting, contributing to enhanced appreciation of the local products (e.g., olive oil, bread, cheese, and ham), as exemplified in the following excerpts:

"It was very close, really, people welcomed us as if we were already known, they were very friendly." (V3)

"When someone explains it to us [regarding wine tasting], and he explained it very well, we ended up really noticing and taking away those aromas: the earth, the chocolate, the caramel, the red fruits... I think it was a very interesting experience. We learnt a lot." (V13).

The contact with the wine producer seems to have been meaningful in these experiences, mainly due to the visitors' interest in listening to wine producers' stories, getting to know all the details associated with the wine production process (e.g., grape ripening, the harvesting process) and by asking questions "and taking an answer from their [the producers'] experience" (V15). This interactive relationship promoted visitors' identification with the wine they were tasting, to the place and its people, while permitting an engaging and authentic learning experience, being recalled as enriching and memorable. For some visitors, the contact with the winemakers was one of the key values of their experiences. One of the visitors mentioned:

"I think that the most special was being able to sit and talk with these winemakers that I barely know, only through their bottles, not through their mouths. So to meet these people in person, they're icons, it's incredible. (...) To me tastes is all senses, it's not just nose and mouth. So to taste the wine with the person that made it at the place where it was made largely enhances the flavour of the wine on an emotional, mental, intellectual level. So that's my favourite part, absolutely." (V15)

The same visitor highlighted how special it was to have the opportunity to taste the regional wines, directly from the cellar to the table, making the experience more unique and outstanding, as exemplified in this discourse:

"To taste the wine that travels from the cellar of the winery to your glass and hasn't moved more than twenty or thirty meters is very different from tasting the wine in a restaurant that's 50 km away or 4000 km away." (V15)

The social contact with the travel group stood out the most for both visitors who were involved in the culinary workshop. They considered that the fun, relaxing and interactive atmosphere created in the context of the workshop made it memorable. Also an interviewee who had participated in the wine tasting with food pairing experience considered the contact amongst the travel group as the best part. Contact with the local community was mentioned by one visitor, who had the opportunity to experience an informal wine tasting with a friend from the region and his family. The visitor stated that the bonds created in these contexts are one of the reasons that make her want to return to the region. Another visitor highlighted how special it was to establish a relationship with one of the farm workers during a harvesting experience in Dão. This was one of the most important memories from the experience for this visitor who highlighted the privilege of relating to someone who was part of the local community and was involved in this wine making process as a worker.

These insights show how important social interaction is for engaging value co-creation in food & wine experiences and it should be recognized as a key dimension in this field. The agents interviewed corroborated this perspective, remarking that interaction fosters a relaxing and positive experience that influences visitors' overall satisfaction. The agents understand their responsibility for stimulating an atmosphere, in which visitors are willing to actively engage in interactions with the agent and the group, asking questions, making comments, even contributing with their own stories.

7.4.2.1.2 Active participation

Active participation was highlighted in the harvesting experience, where visitors had the opportunity to catch the grapes for the first time in a wine farm and observe the consequent wine production process. One of the visitors recognised that participating in this experience contributed to a deeper awareness of wine as a unique product, resulting from hard, focused, physical work, considering that he felt special for becoming part of the harvesting process. He stated:

“When you are cutting the grapes and then you’re realizing ‘don’t cut the leaves, only the fruit’... (...) being there, you feel the grapes on the vine... you’re working your body, you’re feeling pain in your back, you’re carrying the grapes. Yeah, you really... that’s the moment when you understand wine.” (V7)

The other visitor also considered that participating in the harvesting and understanding how to pick the grapes with the farm workers was very special. She even considered that the active participation was crucial to feel involved in the experience, leading to memorability. She said:

“Maybe, if I had just seen it, I wouldn't remember it in so much detail or still feel the feeling [7 months later] or have so much desire to return, but being part of it made me enjoy the experience even more.” (V5)

She also highlighted that the possibility of co-creating was a distinctive feature of the whole experience:

“Without any of these elements [the contacts and physical activity], it wouldn’t be so incredible, everything that I experienced with hands-on, co-creating with the locals, visitors... I think that all these elements were crucial to the incredible experience.” (V5)

Active participation was also found in the culinary workshop, where visitors had the opportunity to cook a full meal. This participation contributed to their cognitive (learning outcomes) and emotional (being proud to be actively involved in the work of a Michelin-star restaurant) engagement in the experience. In the wine workshop, called ‘Be a winemaker for a day’, the individual visited the winery and was part of the wine production process, taking a bottle home in the end. For this visitor, having the opportunity to actively participate in the activity instead of just observing was what made the difference in the experience, contributing to its uniqueness. The agents’ interviewed also recognised the importance of tourists’ active participation. They all reported that they try to involve tourists in an active way when designing unique experiences, namely in the context of workshops producing bread, jams, cheese or sausages (with local products and local producers guiding the experience); in the harvesting experience (in the vineyards and in the winemaking process); in food & wine pairing experiences in the restaurants; in show cooking events with the restaurant chef; and in the traditional visits to the wineries. Agents seek to stimulate visitors in actively participating in these experiences:

“[in the jam workshop] The tourist may prove, stir the jam and pack it [by himself].” (SA1)

“[Tourists] they are usually always very participative, I remember... the Americans... when we are doing a show cooking and they are there with an apron and a pen and are taking the recipes... they are super involved in this experience.” (SA2)

7.4.2.1.3 Emotional and cognitive engagement

According to the agents, visitors also show increasing interest in being involved and engaged in the experiences they participate in. In fact, this engagement is a significant part of the agents’ concerns when designing these experiences:

“When I’m doing a wine tasting and if I’m explaining the aromas to them, sometimes I put a bit of pine needles in their hand, a bit of straw, that’s it... the contact... that is very important. For us the involvement... we try as much as possible that people feel good during the time they are with us! I think this is the main objective of wine tourism.” (SA2)

“In the jam workshop, what the confectioner [from the local community] tries to pass on is the cultivation part, she talks about the cultivation done on the farm, how the farm started, with what types of cultivation, what fruits they have; she talks about our orchard, where we harvest fruits, lemons. We also have a plantation of blackberries, currants, red fruits... a contextualization [of the experience] is made.” (SA1)

Agents perceive visitors’ engagement through their interest in getting to know and learn about (i) culinary techniques of local dishes; (ii) how to taste wine and choose the right food & wine pairing; (iii) wine and terroir characteristics; and (iv) sustainable practices adopted on the farm (e.g., the absence of chemicals used in the vineries and related wine making techniques).

Agents also reinforced that one of their principals is to contextualize and transmit historical and cultural features of the local products that are part of the experiences as well as the sustainable and traditional production techniques that are adopted:

“When a client engages in workshops, it is our duty to promote a little of what has been done by the Albuquerque family over the years [the original owners of what is a local accommodation today], because it was a self-sustaining and ecological farm in the second half of the 18th century.” (SA1)

One example is the complex traditional process involved in the production of queijo da serra, a typical and well-known tasty buttery regional cheese, from the milk of mountain sheep that feed on special herbs. Another example referred to the biological fruit from the orchard of the hotel that is cultivated by local workers. The agent stated:

“The fruit is planted here, it is harvested here, it doesn’t take any kind of chemical product (...) the locals who work here in the exploration are sensible to that, and they also pass it to the tourists, and they give them our products to prove.” (SA1)

Agents also highlighted that their passion and dedication to the experience provision is also visible in the decorative details of the experiencescape where rich multi-sensory experiences are idealized. One of the agents referred to how significant it is to arise visitors' emotions when providing a special and authentic high-quality experience. This agent stressed the importance of several elements of the experience that contribute to its uniqueness, namely through elements provided by the experiencescape, including multi-sensory stimulation (e.g. food & wine tasting where traditional dishes are part of the experience, the smell of smoked sausage) and the attention to the details of the table set, as reported:

"We have to take care of everything, so that people come here and are able to remember the smells of the fireplace, the dishes, so... that for me is very gratifying, people leaving with the greatest satisfaction, and being here with friends, having fun and escaping from their routine. It's the best pay I have. That's why I take care of the dishes, the glasses, that's it... I'm careful with the details." (SA3)

Recalling the visit of a group to the wine farm, the same agent mentioned an episode involving a meal and the perceptions of one of the visitors. The atmosphere, warmed by the fireplace, and the china plates chosen by the agent for the meal triggered an emotional experience in this visitor, who reported his nostalgia as a result of being taken to his childhood and his grandparents' house. The agent recalled:

"He said: 'it was already worth coming from Aveiro here, every meter I walked, it was worth it, because I came in here and smelled the fireplace, I could smell my grandmother's house! (...) And the dishes you set are the dishes my grandmother used to set on Christmas Day'. (SA3)

In the visitors' discourse, engagement was identifiable in almost every experience. In harvesting, one of the visitors remembered how she felt emotionally engaged when she was in the vineyards appreciating the aesthetics of the landscape, enjoying a certain sense of escapism, and feeling motivated to participate in the process:

"The beauty of the place... I felt like I was in a movie set on an immense farm with so many grapes, it was a new setting for me, I had not yet been to a region like this, even at the time of the harvest with all the grapes there ready to be harvested... so I think the beauty, the desire, the interest in the theme and the experience stood out." (V5)

This visitor even stated that she felt enchanted, excited, happy and even fatigued by participating in the experience, which contributed to her engagement in the harvesting experience. The other visitor underlined how special he felt for being in close contact with a rural context and with nature, and how it fostered his involvement in the activity. He said:

"Yeah, to be inside [the vineyard] was fantastic. (...) One of the most important things is the fresh air, the smells, the natural sounds, the quietness, the peacefulness, the fresh air. So, being in the middle of the fields was very tranquil. (...) So, it was very good to connect with this simple activity." (V7)

According to the visitors and the agents' perceptions, cognitive and emotional engagement definitely contributes to an outstanding experience, to tourists' satisfaction and memorability.

7.4.2.1.4 Personalization

Personalization was the least clearly observable dimension in visitors' discourse. In the wine workshop, the interviewee stressed how important it was to enjoy a private experience, where interaction with her partner and with the agent was facilitated:

"I also value being in a private experience, that's very important. (...) We can really focus on what we like and the experience that the two of us are living." (V1)

In the wine tasting with food pairing, visitors referred to personalization associated with the social interaction with the wine producer, enhancing the privilege of that contact and the possibility of focusing on what they appreciated the most. The interviewed agents were unanimous regarding the importance of personalization as part of a high-quality experience. For one of the agents, personalization is always considered in all experiences provided on the farm, and adaptations are made in accordance with visitors' age, preferences and needs, in terms of specific service arrangements as well as the storytelling techniques used, which results in a closer relationship with the client, and enhances overall satisfaction and loyalty.

One of the agents also mentioned that personalization should be more considered in the local accommodation that she manages. For this agent, it is important to welcome visitors in a personalized way, contextualize the history of the hotel, the gardens and other facilities and closely support guests during their stay, attending their personal needs and even offering them special products for their birthday or other situations. The agent recognizes that personalization is an important asset of visitors' experience that contributes to experience engagement, concluding that this approach deserves more investment in human resources.

Regarding the learning outcomes of these experiences, almost all visitors were unanimous on the topics they highlighted, mainly related to wine, gastronomy and the region. Regarding wine, references to the wine making process or its characteristics and the high-quality product resulting from it, terroir characteristics, wine grape varieties or how to taste wine, were the topics visitors learned more about. For one of the visitors, the experience in Dão contributed to reflecting more deeply on how special wine is due to its relation to people that are behind the production of this beverage:

"Wine is made by people, so when you know their stories, you value wines more and more, because wine is a different drink. Wine is not like beer that is brewed in a factory, it has people behind it, whether in the vineyards, in the wineries, or at the front in wine tourism... Dão showed me even more this relationship with people." (V6)

Again, the social dimension of the experience is stressed here, showing its emotional and cognitive engagement values. Gastronomy also fostered learning outcomes that were related to culinary techniques (how to cook a typical dish), historical features about local products,

particularly queijo da serra. Historical and cultural facts and particularities of the region and its communities and single local agents (e.g. stories of the farms and the families) and regional characteristics of the ecosystem (e.g. plants and growing species) were also pointed out as learning outcomes.

7.4.2.1.5 Sensorial engagement

Adopting a holistic food & wine experience approach in a wine region is fundamental, due to the multi-sensory features of the experiences visitors engage in and their impact on the overall experience outcome [57, 58] as well as in consequent purchase of local food & wine products [59]. In the case of the present study, visitors' experiences were also enriched due to a diversity of sensory elements including tastes, sounds, images and smells. Touch was less reported in visitors' discourse, although some features were identified.

When asked about how their senses were stimulated during the experience in the region, visitors mentioned the different flavours that included local products, such as wine and gastronomic delicacies, namely regional cheese, bread, ham, sausages, goat, gilet and strawberries, and grapes, the latter partly enjoyed while participating in harvesting. Almost all visitors referred that gastronomy contributed to their overall satisfaction, "being even fundamental" (V8), for some of them due to the high-quality of the local products, and for others due to their authenticity. For just a few visitors, gastronomy was a complement of the visit.

Regarding sounds, visitors who experienced food & wine pairing, wine tasting, harvesting and the culinary workshop were unanimous in identifying sounds from nature, like water, birds, the river, trees, the wind and rain and typical sounds from rural contexts, but also the absence of sounds, i.e. the silence and the consequent peace, identified by visitors who experienced food & wine pairing, wine tasting, harvesting and the wine workshop. Unusual low levels of sound produced by nature, people talking far away, the church bell or tractors in the fields were also pointed out.

When asked about the main images they remembered, visitors recalled were related to the beauty of the landscape of the vineyards, the mountains, the green colour of the landscape and nature, and the grey colour of the buildings. Most responses resonate with discourses previously mentioned regarding other co-creative experience dimensions and may, indeed, be distinguished as another dimension of co-creation, namely 'sensory engagement'. One of the visitors who experienced food & wine pairing and wine tastings recalled how the landscape and other aesthetically appealing, unique rural features of Dão were particularly special to him:

"What really impressed me was the landscape, I keep repeating it, but I was delighted with what I saw, even because I had been to other wineries and at the top of the mountain, the view over the mountain is beautiful (...) To get there, you go through a little road, where only one car may pass, where there are stone walls on the side and you see the sheep, the shepherds... so I thought it was fantastic (...) it impressed me a lot, too."
(V3)

In this discourse, apart from its clear emotional flavour ('fantastic'), also the active participation through a (implicitly mentioned) hard effort to get to the top of the mountain along difficult, narrow streets, is referred to, revealing the link between sensory and emotional engagement and active participation leading to memorability.

Another visitor, who participated in a food & wine pairing, remembered that the good memories of that day were not simply related to the experience itself. She emphasised how important for her it was to enjoy the physical surroundings and also mentioned the "wonderful landscape" on her way to the restaurant, which reminded her of her infancy, as she referred: "vines from all sides, I think it's a wonderful thing, it's beautiful! So, that day, it was a mix of good memories". (V11) Other visitors who experienced the food & wine pairing as well as the harvesting and the culinary workshop also highlighted the vineyards and the landscape as a positive visual memory. The rural features and ancient buildings, the appealing architecture of the wine cellars or restaurants and the beauty of the city of Viseu were also pointed out by visitors who were involved in the wine and culinary workshops, in food & wine pairings and wine tastings. Visitors' reference to the tranquility of the region and the pleasant feelings arousing from the wine tasting was also identified. These perspectives highlight the importance of the aesthetic dimension in this region and its contribution to the promotion of emotional engagement and memorable experiences.

Almost all visitors recalled smells related to gastronomy (grilled meat, cheese, sausages and strawberries), wine (the cellar, the wood, the wine, and the wine must, the wine grape smell of diverse varieties and of Touriga Nacional) and nature (plants, grass, wet land). Touch was the least evident sense identified by visitors, even though the touch on the glass and on the bottle of wine and the linen in embroidery and tablecloths from wine tasting and food & wine pairing were highlighted – "that touch of when a person sits at the table... it is part of the history of the local people, it is part of the culture of the region" (V10); and touching the grapes on the vines in the case of harvesting were identified – "the delicacy of picking the grapes and cutting the bunch there" (V5).

All in all, these testimonies reveal a strong, sensory-rich experiencescape, strongly contributing to other dimensions of co-creation and central to its memorability.

7.5 Discussion and conclusions

Consistent with previous conceptual and empirical studies [20, 41] that pointed at scarce empirical evidence on food & wine experiences, this study shows how visitors co-create value in food & wine experiences in the Portuguese wine region of Dão, revealing the prominence of co-creation dimensions emerging from visitors' perceptions of their experiences and suggesting 'sensory engagement' as a relevant additional dimension. The perspective of supply agents from the same region on co-creation experience design complements the study findings, attesting the relevance assigned to the identified co-creation dimensions when designing food & wine experiences. Overall, the combination of two relevant fields of study in tourism, namely 'co-

creation experience' and 'food & wine tourism', as well as the integration of the perspectives of both demand and supply, add value to the existing literature and may contribute to a better understanding of those topics and a more appealing and sustainable development of wine businesses and regions.

Following the suggestions of Hall [25] on wine tourists' profiles, this study identified two wine tourist segments amongst those interviewed in the context of participation in wine tourism experiences in the Dão region – 'wine lovers' and 'wine interested' – contributing to the literature with insights regarding wine tourists' characteristics. It is first worth of notice that the less wine-involved 'wine curious' were not encountered in the here analysed experience-context, which suggests that these more specialist types of experiences that involve more time, investment and engagement are typically not sought by those accidentally visiting a winery when exploring a wine producing region. However, as interviews were undertaken after the experiences under analysis, it may also mean that at least after such an experience, this tourist would move up the ladder from a simply 'curious' to a 'wine interested' tourist. To better understand the reason for the here presented findings, a distinct research design might be needed, studying visitors before and after the experience.

Hall [25] stated that previous knowledge and wine experiences of wine lovers may lead to distinct, more intense involvement with the experiences. This study corroborates Hall's [25] findings, but also adds evidence suggesting that this intensity is not limited to wine lovers' experience, since most wine interested tourists, who reported less wine expertise, also revealed deep involvement with their experiences in the Dão region. We may consider that both previous knowledge and the curiosity to learn about wine and terroir characteristics are essential for visitors' immersion and engagement in the experiences. Besides, based on study findings, more engaged tourists seem to co-create value in a deeper way, which is in line with the study of Cubillas et al. [42]. Understanding visitors' wine involvement profile and wine consumption patterns is therefore of particular importance for supply agents who aspire at creating wine experiences satisfying the needs and preferences of their visitors [11, 25], with differentiated and personalized approaches certainly adding quality to the experience outcome [8, 9].

Considering the research questions focusing on the visitors and the agents' perceptions of co-creative food & wine tourism experiences, results show that value creation strongly emerges from visitors' sensorial engagement. This dimension clearly contributes to their in-depth involvement, satisfaction and memorability. These insights are in line with Brochado et al. [4]. Kastenholz et al. [57] additionally showed that sensory-rich nostalgic tourist experiences increased purchase of local products amongst rural tourists, suggesting a direct impact of this experience enhancement on economic benefits to rural destinations.

Visitors' social interaction also highly contributed to visitors' value co-creation, mainly with local wine producers and staff, also enhancing knowledge transfer and empathy felt for the visited places and its people. The contact with the wine producer was perceived as a privilege, contributing to the uniqueness, authenticity and memorability of the experience, which has already been perceived in other studies [3, 8]. Co-creation of value also resulted from visitors' social interaction with other visitors and the travel group, which seemed to be meaningful in food

& wine experiences, particularly in the more active harvesting and wine workshop. Indeed, as a multi-sensory experience, food & wine is closely related to social interaction and relaxing contexts, where positive emotions may arise and contribute to tourists' satisfaction and loyalty [58, 60], as it became clear in this study. As mentioned by Prayag et al.[40], physical and social aspects of the experience significantly influence co-creation in cooking classes, which was confirmed in this study, since the interaction with the chef and with the travel group in the culinary workshop was essential for an engaging learning experience, in a relaxing and entertaining atmosphere. This is in line with the study of Kokkranikal and Carabelli [6], who found hedonism as another key dimension in cooking classes. As one of the most reported dimensions emerging from the visitors' discourse, interaction should be understood by supply agents and DMOs as crucial to promote value creation amongst different destination stakeholders. Besides, many tourists referred to their interaction with the experiencescape (enjoying the mountains or the vineyards) as a distinctive feature contributing to the perceived uniqueness of the experience [40]. Similarly, Carvalho et al. [30] also concluded that interaction with human and physical environments significantly enhanced visitors' engagement and immersion in another Portuguese wine region – Bairrada – leading to their satisfaction, place attachment and loyalty, which is also confirmed in the present study. Also according to the supply agents' perspective, social interaction is a key component of co-creation experiences they provide, either by developing activities that foster tourists' interaction with the local hosts or giving them the opportunity to interact with the travel group throughout the experience (e.g. in teambuilding initiatives). Evidence resulting from both actors' perspectives confirms the meaningful role of social interaction as a relevant co-creation experience dimension.

This study also shows that visitors co-create value through active physical participation and cognitive and emotional engagement, both leading to deeper satisfaction, as already pointed out in previous studies [17, 32]. Visitors revealed that their active participation fostered social interaction, promoted a sense of immersion and engagement, facilitated their learning process, and contributed to the overall satisfaction and revisit intention, mainly in harvesting, in the culinary and wine workshops and in wine tasting with food pairing. Saymaan et al. [61] (p. 380) refer that grape harvesting, bottling the wine or making the own wine “clearly contribute to a memorable experience”. This is in line with the findings of this research. Supply agents corroborated the importance of fostering active participation and engagement in food & wine experiences, which should be considered in the experience design.

Visitors showed that personalization also contributes to their satisfaction, fostering value creation, particularly due to the highly appreciated attention they received while taking part in small or exclusive groups. Although personalization seemed to be the least evident dimension referred by visitors, it had an impact on their engagement in value creation, e.g. when tourists actively participated in the wine workshop and the wine tasting and food pairing experience and could count on personalized support from the service provider; and when visitors could share their ideas and see their queries clarified. This aspect was clearly understood by the supply agents as a requirement to meet visitors' needs and expectations. This study provides evidence of the significance of personalization as a co-creation dimension, which seems to be not explored in

literature on co-creation in food & wine experiences [20], and of insights on how this dimension may be developed in experience design [32].

Overall, this study underlines the strong and mutually reinforcing relationships established between co-creative dimensions, which is an important insight for supply agents in the experience design. Indeed, visitors of wine regions seek participative, personalized and engaging experiences, where they can taste local products, learn about the region, wine and food pairing, interact with knowledgeable and empathic staff and wine producers, from whom they grasp curious stories behind the product they taste, always in the pursuit of an authentic, enjoyable and high-quality experience. Besides, study results also show that the multi-sensory characteristics of wine experiences strongly contribute to value co-creation.

Based on the study results, another aspect contributing to tourists' value co-creation in wine routes is their high interest in other destination elements besides wine. In fact, visitors' multiple interests in natural and cultural wine terroir resources also contribute to adding value to the wine tourist experience, which is in line with other study findings [7, 8, 9, 22, 24, 30, 57]. This understanding justifies the adoption of a holistic perspective in food & wine experiences in wine regions, stimulated by collective, articulated action and corresponding governance entities, such as regional DMOs or wine route structures that integrate diverse kinds of more or less wine-focused attractions and stakeholders. Such an approach may also promote territories' brand image, their attractiveness and their competitive advantage [1, 30, 62].

Within the scope of experience co-creation design, the agents also pointed out the importance of providing information on the sustainable management practices, due to the growing interest visitors have for green issues (Henderson, 2009). Entrepreneurs and wine producers who foster green strategies in their wineries are contributing to a sustainable destination image and differentiating their businesses, as already pointed out in previous studies [63]. Besides stimulating more sustainable food & wine experiences, green issues may also attract visitors with sustainability concerns, increasing the cognitive engagement and meaningfulness of the experience.

Due to the Covid-19 pandemic, tourism services need to change their paradigm and embrace new strategies that meet visitors' needs and expectations in a more efficient and sustainable way. According to Fountain [64], food and drink tourism experiences should adapt to new trends in the post-pandemic era, adopting a 'getting back to basics' approach, 'valuing local and locals' and including 'food for well-being'. These reflections may be considered particularly relevant for rural wine regions, where authenticity and sustainability are part of tourists' expectations and where rural communities need to find resilience and capacity to cope with future crises, frequently through collective action [65].

Regarding the limitations of this study, focusing on food & wine experiences in a single wine region can be a limiting factor, since it is not possible to compare study results with data from other regions. In the future, an in-depth comparative analysis between diverse wine regions (Portuguese or foreign) would contribute to getting more insights into the research topic, helping understand if the co-creation experiences are dependent on geographic and socio-cultural

context. Furthermore, data collection occurred during Covid-19 pandemic. Therefore, there were no perceptions in this study on how visitors co-create value in food & wine experiences after the implementation of contact restriction measures. It would therefore be pertinent to examine how visitors get involved in these experiences in the post-pandemic era, to obtain new insights and understand if co-creation of value may be somehow compromised.

References

1. Vorobiova, N.; Pinto, P.; Pintassilgo, P.; Lavandoski, J. Motivations of tourists in wine regions: the case of La Rioja, Spain. *International Journal of Wine Business Research* **2020**, *32*(3), 353–371, <https://doi.org/10.1108/IJWBR-02-2019-0014>
2. Costa, A. Food & wine tourism: Challenges and Opportunities. In *Global Report on Food Tourism*; UNWTO: Madrid, Spain, 2012; pp. 48–49.
3. Antón, C.; Camarero, C.; Garrido, M.J. Exploring the experience value of museum visitors as a co-creation process. *Curr. Issues Tour.* **2019**, *21*, 1406–1425, doi:10.1080/13683500.2017.1373753.
4. Brochado, A.; Stoleriu, O.; Lupu, C. Wine tourism: A multisensory experience. *Curr. Issues Tour.* **2021**, *24*, 597–615, doi:10.1080/13683500.2019.1649373.
5. Dodd, T. Opportunities and pitfalls of tourism in a developing wine industry. *Int. J. Wine Mark.* **1995**, *7*, 5–16, <https://doi.org/10.1108/eb008636>
6. Kokkranikal, J.; Carabelli, E. Gastronomy tourism experiences: the cooking classes of Cinque Terre. *Tourism Recreation Research* **2021**, <https://doi.org/10.1080/02508281.2021.1975213>
7. Back, R.; Lowry, L.; Higgins, L. Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *Journal of Vacation Marketing* **2020**, *27*, 103–116, <https://doi.org/10.1177/1356766720954258>
8. Terziyska, I.; Damyanova, R. Winescape through the lens of organized travel a – netnography study. *International Journal of Wine Business Research* **2020**, *32*, 477–492, <https://doi.org/10.1108/IJWBR-09-2019-0050>
9. Crespi-Vallbona, M.; Mascarilla-Miró, O. Wine lovers: their interests in tourist experiences. *International Journal of Culture. Int. J. Cult. Tour. Hosp. Res.* **2020**, *14*(2), 239–258, <https://doi.org/10.1108/IJCTHR-05-2019-0095>
10. Getz, D.; Brown, G. Critical success factors for wine tourism regions: A demand analysis. *Tour. Manag.* **2006**, *27*, 146–158, <https://doi.org/10.1016/j.tourman.2004.08.002>
11. Grybovych, O.; Lankford, J.; Lankford, S. Motivations of wine travelers in rural Northeast Iowa. *International Journal of Wine Business Research* **2013**, *25*(4), 285–309, <https://doi.org/10.1108/IJWBR-07-2012-0023>
12. Bruwer, J.; Alant, K. The hedonic nature of wine tourism consumption: An experiential view. *Int. J. Wine Bus. Res.* **2009**, *21*, 235–257, <https://doi.org/10.1108/17511060910985962>.
13. Cohen, E.; Ben-Nun, L. The important dimensions of wine tourism experience from potential visitors' perception. *Tour. Hosp. Res.* **2009**, *9*, 20–31, <https://doi.org/10.1057/thr.2008.42>.

14. Henderson, J. Food tourism reviewed. *British Food Journal* **2009**, *111*(4), 317–326, <https://doi.org/10.1108/00070700910951470>
15. Kastenholz, E.; Eusébio, C.; Carneiro, M.J. Purchase of local products within the rural tourist experience context. *Tourism Economics* **2016**, *22*(4), 729–748.
16. Rachão, S.; Breda, Z.; Fernandes, C.; Joukes, V. Enogastronomy in Northern Portugal: Destination cooperation and regional identity. *Advances in Hospitality and Tourism Research* **2019**, *7*(2), 216–237.
17. Campos, A. ; Mendes, J. ; do Valle, P. ; Scott, N. Co-creation of tourist experiences: A literature review. *Current Issues in Tourism* **2015**, *21*(4), 369–400, <https://doi.org/10.1080/13683500.2015.1081158>
18. Binkhorst, E.; Dekker, T.D. Agenda for co-creation tourism experience research. *J. Hosp. Mark. Manag.* **2009**, *18*, 311–327, <https://doi.org/10.1080/19368620802594193>.
19. Kastenholz, E.; Eusébio, C.; Carneiro, M. & Figueiredo, E. Host-Guest relationships in rural tourism – evidence from two Portuguese villages. *Anatolia: An International Journal of Tourism and Hospitality Research* **2013**, *24*(3), 367–380, <https://doi.org/10.1080/13032917.2013.769016>
20. Carvalho, M.; Kastenholz, E.; Carneiro, M. J. Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research* **2021a**, <https://doi.org/10.1080/02508281.2021.1948719>
21. Rachão, S.; Breda, Z.; Fernandes, C.; Joukes V. Cocreation of tourism experiences: are food-related activities being explored? *British Food Journal* **2020**, *122*(3), 910–928, <https://doi.org/10.1108/BFJ-10-2019-0769>
22. Quadri-Felitti, D.; Fiore, A.M. Destination loyalty: Effects of wine tourists’ experiences, memories, and satisfaction on intentions. *Tour. Hosp. Res.* **2013**, *13*, 47–62, <https://doi.org/10.1177/1467358413510017>
23. Alonso, A. Tannat: the positioning of a wine grape as symbol and ‘referent’ of a nation's gastronomic heritage. *Journal of Heritage Tourism* **2013**, *8*(2-3), 105–119, <https://doi.org/10.1080/1743873X.2013.767806>
24. Carmichael, B. Understanding the wine tourism experience for winery visitors in the Niagara region. *Tour. Geogr.* **2005**, *7*, 185–204, <https://doi.org/10.1080/14616680500072414>.
25. Hall, C.M. Wine tourism in New Zealand. In *Tourism Down Under II: towards a more Sustainable Tourism*; Kearsley, G., Ed.; Centre for Tourism, University of Otago: Dunedin, New Zealand, 1996; pp. 109–119.
26. Orsolini, N.; Boksberger, P. Wine and tourism—How can a tourist experience be created? Paper presented at the proceedings of 4th Interdisciplinary and International Wine Conference, Dijon, France. 2009, July.
27. Santos, V.; Ramos, P.; Almeida, N.; Santos-Pavón, E. Developing a Wine Experience Scale: A New Strategy to Measure Holistic Behaviour of Wine Tourists. *Sustainability* **2020**, *12*(19), 8055, <https://doi.org/10.3390/su12198055>
28. Thanh, T.; Kirova, V. Wine tourism experience: A netnography study. *J. Bus. Res.* **2018**, *83*, 30–37, <https://doi.org/10.1016/j.jbusres.2017.10.008>
29. Carvalho, M.; Lima, J.; Kastenholz, E.; Sousa, A. Co-creative rural tourism experiences: Connecting tourists, community and local resources. In E. Kastenholz, M. J. Carneiro, C.

- Eusébio, & E. Figueiredo (Eds.), *Meeting challenges for rural tourism through co-creation of sustainable tourist experiences* (pp. 79–101), 2016. UK: Cambridge Scholars Publishing.
30. Carvalho, M.; Kastenholz, E., & Carneiro, M. J. Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region. *Sustainability (Switzerland)* **2021b**, *13*(16), 9374, <https://doi.org/10.3390/su13169374>
 31. Carvalho, M.; Kastenholz, E.; Carneiro, M. J. Co-creation experiences. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*, Edward Elgar Publishing Limited. in press, ISBN:9781800377479 eISBN: 9781800377486. <https://doi.org/10.4337/9781800377486>
 32. Minkiewicz, J.; Evans, J.; Bridson, K. How do consumers co-create their experiences? An exploration in the heritage sector. *J. Mark. Manag.* **2014**, *30*, 30–59, <https://doi.org/10.1080/0267257X.2013.800899>
 33. Pine, B.; Gilmore, J. Welcome to the experience economy. *Harv. Bus. Rev.* **1998**, *76*, 97–105.
 34. Buonincontri, P.; Morvillo, A.; Okumus, F.; van Niekerk, M. Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tour. Manag.* **2017**, *62*, 264–277, <https://doi.org/10.1016/j.tourman.2017.04.014>.
 35. Campos, A.; Mendes, J.; do Valle, P.; Scott, N. Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management* **2017**, *63*, 100–114, <https://doi.org/10.1016/j.tourman.2017.06.001>
 36. Williams, H. A.; Yuan, J. J.; Williams Jr, R. L. Attributes of memorable gastro-tourists' experiences. *Journal of Hospitality and Tourism Research* **2019**, *43*(3), 327–348, <https://doi.org/10.1177/1096348018804621>
 37. Stone, M.; Migacz, S.; Sthapit, E. Connections Between Culinary Tourism Experiences and Memory. *Journal of Hospitality and Tourism Research* **2021**, <https://doi.org/10.1177/1096348021994171>
 38. Schmitt, B. Experiential marketing. *Journal of Marketing Management* **1999**, *15*(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
 39. Carlsen, J.; Boksberger, P. Enhancing consumer value in tourism. *Journal of Hospitality & Tourism Research* **2015**, *39*(1), 132–144, <https://doi.org/10.1177/1096348012471379>
 40. Prayag, G.; Gannon, M.; Muskat, B.; Taheri, B. A serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management* **2020**, *32*, 2453–2472, <https://doi.org/10.1108/IJCHM-10-2019-0897>
 41. Rachão, S.; Breda, Z.; Fernandes, C.; Joukes V. Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis. *Tourism Management Perspectives* **2021**, *37*, Article 100783. <https://doi.org/10.1016/j.tmp.2020.100783>
 42. Cubillas, S.; Mars, M.; Torres, R.; Sias, P. Touristic authenticity and value co-creation: An exploration of two local wineries in Southeastern Arizona, USA. *The Journal of Rural and Community Development* **2017**, *12*(1), 34–54.
 43. Prahalad, C.; Ramaswamy, V. Co-creation experiences: The next practice in value creation. *J. Interact. Mark.* **2004**, *18*, 5–14, <https://doi.org/10.1002/dir.20015>
 44. Rota dos vinhos de Portugal (2021). Rotas. Available at <http://rotadosvinhosdeportugal.pt/rotas/dao/>

45. Lopes, A., Seabra, C., Paiva, O., Pereira, A., Silva, C., & Abrantes, J. (2018). Enoturismo e as rotas de vinho no Centro de Portugal: Um estudo da oferta turística. In Antónia C., & Pedro B. H. (Coords.), *Turismo no Centro de Portugal: Potencialidades e tendências* (pp.199–219). Actual Editora.
46. Turismo de Portugal, I.P. (2021). Discover all the wine regions. Available at www.PortugueseWineTourism.com
47. Rota dos vinhos do Dão (2021). Rota Vinhos Dão – O melhor vinho de Portugal e do Mundo. Available at <https://rotavinhosdao.pt/>
48. Turismo do Centro (2021). Termas Viseu Dão Lafões. Available at <https://turismodocentro.pt/artigo/termas-viseu-dao-lafoes/>
49. Pordata. População residente, estimativas a 31 de Dezembro. 2021a. Available online: <https://www.pordata.pt/Municipios/Popula%3%a7%3%a3o+residente++estimativas+a+31+d e+Dezembro-120> (accessed on 5 September 2021).
50. Pordata. Base de dados Portugal Contemporâneo. 2021b. Available online: <https://www.pordata.pt/Municipios/Capacidade+nos+alojamentos+tur%3%adsticos+total+e+por+tipo+de+alojamento-747> (accessed on 5 September 2021).
51. Pordata. Estada média nos alojamentos turísticos: total, residentes em Portugal e residentes no estrangeiro. 2021c. Available online: <https://www.pordata.pt/Municipios/Estada+m%3%a9dia+nos+alojamentos+tur%3%adsticos+total++residentes+em+Portugal+e+residentes+no+estrangeiro-758>
52. Comissão Vitivinícola Regional (CVR) do Dão (2021). Bem-vindo aos vinhos do Dão. Available at <http://www.cvrdao.pt/index.asp>
53. Creswell, J. *Educational Research: Planning, Conducting and Evaluating Quantitative and Qualitative Research*, 4th ed.; Pearson Education, Boston: 2012.
54. Fraenkel, J.; Wallen, N.; Hyun, H. *How to Design and Evaluate Research in Education*, 8th ed.; McGraw Hill, New York: 2012.
55. Fusch, P.; Ness, L. Are We There Yet? Data Saturation in Qualitative Research. *Qual. Rep.* **2015**, *20*, 1408–1416.
56. Krippendorff, K. *Content Analysis: An Introduction to Its Methodology*, 2nd ed.; Sage: Thousand Oaks, CA, USA, 2004.
57. Kastenholz E.; Cunha D.; Eletxigerra A.; Carvalho M.; Silva I. Exploring Wine Terroir Experiences: A Social Media Analysis. In: Abreu A., Liberato D., González E.A., Garcia Ojeda J.C. (eds) *Advances in Tourism, Technology and Systems*. ICOTTS 2020. Smart Innovation, Systems and Technologies, vol 209. 2021, pp 401–420, Springer, Singapore.
58. Leri, I.; Theodoridis, P. The effects of the winery visitor experience on emotions, satisfaction and on post-visit behaviour intentions. *Tourism Review* **2019**, *74*(3), 480–502, <https://doi.org/10.1108/TR-07-2018-0092>
59. Kastenholz, E.; Fernández-Ferrín, P; Rodrigues; A. Nostalgia, Sensations and Local Products in Rural Tourism Experiences in a Portuguese Schist Village. *European Countryside* **2021**, *13*(3), 599–621.
60. Kastenholz, R.; Marques, C.; Carneiro, M. Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management* **2020**, *17*, 100455, <https://doi.org/10.1016/j.jdmm.2020.100455>

61. Saayman, M.; Saayman, A.; Joubert, E. Expenditure-based Segmentation of Visitors to the Wacky Wine Festival. *Tourism Recreation Research* **2012**, *37*(3), 215–225, <https://doi.org/10.1080/02508281.2012.11081710>
62. Carneiro, M. J.; Lima, J.; Silva, A. L. Landscape and the rural tourism experience: Identifying key elements, addressing potential, and implications for the future. *Journal of Sustainable Tourism* **2015**, *23*(8–9), 1217–1235, <https://doi.org/10.1080/09669582.2015.1037840>
63. Montella, M. Wine Tourism and Sustainability: A Review. *Sustainability* **2017**, *9*, 113, <https://doi.org/10.3390/su9010113>
64. Fountain, J. The future of food tourism in a post-COVID-19 world: insights from New Zealand. *Journal of Tourism Futures* **2021**. <https://doi.org/10.1108/JTF-04-2021-0100>
65. Kastenholz, E.; Cunha, D.; Barroco, C.; Silva, A.; Carneiro, M.J.; Lane, B. COVID-19, wine routes, crisis management and resilience amongst rural wine tourism businesses. *Advances in Hospitality and Tourism Research* (In Press)

Chapter 8 – Conclusions and implications

8.1 Discussion and results

The main purpose of this thesis is to understand, by distinguishing its diverse dimensions, how co-creation may add value to food & wine tourism experiences. This aim was addressed through the analysis of visitors and supply agents' perspectives on food & wine tourism experiences in different destination settings, through a qualitative research design. The combination of a netnographic approach and a multiple-case study as well as the triangulation of sources and destination settings contributed to achieving the proposed goals of this thesis. Hence, given the research question – How can the co-creation experience in food & wine tourism be defined, recognizing its nature and structure, and promote appealing, distinctive and memorable food & wine tourism experiences? – the findings resulting from this thesis yield new insights into co-creation in food & wine tourism.

Regarding the nature and structure of the co-creation experience in food & wine tourism, the conceptual study (chapter 2) identifies the main co-creation experience dimensions as well as their interrelation, which presents the theoretical underpinnings of the subsequent empirical studies. In the literature review the experience dimension 'interaction' stood out, followed by 'active participation' and 'engagement'. 'Personalization' was identified in the 'tourism co-creation' literature, but no empirical evidence of it was found in research on co-creation in food & wine tourism. The potential relevance of these dimensions, previously identified based on reflection on the perspectives of Pine and Gilmore (1998), Schmitt (1999), Campos et al. (2015) and Minkiewicz et al. (2014), was hence corroborated in this conceptual study. The empirical evidence gathered in the empirical studies integrating this thesis is discussed next, highlighting the literature it corroborates and new insights and perspectives gained, adding to the existing theory and body of research.

'Social interaction' is, indeed, one of the dimensions that stood out most in the multiple-case study approach, both in the Bairrada and Dão regions, with particular emphasis on human interaction. Indeed, visitors' opportunity to interact with supply agents, namely the wineries' staff, the winemaker or the local community, was one of the key aspects which contributed to value co-creation. In the food tour experiences, interaction was also among the four most relevant dimensions out of the nine identified in the visitors' discourse. Overall, when comparing the experiences of the different studies (whether in food tours, visits to wineries, in wine tastings, food & wine pairings and harvesting), visitors were unanimous about their appreciation of the close contact with and empathy of the staff while guiding the experiences. Associated with this, the learning process was also referred to as a highlight of the experiences, with supply agents (e.g. staff, the winemaker, the tour host) assuming a key role in knowledge transfer. Supply agents encountered in the wine regions were perceived as empathetic and caring. When visiting wineries, particularly the privilege of talking to the winemaker and getting to know the stories associated with the winery, its history and the wine making process had a positive impact on visitors' satisfaction, memorability of the experience and consequent loyalty (to the winery, the

region and the wine brand), in the food & wine experiences in both routes, corroborating the findings of Antón et al. (2019), Frost et al. (2020) and Terziyska and Damyanova (2020). In the food tours, the tour hosts were also referred to for the fun and relaxing atmosphere they promoted, while sharing cultural and historical facts, to which the creative storytelling techniques used were fundamental, as stated by the food tour operator. Storytelling was indeed identified as an important complement of all experiences, for the creativity brought to the knowledge transfer situations, for the flexibility shown when adapting to visitors' characteristics and preferences, and for the fun and relaxing atmosphere, contributing to visitors' cognitive and emotional engagement. These findings confirm the results of previous studies that consider storytelling a key technique to be included in the tourist experience design (Jolliffe & Piboonrunroj, 2020; Mossberg, 2008), also giving the storyteller the opportunity to hone his/her sense of local pride by being a cultural broker (Carvalho et al., 2016; Kastenholz et al., 2012; Ko et al., 2018; Sthapit et al., 2019). Study findings showed that appealing, co-creative and engaging knowledge transfer situations are of fundamental importance in food & wine experiences for their role in promoting closer contact between visitors and agents of supply, especially within a more informal atmosphere, while also permitting meaningful learning experiences relating to the historical and cultural facts associated with such local products and their connection to regional identity.

The possibility of interacting with the local community, mainly in the harvesting experience (where it was mostly identified), was also highly appreciated. Particularly the simplicity perceived in the relationship with locals was found to contribute to a sense of emotional arousal and cognitive engagement (getting to know local stories and the locals' lifestyle). Visitors' interest in establishing close and authentic relationships showed the positive impact of human interaction on tourists' immersion in the destination and its contribution to fostering appealing food & wine co-creation experiences, which corroborates the potential of involving the local community in these experiences for promoting authenticity and memorability, as also suggested by Crespi-Vallbona and Mascarilla-Miró (2020).

The 'interaction with the physical environment' was also pointed out in the empirical studies of this thesis for its relevance in contributing to engaging and immersive co-creation experiences, and leading to tourists' satisfaction, place attachment and loyalty, which seemed to be important both in the urban food tours and in the food & wine experiences in the rural wine regions. The experiencescape, comprising the physical environment in which the experience takes place, is of particular importance to adding uniqueness and distinctiveness to the experiences. This becomes visible in the references about visitors' immersion in the natural (i.e. enjoying the landscape) and cultural settings (i.e. appreciating the ambiance of typical neighbourhoods), and is in line with findings from previous studies within the scopes of rural, wine and nature tourism (Arnould & Price, 1993; Cohen & Ben-Nun, 2009; Carmichael, 2005; Carneiro et al., 2015; Than & Kirova, 2018). In food tours, visitors were more enthusiastic for exploring the typical neighbourhoods in Lisbon, where food tours took place, enjoying the atmosphere of these places where they had opportunity to also interact with local people. In the wine regions, visitors showed their high interest for appreciating the vineyards and the mountain landscape, when walking in the rural setting, when they were visiting the wineries and tasting the wines or when they were in the harvesting experience. The possibility of enjoying nature and its typical features was enhanced by

visitors who went cycling in Bairrada region, which was perceived as one of the most important aspects of their travel. The relevant meaning of the physical environment as to reinforcing destinations' brand image and promoting visitors' sensory-rich interaction with it is an important insight for DMOs and supply agents, to be considered in the design of co-creation experiences in food & wine tourism (Carvalho et al., 2016).

'Active participation' was identified as another relevant dimension in co-creation experiences, with more emphasis in the case of food & wine tourism in the Dão region, where tourists' reports, assessed via interview, were more associated with experiences involving visitors in a more active way (i.e. hands-on experiences), having contributed to more social interaction, and cognitive and emotional engagement. Consequently, visitors' learning process was facilitated and their satisfaction and revisit intention enhanced. This became evident in testimonies presented by visitors, i.e., who were involved in grape harvesting or culinary workshops. Although less notoriously, in Bairrada, active participation was also positively perceived by tourists who were involved in harvesting experiences or in winery visits. Visitors from this route stressed the importance of being given the possibility of taking part in such experiences, in order to feel more active as well as cognitive and emotionally engaged. In this region, where also several tourists engaging in broader destination-exploring experiences were interviewed, other assets of the territory were also identified as attracting visitors beyond food & wine, namely the regions' thermal and natural features as well as cycling. In these cases, tourists associated active participation with appreciation and walking/ cycling in the natural setting, where this physical experiencescape was thereby more actively explored leading to a deeper immersion in it. In the food tour experience, active participation was less perceived in tourists' discourse, being identified in their willingness to discover the typical neighbourhoods of Lisbon, where food tours took place. The supply agent reinforced the importance of fostering active participation in the food tours, intertwining it with social interaction by means of the constant dialogue they foster, in order to include visitors' views and interpretations in the experience. Overall, study findings showed that giving tourists the role of co-creators of their own food & wine experiences requires providing them with tools, techniques and guidance that may support them perform the suggested activities as autonomously as possible, facilitating interaction and leading to tourists' engagement, which demands organization and strategy as for the experience design as well as social and communication skills. These findings corroborate outcomes from other studies in this tourism domain (Crespi-Vallbona & Mascarilla-Miró, 2020; Lugosi et al., 2020; Prayag et al., 2020; Williams et al., 2019).

As mentioned before, emotional and cognitive engagement was frequently identified in tourists' discourse when associated with the interaction with the tour host, wineries' staff or winemakers (in wine tasting, visiting wineries) and with the local community (in harvesting), most of the time also resulting from the knowledge and experience exchange between both parts. Besides, interaction with the destination's natural and cultural resources as well as with the authentic features that are part of food & wine experiences (i.e. historical elements) highly contributed to tourists' involvement in the experiences. These perspectives were clear in the discourse of visitors from Dão, where active participation and interaction seem to have positively influenced visitors' immersion in the experience. In Bairrada, cognitive engagement was also evident, since tourists

highlighted what they had learnt as a result of the food & wine pairing experience or through the use of technology in the wine making process. Visitors also stressed their preference for human interaction in these experiences, which seems to have deepened their level of engagement. Indeed, supply agents from Dão highlighted the importance of fostering social interaction between visitors and supply agents and thereby the arousal of emotions (i.e. through visitors' food and wine tastings or their participation in workshops) to increase their sense of engagement.

The agent providing the *Taste of Lisboa Food Tours* corroborated these perspectives and added that the stimulation of senses, namely through food and wine tasting or the enjoyment of visual and aesthetic elements of the destination, contributes to visitors' cognitive and emotional engagement. In fact, also study findings from the multiple-case approach revealed the role of sensorial engagement as pertinent in co-creation in food & wine experiences, which actually stood out as a distinct experience dimension in both wine regions. This dimension clearly contributed to visitors' greater involvement and to richer, more appealing and memorable experiences. In the food tours, the dimension 'aesthetics/ sense' was the most prevalent in visitors' discourse, namely in terms of tasting (food and wine) and visual experience, which seems to be a constant in those experiences. In Bairrada and Dão, sensorial elements contributed to visitors' memorability of the reported experiences, since the reference to the rural landscape and its sounds, the vineyards, the smell of specific grape varieties, and the taste and smell of typical gastronomy and wine were vivid in tourists' memory, indicating the role of stimulation of senses in promoting visitors' deep engagement in the experience. The fact that visitors were positively influenced not only by elements belonging directly to food and wine, but also by others related to the physical environment (natural and cultural elements of the region) shows the pertinence of having a holistic perspective when designing co-creation experiences in food & wine tourism. These findings add to the literature in this field, as to the recognition of the fundamental role of fostering sensorial and holistic food & wine experiences and of its impact on tourists' satisfaction and memorability. Pine and Gilmore (1998) stated that "the more senses an experience engages, the more effective and memorable it can be", highlighting the role of senses in triggering rich, involving experiences, as also suggested by Schmitt (1999) for general experience marketing. Indeed, when senses are stimulated, tourists are more willing to get involved in the experiences, i.e. in the present case, in wine blending experiences, culinary workshops, wine tasting with food pairing and food & wine pairing. Besides, sensory stimulation in the analysed food & wine experiences also contributed to visitors' connection with the distinctive and authentic features of the local resources, which was also identified in other studies within the scope of rural and wine experiences (Agapito et al., 2016; Brochado et al., 2021).

Corroborating the findings of the conceptual article (see chapter 2), according to which 'personalization' was not present in studies in food & wine tourism and not outstanding as a co-creation experience dimension in research from other tourism co-creation studies, also the results of the empirical studies of this thesis identified a less notorious presence of this dimension in visitors' discourse. Despite this, all interviewed supply agents stressed the importance of customization as a key factor as to keeping the high-quality of the experiences and meeting tourists' needs and preferences. In the food tours, some visitors positively referred to the personalized details that were taken into account by the tour hosts in terms of food diet, food

allergies, health conditions, and experience adaptation to children. In Dão, personalization was pointed out by visitors regarding the possibility they had to be in small or exclusive groups and hence deserve more attention and care and being able to establish a closer contact with the wineries' staff and/ or the winemaker. This was identified by visitors who engaged in wine tasting with food pairing and in the wine workshop. Personalization also had a positive influence in tourists' engagement and consequently on their satisfaction and memorability. It may be that this dimension actually is a relevant one to be considered in experience design and impacts on the experience lived and its outcomes, but that visitors are less aware of it and refer to it more indirectly by noting the favourable references to social interaction, which would not be possible in a more standardized and massive experience context. A more profound analysis of the role of personalization may, thus, deserve additional in-depth study.

In Bairrada, personalization was not so evident in visitors' discourse, which may be related to the more autonomous character of the experiences they were involved in (e.g. cycling, walking in the nature, and harvesting) as well as to the profile of the tourists who visited the region. Based on Hall's (1996) profile definitions of wine tourists, three visitor segments were identified in the wine routes – the wine lovers, the wine interested, and the wine curious. The wine lovers, identified in both routes, showed deep knowledge of and interest in food & wine experiences and in visiting wineries, having close contact with the winemakers and wineries' staff and in honing their expertise in the local terroir characteristics and practices. In the Dão region, wine interested tourists were also identified, showing their willingness to be involved in the food & wine experiences they took part in, despite having less expertise in the wine domain. In Bairrada, in part associated to the broader sampling process, a third segment of tourists was also identified, namely the wine curious. Their prior motivation to visit the region was relaxing, cycling, hiking, and enjoying thermal and spa treatments. Wine was just a complement of their visit. Among this segment, a few non-wine drinkers were also identified. These aspects, also highlighted in previous studies in the field (Bruwer & Rueger-Muck, 2019; Vorobiova et al., 2019), deserve attention from agents of supply and DMOs, who should consider the different tourists' profiles when designing co-creative food & wine experiences in wine regions.

In brief, study findings show the relevance of including personalization as a co-creation dimension in food & wine experiences due to the importance of adapting the tourism offer to distinct customer needs and preferences, which should also be highly valued for its influence on other aspects of the co-creation experience, especially within social interaction, namely the attention and care given to visitors made possible by the tailor-made experience provision in small group arrangements. It also seems particularly suitable as a strategy supply agents and DMOs should consider in the post-Covid-19 pandemic era. This is another insight of this study adding to the existing literature within the scope of co-creation in food & wine experiences.

'Authenticity' also emerged from study results as a co-creation experience dimension. Visitors of the food tours frequently referred to their positive impressions associated to the perception of authenticity related to gastronomic products that were part of the experience as well as to the ambiance of the neighbourhoods they explored and restaurants where they interacted with the locals. The possibility of exploring 'off the beaten track' places was highly appreciated by tourists.

In the wine routes, authenticity was related to the social interaction with the winemaker, the wineries' staff and the locals, the food and wine products included in the experiences as well as to the wineries themselves and the rural environment. Supply agents from Dão and the food tour operator frequently stressed their particular attention to preserving the authentic features of the territories and of the local culture. Despite the subjective character of the perceived authenticity of the experience, study findings suggest that the quality of being authentic resonates with the notion of distinctiveness, present, within the scope of the present study, in the local food and wine products, as well as in the social interactions with the staff/ winemaker/ the locals/ the rural environment. Given its role in contributing to value co-creation and visitors' satisfaction and memorability, authenticity has emerged as an important dimension to be considered in co-creation in food & wine experiences.

Hence, bearing in mind the research question of this thesis and considering the definition proposed in chapter 2, co-creation in (on-site) food & wine tourism may be defined as:

the process of both supply agents and visitors engaging in (more or less) personalized food & wine tourist experiences, perceived/ enhanced as authentic, and characterized by the tourist's active participation, fostering his/her cognitive, emotional and sensorial involvement, interaction with others (service staff, local agents, community and other tourists) and with the physical, sensory-rich experiencescape, potentially enhanced by technology. This co-created experience should contribute to (co-)production of value, and tourists' satisfaction, learning, experience memorability and loyalty towards the visited place, region/ terroir and food/ wine (brands).

In line with this, a final version of the conceptual framework proposed in chapter 2 is presented in Figure 16, comprising the elements required to promote appealing, distinctive and memorable food & wine experiences. This framework integrates the pertinent co-creation dimensions identified in the present research project, to be considered in experience design and aims to add value to existing literature in the area, namely complementing the conceptual models presented by Campos et al. (2015), Minkiewicz et al. (2014), and Rachão et al. (2020a). The conceptual models presented by Campos et al. (2015) and Rachão et al. (2020a) included the dimensions 'active participation' and 'interaction' as key in on-site experiences and in on-site food-related activities, correspondingly, and the model of Minkiewicz et al. (2014) highlights the fundamental role of 'co-production', 'engagement' and 'personalization' in the cultural heritage sector. The present framework, focusing on co-creation experiences in food & wine tourism, shows not only the pertinence of the co-creation experience dimensions 'active participation', 'interaction', 'engagement (cognitive and emotional)' and 'personalization', but also adds 'authenticity', as an emerging dimension, and 'sensory involvement' as part of the 'engagement' sought in the experience. The more integrative the vision and understanding of supply agents regarding the distinctive but also interrelated role of all dimensions identified in the framework, the more appealing, distinctive and memorable co-creation experiences in food & wine tourism will be.

Given tourists' interest in novel, engaging and authentic experiences, including core destination resources (cultural and natural assets, also called operand resources) and all participants' skills (both destination stakeholders' and visitors' – operant resources), complemented by interaction, in experience co-creation, is of fundamental importance to the promotion of distinctiveness and authenticity. Social interaction facilitates the creation of empathic bonds between tourists and destination stakeholders, such as staff, local guides, winemakers, the local community and other tourists, and works as a driver of cognitive and emotional engagement resulting from the entertaining, informative and/ or personalized way in which knowledge and experience transfer may occur and new experiences emerge. Within the scope of food & wine experiences, knowledge transfer situations invite tourists to learn about cultural and historical facts as well as technical aspects (e.g. harvesting techniques, winemaking procedures, the story behind a specific wine brand). When tourists are given the opportunity to react to these inputs, add their own stories and apply such information in experiences that require their active participation, conditions are met so that they can develop personal skills (operant resources) and become more engaged in the experience.

The role of active participation as a trigger of tourists' involvement and the benefits of learning-by-doing situations (e.g. taking part in harvesting, in wine and culinary workshops) to promote tourists' immersion in the experience as co-creators of value, contributes to their cognitive and/ or emotional engagement and leads to satisfaction and memorability. Considering the subjective character of what an appealing and distinctive experience may be, including personalization as a key dimension of experience co-creation, is also fundamental to assure meeting tourists' needs, preferences, and expectations.

Technology may also be optionally used as a tool to foster attractiveness, facilitating tailor-made interaction through digital devices and supporting tourists' active participation in on-site food & wine experiences. However, digital technologies should be incorporated in experience design as complementary tools and not replace human interaction, which was found as central to the here studied food & wine tourist experiences.

The experiencescape should also be carefully considered by supply agents. It is part of the proposed framework, permitting sensorial engagement and visitors' perceptions of uniqueness and authenticity, leading to emotional arousal and memorability. The experiencescape comprises valuable natural and cultural resources, whose authentic features should be preserved and brought to food & wine experiences as assets to be included by supply agents in the design of appealing co-creative experiences for their distinctive and genuine features.

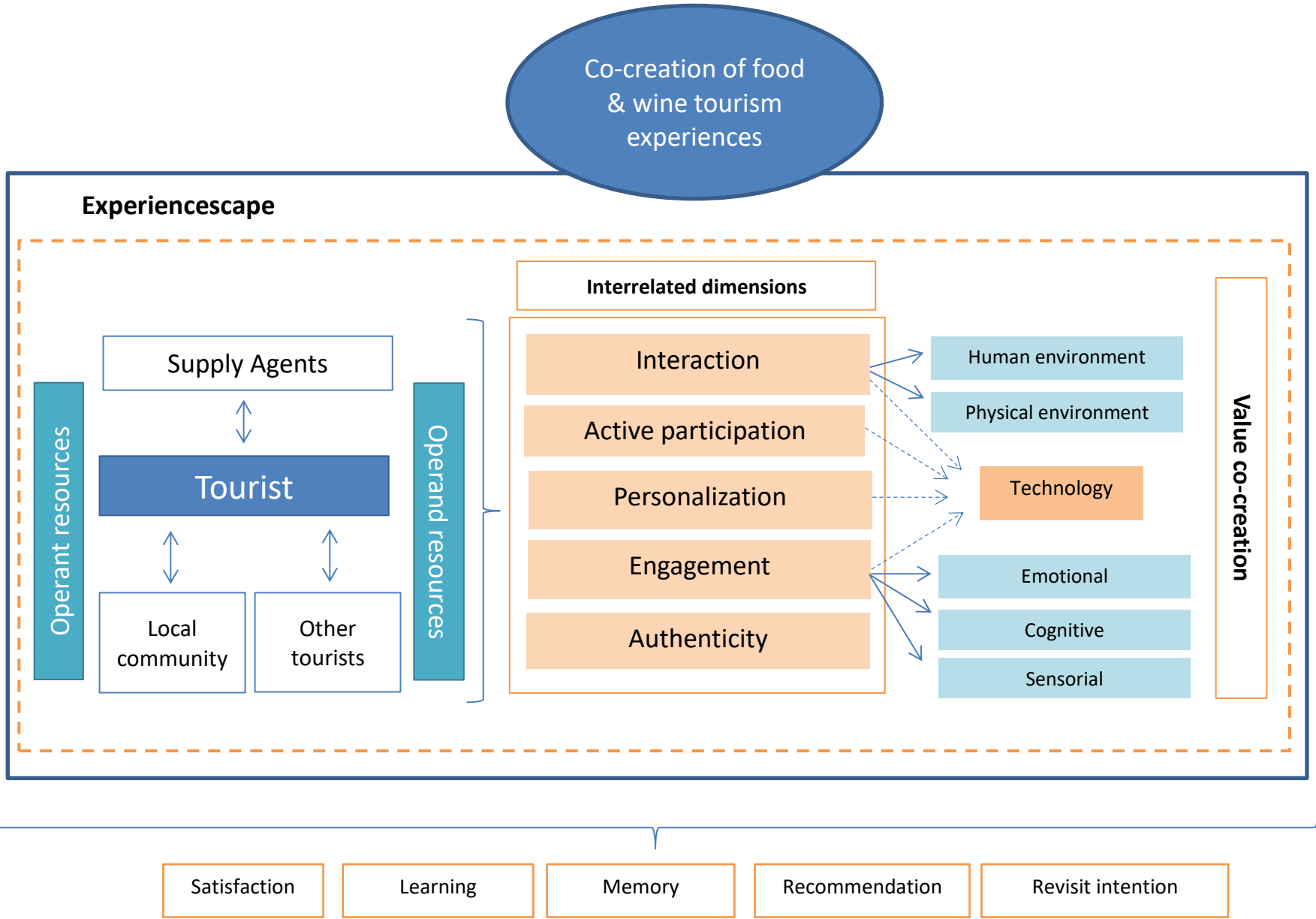


Figure 16. Conceptual model proposed in the thesis

8.2 Implications of the study

8.2.1 Theoretical contributions

The theoretical contributions of this thesis refer to added insights into the literature on co-creation experiences in tourism, particularly food & wine tourism, how it can be assessed, analysed and effectively applied within the field of food & wine tourism. These insights shall contribute to filling research gaps, such as the lack of studies on emerging topics such as co-creation in food and beverage experiences (Okumus, 2020) as well as the need of more detailed understanding of co-creation experiences in food & wine tourism (Rachão et al., 2020a).

In chapter 2, the proposed conceptual model on co-creation experiences with applicability in food & wine tourism adds insights into existing literature in the field, by highlighting the pertinence of different but interrelated co-creation experience dimensions, as derived from the general experience marketing literature, and particular studies on co-creation and food & wine tourist experiences, also leading to an understanding of their role in relevant experience outcomes, such as satisfaction, learning, memorability and loyalty. Besides, the definition of co-creation experience in food & wine tourism proposed in this chapter stresses the importance of these dimensions in food & wine tourism, by considering a holistic perspective of the tourist experience. In the present thesis, the final definition proposed is based on the extensive literature review (chapter 2) and on additional inputs from all empirical studies, added to complement the insights previously presented in the conceptual article. Considering the interrelated influence of diverse co-creation experience dimensions in the food & wine experience, combining elements from previous models (Campos et al., 2015; Minkiewicz et al., 2014; Pine & Gilmore, 1998; Schmitt, 1999), the proposed conceptual framework and respective definition of co-creation experience in food & wine tourism provide a comprehensive perspective, useful for experience analysis and monitoring as well as for the design of appealing and involving co-creation experiences by agents of supply. The evidence found of the presence and relevance of co-creation dimensions in food & wine experiences in two different settings – an urban food tour and two wine routes involving rural contexts –, considering the perspectives of both tourists who lived these experiences and of agents of supply responsible for their design, provides valuable insights into emerging tourist experiences, where empirical research is still scarce. Within the scope of food tour experiences this need is even more pronounced, since no previous study was found assessing co-creation in that particular field. Hence, it is expected that the outcomes of the present study contribute to a more systematic development in the area of experience co-creation in food & wine tourism and other contexts of applied research in tourism co-creation, where rural, cultural, environmental, sensorial and social destination dimensions intertwine.

Based on the research design followed, comprising a qualitative approach with a netnography and a multiple-case study, the present study also produces evidence for the suitability of this methodological framework for assessing, analysing, and understanding, in-depth, co-creation experiences in food & wine tourism and thus for adding relevant theoretical and empirical insights into a relatively new field of study. This framework may also be of interest in other domains of research on experience co-creation in tourism.

Besides this, findings resulting from this qualitative research approach, focusing on phenomena requiring in-depth understanding, are also expected to inform future studies on co-creation in food & wine tourism that would involve quantitative and/ or mixed-methods approaches that would permit a large-scale validation of the present findings and systematic hypothesis testing, aiming at a generalization of findings.

Another interesting (and not anticipated) finding regarding research methodology results from the comparison between the in-depth interview, when applied face-to-face on-site at the destination (with the visitors of Bairrada route), on the one hand, and online as a post-visit reflection (with most visitors of Dão and the supply agents of both routes), on the other. The second approach was necessary within the course of the adjustments made to data collection due to Covid-19 pandemic. It was found that what was initially expected to be a limitation of the study, turned up to reveal strengths. Specifically, the in-depth interview when applied online (via Zoom), as a post-visit reflection, permitted a context in which respondents had more time to recall the past tourism experience, while being in a quiet setting contributed to the level of depth of tourists' reflections and perspectives added to the study.

The findings of the empirical studies of this thesis also add relevant insights into the literature, for corroborating the pertinence of 'interaction', 'active participation', 'engagement' (cognitive and emotional) and 'personalization' as meaningful co-creation experience dimensions in food & wine tourism. Besides, the emergence of 'sensorial engagement' and 'authenticity', as relevant co-creation experience dimensions in food & wine tourism is of particular importance, due to the added value they may provide to the tourist experience, not only in urban destinations but also in rural territories. These dimensions were also identified as of fundamental importance to tourists' satisfaction, memorability and loyalty. With this new perspective in mind, these emerging dimensions were included in the conceptual model, initially presented in chapter 2.

8.2.2 Managerial contributions

The findings of this study are pertinent for agents of supply and destination managers alike, providing valuable insights regarding the design of co-creation experiences in food & wine tourism. As previously mentioned in this study, tourists seek novel experiences, in which they can be involved and assume an active role. Tourism offers, within the scope of which tourists are invited to co-create their food & wine experiences, may significantly add value to their overall destination experience, by fostering interaction between tourists, supply agents, and local community, by facilitating their active participation in experiences perceived as more authentic, comprising local knowledge and identity features (e.g. shared in culinary and wine workshops, at the harvesting experience). Tourists have shown an increasing interest for learning how to cook local dishes (Richards & Duxbury, 2021), which should be perceived as an opportunity for destination stakeholders to transform their knowledge into gastronomic experiences, which can be explored in wine regions and shared with interested visitors. Besides, placing tourists at the centre of their own experience, gives them the chance to reflect on their own practices and improve their skills, which is of particular importance for their cognitive and emotional

engagement, enhancing memorability and, last but not least, loyalty to the visited place, its products and brands.

As a response to the challenges imposed by Covid-19 pandemic, DMOs and agents of supply working in the field of food & wine tourism should consider the principles of co-creation experience and apply them to wisely adapt their tourism offer, so that tourists' needs and expectations continue to be met and the tourism activity may flourish.

After periods of worldwide lockdowns, food & wine tourism operators should align their offer with alternative strategies to safely promote tourists' interaction with supply agents and their active participation in the experiences designed. Customizing experiences, prepared for smaller groups, exploring the beauty and richness of the experiencescape (particularly in the vineyards) to promote authentic and outdoor experiences, where tourists may autonomously discover and contact with local features, and fostering the domestic demand, are examples of those strategies (Kastenholz et al., in press). Simultaneously, using the opportunities of digital technologies to reduce the gap between a diversified and multisensory-rich tourism offer and to face the challenges issued to tourists as a result of Covid-19 pandemic, should also be considered. Along with on-site offers, using online platforms to extend the scope of experience co-creation in food & wine tourism, considering the interconnectedness of the experience dimensions, may help supply agents reach new clients and revitalize the sector. Organizing online visits to wineries, culinary workshops, wine tastings or food & wine pairing experiences, led by local producers, winemakers, sommeliers, and chefs, may be a strategy to foster human interaction through digital devices, encouraging networking between different local actors in the tourism experience. Improving visitors' involvement with the tourism experience can also be promoted at the pre-experience stage, through effective communication, a close relationship with potential visitors, and by providing them with more personalized options, to which the role of digital technologies may be of fundamental importance and where online visitors may be invited to taste the respective wines, while participating in the event. Such initiatives may be a way of stimulating interest in future real-life visits.

When designing co-creation experiences in food & wine tourism, DMOs and supply agents should identify and be aware of the features associated with different tourist segments who visit wine regions, as for their motivations and expectations, which will influence not only the experience design, but also how destination image should be promoted. Besides, the adoption of a holistic perspective of the tourist experience will contribute to comprising natural and cultural elements in an experience that goes beyond local food and wine, which is of particular importance for tourists, whose primary motivations are not related to food and wine. As a matter of fact, the connection to other terroir features (natural and cultural heritage) was found to enrich the experience of all visitors, including that of wine lovers. Hence, a broad perspective should be adopted by DMOs and supply agents in wine regions, even regarding the design of tourism offers that may fit the interests and desires of more or less wine-involved visitors. This is particularly relevant since tourists tend to travel in groups, with distinct individuals presenting different motivations that destinations could appeal to. An interesting example is related to families with children, who travel to wine destinations seeking entertaining, social and relaxing activities

(Malerba et al., 2020). The authors perceived that, although this is not the most common target to be considered in wine tourism experiences, agents of supply should understand this promising segment and consider it in a more inclusive tourism offer, since families with children appreciate other cultural aspects of wine regions and are interested in learning facts, which may constitute an important insight to be contemplated from supply agents.

Apart from this, a broader wine destination perspective in which wine may be an important distinguishing qualifying asset, may help those regions take advantage of their assets all over the year. Despite the strengths of their seasonal offers (i.e. harvesting experience), wine destinations can benefit from using co-creation experience to develop new tourism offers, combining food, wine, natural and cultural features of the region, sustainable practices, and involving tourists, supply agents and the local community. The natural elements of wine regions can be the driver to attract tourists who are willing to complement their visits with food & wine experiences, as was identified in the case of some tourists who visited Bairrada to explore healthy practices including cycling, walking and trekking. Co-creation is here presented in the close contact facilitated between tourists, the landscape and the territory features, which can also add value to the tourist experience. Another way of designing appealing co-creative experiences is combining food & wine tourism with heritage elements (e.g. using local heritage sites as the setting of specific food & wine experiences) and cultural and lifestyle initiatives, where different arts are integrated in the food & wine experiences (e.g. local arts & crafts, music, painting), through which visitors' cognitive, emotional, and sensorial engagement can be stimulated, as also largely reported on Bairrada visitors' Tripadvisor reviews (Kastenholz et al., 2020). A fundamental principle when designing such experiences is to preserve the authenticity of the territory and its community, and to promote visitors' involvement with it. This may be particularly relevant for the most nostalgic, authenticity-seeking travellers, who may be incited to purchase such identity-reflecting local food & wine products through sensory-rich experiences (Kastenholz et al., 2021).

As an evident tourism trend, sustainability in tourism experiences is crucial to be promoted as part of the destinations' development strategy and image. Indeed, tourists recognise great value when sustainable practices are implemented, which must be perceived as key for destinations in general and for rural wine destinations in particular. As previously mentioned in this thesis, consumers are more aware of sustainable issues, which are part of their lifestyles. Consumers who prefer to buy wine resulting from sustainable production are increasing (Fabbrizzi et al., 2021; Schäufele & Hamm, 2017), which reveals a trend that should be taken into account by marketers, wine producers and supply agents in wine destinations. Sustainable practices in wine production may constitute a competitive advantage for producers and destinations, where health, social, environmental and economic issues are considered (Fabbrizzi et al., 2021). This concern has been integrated in one of the wine cellars of Bairrada region, where biological production and the adoption of best technological practices that contribute to improving the use of renewable energy are major concerns for the wine producer and also used within their 'storytelling' about the winery's essence during its visits. In Dão, one of the supply agents also underlined the sustainable practices that are adopted in the wine farm and the curiosity tourists show to get to know those practices. Hence, meeting this increasing sustainable awareness amongst tourist markets, supply agents and DMOs should be used as a strategy of sustainable growth in wine

destinations, beneficial to both wine production, strongly affected by climate change, and to wine tourism (Baird et al., 2018).

As far as gastronomy is concerned, wine regions should enhance the features of local products by reinventing them and including them in diversified diets, also responding to new food trends like veganism. In the Portuguese wine regions, traditional culinary practices and typical ingredients and dishes are, indeed, part of the identity and image of these destinations (i.e. the suckling pig in Bairrada, the roasted lamb in Dão). However, new gastronomic approaches based on local vegetarian options may add value to the gastronomic tourist experience. This is of particular importance, due to the growing demand for more sustainable and healthy habits as well as ethical issues that the tourism sector must embrace to reach and welcome more potential visitors, which can be applied in Bairrada and Dão regions. Using the principles of co-creation as the motto to reposition a wine region in the market as a holistic ambition, that fits the preferences and requirements of different tourist segments while also strengthening strategies yielding a more sustainable future for all involved, is of fundamental importance in the tourism sector.

8.3 Limitations of the study

Regarding limitations of the study, the fact that no quantitative methods were used implied that generalization of findings could not be attained. Quantitative methods could have been interesting in the case of the netnographic approach, since the size of the sample would have allowed some quantitative analysis as a complement of study findings. Still, the here presented qualitative approach permitted relevant in-depth analysis and interpretations that may serve as the basis for future quantitative approaches.

Apart from the netnography and the semi-structured interviews, no additional data collection strategies (e.g. focus groups, observation) were used to complement the analysis of visitors' perceptions of their experiences. However, given that parts of the visitor interviews were undertaken on-site by the author of the thesis (in Bairrada), the interviewing process itself within the route experiencescape permitted a better understanding and interpretation of some of the discourses, which were sometimes underlined by respondents' facial expressions, gestures and their pointing at features of the environment. However, these were rather informal elements of observation that were not systematically registered, while clearly helping when recalling and interpreting the discourses.

Besides this, the local community was not included in the study sample, while this stakeholder group has been identified as particularly relevant in the rural tourism context (Kastenholz et al., 2013), and as a potential source of more meaningful co-creative experiences (Carvalho et al., 2016). Triangulating the perspectives of tourists, supply agents and elements of the local community, could have provided valuable additional insights into how these stakeholders are more or less involved in co-creation experience design and delivery and into how their expertise could add value to the visitors' experience while also adding to more meaningful and sustainable tourism practice.

Despite recognizing a research gap (in chapter 2) related to the lack of evidence on how technology may facilitate tourists' involvement in co-creative food & wine tourism experiences, specifically in a rural small-scale context, no specific data were analysed with that purpose, which should be considered in future studies.

8.4 Suggestions for future research

Co-creation experiences are a high-interest research topic that may contribute to the reinterpretation and reinvention of the tourism experience, in food & wine tourism as much as in other tourism forms. Hence, developing studies, analysing the impact of technology use on experience co-creation in food & wine tourism may provide valuable additional insights into how this tourism field may adapt to current trends and needs. This is the case of accessible tourism applied to food & wine contexts, where more research is needed on how technology may support value co-creation in the case of tourists with disabilities living this kind of experiences. The technology-focus could also help extend the co-creation experience assessment and analysis to pre- and post-trip stages that were not considered here.

Considering the conceptual framework proposed as a result of the present qualitative empirical research, future studies, including quantitative and mixed-methods approaches would be pertinent to assess the impact of the experience co-creation dimensions in food & wine tourism on visitors' satisfaction, memorability, and loyalty in a more solid way, using causal modelling techniques and thus systematically validating hypotheses. In line with this, and given the multisensory character of on-site food & wine experiences and the importance of customization in a tourism field where personal diet options and tasting preferences assume a crucial role, it is important that future research analyses the effects of personalized co-creative food & wine experience on experience outcomes. Also other variables could be assessed as potentially moderating the causal relationships between experience dimensions and outcomes, such as gender, age, educational level, wine & food involvement, place attachment, or length of stay in the destination.

Findings from this thesis comprise analyses and reflections on experiences that were held before the Covid-19 pandemic. Hence, gaining in-depth understanding of how experience co-creation was influenced by the changes implemented in the food & wine tourism sector would be interesting. It would also be worthwhile assessing the presence of the co-creation experience dimensions identified in distinct food & wine tourism contexts, which were not considered in the present sample (e.g. more diversified rural and urban contexts). This would permit a validation of the results presented here and provide a more comprehensive perspective of the role of co-creation in theory and praxis in the field of food & wine.

Last but not least it would be interesting to undertake similar studies on the dimensions of co-creative experiences in other domains of tourist experience, such as cultural tourism, event tourism or wellness tourism.

References

- Abbes, I., Bouslama, H., & Zemni, R. (2019). The dark side of cocreation in a tourism experience: An exploratory study of the different types of ill-being. *Journal of Travel & Tourism Marketing*, 36(8), 928–940. <https://doi.org/10.1080/10548408.2019.1658032>
- Adam, I., Taale, F., & Adongo, C. (2020). Measuring negative tourist-to-tourist interaction: Scale development and validation. *Journal of Travel & Tourism Marketing*, 37(3), 287–301. <https://doi.org/10.1080/10548408.2020.1745731>
- Adongo, C., Badu-Baiden, F., & Boakye, K. (2017). The tourism experience-led length of stay hypothesis. *Journal of Outdoor Recreation and Tourism*, 18, 65–74. <https://doi.org/10.1016/j.jort.2017.02.003>
- Aebli, A. (2019). Tourists' motives for gamified technology use. *Annals of Tourism Research*, 78, Article 102753. <https://doi.org/10.1016/j.annals.2019.102753>
- Agapito, D., Mendes, J., Pinto, P., & Almeida, H. (2016). The sensory dimension of consumer experiences in rural tourist destinations. *Tourismos*, 11(4), 43–63.
- Agapito, D., Mendes, J., & Valle, P. (2013). Exploring the conceptualization of the sensory dimension of tourist experiences. *Journal of Destination Marketing & Management*, 2(2), 62–73. <https://doi.org/10.1016/j.jdmm.2013.03.001>
- Alexiou, M.-V. (2020). Experience economy and co-creation in a cultural heritage festival: Consumers' views. *Journal of Heritage Tourism*, 15(2), 200–216. <https://doi.org/10.1080/1743873X.2019.1632867>
- Almeida, S., & Campos, A. (2020). Leveraging customer value through co-creative experiences: a look into hotel businesses. *Revista Turismo & Desenvolvimento*, 33, 137–150. <https://doi.org/10.34624/rtd.v0i33.20417>
- Alonso, A. (2013). Tannat: the positioning of a wine grape as symbol and 'referent' of a nation's gastronomic heritage. *Journal of Heritage Tourism*, 8(2-3), 105–119. <https://doi.org/10.1080/1743873X.2013.767806>
- An, W., & Alarcón, S. (2021). From netnography to segmentation for the description of the rural tourism market based on tourist experiences in Spain. *Journal of Destination Marketing & Management*, Article 100549. <https://doi.org/10.1016/j.jdmm.2020.100549>
- Anastasiadou, C., & Vettese, S. (2019). "From souvenirs to 3D printed souvenirs". Exploring the capabilities of additive manufacturing technologies in (re)-framing tourist souvenirs. *Tourism Management*, 71, 428–442. <https://doi.org/10.1016/j.tourman.2018.10.032>
- Antón, C., Camarero, C., & Garrido, M. J. (2018). Exploring the experience value of museum visitors as a co-creation process. *Current Issues in Tourism*, 21(12), 1406–1425. <https://doi.org/10.1080/13683500.2017.1373753>
- Antón, C., Camarero, C., Laguna, M., & Buhalis, D. (2019). Impacts of authenticity, degree of adaptation and cultural contrast on travellers' memorable gastronomy experiences. *Journal of Hospitality Marketing & Management*, 28(7), 743–764. <https://doi.org/10.1080/19368623.2019.1564106>

- Arica, R., & Çorbacı, A. (2020). The mediating role of the tourists' citizenship behaviour between the value co-creation and satisfaction. *Advances in Hospitality and Tourism Research*, 8(1), 125–150. <https://doi.org/10.30519/ahtr.649639>
- Arnould, E., & Price, L. (1993). River Magic: Extraordinary Experience and the Extended Service Encounter. *Journal of Consumer Research*, 20, 24–45. <https://doi.org/10.1086/209331>
- Assiouras, I., Skourtis, G., Giannopoulos, A., Buhalis, D., & Koniordos, M. (2019). Value co-creation and customer citizenship behavior. *Annals of Tourism Research*, 78, Article 102742. <https://doi.org/10.1016/j.annals.2019.102742>
- Baccarani, C., & Cassia, F. (2017). Evaluating the outcomes of service ecosystems: The interplay between ecosystem well-being and customer well-being. *TQM Journal*, 29(6), 834–846. <https://doi.org/10.1108/TQM-04-2017-0039>
- Back, R., Lowry, L., & Higgins, L. (2021). Exploring a wine farm micro-cluster: A novel business model of diversified ownership. *Journal of Vacation Marketing*, 27, 103–116. <https://doi.org/10.1177/1356766720954258>
- Baird, T., Hall, C.M., & Castka, P. (2018). New Zealand Winegrowers Attitudes and Behaviours towards Wine Tourism and Sustainable Winegrowing. *Sustainability*, 10(3), 797. <https://doi.org/10.3390/su10030797>
- Ballina, F. J., Valdes, L., & Del Valle, E. (2019). The Phygital experience in the smart tourism destination. *International Journal of Tourism Cities*, 5(4), 656–671. <https://doi.org/10.1108/IJTC-11-2018-0088>
- Barros, C. P., & Assaf, A. G. (2012). Analyzing tourism return intention to an urban destination. *Journal of Hospitality and Tourism Research*, 36(2), 216–231. <https://doi.org/10.1177/1096348010388658>
- Bentsen, K., & Pedersen, P. E. (2020). Consumers in local food markets: From adoption to market co-creation? *British Food Journal*, 123(3), 1083–1102. <https://doi.org/10.1108/BFJ-03-2020-0173>
- Bertella, G., Cavicchi, A., & Bentini, T. (2018). The reciprocal aspect of the experience value: Tourists and residents celebrating weddings in the rural village of Petritoli (Italy). *Anatolia*, 29(1), 52–62. <https://doi.org/10.1080/13032917.2017.1381854>
- Bianchi, C. (2016). Solo holiday travellers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research*, 18(2), 197–208. <https://doi.org/10.1002/jtr.2049>
- Binkhorst, E., & Den Dekker, T. (2009). Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*, 18(2–3), 311–327. <https://doi.org/10.1080/19368620802594193>
- Björk, P., & Kauppinen-Räsänen, H. (2012). A netnographic examination of travelers' online discussions of risks. *Tourism Management Perspectives*, 2–3, 65–71. <https://doi.org/10.1016/j.tmp.2012.03.003>
- Björk, P., & Kauppinen-Räsänen, H. (2016a). Exploring the multi-dimensionality of travellers' culinary-gastronomic experiences. *Current Issues in Tourism*, 19(12), 1260–1280. <https://doi.org/10.1080/13683500.2013.868412>

- Björk, P., & Kauppinen-Räsänen, H. (2016b). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality Management*, 28(1), 177–194. <https://doi.org/10.1108/IJCHM-05-2014-0214>
- Björk, P., & Kauppinen-Räsänen, H. (2017). A destination's gastronomy as a means for holiday well-being. *British Food Journal*, 119(7), 1578-1591. <https://doi.org/10.1108/BFJ-09-2016-0394>
- Brejla, P., & Gilbert, D. (2014). An exploratory use of web content analysis to understand cruise tourism services. *International Journal of Tourism Research*, 16(2), 157–168. <https://doi.org/10.1002/jtr.1910>
- Briciu, A., Briciu, V.-A., & Kavoura, A. (2020). Evaluating how 'smart' Brasov, Romania can be virtually via a mobile application for cultural tourism. *Sustainability*, 12(13), Article 5324. <https://doi.org/10.3390/su12135324>
- Brochado, A., Souto, S., & Brochado, F. (2021). Dimensions of Sustainable Tour Experiences. *Journal of Quality Assurance in Hospitality & Tourism*, 22(5), 625-648. <https://doi.org/10.1080/1528008X.2020.1827479>
- Brochado, A., Stoleriu, O., & Lupu, C. (2021). Wine tourism: A multisensory experience. *Current Issues in Tourism*, 24(5), 597–615. <https://doi.org/10.1080/13683500.2019.1649373>
- Bruwer, J., & Alant, K. (2009). The hedonic nature of wine tourism consumption: An experiential view. *International Journal of Wine Business Research*, 21(3), 235–257. <https://doi.org/10.1108/17511060910985962>
- Bruwer, J., Prayag, G., & Disegna, M. (2018). Why wine tourists visit cellar doors: Segmenting motivation and destination image. *International Journal of Tourism Research*, 20, 355-366. <https://doi.org/10.1002/jtr.2187>
- Bruwer, J., & Rueger-Muck, E. (2019). Wine tourism and hedonic experience: A motivation-based experiential view. *Tourism and Hospitality Research*, 19(4), 488–502. <https://doi.org/10.1177/1467358418781444>
- Buhalis, D., & Sinarta, Y. (2019). Real-time co-creation and nowness service: Lessons from tourism and hospitality. *Journal of Travel & Tourism Marketing*, 36(5), 563–582. <https://doi.org/10.1080/10548408.2019.1592059>
- Buonincontri, P., Morvillo, A., Okumus, F., & van Niekerk, M. (2017). Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tourism Management*, 62, 264–277. <https://doi.org/10.1016/j.tourman.2017.04.014>
- Cabral, C., & Dhar, R. (2020). Ecotourism research in India: From an integrative literature review to a future research framework. *Journal of Ecotourism*, 19(1), 23–49. <https://doi.org/10.1080/14724049.2019.1625359>
- Camilleri, J., & Neuhofer, B. (2017). Value co-creation and codestruction in the Airbnb sharing economy. *International Journal of Contemporary Hospitality Management*, 29(9), 2322–2340. <https://doi.org/10.1108/IJCHM-09-2016-0492>
- Campos, A. C., Mendes, J., do Valle, P., & Scott, N. (2015). Co-creation of tourist experiences: A literature review. *Current Issues in Tourism*, 21(4), 369–400. <https://doi.org/10.1080/13683500.2015.1081158>
- Campos, A., Mendes, J., do Valle, P., & Scott, N. (2016). Co-creation experiences: Attention and memorability. *Journal of Travel & Tourism Marketing*, 33(9), 1309–1336. <https://doi.org/10.1080/10548408.2015.1118424>

- Campos, A., Mendes, J., do Valle, P., & Scott, N. (2017). Cocreating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, *63*, 100–114. <https://doi.org/10.1016/j.tourman.2017.06.001>
- Campos, A., Pinto, P., & Scott, N. (2020). Bottom-up factors of attention during the tourist experience: An empirical study. *Current Issues in Tourism*, *23*(24), 3111–3133. <https://doi.org/10.1080/13683500.2019.1681383>
- Carlsen, J., & Boksberger, P. (2015). Enhancing consumer value in tourism. *Journal of Hospitality & Tourism Research*, *39*(1), 132-144. <https://doi.org/10.1177/1096348012471379>
- Carmichael, B. (2005). Understanding the wine tourism experience for winery visitors in the Niagara region. *Tourism Geographies*, *7*, 185–204. <https://doi.org/10.1080/14616680500072414>
- Carneiro, M. J., Lima, J., & Silva, A. (2015). Landscape and the rural tourism experience: Identifying key elements, addressing potential, and implications for the future. *Journal of Sustainable Tourism*, *23*, 1217–1235. <https://doi.org/10.1080/09669582.2015.1037840>
- Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021a). Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1948719>
- Carvalho, M., Kastenholz, E., & Carneiro, M.J. (2021b). Interaction as a Central Element of Co-Creative Wine Tourism Experiences—Evidence from Bairrada, a Portuguese Wine-Producing Region. *Sustainability (Switzerland)*, *13*(16), 9374. <https://doi.org/10.3390/su13169374>
- Carvalho, M., Kastenholz, E., & Carneiro, M.J. (2021c). A co-criação de experiências enogastronómicas: O caso da rota da Bairrada. *Journal of Tourism & Development*, *36*, 325–339. <https://doi.org/10.34624/rtd.v1i36.10695>
- Carvalho, M., Kastenholz, E., & Carneiro, M.J. (accepted). Co-creation experiences. In *Encyclopedia of Tourism Management and Marketing*. D. Buhalis (Ed.), Edward Elgar Publishing Limited.
- Carvalho, M., Lima, J., Kastenholz, E., & Sousa, A. (2016). Co-creative rural tourism experiences: Connecting tourists, community and local resources. In E. Kastenholz, M. J. Carneiro, C. Eusébio, & E. Figueiredo (Eds.), *Meeting challenges for rural tourism through co-creation of sustainable tourist experiences* (pp. 79–101). Cambridge Scholars Publishing.
- Centre of Portugal (2021). *Mata do Buçaco*. <https://www.centerofportugal.com/pt/poi/a-mata-do-bucaco/>
- Charters, S. (2006). *Wine & society – The social and cultural context of a drink*. Elsevier Butterworth-Heinemann.
- Charters, S., & Ali-Knight, J. (2002). Who is the wine tourist? *Tourism Management*, *23*(3), 311–319. [https://doi.org/10.1016/S0261-5177\(01\)00079-6](https://doi.org/10.1016/S0261-5177(01)00079-6)
- Chathoth, P. K., Ungson, G. R., Harrington, R. J., & Chan, E. S. W. (2016). Co-creation and higher order customer engagement in hospitality and tourism services: A critical review. *International Journal of Contemporary Hospitality Management*, *28*(2), 222–245. <https://doi.org/10.1108/IJCHM-10-2014-0526>
- Chen, Z. (2018). A pilot study of the co-creation experience in traditional Cantonese teahouses in Hong Kong. *Journal of Heritage Tourism*, *13*(6), 506–527. <https://doi.org/10.1080/1743873X.2018.1444045>

- Chen, Z., King, B., & Suntikul, W. (2020). Co-creation of value for cultural festivals: Behind the scenes in Macau. *Tourism Recreation Research*, 45(4), 430–444. <https://doi.org/10.1080/02508281.2020.1737793>
- Chiscano, M., & Binkhorst, E. (2019). Heritage sites experience design with special needs customers. *International Journal of Contemporary Hospitality Management*, 31(11), 4211–4226. <https://doi.org/10.1108/IJCHM-03-2018-0241>
- Choe, J., & Kim, S. (2019). Development and validation of a multidimensional tourist's local food consumption value (TLFCV) scale. *International Journal of Hospitality Management*, 77, 245–259. <https://doi.org/10.1016/j.ijhm.2018.07.004>
- Cohen, E. (1979). A Phenomenology of tourist experiences. *Sociology: The Journal of the British Sociological Association*, 13(2), 179–201. <https://doi.org/10.1177/003803857901300203>
- Cohen, E., & Avieli, N. (2004). Food in tourism – Attraction and impediment. *Annals of Tourism Research*, 31(4), 755–778. <https://doi.org/10.1016/j.annals.2004.02.003>
- Cohen, E., & Ben-Nun, L. (2009). The important dimensions of wine tourism experience from potential visitors' perception. *Tourism and Hospitality Research*, 9, 20–31. <https://doi.org/10.1057/thr.2008.42>
- Comissão Vitivinícola Regional (CVR) do Dão (2021). *Bem-vindo aos vinhos do Dão*. <http://www.cvrdao.pt/index.asp>
- Corrêa, S., & Gosling, M. (2020). Travelers' perception of smart tourism experiences in smart tourism destinations. *Tourism Planning & Development*, 1–20. <https://doi.org/10.1080/21568316.2020.1798689>
- Correia, A., Kim, S., & Kozak, M. (2019). Gastronomy experiential traits and their effects on intentions for recommendation: A fuzzy set approach. *International Journal of Tourism Research*, 22, 352–363. <https://doi.org/10.1002/jtr.2340>
- Costa, A. (2012). Food & wine tourism: Challenges and Opportunities. In UNWTO, *Global Report on Food Tourism* (pp. 48-49), Spain: UNWTO.
- Costa, A., & Amado, J. (2018). *Análise de conteúdo suportada por software*. Ludomedia.
- Coutinho, C. (2018). *Metodologia de Investigação em Ciências Sociais e Humanas: Teoria e Prática*. Almedina.
- Crespi-Vallbona, M. (2021). Satisfying experiences: Guided tours at cultural heritage sites. *Journal of Heritage Tourism*, 16(2), 201–217. <https://doi.org/10.1080/1743873X.2020.1771345>
- Crespi-Vallbona, M., & Dimitrovski, D. (2016). Food markets visitors: A typology proposal. *British Food Journal*, 118(4), 840–857. <https://doi.org/10.1108/BFJ-11-2015-0420>
- Crespi-Vallbona, M., & Mascarilla-Miró, O. (2020). Wine lovers: Their interests in tourist experiences. *International Journal of Culture, Tourism and Hospitality Research*, 14(2), 239–258. <https://doi.org/10.1108/IJCTHR-05-2019-0095>
- Creswell, J. (2012). *Educational Research – Planning, conducting and evaluating quantitative and qualitative research* (4th Ed.). Pearson.
- Creswell, J. (2014). *Research Design – Qualitative, Quantitative and Mixed Methods Approaches* (4th ed). Sage Publications.
- Cubillas, S., Mars, M. M., Torres, R. M., & Sias, P. M. (2017). Touristic authenticity and value co-creation: An exploration of two local wineries in Southeastern Arizona, USA. *Journal of Rural and Community Development*, 12(1), 34–54.

- Cunha, D., Carneiro, M.J., & Kastenholz, E. (2020). “Velho Mundo” versus “Novo Mundo”: Diferentes pers e comportamento de viagem do enoturista? *Revista Turismo & Desenvolvimento*, 34, 113–128. <https://doi.org/10.34624/rtd.v0i34.22354>
- Decrop, A. (1999). Triangulation in qualitative tourism research. *Tourism Management*, 20, 157–161. [https://doi.org/10.1016/S0261-5177\(98\)00102-2](https://doi.org/10.1016/S0261-5177(98)00102-2)
- Dekhili, S., & Yousra Hallem, Y. (2020). An examination of the relationship between co-creation and well-being: An application in the case of tourism. *Journal of Travel & Tourism Marketing*, 37(1), 33–47. <https://doi.org/10.1080/10548408.2019.1694122>
- Di-Clemente, E., Hernández-Mogollón, J., & Campón-Cerro, A. (2020). Tourists’ involvement and memorable food-based experiences as new determinants of behavioural intentions towards typical products. *Current Issues in Tourism*, 23(18), 2319–2332. <https://doi.org/10.1080/13683500.2019.1631265>
- Dixit, S. K. (2019). Introduction. In S. K. Dixit (Ed.), *The Routledge handbook of gastronomic tourism* (pp. 1–10). Routledge.
- Dixit, S. K. (2020a). Introduction. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 1–12). Routledge.
- Dixit, S. K. (2020b). Marketing gastronomic tourism experiences. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 323–336). Routledge.
- Dodd, T. (1995). Opportunities and pitfalls of tourism in a developing wine industry. *International Journal of Wine Marketing*, 7, 5–16. <https://doi.org/10.1108/eb008636>
- Duxbury, N., Kastenholz, E., & Cunha, C. (2019). Co-Producing Cultural Heritage Experiences through Creative Tourism. In W. Gronau, R. Bonadai, E. Kastenholz, & A. Pashkevich (Eds), *E-Cul-Tours- Enhancing Networks in Heritage Tourism* (pp. 189-205). Tab edizione. ISBN 978-88-3152-30-7
- Eide, D., Fuglsang, L., & Sundbo, J. (2017). Management challenges with the maintenance of tourism experience concept innovations: Toward a new research agenda. *Tourism Management*, 63, 452–463. <https://doi.org/10.1016/j.tourman.2017.06.029>
- Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? *Tourism Management*, 68, 250–263. <https://doi.org/10.1016/j.tourman.2018.03.025>
- Fabbrizzi, S., Sottini, V., Cipollaro, M., & Menghini, S. (2021). Sustainability and NaturalWines: An Exploratory Analysis on Consumers. *Sustainability*, 13, 7645. <https://doi.org/10.3390/su13147645>
- Femenia-Serra, F., & Neuhofer, B. (2018). Smart tourism experiences: Conceptualisation, key dimensions and research agenda. *Investigaciones Regionales – Journal of Regional Research*, 42, 129–150.
- Festa, G., Vrontis, D., Thrassou, A., & Ciasullo, M. (2015). A value co-creation model for wine tourism. *International Journal of Management Practice*, 8(3), 247–267. <https://doi.org/10.1504/IJMP.2015.072767>
- Filopoulos, S., & Frittella, N. (2019). Designing sustainable and responsible wine tourism experiences. BIO Web of Conferences, 41st World Congress of Vine and Wine. <https://doi.org/10.1051/bioconf/20191203006>
- Fountain, J. (2021). The future of food tourism in a post-COVID-19 world: insights from New Zealand. *Journal of Tourism Futures*. <https://doi.org/10.1108/JTF-04-2021-0100>

- Fountain, J., Fish, N., & Charters, S. (2008). Making a connection: Tasting rooms and brand loyalty. *International Journal of Wine Business Research*, 20(1), 8–21. <https://doi.org/10.1108/17511060810864589>
- Frost, W., Frost, J., Strickland, P., & Maguire, J. (2020). Seeking a competitive advantage in wine tourism: Heritage and storytelling at the cellar-door. *International Journal of Hospitality Management*, 87. <https://doi.org/10.1016/j.ijhm.2020.102460>
- Fu, X., & Lehto, X. (2018). Vacation co-creation: The case of Chinese family travelers. *International Journal of Contemporary Hospitality Management*, 30(2), 980–1000. <https://doi.org/10.1108/IJCHM-09-2016-0533>
- Fraenkel, J., Wallen, N., & Hyun, H. (2012). *How to Design and Evaluate Research in Education* (8th ed). McGraw Hill.
- Fusch, P., & Ness, L. (2015). Are We There Yet? Data Saturation in Qualitative Research. *The Qualitative Report*, 20, 1408–1416. <https://doi.org/10.1108/IJCHM-09-2016-0533>
- Fusté-Forné, F., & Jamal, T. (2020). Slow food tourism: An ethical microtrend for the anthropocene. *Journal of Tourism Futures*, 6(3), 227–232. <https://doi.org/10.1108/JTF-10-2019-0120>
- Gajdošík, T. (2019). Smart tourists as a profiling market segment: Implications for DMOs. *Tourism Economics*, 26(6), 1042–1062. <https://doi.org/10.1177/1354816619844368>
- Garibaldi, R., & Sfodera, F. (2020). Technologies for enhancing wine tourism experience. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 409–417). Routledge.
- Garibaldi, R., Stone, M., Wolf, E., & Pozzi, A. (2017). Wine travel in the United States: A profile of wine travellers and wine tours. *Tourism Management Perspectives*, 23, 53–57. <https://doi.org/10.1016/j.tmp.2017.04.004>
- Getz, D., & Brown, G. (2006). Critical success factors for wine tourism regions: A demand analysis. *Tourism Management*, 27(1), 146–158. <https://doi.org/10.1016/j.tourman.2004.08.002>
- Getz, D., Dowling, R., Carlsen, J., & Anderson, D. (1999). Critical success factors for wine tourism. *International Journal of Wine Marketing*, 11(3), 20–43. <https://doi.org/10.1108/eb008698>
- Godovykh, M., & Tasci, A. (2020). Customer experience in tourism: A review of definitions, components, and measurements. *Tourism Management Perspectives*, 35, Article 100694. <https://doi.org/10.1016/j.tmp.2020.100694>
- Gómez, M., Pratt, M., & Molina, A. (2019). Wine tourism research: A systematic review of 20 vintages from 1995 to 2014. *Current Issues in Tourism*, 22(18), 2211–2249. <https://doi.org/10.1080/13683500.2018.1441267>
- González-Mansilla, O., Berenguer-Contrí, G., & Serra-Cantalops, A. (2019). The impact of value co-creation on hotel brand equity and customer satisfaction. *Tourism Management*, 75, 51–65. <https://doi.org/10.1016/j.tourman.2019.04.024>
- Grybovych, O., Lankford, J., & Lankford, S. (2013). Motivations of wine travelers in rural Northeast Iowa. *International Journal of Wine Business Research*, 25(4), 285–309. <https://doi.org/10.1108/IJWBR-07-2012-0023>
- Gu, Q., Wiu, H., King, B., & Huang, S. (2020). Understanding the wine tourism experience: The roles of facilitators, constraints, and involvement. *Journal of Vacation Marketing*, 26, 211–229. <https://doi.org/10.1177/1356766719880253>

- Gummesson, E., & Mele, C. (2010). Marketing as value co-creation through network interaction and resource integration. *Journal of Business Marketing*, 4, 181–198. <https://doi.org/10.1007/s12087-010-0044-2>
- Gurău, C., & Duquesnois, F. (2011). The Website as an Integrated Marketing Tool: An Exploratory Study of French Wine Producers. *Journal of Small Business & Entrepreneurship*, 24(1), 17–28. <https://doi.org/10.1080/08276331.2011.10593523>
- Hall, C.M. (1996). Wine tourism in New Zealand. In G. Kearsley (Ed.), *Tourism Down under II: Towards a More Sustainable Tourism* (pp. 109–119). Centre for Tourism, University of Otago: Dunedin, New Zealand.
- Hall, C.M., Sharples, E., Cambourne, B., & Macionis, N. (2000). *Wine Tourism around the World: Development, Management and Markets*. Butterworth-Heinemann.
- Hall, C. M., & Sharples, L. (2002). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food tourism around the world* (pp. 1–24). Butterworth-Heinemann.
- Heinonen, K., & Medberg, G. (2018). Netnography as a tool for understanding customers: implications for service research and practice. *Journal of Services Marketing*, 32(6), 657–679. <https://doi.org/10.1108/JSM-08-2017-0294>
- Henderson, J. (2004). Food as a Tourism Resource: A View from Singapore. *Tourism Recreation Research*, 29(3), 69–74. <https://doi.org/10.1080/02508281.2004.11081459>
- Henderson, J. (2009). Food tourism reviewed. *British Food Journal*, 11(4), 317–326. <https://doi.org/10.1108/00070700910951470>
- Hernández-Ortega, B., & Franco, J. (2019). Developing a new conceptual framework for experience and value creation. *Service Business*, 13(2), 225–248. <https://doi.org/10.1007/s11628-018-0379-4>
- Holland, T., Smit, B., & Jones, G. (2014). Toward a conceptual framework of terroir tourism: A case study of the Prince Edward county, Ontario wine region. *Tourism Planning & Development*, 11(3), 275–291. <https://doi.org/10.1080/21568316.2014.890125>
- Hollebeek, L., & Brodie, R. (2009). Wine service marketing, value co-creation and involvement: Research issues. *International Journal of Wine Business Research*, 21(4), 339–353. <https://doi.org/10.1108/17511060911004914>
- Hollebeek, L., & Rather, R. A. (2019). Service innovativeness and tourism customer outcomes. *International Journal of Contemporary Hospitality Management*, 31(11), 4227–4246. <https://doi.org/10.1108/IJCHM-03-2018-0256>
- Huang, S., & Choi, H.-S. (2019). Developing and validating a multidimensional tourist engagement scale (TES). *The Service Industries Journal*, 39(7–8), 469–497. <https://doi.org/10.1080/02642069.2019.1576641>
- Huang, S., Hsu, C.H.C., & Chan, A. (2010). Tour guide performance and tourist satisfaction: A study of the package tours in Shanghai. *Journal of Hospitality & Tourism Research*, 34(1), 3–33. <https://doi.org/10.1177/1096348009349815>
- Hussain, K., Jing, F., Junaid, M., Zaman, Q. U., & Shi, H. (2020). The role of co-creation experience in engaging customers with service brands. *Journal of Product & Brand Management*, 30(1), 12–27. <https://doi.org/10.1108/JPBM-08-2019-2537>

- Inácio, A., & Cavaco, C. (2010). Enoturismo em Portugal: forma de desenvolvimento regional e armação cultural local. *Revista Turismo & Desenvolvimento*, 13/14(2), 761–769. <https://doi.org/10.34624/rtd.v2i13/14.12357>
- Inanc, M., & Kozak, M. (2020). Co-creation of tourism experiences – A conceptual framework. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 511–518). Routledge.
- Infovini (2021). *O portal do vinho Português*. <https://infovini.pt>
- Jeong, M., & Shin, H. (2020). Tourists' experiences with smart tourism technology at smart destinations and their behaviour intentions. *Journal of Travel Research*, 59(8), 1464–1477. <https://doi.org/10.1177/0047287519883034>
- Ji, M., Wong, I., Eves, A., & Leong, A. (2018). A multilevel investigation of China's regional economic conditions on co-creation of dining experience and outcomes. *International Journal of Contemporary Hospitality Management*, 30(4), 2132–2152. <https://doi.org/10.1108/IJCHM-08-2016-0474>
- Johnson, A.-G., & Neuhofer, B. (2017). Airbnb – An exploration of value co-creation experiences in Jamaica. *International Journal of Contemporary Hospitality Management*, 29(9), 2361–2376. <https://doi.org/10.1108/IJCHM-08-2016-0482>
- Johnson, R., & Bruwer, J. (2007). Regional Brand image and perceived wine quality: The consumer perspective. *International Journal of Wine Business Research*, 19, 276–297. <https://doi.org/10.1108/17511060710837427>
- Jolliffe, L., & Piboonrungraj, P. (2020). The role of themes and stories in tourism experiences. In S. K. Dixit (Ed.), *The Routledge Handbook of Tourism Experience Management and Marketing* (pp. 218–228). Routledge.
- Jones, R. A. (1996). *Research methods in the social and behavioural sciences* (2nd ed). Sinauer.
- Joy, A., Belk, R., Charters, S., Wang, J., & Peña, C. (2018). Performance theory and consumer engagement: Winetourism experiences in South Africa and India. In S. Cross, C. Ruvalcaba, A. Venkatesh, & R. Belk (Eds.), *Consumer culture theory* (research in consumer behavior, Vol. 19) (pp. 163–187). Emerald Publishing Limited.
- Kaefer, F., Roper, J., & Sinha, P. (2015). A Software-Assisted Qualitative Content Analysis of News Articles: Example and Reflections. *Forum Qualitative Sozialforschung/ Forum: Qualitative Social Research*, 16(2). <https://doi.org/10.17169/fqs-16.2.2123>
- Kallmuenzer, A., Peters, M., & Buhalis, D. (2020). The role of family firm image perception in host-guest value co-creation of hospitality firms. *Current Issues in Tourism*, 23(19), 2410–2427. <https://doi.org/10.1080/13683500.2019.1611746>
- Kastenholz, E., Carneiro, M.J. (2018). O potencial do enoturismo em áreas rurais: Perspetivas do projeto TWINE. In Proceedings of the III Encontro Iberoamericano de Turismo Rural, Évora, Portugal, 29 October.
- Kastenholz, E., Carneiro, M.J., & Eusébio, C. (2018). Diverse socializing patterns in rural tourist experiences – a segmentation analysis. *Current Issues in Tourism*, 21, 401–421. <https://doi.org/10.1080/13683500.2015.1087477>
- Kastenholz, E., Carneiro, M. J., Marques, C. P., & Lima, J. (2012). Understanding and managing the rural tourism experience—The case of a historical village in Portugal. *Tourism Management Perspective*, 4, 207–214. <https://doi.org/10.1016/j.tmp.2012.08.009>

- Kastenholz, E., Cunha, D., Cunha, C., Barroco, C., Pereira, A., Carneiro, M.J., & Lane, B. (*in press*). COVID-19, wine routes, crisis management and resilience amongst rural wine tourism businesses- issues and ways forward. *Advances in Hospitality and Tourism Research*.
- Kastenholz, E., Cunha, D., Eletxigerra, A., Carvalho, M., & Silva, I. (2020). Exploring Wine Terroir Experiences: A Social Media Analysis. In D. Abreu, E. A. Liberato, J. C. González, & G. Ojeda (Eds.), *Advances in Tourism, Technology and Systems* (pp. 401–420), Volume 209, Smart Innovation, Systems and Technologies, ICOTTS 2020.
- Kastenholz, E., Eusébio, C., & Carneiro, M.J. (2016). Purchase of local products within the rural tourist experience context. *Tourism Economics*, 22(4), 729–748. <https://doi.org/10.1177/1354816616654245>
- Kastenholz, E., Eusébio, C., Carneiro, M., & Figueiredo, E. (2013). Host-Guest relationships in rural tourism – evidence from two Portuguese villages. *Anatolia: An International Journal of Tourism and Hospitality Research*, 24(3), 367–380. <https://doi.org/10.1080/13032917.2013.769016>
- Kastenholz, E., Fernández-Ferrín, P., & Rodrigues, A. (2021). Nostalgia, Sensations and Local Products in Rural Tourism Experiences in a Portuguese Schist Village. *European Countryside*, 13(3), 599-621. <https://doi.org/10.2478/euco-2021-0034>
- Kastenholz, R., Marques, C., & Carneiro, M. J. (2020). Place attachment through sensory-rich, emotion-generating place experiences in rural tourism. *Journal of Destination Marketing & Management*, 17, Article 100455. <https://doi.org/10.1016/j.jdmm.2020.100455>
- Kaushal, V., & Yadav, R. (2020). Understanding customer experience of culinary tourism through food tours of Delhi. *International Journal of Tourism Cities*, 7(3), 683–701. <https://doi.org/10.1108/IJTC-08-2019-0135>
- Kim, E., Tang, L., & Bosselman, R. (2019). Customer perceptions of innovativeness: An accelerator for value co-creation. *Journal of Hospitality & Tourism Research*, 43(6), 807–838. <https://doi.org/10.1177/1096348019836273>
- Kim, J.-H., Ritchie, J., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Kirova, V. (2021). Value co-creation and value co-destruction through interactive technology in tourism: The case of ‘La Cité du Vin’ wine museum, Bordeaux, France. *Current Issues in Tourism*, 24(5), 637–650. <https://doi.org/10.1080/13683500.2020.1732883>
- Kivela, J., & Crotts, J. (2006). Tourism and Gastronomy: Gastronomy’s influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354–377. <https://doi.org/10.1177/1096348006286797>
- Ko, S., Kang, S., Kang, H., & Lee, M. (2018). An exploration of foreign tourists’ perceptions of Korean food tour: a factor-cluster segmentation approach. *Asia Pacific Journal of Tourism Research*, 23(8), 833–846. <https://doi.org/10.1080/10941665.2018.1494613>
- Kozinets, R.V. (2002). The field behind the screen: Using netnography for marketing research in online communities. *Journal of Marketing Research*, 39, 61–72. <https://doi.org/10.1509/jmkr.39.1.61.18935>
- Krippendorff, K. (2004). *Content Analysis: An Introduction to Its Methodology* (2nd ed.). Thousand Oaks, CA: Sage.

- Kokkranikal, J., & Carabelli, E. (2021). Gastronomy tourism experiences: the cooking classes of Cinque Terre. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1975213>
- Kruger, M., & Vilijoen, A. (2019). Terroir wine festival visitors: Uncorking the origin of behavioural intentions. *Current Issues in Tourism*, 24, 616–636. <https://doi.org/10.1080/13683500.2019.1667310>
- Lam, J., Ismail, H., & Lee, S. (2020). From desktop to destination: User-generated content platforms, co-created online experiences, destination image and satisfaction. *Journal of Destination Marketing & Management*, 18, Article 100490. <https://doi.org/10.1016/j.jdmm.2020.100490>
- Lee, G., Lee, J., & Tussyadiah, I. (2017). The roles of perceived internal and external benefits and costs in innovation cocreation: Lessons from Japan. *Asia Pacific Journal of Tourism Research*, 22(4), 381–394. <https://doi.org/10.1080/10941665.2016.1271815>
- Lee, D., & Pearce, P. (2019). Shining a light on Asian nightmarkets: Vendors' and visitors' views. *International Journal of Tourism Cities*, 6(2), 467–484. <https://doi.org/10.1108/IJTC-02-2019-0027>
- Leri, I., & Theodoridis, P. (2019). The effects of the winery visitor experience on emotions, satisfaction and on post-visit behaviour intentions. *Tourism Review*, 74(3), 480–502. <https://doi.org/10.1108/TR-07-2018-0092>
- Li, S., Liu, X., Cai, S., & Scott, N. (2021). Vegan tour in China: Motivations and benefits. *International Journal of Tourism Research*, 23, 238–252. <https://doi.org/10.1002/jtr.2401>
- Liberato, D., Nunes, M., & Liberato, P. (2021). Wine and Food Tourism Gamification. Exploratory Study in Peso da Régua. In D. Abreu, E. A. Liberato, J. C. González, & G. Ojeda (Eds.), *Advances in Tourism, Technology and Systems* (pp. 497–508), Volume 208, Smart Innovation, Systems and Technologies, ICOTTS 2020.
- Lin, P., Peng, K.-L., Ren, L., & Lin, C.-W. (2019). Hospitality co-creation with mobility-impaired people. *International Journal of Hospitality Management*, 77, 492–503. <https://doi.org/10.1016/j.ijhm.2018.08.013>
- Lincoln, Y. S., & Guba, E. A. (1985). *Naturalistic inquiry*. SAGE.
- Lončarić, D., Prodan, P., & Bagarić, L. (2018). The relationship between tourism experience cocreation, life satisfaction and behavioural intentions. *Central European Business Review*, 7(4), 1–14. <https://doi.org/10.18267/j.cebr.203>
- Lopes, A., Seabra, C., Paiva, O., Pereira, A., Silva, C., & Abrantes, J. (2018). Enoturismo e as rotas de vinho no Centro de Portugal: Um estudo da oferta turística. In C. Antónia, & B. H. Pedro (Coords.), *Turismo no Centro de Portugal: Potencialidades e tendências* (pp. 199–219). Actual Editora.
- López-Guzmán, T., & Sánchez-Canizares, S. (2012). Culinary tourism in Córdoba (Spain). *British Food Journal*, 114(2), 168–179. <https://doi.org/10.1108/00070701211202368>
- Loureiro, S., & Sarmento, E. (2019). Place attachment and tourist engagement of major visitor attractions in Lisbon. *Tourism and Hospitality Research*, 19(3), 368–381. <https://doi.org/10.1177/1467358418761211>
- Lugosi, P., Robinson, R., Walters, G., & Donaghy, S. (2020). Managing experience cocreation practices: Direct and indirect inducement in pop-up food tourism events. *Tourism Management Perspectives*, 35, Article 100702. <https://doi.org/10.1016/j.tmp.2020.100702>

- Luo, J., Wong, I. A., King, B., Liu, M. T., & Huang, G. (2019). Cocreation and co-destruction of service quality through customer-to-customer interactions: Why prior experience matters. *International Journal of Contemporary Hospitality Management*, 31(3), 1309–1329. <https://doi.org/10.1108/IJCHM-12-2017-0792>
- Malerba, R., Kastenholz, E., & Carneiro, M.J. (2021). Family-friendly tourism supply. In *Encyclopedia of Tourism Management and Marketing*; Buhalis, D., Ed.; Edward Elgar Publishing Limited.
- Malerba, R., Kastenholz, E., & Carneiro, M.J. (2020). Families with children as a neglected market for wine tourism? Insights from central Portugal wine routes. Paper presented at 5th International Conference on Hospitality and Tourism (ICHTOUR) (Feb 2020), Guimarães, Portugal.
- Martin, D., & Woodside, A. (2011). Storytelling research on international visitors Interpreting own experiences in Tokyo. *Qualitative Marketing Research*, 14, 27–54. <https://doi.org/10.1108/13522751111099319>
- Martinho, V. (2021). Contributions from Literature for Understanding Wine Marketing. *Sustainability*, 13(13), Article 7468. <https://doi.org/10.3390/su13137468>
- Massa, C., & Bédé, S. (2020). A consumer value approach to a holistic understanding of the winery experience. *Qualitative Market Research: An International Journal*, 21(4), 530–548. <https://doi.org/10.1108/QMR-01-2017-0031>
- Mathis, E. F., Kim, H. L., Uysal, M., Sirgy, J. M., & Prebensen, N. K. (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research*, 57, 62–75. <https://doi.org/10.1016/j.annals.2015.11.023>
- Matson-Barkat, S., & Robert-Demontrond, P. (2018). Who's on the tourists' menu? Exploring the social significance of restaurant experiences for tourists. *Tourism Management*, 69, 566–578. <https://doi.org/10.1016/j.tourman.2018.06.031>
- Mausbach, V. (2017). *Mendoza: Creation and Evolution of a Gastronomy Destination*. In UNWTO, *Affiliate Members Report, Volume sixteen – Second Global Report on Gastronomy Tourism* (54–55). UNWTO, Madrid.
- McCartney, G., & Chen, Y. (2020). Co-creation tourism in an ancient Chinese town. *Journal of China Tourism Research*, 16(2), 159–182. <https://doi.org/10.1080/19388160.2019.1596856>
- McGinley, S., Wei, W., Zhang, L., & Zheng, Y. (2021). The State of Qualitative Research in Hospitality: A 5-Year Review 2014 to 2019. *Cornell Hospitality Quarterly*, 62(1), 8–20. <https://doi.org/10.1177/1938965520940294>
- McLeay, F., Lichy, J., & Major, B. (2019). Co-creation of the ski-chalet community experiencescape. *Tourism Management*, 74, 413–424. <https://doi.org/10.1016/j.tourman.2019.04.018>
- Melvin, J., Winklhofer, H., & McCabe, S. (2020). Creating joint experiences – Families engaging with a heritage site. *Tourism Management*, 78, Article 104038. <https://doi.org/10.1016/j.tourman.2019.104038>
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behaviour. *Tourism Management Perspectives*, 33, Article 100581. <https://doi.org/10.1016/j.tmp.2019.100581>

- Millán, C., Garzon, D., & Navarro, S. (2016). C2C interactions creating value in the Route of Santiago. *Journal of Business Research*, 69(11), 5448–5455. <https://doi.org/10.1016/j.jbusres.2016.04.153>
- Minazzi, R. (2020). An exploration of experiential travel behaviour during the traveller journey. In S. K. Dixit (Ed.), *The Routledge handbook of tourism experience management and marketing* (pp. 384–396). Routledge.
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1–2), 30–59. <https://doi.org/10.1080/0267257X.2013.800899>
- Mkono, M. (2011). The othering of food in touristic entertainment: a netnography. *Tourist Studies*, 11(3), 253–270. <https://doi.org/10.1177/1468797611431502>
- Mkono, M. (2012). Netnographic tourist research: The internet as a virtual fieldwork site. *Tourism Analysis*, 17(4), 553–555. <http://dx.doi.org/10.3727/108354212X13473157390966>
- Mkono, M., Markell, K., & Wilsin, E. (2013). Applying Quan and Wang's structural model of the tourist experience: A Zimbabwean netnography of food tourism. *Tourism Management Perspectives*, 5, 68–74. <https://doi.org/10.1016/j.tmp.2012.10.007>
- Mohammadi, F., Yazdani, H., Pour, M., & Soltani, M. (2020). Cocreation in tourism: A systematic mapping study. *Tourism Review*, 76(2), 305–343. <https://doi.org/10.1108/TR-10-2019-0425>
- Moina, S., Hosanyb, S., & O'Brien, J. (2020). Storytelling in destination brands' promotional videos. *Tourism Management Perspectives*, 34, Article 100639. <https://doi.org/10.1016/j.tmp.2020.100639>
- Montella, M. (2017). Wine Tourism and Sustainability: A Review. *Sustainability*, 9, 113. <https://doi.org/10.3390/su9010113>
- Morrongiello, C., N'Goala, G., & Kreziak, D. (2017). Customer psychological empowerment as a critical source of customer engagement. *International Studies of Management & Organization*, 47(1), 61–87. <https://doi.org/10.1080/00208825.2017.1241089>
- Mossberg, L. (2008). Extraordinary Experiences through Storytelling. *Scandinavian Journal of Hospitality Tourism*, 8, 195–210. <https://doi.org/10.1080/15022250802532443>
- Mursid, A. (2017). Exploring the antecedents and consequences of customer participation in value cocreation. In Proceedings of the *International conference on hospitality, tourism, and sports management* (HTSM), Tokyo, Japan.
- Neuhofer, B., Buhalis, D., & Ladkin, A. (2012). Conceptualising technology enhanced destination experiences. *Journal of Destination Marketing & Management*, 1(1/2), 36–46. <https://doi.org/10.1016/j.jdmm.2012.08.001>
- Neuhofer, B., Celuch, K., & To, T. L. (2020). Experience design and the dimensions of transformative festival experiences. *International Journal of Contemporary Hospitality Management*, 32(9), 2881–2901. <https://doi.org/10.1108/IJCHM-01-2020-0008>
- Nicoletti, S., Medina-Viruel, M., Di-Clemente, E., & Fruet-Cardozo, J. (2019). Motivations of the Culinary Tourist in the City of Trapani, Italy. *Sustainability*, 11(9), 2686. <https://doi.org/10.3390/su11092686>
- Novo, G., Osorio, M., & Sotomayor, S. (2019). Wine tourism in Mexico: An initial exploration. *Anatolia*, 30, 246–257. <https://doi.org/10.1080/13032917.2018.1519212>

- Nowacki, M., & Kruczek, Z. (2020). Experience marketing at Polish museums and visitor attractions: The co-creation of visitor experiences, emotions and satisfaction. *Museum Management and Curatorship*, 36(1), 62–81. <https://doi.org/10.1080/09647775.2020.1730228>
- Okumus, B. (2020). Food tourism research: A perspective article. *Tourism Review*, 76(1), 38–42. <https://doi.org/10.1108/TR-11-2019-0450>
- Okumus, B., Mehraliyev, F., Ma, F., & Mehraliyev, M. (2021). Intellectual connections in food tourism literature: A co-citation approach. *International Journal of Tourism Research*, 23, 220–237. <https://doi.org/10.1002/jtr.2409>
- Orsolini, N., & Boksberger, P. (2009). Wine and tourism—How can a tourist experience be created? Paper presented at the proceedings of 4th *Interdisciplinary and International Wine Conference*, Dijon, France.
- Osorio, S., Frew, E., Lade, C., & Williams, K. (2021). Blending tradition and modernity: gastronomic experiences in High Peruvian cuisine. *Tourism Recreation Research*. <https://doi.org/10.1080/02508281.2021.1940462>
- Oxenswärdh, A. (2018). Processes of value co-creation at a tourist accommodation. *Quality Innovation Prosperity*, 22(3), 36–54. <https://doi.org/10.12776/qip.v22i3.1158>
- Oyner, O., & Korelina, A. (2016). The influence of customer engagement in value co-creation on customer satisfaction: Searching for new forms of co-creation in the Russian hotel industry. *Worldwide Hospitality and Tourism Themes*, 8(3), 327–345. <https://doi.org/10.1108/WHATT-02-2016-0005>
- Ozseker, D. B. (2018). Towards a model of destination innovation process: An integrative review. *The Service Industries Journal*, 39(3-4), 206–228. <https://doi.org/10.1080/02642069.2018.1491970>
- Patton, M. (2002). *Qualitative Research & Evolution Methods*. Sage Publications.
- Paulauskaite, D., Powell, R., Coca-Stefaniak, J., & Morrison, A. (2017). Living like a local: Authentic tourism experiences and the sharing economy. *International Journal of Tourism Research*, 19(6), 619–628. <https://doi.org/10.1002/jtr.2134>
- Pautasso, M. (2013). Ten simple rules for writing a literature review. *PLOS Computational Biology*, 9(7). <https://doi.org/10.1371/journal.pcbi.1003149>
- Pearce, P., & Wu, M.-Y. (2015). Soft infrastructure at tourism sites: Identifying key issues for Asian tourism from case studies. *Tourism Recreation Research*, 40(1), 120–132. <https://doi.org/10.1080/02508281.2015.1010361>
- Peters, G. L. (1997). *American winescapes: The cultural landscapes of America's wine country*. Westview Press.
- Phi, G., & Dredge, D. (2019). Collaborative tourism-making: An interdisciplinary review of co-creation and a future research agenda. *Tourism Recreation Research*, 44(3), 284–299. <https://doi.org/10.1080/02508281.2019.1640491>
- Pine, B., & Gilmore, J. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97–105.
- Ponsignon, F., & Derbaix, M. (2020). The impact of interactive technologies on the social experience: An empirical study in a cultural tourism context. *Tourism Management Perspectives*, 35, Article 100723. <https://doi.org/10.1016/j.tmp.2020.100723>

- Pordata (2019). *Base de dados Portugal Contemporâneo*.
<https://www.pordata.pt/Municipios/Dormidas+nos+alojamentos+tur%3%adsticos+por+100+habitantes-761>
- Pordata (2021a). *População residente, estimativas a 31 de Dezembro*.
<https://www.pordata.pt/Municipios/Popula%3%a7%3%a3o+residente++estimativas+a+31+d+e+Dezembro-120> (accessed on 5 September 2021).
- Pordata (2021b). *Base de Dados Portugal Contemporâneo*.
<https://www.pordata.pt/Municipios/Capacidade+nos+alojamentos+tur%3%adsticos+total+e+por+tipo+de+alojamento-747> (accessed on 30 July 2021).
- Pordata (2021c). *Base de dados Portugal Contemporâneo*.
<https://www.pordata.pt/Municipios/Capacidade+nos+alojamentos+tur%3%adsticos+total+e+por+tipo+de+alojamento-747> (accessed on 5 September 2021).
- Pordata (2021d). *Estada média nos alojamentos turísticos: total, residentes em Portugal e residentes no estrangeiro*.
<https://www.pordata.pt/Municipios/Estada+m%3%a9dia+nos+alojamentos+tur%3%adsticos+total++residentes+em+Portugal+e+residentes+no+estrangeiro-758>
- Prahalad, C., & Ramaswamy, V. (2004). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing, 18*(3), 5–14. <https://doi.org/10.1002/dir.20015>
- Prayag, G., Gannon, M., Muskat, B., & Taheri, B. (2020). A serious leisure perspective of culinary tourism co-creation: The influence of prior knowledge, physical environment and service quality. *International Journal of Contemporary Hospitality Management, 32*(7), 2453–2472. <https://doi.org/10.1108/IJCHM-10-2019-0897>
- Prebensen, N., & Foss, L. (2011). Coping and co-creating in tourist experiences. *International Journal of Tourism Research, 13*(1), 54–67. <https://doi.org/10.1002/jtr.799>
- Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value co-creation significance of tourist resources. *Annals of Tourism Research, 42*, 240–261. <https://doi.org/10.1016/j.annals.2013.01.012>
- Prebensen, N., Kim, H., & Uysal, M. (2016). Cocreation as moderator between the experience value and satisfaction relationship. *Journal of Travel Research, 55*(7), 934–945. <https://doi.org/10.1177/0047287515583359>
- Prebensen, N., & Xie, J. (2017). Efficacy of co-creation and mastering on perceived value and satisfaction in tourists' consumption. *Tourism Management, 60*, 166–176. <https://doi.org/10.1016/j.tourman.2016.12.001>
- Quadri-Felitti, D., & Fiore, A. M. (2013). Destination loyalty: Eects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research, 13*(1), 47–62. <https://doi.org/10.1177/1467358413510017>
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management, 25*(3), 297–305. [https://doi.org/10.1016/S0261-5177\(03\)00130-4](https://doi.org/10.1016/S0261-5177(03)00130-4)
- Quivy, R., & Campenhoudt, L. (1998). *Manual de Investigação em Ciências Sociais* (2nd ed.). Gradiva.

- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2019). Enogastronomy in Northern Portugal: Destination cooperation and regional identity. *Advances in Hospitality and Tourism Research*, 7(2), 216–237. <https://doi.org/10.30519/ahtr.573163>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2020a). Cocreation of tourism experiences: Are food-related activities being explored? *British Food Journal*, 122(3), 910–928. <https://doi.org/10.1108/BFJ-10-2019-0769>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2020b). Food-and-wine experiences towards co-creation in tourism. *Tourism Review*. <https://doi.org/10.1108/TR-01-2019-0026>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2021). Drivers of experience co-creation in food-and-wine tourism: An exploratory quantitative analysis. *Tourism Management Perspectives*, 37, Article 100783. <https://doi.org/10.1016/j.tmp.2020.100783>
- Rahmani, K., Gnoth, J., & Mather, D. (2018). Tourists' participation on web 2.0: A corpus linguistic analysis of experiences. *Journal of Travel Research*, 57(8), 1108–1120. <https://doi.org/10.1177/0047287517732425>
- Ramírez-Gutiérrez, D., Santana-Talavera, A., & Fernández-Betancort, H. (2020). Tasting experiences of a destination's local gastronomy on tourist communications. *Tourism Recreation Research*, 46(3), 345-359. <https://doi.org/10.1080/02508281.2020.1799293>
- Reichenberger, I. (2017). C2C value co-creation through social interactions in tourism. *International Journal Tourism Research*, 19(6), 629–638. <https://doi.org/10.1002/jtr.2135>
- Richards, G. (2002). Gastronomy: an essential ingredient in tourism production and consumption? In G. Richards & A. Hjalager (Eds.), *Tourism and Gastronomy* (pp. 3-20). Routledge.
- Richards, G. (2011). Creativity and tourism: The state of the art. *Annals of Tourism Research*, 38, 1225–1253. <https://doi.org/10.1016/j.annals.2011.07.008>
- Richards, G. (2015). Evolving gastronomic experiences: From foodies to foodscapes. *Journal of Gastronomy and Tourism*, 1(1), 5–18. <https://doi.org/10.3727/216929715X14298190828796>
- Richards, G. (2021). Evolving research perspectives on food and gastronomic experiences in tourism. *International Journal of Contemporary Hospitality Management*, 33(3), 1037–1058. <https://doi.org/10.1108/IJCHM-10-2020-1217>
- Richards, G., & Duxbury, N. (2021). Trajectories and trends in creative tourism: Where are we headed? In N. Duxbury, C. Pato Carvalho & S. Albino (Eds), *Creative Tourism: Activating Cultural Resources and Engaging Creative Travellers*. Wallingford: CABI. 9781789243536.
- Rihova, I., Buhalis, D., Moital, M., & Gouthro, M. (2015). Conceptualizing customer-to-customer value co-creation in tourism. *International Journal of Tourism Research*, 17, 356–363. <https://doi.org/10.1002/jtr.1993>
- Robinson, R., & Getz, D. (2014). Profiling potential food tourists: An Australian study. *British Food Journal*, 116(4), 690–706. <https://doi.org/10.1108/BFJ-02-2012-0030>
- Robinson, R., & Getz, D. (2016). Food Enthusiasts and Tourism: Exploring Food Involvement Dimensions. *Journal of Hospitality & Tourism Research*, 40(4), 432–455. <https://doi.org/10.1177/1096348013503994>
- Robinson, R., Getz, D., & Dolnicar, S. (2017). Food tourism subsegments: A data-driven analysis. *International Journal of Tourism Research*, 20(3), 367–377. <https://doi.org/10.1002/jtr.2188>
- Rota da Bairrada (2021). *Quem Somos*. <http://www.rotadabairrada.pt/quemsomos/?id=3&title=quem-somos&idioma=pt>

- Rota dos vinhos do Dão (2021). *Rota Vinhos Dão – O melhor vinho de Portugal e do Mundo*. <https://rotavinhosdao.pt/>
- Rota dos vinhos de Portugal (2021). *Rotas*. <http://rotadosvinhosdeportugal.pt/rotas/dao/>
- Salvado, J., & Kastenholz, E. (2017). Sustainable Wine Tourism Eco-systems through Co-opetition. *Revista Turismo & Desenvolvimento*, 27/28(1), 1917–1931. <https://doi.org/10.34624/rtd.v1i27/28.10335>
- Santos, V., Ramos, P., Almeida, N., Marôco, J., & Santos-Pavón, E. (2020). Wine tourist profiling in the Porto wine cellars: Segmentation based on wine product involvement. *Anatolia*, 31, 577–590. <https://doi.org/10.1080/13032917.2020.1802308>
- Santos, V., Ramos, P., & Almeida, N., & Santos-Pavón, E. (2019). Wine and wine tourism experience: A theoretical and conceptual review. *Worldwide Hospitality and Tourism Themes*, 11, 718–730. <https://doi.org/10.1108/WHATT-09-2019-005>
- Santos, V., Ramos, P., Almeida, N., & Santos-Pavón, E. (2020). Developing a Wine Experience Scale: A New Strategy to Measure Holistic Behaviour of Wine Tourists. *Sustainability*, 12(19), 8055. <https://doi.org/10.3390/su12198055>
- Santos, V., Santos, E., Oliveira, S., & Miguel, I. (2019). The experience in the visits to Tejo region's wine tourism units [Paper presentation]. Second international conference on tourism research 2019, University Portucalense, Porto, Portugal.
- Sarmah, B., Rahman, Z., & Kamboj, S. (2017). Customer co-creation and adoption intention towards newly developed services: An empirical study. *International Journal of Culture, Tourism and Hospitality Research*, 11(3), 372–391. <https://doi.org/10.1108/IJCTHR-07-2016-0070>
- Saayman, M., Saayman, A., & Joubert, E. (2012). Expenditure-based Segmentation of Visitors to the Wacky Wine Festival. *Tourism Recreation Research*, 37(3), 215–225. <https://doi.org/10.1080/02508281.2012.11081710>
- Saymann, M., & van der Merwe, A. (2015). Factors determining visitors' memorable wine-testing experiences at wineries. *Anatolia: An International Journal of Tourism and Hospitality Research*, 26(3), 372–383. <https://doi.org/10.1080/13032917.2014.968793>
- Schäufele, I., & Hamm, U. (2017). Consumers' perceptions, preferences and willingness-to-pay for wine with sustainability characteristics: A review. *Journal of Cleaner Production*, 147, 379–394. <https://doi.org/10.1016/j.jclepro.2017.01.118>
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Schuckert, M., Peters, M., & Pilz, G. (2018). The co-creation of host–guest relationships via couchsurfing: A qualitative study. *Tourism Recreation Research*, 43(2), 220–234. <https://doi.org/10.1080/02508281.2017.1384127>
- Serravalle, F., Ferrarisa, A., Vrontis, D., Thrassou, A., & Christof, M. (2019). Augmented reality in the tourism industry: A multi-stakeholder analysis of museums. *Tourism Management Perspectives*, 32, Article 100549. <https://doi.org/10.1016/j.tmp.2019.07.002>
- Seyitoglu, F. (2021). Tourist Experiences of Guided Culinary Tours: The Case of Istanbul. *Journal of Culinary Science & Technology*, 19(2), 93–114. <https://doi.org/10.1080/15428052.2020.1712289>

- Seyitoglu, F. (2020). Tourists' perceptions of the tour guides: the case of gastronomic tours in Instambul. *Anatolia*, 31(3), 393–405. <https://doi.org/10.1080/13032917.2020.1735462>
- Sharpley, R. (2007). Flagship Attractions and Sustainable Rural Tourism Development: The Case of the Alnwick Garden, England. *Journal of Sustainable Tourism*, 15, 125–143. <https://doi.org/10.2167/jost604.0>
- Shen, H., Li, X., & Zhang, Y. (2018). A study on brand equity of online tourism enterprises based on user value co-creation. *Advances in Hospitality and Leisure*, 14, 111–130. <https://doi.org/10.1108/S1745-354220180000014007>
- Shin, H., Perdue, R., & Pandelaere, M. (2020). Managing customer reviews for value co-creation: An empowerment theory perspective. *Journal of Travel Research*, 59(5), 792–810. <https://doi.org/10.1177/0047287519867138>
- Shipway, R., King, K., Lee, I., & Brown, G. (2016). Understanding cycle tourism experiences at the Tour Down Under. *Journal of Sport & Tourism*, 20(1), 21–39. <https://doi.org/10.1080/14775085.2016.1155473>
- Shulga, L. V., Busser, J. A., & Kim, H. L. (2018). Generational profiles in value co-creation interactions. *Journal of Hospitality Marketing and Management*, 27(2), 196–217. <https://doi.org/10.1080/19368623.2017.1340218>
- Sidali, K., Kastenholz, E., & Bianchi, R. (2015). Food tourism, niche markets and products in rural tourism: combining the intimacy model and the experience economy as a rural development strategy, *Journal of Sustainable Tourism*, 23(8–9), 1179–1197. <https://doi.org/10.1080/09669582.2013.836210>
- Sigala, M. (2019). The transformational power of wine tourism experiences: The socio-cultural profile of wine tourism in South Australia. In S. Forbes, T. A. De Silva, & A. Gilinsky Jr (Eds.), *Social sustainability in the global wine industry* (pp. 57–73). Palgrave Pivot.
- Sigala, M. (2020). Tourism and COVID-19: Impacts and implications for advancing and resetting industry and research. *Journal of Business Research*, 217, 312–321. <https://doi.org/10.1016/j.jbusres.2020.06.015>
- Silkes, C., Cai, L., & Lehto, X. (2013). Marketing to the culinary tourist. *Journal of Travel & Tourism Marketing*, 30(4), 335–349. <https://doi.org/10.1080/10548408.2013.784151>
- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336. <https://doi.org/10.1080/09669580802359293>
- Snyder, H. (2019). Literature review as a research methodology: An overview and guidelines. *Journal of Business Research*, 104, 333–339. <https://doi.org/10.1016/j.jbusres.2019.07.039>
- Sousa, A., & Kastenholz, E. (2015). Wind farms and the rural tourism experience – problem or possible productive integration? The views of visitors and residents of a Portuguese village. *Journal of Sustainable Tourism*, 23(8–9), 1236–1256. <https://doi.org/10.1080/09669582.2015.1008499>
- Sthapit, E. (2018). A netnographic examination of tourists' memorable hotel experiences. *Anatolia*, 29(1), 108–128. <https://doi.org/10.1080/13032917.2017.1402190>
- Sthapit, E. (2019). Memories of gastronomic experiences, savoured positive emotions and savouring processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. <https://doi.org/10.1080/15022250.2017.1402702>

- Sthapit, S., & Björk, P. (2020). Towards a better understanding of interactive value formation: Three value outcomes perspective. *Current Issues in Tourism*, 23(6), 693–706. <https://doi.org/10.1080/13683500.2018.1520821>
- Sthapit, R., Coudounaris, D., & Björk, P. (2019). Extending the memorable tourism experience construct: An investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4–5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Stone, M., Migacz, S., & Sthapit, E. (2021). Connections Between Culinary Tourism Experiences and Memory. *Journal of Hospitality and Tourism Research*. <https://doi.org/10.1177/1096348021994171>
- Strickland, P., Laing, J., Frost, W., & Williams, K. (2020). Trends in experience design—Strategies for attracting millennials to wineries in Victoria, Australia. In S. K. Dixit (Ed.), *The Routledge Handbook of Tourism Experience Management and Marketing* (pp. 207–217). Routledge.
- Su, C.-J., Lebrun, A.-M., Bouchet, P., Wang, J.-R., Lorgnier, N., & Yang, J.-H. (2016). Tourists' participation and preference related belief in co-creating value of experience: A nature based perspective. *Service Business*, 10(4), 823–846. <https://doi.org/10.1007/s11628-015-0292-z>
- Sugathan, P., & Ranjan, K. (2019). Co-creating the tourism experience. *Journal of Business Research*, 100, 207–217. <https://doi.org/10.1016/j.jbusres.2019.03.032>
- Szmigin, I., Bengry-Howell, A., Morey, Y., Griffin, C., & Riley, S. (2017). Socio-spatial authenticity at co-created music festivals. *Annals of Tourism Research*, 63, 1–17. <https://doi.org/10.1016/j.annals.2016.12.007>
- Taste of Lisboa Food Tours (2021). *Experiências gastronómicas e culturais realizadas por Lisboaetas – Lisboa, Portugal – Vá aonde os locais vão*. <https://www.tasteoflisboa.com/pt/>
- Teng, H.-Y., & Tsai, C.-H. (2020). Can tour leader likability enhance tourist value co-creation behaviors? The role of attachment. *Journal of Hospitality and Tourism Management*, 45, 285–294. <https://doi.org/10.1016/j.jhtm.2020.08.018>
- Terziyska, I., & Damyanova, R. (2020). Winescape through the lens of organized travel – A netnography study. *International Journal of Wine Business Research*, 32(4), 477–492. <https://doi.org/10.1108/IJWBR-09-2019-0050>
- Thanh, T., & Kirova, V. (2018). Wine tourism experience: A netnography study. *Journal of Business Research*, 83, 30–37. <https://doi.org/10.1016/j.jbusres.2017.10.008>
- Torraco, R. (2005). Writing integrative literature reviews: Guidelines and examples. *Human Resource Development Review*, 4(3), 356–367. <https://doi.org/10.1177/1534484305278283>
- Torraco, R. (2016). Writing integrative literature reviews: Using the past and present to explore the future. *Human Resource Development Review*, 15(4), 404–428. <https://doi.org/10.1177/1534484316671606>
- Tregua, M., D'Auria, A., & Costin, H. (2020). #10yearschallenge: How co-creation permeated tourism research. A bibliometric analysis. *European Journal of Tourism Research*, 24, 2409. <https://doi.org/10.54055/ejtr.v24i.411>
- TripAdvisor (2021). *About TripAdvisor*. <https://tripadvisor.mediaroom.com/US-about-us>
- Trunfio, M., & Campana, S. (2019). Drivers and emerging innovations in knowledge-based destinations: Towards a research agenda. *Journal of Destination Marketing & Management*, 14, Article 100370. <https://doi.org/10.1016/j.jdmm.2019.100370>

- Tung, V., & Au, N. (2018). Exploring customer experiences with robotics in hospitality. *International Journal of Contemporary Hospitality Management*, 30(7), 2680–2697. <https://doi.org/10.1108/IJCHM-06-2017-032222>
- Turismo de Portugal, I.P. (2021). *Discover all the wine regions*. www.PortugueseWineTourism.com
- Turismo do Centro (2021). *Termas Viseu Dão Lafões*. <https://turismodocentro.pt/artigo/termas-viseu-dao-lafoes/>
- UNWTO (2012). *Global Report on food tourism: Volume Four*. UNWTO, Madrid. <https://www.e-unwto.org/doi/epdf/10.18111/9789284414819>
- UNWTO (2017). *Second global report on gastronomy Tourism - Affiliate members report: volume sixteen*. http://cf.cdn.unwto.org/sites/all/files/pdf/gastronomy_report_web.pdf
- UNWTO (2019). *UNWTO Tourism Definitions*. UNWTO, Madrid. <https://doi.org/10.18111/9789284420858>
- Uysal, M., Berbekova, A., & Kim, H. (2020). Designing for quality of life. *Annals of Tourism Research*, 83, Article 102944. <https://doi.org/10.1016/j.annals.2020.102944>
- Vargo, S. L., & Lusch, R. F. (2004). Evolving to a new dominant logic. *Journal of Marketing*, 68(1), 1–17. <https://doi.org/10.1509/jmkg.68.1.1.24036>
- Vasiliadis, L., Trivellas, P., Belias, D., Meleas, J., Kyriakou, D., & Koustelios, A. (2016). Cultural tourism revisited: The case of Thessaly. In V. Katsoni, & A. Stratigea (Eds.), *Tourism and culture in the age of innovation* (pp. 69–78). Springer Proceedings in Business and Economics.
- Vázquez Vicente, G., Martín Barroso, V., & Blanco Jiménez, F.J. (2021). Sustainable Tourism, Economic Growth and Employment—The Case of the Wine Routes of Spain. *Sustainability*, 13(13), 7164. <https://doi.org/10.3390/su13137164>
- Veal, A. J. (2017). *Research Methods for Leisure and Tourism*. Pearson.
- Vizcaíno, M. (2015). Evolución del turismo en España: El turismo cultural. *International Journal of Scientific Management and Tourism*, 1(4), 75–95.
- Vorobiova, N., Pinto, P., Pintassilgo, P., & Lavandoski, J. (2020). Motivations of tourists in wine regions: the case of La Rioja, Spain. *International Journal of Wine Business Research*, 32(3), 353–371. <https://doi.org/10.1108/IJWBR-02-2019-0014>
- Wang, L., & Alasuutari, P. (2017). Co-construction of the tourist experience in social networking sites: Two forms of authenticity intertwined. *Tourist Studies*, 17(4), 388–405. <https://doi.org/10.1177/1468797616687559>
- Wei, M., Bai, C., Li, C., & Wang, H. (2020). The effect of host–guest interaction in tourist co-creation in public services: Evidence from Hangzhou. *Asia Pacific Journal of Tourism Research*, 25(4), 457–472. <https://doi.org/10.1080/10941665.2020.1741412>
- Widjaja, C., Jokom, R., Kristanti, M., & Wijaya, S. (2020). Tourist behavioural intentions towards gastronomy destination: evidence from international tourists in Indonesia. *Anatolia*, 31(3), 376–392. <https://doi.org/10.1080/13032917.2020.1732433>
- Williams, H. A., Yuan, J. J., & Williams Jr., R. L. (2019). Attributes of memorable gastro-tourists' experiences. *Journal of Hospitality and Tourism Research*, 43(3), 327–348. <https://doi.org/10.1177/1096348018804621>
- Wojcieszak, M., & Gazdecki, M. (2018). Culinary trails as an example of innovative tourists' products. *European Journal of Service Management*, 27(1), 357–363. <https://doi.org/10.18276/ejasm.2018.27/1-46>

- World Food Travel Association (2021). *What is food tourism?* <https://worldfoodtravel.org/what-is-food-tourism/>
- Wu, H., Lv, X., Cavusoglu, M., & Cobanoglu, C. (2020). Chinese cruise customers loyalty: The impact of customer participation and service personal values. *Tourism Review*, 76(1), 255–276. <https://doi.org/10.1108/TR-03-2019-0085>
- Wu, M.-Y., & Pearce, P. (2014). Appraising netnography: towards insights about new markets in the digital tourist era. *Current Issues in Tourism*, 17(5), 463–474. <https://doi.org/10.1080/13683500.2013.833179>
- Wu, M.-Y., Pearce, P., & Dong, W. (2017). How satisfying are Shanghai's superior hotels? The views of international tourists. *International Journal of Contemporary Hospitality Management*, 29(4), 1096–1115. <https://doi.org/10.1108/IJCHM-01-2015-0014>
- Xie, X., Tkaczynski, A., & Prebensen, N. (2020). Human value cocreation behavior in tourism: Insight from an Australian whale watching experience. *Tourism Management Perspectives*, 35, Article 100709. <https://doi.org/10.1016/j.tmp.2020.100709>
- Yadav, J., & Krishnan, O. (2014). Experiential marketing of tourism: An exploratory model [Paper presentation]. Conference STRATEGICA, International Academic, Bucharest, Romania.
- Yeap, J. A. L., Ong, K. S. G., Yapp, E. H. T., & Ooi, S. K. (2019). Hungry for more: Understanding young domestic travellers' return for Penang street food. *British Food Journal*, 122(6), 1935–1952. <https://doi.org/10.1108/BFJ-09-2018-0632>
- Yen, C.-H., Teng, H.-Y., & Tzeng, J.-C. (2020). Innovativeness and customer value co-creation behaviors: Mediating role of customer engagement. *International Journal of Hospitality Management*, 88, Article 102514. <https://doi.org/10.1016/j.ijhm.2020.102514>
- Yin, R. (2011). *Qualitative Research from Start to Finish*. The Guildford Press.
- Zátori, A. (2016). Exploring the value co-creation process on guided tours (the 'AIM-model') and the experience-centric management approach. *International Journal of Culture, Tourism and Hospitality Research*, 10(4), 377-395. <https://doi.org/10.1108/IJCTHR-09-2015-0098>
- Zátori, A., Smith, M., & Puckzo, L. (2018). Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience. *Tourism Management*, 67, 111–126. <https://doi.org/10.1016/j.tourman.2017.12.013>
- Zhang, T. (2019). Co-creating tourism experiences through a traveler's journey: A perspective article. *Tourism Review*, 75(1), 56–60. <https://doi.org/10.1108/TR-06-2019-0251>
- Zhang, H., Gordon, S., Dimitrios, B., & Ding, X. (2018). Experience value cocreation on destination online platforms. *Journal of Travel Research*, 57(8), 1093–1107. <https://doi.org/10.1177/0047287517733557>
- Zhang, P., Meng, F., & So, K. (2021). Cocreation experience in peer-to-peer accommodations: Conceptualization and scale development. *Journal of Travel Research*, 60(6), 1333–1351. <https://doi.org/10.1177/0047287520938873>

Appendices

Appendix 1 – Questions from the interview applied to the supply agent of Taste of Lisboa Food Tours

Questions from the semi-structured interview	Literature sources
What activities do you offer that encourage the active participation of visitors?	Adapted from Antón, Camarero & Garrido (2018), Buonincontri, Morvillo, Okumus & van Niekerk (2017), Campos, Mendes, do Valle, Scott (2017), Mathis et al. (2016); McCartney & Chen (2019).
In your offer, is visitor involvement in the experience a concern? What do you do to encourage this involvement? How does this involvement impact on the meaning of the experience and evoke emotions?	Adapted from Huang & Choi (2019);
Do the available food & wine experiences foster interaction between tourists/travel group/supply agents/ the local community? How?	Adapted from Antón, Camarero & Garrido (2018), Huang & Choi (2019);
Are there any concerns about customizing the service? Could you explain which and why?	Adapted from Minkiewicz et al. (2014);
Comparing the pre- and post-Covid era, what has changed from the point of view of the food tours' experience design and of tourists' enjoyment of the experiences?	
What is the company planning to do to counteract the effects of the pandemic?	

Appendix 2 – Questions from the semi-structured interview applied to the visitors of Bairrada and Dão

Questions from the semi-structured interview	
	Why do you travel to areas of wine production?
Section I Expectations regarding wine regions, in general, and the Bairrada/ Dão route, in particular and Involvement with food & wine (in general and on holidays)	What do you expect to experience in wine regions? And in Dão?
	What does wine tourism mean to you?
	How important is wine for you?
	Is wine important when choosing a tourist destination?
	When do you consume wine?
	Regarding gastronomy, do you consider yourself a person who is interested in culinary experiences and gastronomy in your everyday life?
	How important are gastronomic experiences when you choose a tourism destination?
	Do you look for gastronomic experiences/ workshops when you travel? (i.e. culinary workshops, food tours)? If not, would you be interested in participating in these experiences when travelling?
Section II Food & wine experiences in Bairrada/ Dão	What attracted you particularly to the region?
	What do you consider the most typical in this region?
	Given the experience in the Dão region, how would you describe it?
	What activities did you engage in?
	How do you characterize the contact you had with other people (staff, residents, other tourists) during the experience?
	What did you learn?
	In what way were your senses stimulated?
How important was gastronomy in the overall experience satisfaction?	
Section III Visitors' profile	Gender, age, nationality, educational level, motivation, type of visitor, travel group

Appendix 3 – Questions from the semi-structured interview applied to the supply agents of Bairrada and Dão and corresponding literature sources

Questions from the semi-structured interview	Literature sources
How important is gastronomy and wine in your offer?	
What activities do you offer that encourage the active participation of visitors?	Adapted from Antón, Camarero & Garrido (2018), Buonincontri, Morvillo, Okumus & van Niekerk (2017), Campos, Mendes, do Valle, Scott (2017), Mathis et al. (2016); McCartney & Chen (2019);
In your offer, is visitor involvement in the experience a concern? What do you do to encourage this involvement? How does this involvement impact on the meaning of the experience and evoke emotions?	Adapted from Huang & Choi (2019);
Do the available food & wine experiences foster interaction between tourists/travel group/supply agents/ the local community? How?	Adapted from Antón, Camarero & Garrido (2018), Huang & Choi (2019);
Are there any concerns about customizing the service? Could you explain which and why?	Adapted from Minkiewicz et al. (2014);

Appendix 4 – Profile of the interviewed visitors in Bairrada, presented in chapter 5

Code	Gender	Age	Nationality	Educational level	Motivation	Type of visitor	Travel group
V1	Male	43	Portuguese	Master	Holidays	Tourist	Solo
V2	Male	21	French	Bachelor	Leisure	Same day visitor	Solo
V3	Male	29	Brazilian	Bachelor	Holidays	Same day visitor	Couple and friends
V4	Male	74	Portuguese	Basic education	Weekend	Tourist	Family
V5	Female	34	Portuguese	Master	Weekend	Tourist	Couple
V6	Female	61	Swiss	Bachelor	Holidays	Tourist	Friends
V7	Female	56	Swiss	Bachelor	Holidays	Tourist	Friends
V8	Female	61	Swiss	Bachelor	Holidays	Tourist	Friends
V9	Male	60	German	High School	Holidays	Tourist	Friends
V10	Female	21	French	High School	Leisure	Same day visitor	Colleagues
V11	Female	26	Hungarian	College	Leisure	Same day visitor	Colleagues
V12	Female	29	Brazilian	College	Leisure	Same day visitor	Colleagues
V13	Male	56	North American	College	Holidays	Tourist	Family and friends
V14	Female	54	North American	College	Holidays	Tourist	Family and friends
V15	Female	49	North American	College	Holidays	Tourist	Friends
V16	Male	35	Brazilian	College	Leisure	Same day visitor	Couple and friends
V17	Female	34	Brazilian	Master	Leisure	Same day visitor	Couple and friends
V18	Female	32	Brazilian	Master	Leisure	Same day visitor	Friends
V19	Female	49	Lithuanian	College	Holidays	Tourist	Friends
V20	Female	47	Belgian	High School	Holidays	Tourist	Friends
V21	Male	48	Belgian	High School	Holidays	Tourist	Friends
V22	Male	58	French	Bachelor	Holidays	Tourist	Friends

Appendix 5 – Profile of the interviewed visitors in Bairrada, presented in chapter 6

Code	Gender	Age	Nationality	Educational level	Motivation	Type of visitor	Travel group
V1	Male	43	Portuguese	Master	Holidays	Tourist	Solo
V3	Male	29	Brazilian	Bachelor	Holidays	Same day visitor	Couple and friends
V5	Female	34	Portuguese	Master	Weekend	Tourist	Couple
V6	Female	61	Swiss	Bachelor	Holidays	Tourist	Friends
V7	Female	56	Swiss	Bachelor	Holidays	Tourist	Friends
V8	Female	61	Swiss	Bachelor	Holidays	Tourist	Friends
V9	Male	60	German	High School	Holidays	Tourist	Friends
V13	Male	56	North American	College	Holidays	Tourist	Family and friends
V14	Female	54	North American	College	Holidays	Tourist	Family and friends
V15	Female	49	North American	College	Holidays	Tourist	Friends
V16	Male	35	Brazilian	College	Leisure	Same day visitor	Couple and friends
V17	Female	34	Brazilian	Master	Leisure	Same day visitor	Couple and friends
V18	Female	32	Brazilian	Master	Leisure	Same day visitor	Friends
V19	Female	49	Lithuanian	College	Holidays	Tourist	Friends
V20	Female	47	Belgian	High School	Holidays	Tourist	Friends
V21	Male	48	Belgian	High School	Holidays	Tourist	Friends
V22	Female	45	Lithuanian	High School	Holidays	Tourist	Friends
V23	Male	67	Portuguese	Bachelor	Weekend	Tourist	Family
V24	Female	36	Portuguese	Master	Weekend	Tourist	Family
V28	Female	68	Portuguese	College	Weekend	Tourist	Friends
V29	Female	50	Portuguese	PhD	Weekend	Tourist	Friends
V30	Female	33	Portuguese	PhD	Leisure	Same day visitor	Family

Appendix 6 – Profile of the interviewed visitors in Dão, presented in chapter 7

Code	Gender	Age	Nationality	Educational level	Motivation	Type of visitor	Travel group
V1	Female	27	Portuguese	College	Holidays	Same day visitors	Couple
V2	Male	40	Portuguese	Master	Leisure	Same day visitors	Friends
V3	Male	36	Brazilian	Postgraduate studies	Weekend	Tourist	Family and friends
V4	Female	33	Brazilian	Master	Weekend	Tourist	Family and friends
V5	Female	30	Brazilian	Master	Leisure	Tourist	Couple
V6	Female	40	Brazilian	College	Business	Tourist	Solo
V7	Male	36	English	College	Weekend	Tourist	Couple and friends
V8	Male	21	Brazilian	College	Leisure/ Business	Same day visitors	Family and friends
V9	Male	57	Finnish	PhD	Leisure	Same day visitors	Friends
V10	Male	57	Portuguese	High School	Leisure/ Business	Tourist	Family
V11	Female	42	Portuguese	PhD	Leisure	Same day visitors	Couple and friends
V12	Male	51	Portuguese	College	Business	Tourist	Co-workers
V13	Female	58	Portuguese	Bachelor	Leisure	Same day visitors	Family
V14	Male	44	Portuguese	PhD	Business	Tourist	Co-workers
V15	Male	39	North American	College	Business	Same day visitors	Co-workers
V16	Female	49	Portuguese	PhD	Business	Tourist	Co-workers

Appendix 7 – Identification of the supply agents interviewed in Bairrada

Code	Supply agent
RB_SA1	Winery
RB_SA2	Winemaker
RB_SA3	Travel experience company

Appendix 8 – Identification of the supply agents interviewed in Dão

Code	Supply agent
RD_SA1	Rural accommodation unit with farm and orchard
RD_SA2	Restaurant and wine cellar
RD_SA3	Farm winery

Appendix 9 – Access link to tourists’ reviews on TripAdvisor platform, used within the scope of the netnography study

https://www.tripadvisor.com/ShowUserReviews-g189158-d6456498-r215206556-Taste_of_Lisboa_Food_Tours-Lisbon_Lisbon_District_Central_Portugal.html