

Online conference

February 24-25, 2022



TWINE Conference

Book of Abstracts

**Co-creating sustainable rural
tourism experiences with food &
wine, local culture, landscapes, and
people**

Edited by Elisabeth Kastenholtz, Maria João Carneiro and Diana Cunha



universidade de aveiro
theoria poiesis praxis

The International *TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people* is organized in the scope of the research project *TWINE: Co-creating sustainable Tourism & WINE Experiences in rural areas* (PPTDC/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.





Title

TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people: book of abstracts

Editors

Elisabeth Kastenholz
Maria João Carneiro
Diana Cunha

Publisher

UA Editora – Universidade de Aveiro
1st edition – March 2022

ISBN

978-972-789-742-1

DOI

<https://doi.org/10.48528/6m6s-8615>



Contents/Índice

Contents/Índice	4
Introductory note	8
Organising Committee	10
Scientific Committee	11
Plenary Sessions	13
Round Table - Wine Tourism and Sustainable Rural Development	19
Workshop - Meet the editors: how to succeed in academic publishing?	22
Parallel Sessions	23
Parallel session 1 - Understanding food & wine tourists in rural areas	24
The experience economy in rural wine tourism - analysing diverse experience contexts in a wine terroir using online visitor reports.....	25
Family-friendly wine tourism: experiences and perceived benefits of visiting wineries with children	27
The impact of social interaction on learning, emotions and loyalty in wine tourism in rural areas	30
Does regional potential match real visitor flows in a rural wine terroir? Exploring the Bairrada wine region	32
Sessão Paralela 2 - Empreendedorismo e inovação	35
A Beira Interior e um turismo sensorial através da gastronomia e vinhos: O Distrito da Guarda como caso de estudo	36
Potencialidades do Vinho e Gastronomia na criação da experiência turística no espaço rural no Alto Alentejo	38
Desenvolvimento sustentável e motivações subjacentes aos negócios de enoturismo: o caso da Bairrada.....	40
Sessão Paralela 3 - Promoção do desenvolvimento sustentável	42
Fatores que influenciam o impacto do turismo gastronómico no desenvolvimento económico dos territórios.....	43
Alimentos de uma Rota: À Volta dos Enchidos em Aguiar da Beira	45
Práticas de conservação da água nas empresas de enoturismo em Portugal	47
Turismo e biodiversidade no Prato: o caso do Cerrado	50



Parallel session 4 - Understanding food & wine tourists in rural areas	53
Wine tourists' intentions after a Virtual Reality experience – A	54
proposal of conceptual model	54
Psychophysiological and eye-tracking correlates of the exploration of a wine route website: Indoor and outdoor-loving profiles	56
Neural signatures in wine tourism advertising: Images of cellars vs vineyards	58
Wine destination images shared in social media – assessing image dimensions, unique attributes, emotional tone, and recommendation of the Dão Wine Region	60
Sessão Paralela 5 - Compreendendo as perspectivas das comunidades rurais.....	63
Perfil do visitante do Welcome Center da Rota dos Vinhos do Dão	64
Turismo Gastronómico: (co) criação de experiências gastronómicas em destinos rurais	66
Experiências turísticas vividas num território vinhateiro - o caso da Beira Interior.....	68
Implementação de uma vinha urbana numa unidade hoteleira como contributo para o desenvolvimento do Enoturismo nas cidades: O estudo do caso da <i>Pousada Viseu Historic Hotel</i>	71
Análise da experiência turística associada ao sal e de fatores influenciadores	73
Parallel session 6 - Entrepreneurship and innovation	75
Gastronomy, hospitality and tourism: Portuguese slow food trends	76
Consuming Portugal through food: Representations and determinants of choice from Portuguese and foreigner consumers.....	79
The importance of traditional restaurants for the development of rural areas	81
What is the role of gastronomy for UNESCO World Heritage Sites' tourists? The case of Évora, Alentejo.....	83
Parallel session 7 - Enhancing sustainable development.....	85
New rural tourism activities and the contribution of Citizen Science. The case of Flanders (Belgium) during the pandemic	86
Wine Tourism in Rural Areas: The Case of Romania	88
Wine Tourism & the Baja California Cuisine in Guadalupe Valley.....	90
Creative tourism practices at cultural festivals in underdeveloped rural areas. The case of the Devil's Nest Festival in Hungary.....	92
Parallel session 8 - Understanding food & wine tourists in rural areas	95
The role of co-creation in authentic and attractive food & wine tourism experiences - Visitors' perceptions of two Portuguese wine regions.....	96
Food-and-wine tourists' participative behavioural preferences: A generational approach	98
Emotions and sensory elements in the promotion of wine and food-related experiences.....	100
Food tourism experience: a conceptual discussion based on the current research	102



Parallel session 9 - Understanding rural communities’ perspectives.....	105
Residents-DMO co-creation relationship towards enhancing visitors' experience of authentic food and wine during traditional cultural events	106
Community based Tourism as a roadmap for diversification and sustainability of Fontoura	108
Slow tourism development in the countryside through residents' storytelling.....	110
How diverse are residents’ perceptions of wine tourism impacts in three Portuguese wine routes? The role of involvement with tourism, wine production, and life-cycle stage of the wine destination.....	112
Sessão Paralela 10 - Marketing da experiência de enoturismo rural.....	114
Ecomuseus, tradições e autenticidade como propulsores do Turismo Criativo	115
Identidade e performance: As narrativas construídas sobre os vinhos de Calonge	117
Eventos e Promoção do Destino: uma análise às redes sociais das Comissões Vitivinícolas, em Portugal, em tempo de pandemia.....	118
<i>Branding</i> e o Turismo Gastronómico de destino.....	120
Parallel session 11 - Enhancing sustainable development.....	122
“More than wine”: Wine routes as a strategic partnership for local development. The case of Route of Dionysus in Northern Greece.....	123
The wine tourism-development binomial in the historic Designation of Origin "Valdepeñas" ...	125
Co-creating sustainable rural tourism experiences with food and wine. The case of Extremadura	127
Parallel session 12 - Marketing the rural food & wine tourism experience	129
Social media, marketing and communication strategies of Spanish wineries	130
Matching wine tourism destination’s configuration with their web platforms: A comparative analysis of the Great Wine Capitals	132
The countryside in the heart of the city – How urban specialty food shops connect the consumers with rural territories?	135
Parallel session 13 - Marketing the rural food & wine tourism experience	137
Branding and marketing communication in the field of wine: The case of the experiences of the Spanish denominations of origin to build brand territory.....	138
Heritage, heroic viticulture and storytelling as a marketing strategy for wineries with appellation of origin in Spain	140
The Douro wine region through António Cabral novel “A Noiva de Caná”	142
Parallel session 14 - Enhancing sustainable development.....	144
New rurality in the context of rural tourism and sustainability challenges	145
Tourism and sustainable development: Enhancing the gastronomic heritage in mountain territories.....	147
The stakeholder-entrepreneur value creation pyramid in wine tourism: taking supplier collaboration to the next level.....	149



Sessão Paralela 15 - Governança, redes e parcerias estratégicas.....	151
Instituições e o desenvolvimento do enoturismo: reflexões sobre o Alto Douro Vinhateiro (Portugal) e o Vale dos Vinhedos (Brasil)	152
Enoturismo e desenvolvimento da Região – a perspetiva dos aderentes da Rota dos Vinhos do Dão.....	154
Enoturismo – Mito ou Realidade. O Caso da Rota do Vinho da Beira Interior	156
Parallel session 16 - Understanding food & wine tourists in rural areas	158
Indoor or Outdoor Wine Tourism: Does the activity setting matter during Covid-19?	159
Wine tasting at Dark Sky Alqueva, an exploratory study to wine sensorial experiences at night	162
Wine tourism, food tourism and gastronomic festivals: tourism supply and demand cases from Greece and South Korea	164
Investigating the effects of marketing activities on traditional restaurants in a rural area in Iran and in a coastal area in Portugal and establishing a comparison in the post- COVID19 period	167
Parallel session 17 - Understanding food & wine tourists in rural areas	169
Lavender fields in Spain. Tourism articulation of imaginaries from a Provençal Mediterranean oneiric.....	170
A conceptual framework for a new tourism modality: The author’s tourism. Exploratory work	172
Farm tourism microentrepreneurial reactions to the COVID19 pandemic: A cross-gender comparison	174
Parallel session 18 - Marketing the rural food & wine tourism experience	180
The shifting boundary of rural and urban food in tourism through the case of “basin feast” in Hong Kong.....	181
How important is tourism governance for the success of food & wine tourism experience in world heritage destinations? The cases of Vila Real and Tavira in Portugal	183
Using the past to sell local gastronomy to young travellers: the case study of Minho.....	184
Parallel session 19 - Governance, networks and strategic partnerships	186
Models for cooperation of local stakeholders in rural areas in building a local food tourism network.....	187
Governance as key-factor for a successful wine tourism product - a comparative study of wine-tourism networks in Moselle and Franconia	190
Heritage, Tourism, and Politics: Power Struggles over Bisalhães Black Pottery	192
Assessing wine tourist profile in an immature wine route: The case of Beira Interior	193
Organisation	195



Introductory note

Rural food & wine tourism is attracting increasing interest from academics, businesses, politicians and practitioners, given its potential for revitalizing rural territories through both new tourism businesses and improved sales of wine and other local products. It is a niche market form of rural tourism, where tasting locally produced wines or food is marketed together with lifestyle, landscape and culture, sometimes via routes and terroir branding. It may also be included in (slow) food tourism, focusing on experiencing unique local cuisine, celebrating place-attached food heritage, and contrasting with globally standardized fast-food culture. To enhance a territory's potential for sustainable rural food & wine tourism, its resources, actors, potentialities and tourist markets must be understood and well combined. The optimal destination-market-match, generating benefits for all involved in co-creating appealing and meaningful local resource-based tourist experiences, is crucial for success, especially where tourists look for authenticity and uniqueness, and where local actors need to make the best of scarce resources.

The International TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people sought to foster the debate, among tourism supply agents, academics, researchers, policy-makers, consultants, practitioners, government officials, and tourism (and related fields) postgraduate students, around the following main themes, which gave structure the conference sessions:

- a) **Understanding food & wine tourists in rural areas:** motivations, perceptions, experiences, behavior, memories, attachment and imagination;
- b) **Understanding rural communities' perspectives** of food & wine tourism and their role within tourism development;
- c) **Entrepreneurship and innovation** for quality rural food & wine tourism experiences;
- d) **Marketing the rural food & wine tourism experience:** co-creation, experience design, branding and market communication;
- e) **Governance, networks and strategic partnerships** for enhancing the rural food & wine tourism experience;
- f) **Enhancing sustainable development** through rural food & wine tourism experiences.



The International TWINE Conference - Co-creating sustainable rural tourism experiences with food & wine, local culture, landscapes, and people, took place online on the 24th and 25th of February 2022 and it was organized in 2 plenary sessions, 1 round table and 19 parallel sessions. It also included a workshop *Meet the editors: how to succeed in academic publishing?*

We are very glad to have benefitted from the participation of a quite diverse, international group of authors: more than 200 authors presented 70 communications, from 13 countries (Brazil, Belgium, China, Croatia, Germany, Greece, Iran, Mexico, Poland, Portugal, Romania, Spain, and USA). The TWINE conference organizers would like to thank all those directly or indirectly involved in this conference for their precious support and collaboration. Particularly we present our deepest thanks to the keynote speakers, participants of the round table and workshop on publishing, the scientific committee and all the authors for their excellent contributions to increasing knowledge in rural wine and food tourism.

Organising Committee



Elisabeth Kastenholz



Maria João Carneiro



Celeste Eusébio



Conceição Cunha



Diana Cunha



Elisabete Figueiredo



Lúcia Pato



Paulo Duarte



Vera Carlos

Acknowledgements

The organizing committee had the collaboration of the Twine project's research assistants Maria Manuel Gorgueira and Mário Neves.

Scientific Committee

Ainhize Eletxigerra Hernandez, Universidad del Pais Basco, Spain

Alexandros Koutsouris, Agricultural University of Athens, Greece

Ana Caldeira, University of Coimbra, Portugal

Ana Polo Peña, University of Granada, Spain

Ana Isabel Moniz, University of Açores, Portugal

Ana Lavrador, CICS.NOVA Interdisciplinary Centre of Social Sciences, Portugal

Anna Scuttari, Institute for Regional Development, Eurac Research, Italy

Arminda do Paço, University of Beira Interior, Portugal

Artur Cristóvão, University of Trás-os-Montes and Alto Douro, Portugal

Áurea Rodrigues, University of Évora, Portugal

B. Bynum Boley, University of Georgia, USA

Bernard Lane, Institute for Regional Development, Eurac Research, Italy

Bruno Miguel Barbosa de Sousa, Polytechnic Institute of Cavado and Ave, Portugal

Carla Pereira, University of Beira Interior, Portugal

Carla Silva, Polytechnic Institute of Viseu, Portugal

Carlos Costa, University of Aveiro, Portugal

Carlos Fernandes, Polytechnic Institute of Viana do Castelo, Portugal

Carlos Marques, University of Trás-os-Montes and Alto Douro, Portugal

Celeste Eusébio, University of Aveiro, Portugal

Conceição Cunha, University of Aveiro, Portugal

Cristina Barroco, Polytechnic Institute of Viseu, Portugal

Diana Cunha, University of Aveiro, Portugal

Dora Agapito, University of Algarve, Portugal

Duarte Morais, North Carolina State University, USA

Elisabete Figueiredo, University of Aveiro, Portugal

Elisabeth Kastenholz, University of Aveiro, Portugal

Emese Panyik, Catholic University of Braga, Portugal

Filipa Brandão, University of Aveiro, Portugal

Francesc Fusté-Forné, University of Girona, Spain

Goretti Silva, Polytechnic Institute of Viana do Castelo, Portugal

Gunjan Saxena, University of Hull, UK

Helena Albuquerque, University of Aveiro, Portugal

Helena Alves, University of Beira Interior, Portugal

Jennifer Laing, La Trobe University, Australia

Joana Lima, University of Évora, Portugal

João Sarmiento, University of Minho, Portugal

Jorge Umbelino, Estoril Higher Institute for Tourism and Hotel Studies, Portugal

José Cadima Ribeiro, University of Minho, Portugal

José Manuel Hernández-Mogollón, University of Extremadura, Spain

Josefina Salvado, ISCTE- Higher Institute of Business Sciences and Tourism, Portugal



Lúcia Pato, Polytechnic Institute of Viseu, Portugal

Luís Moreno, University of Lisboa, Portugal

Maria João Carneiro, University of Aveiro, Portugal

Mariana Cabral, Polytechnic Institute of Coimbra, Portugal

Marianna Sigala, University of Piraeus, Greece

Mary Cawley, National University of Ireland Galway, Ireland

Nancy Duxbury, University of Coimbra, Portugal

Nancy McGehee, Virginia Tech, USA

Orlando Simões, Polytechnic Institute of Coimbra, Portugal

Paula Remoaldo, University of Minho, Portugal

Paulo Duarte, University of Beira Interior, Portugal

Pilar Fernandes, Universidad del Pais Basco, Spain

Richard Sharpley, University of Central Lancashire, UK

Roberta Garibaldi, University of Bergamo, Italy

Rui Costa, University of Aveiro, Portugal

Serena Volo, Free University of Bozen-Bolzano, Italy

Sonja Sibila Lebe, University of Maribor, Slovenia

Thomas Streifeneder, Institute for Regional Development, Eurac Research, Italy

Vera Silva Carlos, University of Aveiro, Portugal

Veronika Joukes, University of Trás-os-Montes and Alto Douro, Portugal

Werner Gronau, Stralsund University, Germany

Xerardo Pereiro, University of Trás-os-Montes and Alto Douro, Portugal

Zélia Breda, University of Aveiro, Portugal

Plenary Sessions

Keynote Speakers



Bernard Lane was trained as a geographer, specialising in rural and small town development, heritage management and rural and sustainable tourism. He has held positions at the Universities of Liverpool, Glasgow, Bristol and Leeds Beckett in the UK, and at University College Dublin in Ireland. For the last 30 years he has also worked worldwide as a consultant, mentor, keynote speaker, writer, editor and lecturer. He is an Associate of Red Kite Environment, a consultancy specialising in the management and sustainable development of heritage sites, protected areas, and rural regions (<https://www.redkite-environment.co.uk/>). He was the founder, and for 25 years was Editor, of the Journal of Sustainable Tourism, an SSCI (Social Sciences Citation Index) Journal ranked in the top 5 tourism research journals worldwide. He is also an Associate Editor of the Journal of Ecotourism, a visiting research fellow at the University of Bristol and an affiliate of EURAC Research, Centre for Advanced Studies, Bolzano-Bozen, Italy. He has worked closely with farms and other enterprises, both social and private, tour operators, rural communities, rural regions, NGOs, the OECD and national governments in 30 countries around the world, in Europe, China, Taiwan, Korea, Malaysia, Japan, Australia, New Zealand, and North and South America. He has a special interest in themed trails, routes and heritage corridors, bringing conservation interests and communities into working partnerships with the tourism market and the tourism industry to create new forms of sustainable destinations. Over a long working life he has published over 100 journal papers, book chapters and other contributions, published 10 edited and single authored books and carried out over 110 consultancies with their related technical reports.

About Bernard's keynote:

"Creating Sustainable Wine Tourism - Challenges and New Approaches for the Future"

Back in the 1960s, rural tourism was in its infancy in many areas of the world. Wine tourism was almost unknown. This presentation explains how and why rural tourism linked to local food and wine has developed, and how it can be assisted to become more successful and more sustainable in the future. It will describe the exciting challenges involved in the next 20 years, and how academic researchers can be successfully involved in that future.



Elisabeth Kastenholz is Associate Professor in the Department of Economics, Management, Industrial Engineering and Tourism of the University of Aveiro, where she lectures courses in Tourism and Marketing and is Coordinator of the scientific area of Tourism. She holds a PhD in Tourism, from the University of Aveiro, a master degree in Business Administration (MBA), from the Institute of Business Studies of Porto (current Management School of Porto), a degree in Tourism

Management and Planning from the University of Aveiro and a bachelor's degree in Public Administration - International Relations, by the FH des Bundes für Öffentliche Verwaltung / Bonn / Germany.

She is a member of the GOVCOPP (Governance, Competitiveness and Public Policy) Research Unit, the Deutsche Gesellschaft für Tourismuswissenschaft e.V. and the Portuguese Society of Rural Studies. She has coordinated and participated in several research projects in the field of rural tourism - with emphasis on the ORTE Project (The overall rural tourism experience and sustainable development of local communities), accessible tourism (Accessible Lousã, ACTION project) and senior tourism (INATEL) as well as in cross-border cooperation in tourism (MIT Project Centro-Castilly-Leon).

Her main research interests are consumer behavior in tourism, the multi-dimensional and co-creative tourist experience and the marketing and sustainable development of tourism



destinations. She has supervised multiple theses in these areas and published extensively on these subjects. She has designed and is responsible for the TWINE project.

About Elisabeth's keynote:

“TWINE: co-creating sustainable Tourism & WINE Experiences in rural areas”

The project "TWINE - Co-creating sustainable Tourism & WINE Experiences in rural areas" (PTDC/GES-GCE/32259/2017 - POCI-01-0145-FEDER-032259), is a three-years research project, 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 - the national Foundation of Science and Technology and the Ministry of Science, Technology and Higher Education.

Elisabeth will present the foundations, principles and main objectives of the project, as well as its structure, the research team, research approaches and dynamics along a period marked by the covid-pandemic. Although still ongoing, she will present some main overall results and reflections on their meanings, contributions to theory building and practical implications for both the routes and the diverse stakeholders involved in wine tourism in the Central Region. She will also point at some ongoing challenges in the field, opening the stage for a series of conference presentations that will reveal specific partial results from the TWINE project, possibly inspiring and complementing results obtained by other researchers.



Katia Laura Sidali is an associate professor in the area of Economics and Rural Appraisal. She obtained her PhD in International Cooperation and Policies for Sustainable Development at the University of Bologna in co-tutelle with the Georg-August University of Goettingen (Germany) in 2009. Member of the Editorial Advisory Board of the following scientific journals (since 2019): International Journal of Culture, Tourism and Hospitality

Research, Journal of Global Business Insights, International Journal of Environmental Research and Public Health and The International Hospitality and Tourism Student Journal (since 2012).

Member of relevant national and international scientific and academic entities for the disciplinary area, such as: Italian Society of Agri-Food Economics (SIEA) and European Association of Agricultural Economists (EAAE) as well as the Tourism Research Discussion List (TRINET). She works as a reviewer in various international scientific journals, such as: Cornell Hospitality Quarterly, Food Research International, Journal of Sustainable Tourism, and others (please refer to PUBLONS).

Her main research interests are: cellar door and food tourism, rural development and tourism, agribusiness and agri-food marketing.

Her main publications are placed in international journals indexed SCOPUS / ISI, mainly in the following subject categories: Business, Management, Economics, Social Sciences, Agriculture, Environmental Science. In 2018 she was awarded the Best Paper Award of the Food Economy magazine (with Filaretova and von Meyer-Höfer). She was director and scientific coordinator of several research projects in the field of agro-food marketing in both Italy and abroad.

About Katia's keynote:

Wine Mountain tourism is undergoing a professionalization process since years despite the COVID-19 pandemics. On this vein, mountain-based labels and health-claims can offer a great opportunity for food and wine tourists in the mountain setting.

This presentation will discuss some emblematic findings of recent studies to envisage a possible path to follow in order to reach a more inclusive and effective development of mountain food and wine tourism.



Marianna Sigala is Professor at the University of Piraeus, Greece. She previously hold the position of the Professor of Tourism and the Director of the Centre for Tourism & Leisure Management at the University of South Australia (2015 – 2021). She has also been an academic staff at the University of Strathclyde and Westminster University (UK), and the University of the Aegean (Greece). Her academic credentials are combined

with her professional experience in the tourism industry. Her interests include services and experience management, Information and Communication Technologies (ICT) in tourism and hospitality, as well as wine tourism. She is a widely published and multi-awarded authority: nine books, numerous papers in academic journals, and (keynote) presentations in international conferences. She has a long record of leadership and participation in international research projects funded by various entities such as the E.U., the Council of Europe and the Department of Foreign Affairs and Trade, Australia. She is a past President of EuroCHRIE and a past member of the executive board of ICHRIE and IFITT. She currently serves at the executive board of CAUTHE. She is the co-editor of the Journal of Service Theory & Practice, and the Editor-In-Chief of the Journal of Hospitality & Tourism Management. In 2016, she has been awarded the prestigious EuroCHRIE Presidents' Award for her lifetime contributions and achievements to tourism and hospitality education. Since 2020, Professor Sigala is also appointed as Research Fellow of CAUTHE.

About Marianna's keynote:

“Expanding and enriching the wine tourism experience”

Wine tourism has evolved to a global and diversified industry that is much more than the tasting of wines. The profile of wine tourists has changed to include consumers from various ages, socio-economic and cultural backgrounds. Subsequently, the number, type and complexity of the wine tourism experiences being offered continuously advance to

address contemporary societal and economical challenges and trends. This presentation will discuss the current demand trends in wine tourism and use the concept of social innovation to explain how to design wine tourism experiences that appeal to current consumers and address the needs for a responsible and sustainable future.



Michael Hall is a Professor in the Department of Management, Marketing & Entrepreneurship of the University of Canterbury, New Zealand, which he joined in 2007. He is also Docent in the Department of Geography, University of Oulu, Finland; a Visiting Professor, Linneaus University, Kalmar, Sweden and a Senior Research Fellow at the University of Johannesburg, South Africa, School of Tourism & Hospitality and centre for sustainable tourism,

University of Mauritius. He is also a frequent visitor to the Department of Geography, Umeå University (from which he received an honorary doctorate in 2008) and the Department of Service Management at Lund Helsingborg campus, both in Sweden, with which he shares a number of research collaborations. His doctorate is in geography from the University of Western Australia, from which he also has an honours degree in politics. His masters is from the University of Waterloo, Canada. He also has some longstanding research collaborations with the University of Oulu and the University of Eastern Finland.

Round Table

Wine Tourism and Sustainable Rural Development



Arlindo Cunha was born in São João da Boavista, Tábua, district of Coimbra on November 15, 1950. He holds a degree in Economics from the University of Porto and a PhD in Agrifood Economics and Policy from the University of Reading (United Kingdom). He was senior manager and Director of Services of the Commission for Coordination and

Regional Development of the North (CCDRN) from 1976 to 1986, Secretary of State at the Ministry of Agriculture (1986-90), Minister of Agriculture (1990-94), Member of the European Parliament (1994-2003), Minister of Cities, Spatial Planning and Environment (2004), Chairman of the North Region Commission for Coordination and Regional Development (2003-2004), Chairman of the Board of Directors of the Society of Urban Rehabilitation of the Baixa Portuense, SRU (2004-2010) and since 2010, President of the Regional Wine Commission of Dão, where he is a winegrower. He is Professor at the Faculty of Economics and Management at the Catholic University of Porto.



Virginia Vinagre and **Emeline Breant**

Virginia, French-Portuguese born in Aveiro, followed a professional career for 35 years in the pharmaceutical industry at an international level, traveling across 3 continents Asia, Europe and Latin America.

She was International Commercial Director for the last 20 years until 2019 and decided to return to her homeland with new challenges.

Emeline, French, has worked at a commercial level in various sectors of activity (computers, textiles, ...) finishing the last 15 years as International Commercial Manager for Latin America in the pharmaceutical sector. Looking for new challenges in her

professional career, she decided to create her own company in Portugal. Both previously worked together and decided to partner in the creation of SóPraSi, a receptive travel agency, with the ambition of offering its customers a different, private and tailor-made way to travel in Portugal, valuing nature, history as well as the men and women who make it live.

They share the same passion for multicultural human relationships developed throughout their international careers.



Maria Eugénia Tomaz de Freitas was born on the 23rd of November 1965 in Anadia. Grandparents and parents have always been connected to the wine sector in Bairrada. Studied in Anadia, Coimbra and Lisbon. Attended the Technical Course of Languages and Tourism - ISLA Lisbon between 1985 and 1988. Since then, works in the family company, Caves do Solar de São Domingos, SA, in Ferreiros, county of Anadia, Bairrada, where, naturally and by the nature of this business, feels happy and an asset to the company and region, in welcoming people and spreading the best that the company has and should share.



José Matias is graduated in Agro Food Engineering, technical manager and agricultural consultant in the Dão and Serra da Estrela regions, associative and cooperative leader of Ancose and Estrelacoop, member of the Serra da Estrela Cheese Tasters Chamber, in charge of application and commercialization of phytopharmaceuticals, since 2005 he has been Director of Production at Casa da Insua, in the areas of Viticulture / Enology, fruit growing and production of Serra da Estrela Cheese.



Pedro Carvalho is the Manager of Global Business Development at Quinta dos Termos, a Portuguese wine producer present in the regions of Beira Interior and Douro. He holds an undergraduate degree in Economics and a master's in Management degree from Nova School of Business and Economics (Universidade Nova de Lisboa). He also has a post-graduate degree in Wine Business from ISEG (Universidade de Lisboa), where he has received the best student award by ViniPortugal. Recently, he concluded the curricular part of the master's degree in Viticulture and Oenology Engineering at Universidade do Porto. Previously, he was the Team Leader of Corporate Planning and Management Control of Travelstore Group, SGPS.

Workshop Meet the editors: how to succeed in academic publishing?



Serena Volo is an Associate Professor of Marketing at the Faculty of Economics and Management of the Free University of Bozen (Italy). Her research interests include consumer behavior in tourism, experiences and emotions in tourism, destination image, big data in tourism, visual research methods, innovation and competitiveness in tourism. She has worked and lived in France, UK, Ireland, US and Switzerland. She is the Editor-in-

Chief of Consumer Behavior in Tourism and Hospitality (formerly known as International Journal of Culture, Tourism and Hospitality Research)
<https://www.emeraldgrouppublishing.com/journal/cbth>



Nancy McGehee is a Professor in the Hospitality and Tourism Management program in the Pamplin College of Business at Virginia Tech. Her research focus is innovation in tourism development at both the domestic and international levels. She has published over 40 refereed journal articles, 2 books, 5 book chapters and has over 8,000 citations according to Google Scholar. She is a Fulbright Specialist Program Awardee (Portugal, May 2015, Rural Tourism Development), received

the Virginia Tech Alumni Award for Excellence in International Research in 2014, and was cited as an Outstanding Woman in Travel Research by Women in Travel and Tourism International (WITTI) in April 2017. She is co-editor of the Journal of Travel Research.



Bernard Lane, founding editor of the *Journal of Sustainable Tourism*, editorial board member of several other journals, with over 25 years of experience in a changing editorial world, reflects on the issues facing tourism journal authors and editors today. He suggests ideas that could lead to success in academic publishing.



Parallel Sessions

Parallel session 1 – Understanding food & wine tourists in rural areas

Sessão Paralela 2 – Empreendedorismo e inovação

Sessão Paralela 3 – Promoção do desenvolvimento sustentável

Parallel session 4 – Understanding food & wine tourists in rural areas

Sessão Paralela 5 – Compreendendo as perspectivas das comunidades rurais

Parallel session 6 – Entrepreneurship and innovation

Parallel session 7 – Enhancing sustainable development

Parallel session 8 – Understanding food & wine tourists in rural areas

Parallel session 9 – Understanding rural communities' perspectives

Sessão Paralela 10 – Marketing da experiência de enoturismo rural

Parallel session 11 – Enhancing sustainable development

Parallel session 12 – Marketing the rural food & wine tourism experience

Parallel session 13 – Marketing the rural food & wine tourism experience

Parallel session 14 – Enhancing sustainable development

Sessão Paralela 15 – Governança, redes e parcerias estratégicas

Parallel session 16 – Understanding food & wine tourists in rural areas

Parallel session 17 – Understanding food & wine tourists in rural areas

Parallel session 18 – Marketing the rural food & wine tourism experience

Parallel session 19 – Governance, networks and strategic partnerships



Parallel session 1

Understanding food & wine tourists in rural areas

The experience economy in rural wine tourism - analysing diverse experience contexts in a wine terroir using online visitor reports

Elisabeth Kastenholtz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Diana Cunha, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, diacunha@gmail.com

Ainhize Eletxigerra, University of the Basque Country, Spain, ainhize.eletxigerra@ehu.eus

Mariana Carvalho, GOVCOPP, University of Aveiro, Portugal, marianacabralc@gmail.com

Isabel Silva, University of Aveiro, Portugal, isabelsilva17@live.ua.pt

Keywords – Rural wine tourism, Experience economy, Bairrada wine route, User-generated content, Content analysis

Purpose – This paper aims at the assessment and analysis of the experience visitors of the Bairrada wine route share on tripadvisor, particularly using the lens of Pine & Gilmore's experience economy model (1998), increasingly applied to the tourism context (Oh et al., 2007). The study analyses the role of each experience realm/ dimensions - 'entertainment', 'aesthetics', 'education' and 'escape'- also associated to distinct experience contexts (associated to tangible cultural heritage, to intangible cultural heritage, wine-related, and experiences related to nature/landscape). It finally investigates if dimensions are related to experience outcomes (emotion, loyalty, memorability). Apart from contributing to theoretical clarification on the nature of wine tourism experiences while exploring wine routes/ terroirs, the study aims at informing wine route agents about opportunities of enhancing visitors' experience quality.

Design/Methodology/Approach - The study follows a passive netnography, analyzing visitor reports shared on the popular traveller platform Tripadvisor yielding a better understanding of the visitor experience in the Bairrada region. A systematic selection of comments based on specific criteria, led to the identification of a corps of 793 visitor comments, published between 2011 and 2020. Discourses were analyzed via content analysis using the software NVivo 12. Content analysis followed an interpretive perspective, using both literature-derived codes and new codes deriving from the discourse analysis, with the same discourse excerpt eventually coded in more than one category. The coding process integrated both individual and shared interpretation and discussion of ongoing coding, with five researchers, four of whom working pairwise in consensus-yielding codification, the fifth assuming a coordinating role, involved in the debate on less consensual codification situations. NVivo allowed computation of frequency of references, the application of coding matrix queries, and computation of correlation between categories (Pearson's coefficient).

Findings - Results reveal not only the overall quite positive evaluation of these experiences, but also the importance of the sensory-rich aesthetic and educational experience dimensions reported, when



applying Pine & Gilmore's consumer experience framework. These dimensions also relate distinctly to a variety of experience contexts (i.e., gastronomy, nature, intangible heritage) that shape a rich territorial experiencescape, where contents are far from limited to wine cellars or wineries. Additionally, distinct levels of impact of these dimensions on the overall positive tone, on loyalty, particularly 'intention to recommend', and memorability, are observable. The aesthetic and educational dimensions emerge as especially important.

Research limitations/implications – Results help wine tourism destination developers understand the role of central experience dimensions as well as of core attractors/ contexts, with particular emphasis on the sensory experiencescape and educational dimension of the experience, as well as the distinct role of tangible and intangible cultural elements, not to forget the natural/ landscape for the quality of the experiencescape. This information helps develop appealing wine tourism products and experiences as well as enhancing them in marketing communication.

The approach has its limitations, though, since not all visitors share their experiences online, suggesting a possible self-selection bias that should be taken into account. Consequently, this approach would benefit from additional insight from visitor interviews and a survey. The here identified results can also be limited to the specific territory under analysis, but its validation in other destination contexts would be most interesting.

Originality/value - Although the experience economy model has been applied to several tourism contexts, including wine tourism before (Quadri-Felitti & Fiore, 2012), its study has been predominantly quantitative, while systematic qualitative research, particularly based on online visitor reports is less used, however this user-generated content is most relevant, not only as naturally produced primary data, but as it simultaneously influences other travelers. Additionally, the experience economy- based studies in wine tourism tend to privilege the winery and not the rural wine terroir experience context, as done here. This terroir context permits an additional study of the impact of distinct territorial and attraction contexts, which adds to the depth of analysis, also suggesting important insights to wine route development.

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.

Basque Government (IT-1354-19; POS 2019-1-0011; POS2020-2-0040; IKM 2020-1-0014; POS 2021-2-0002) and Feside Foundation

References

- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132.
<https://doi.org/10.1177/0047287507304039>
- Pine, B. J., & Gilmore, J. H. (1998). The experience economy. *Harvard Business Review*, 76(6), 18-23.
- Quadri-Felitti, D., & Fiore, A. M. (2012). Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, 18(1), 3–15.
<https://doi.org/10.1177/1356766711432222>

Family-friendly wine tourism: experiences and perceived benefits of visiting wineries with children

Rafaela Malerba, *Universidade de Aveiro, Instituto Federal de São Paulo, Portugal, rafaelamalerba@ua.pt*

Elisabeth Kastholz, *GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt*

Maria João Carneiro, *University of Aveiro, Portugal, mjcarneiro@ua.pt*

Mariana Carvalho, *University of Aveiro, Portugal, marianacabralc@gmail.com*

Keywords – wine tourism, family tourism, tourism experience, winescape, tourism benefits.

Purpose – Wine tourism is generally understood as an activity undertaken by adults who travel to taste and learn about wine. However, it may cover broader experiences in a rural wine region (Charters & Ali-Knight, 2002). Some scholars suggest that families and their children may be an interesting potential market for wine attractions and destinations (Cho, Bonn & Brymer, 2017; Cohen & Ben-Nun, 2009). However, there is a dearth of studies approaching family tourism in a wine tourism context.

Therefore, this study aims at understanding wine tourism experiences of family visitors with children. It analyses the perceived benefits, the realms of experience and the winescape elements expressed in online reviews about family-friendly wineries.

Design/Methodology/Approach - This study adopts passive netnography procedures (Heinonen & Medberg, 2018) together with thematic content analysis and some descriptive statistics. It analyses 462 TripAdvisor online reviews written by visitors regarding 29 wineries previously identified as family-friendly. Data collection considered only reviews in English, Spanish or Portuguese from 2017 to 2021, tagged as “family visits” and clearly referring to minors. Reviews were codified and analysed with the support of NVIVO 2012, following intercoder reliability (ICR) procedures.

Findings - Most of the reviews were positive and written by domestic visitors of wineries in Australia, Brazil, the United States, Spain, Portugal and South Africa. Even so, more than a quarter of the sample corresponds to international visitors, most of them travelling before the covid-pandemic.

The perceived benefits tend to confirm previous studies: relaxing, spending good time in the family – togetherness – and having fun are crucial for family tourists (Lehto, Fu, Li, & Zu, 2017). Families with babies and small children tend to emphasise the importance of having their children welcome, while teenagers’ parents seem to be more concerned with education and having fun. Some reviewers refer to the fact of visiting a winery with children as a benefit for itself, aligning with Sigala (2019), who suggests that being able to practice wine tourism in a different life stage is a relevant motivation for adults to visit wineries with their children.

Regarding Pine and Gilmore’s (2011) experience realms, most reviews refer to aesthetics and education: adults seem to be pleased for relaxing and learning about wine while children have fun.



The most cited winescape attributes (Quintal, Thomas & Phau, 2015) are setting, wine quality, wine service staff and wine complimentary product. Child-focused facilities (as playgrounds and kids clubs) and experiences are very relevant.

Most reviews were written before the COVID Pandemic, reflecting its impacts on tourism worldwide. Reviews from 2020 and 2021 already reveal visitors' increased concerns with health and safety.

Research limitations/implications – Although this study provides a limited perspective of family tourism experiences at wine attractions, since it covers a specific sample of tourists, it contributes to exploring the influence of family group composition on tourist experience and to identifying the most appealing and memorable dimensions of the family-friendly tourism winescape. Further research may directly approach tourists' perceptions and explore constraints to engage in wine tourism with children.

This study highlights the opportunities of a potential wine tourism market, yet not addressed by many tourist attractions and destinations. These results may help managers better host these visitors, designing a winescape suitable for their needs and desires.

Originality/value - This study's originality lies in exploring family tourism experiences and the possibilities of this market for wine tourism. By approaching children, it contributes to filling a gap in tourism studies. Finally, it contributes to better understanding the impact of family travel composition on tourism experiences.

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. It was also supported by the University of Aveiro, with a PhD grant awarded to Rafaela Camara Malerba (BD/REITORIA/9313/2020).

References

- 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)
- Cho, M., Bonn, M. A., & Brymer, R. A. (2017). A constraint-based approach to wine tourism market segmentation. *Journal of Hospitality and Tourism Research*, 41(4), 415–444. <https://doi.org/10.1177/1096348014538049>
- 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. <https://doi.org/10.1057/thr.2008.42>
- 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>
- Lehto, X. Y., Fu, X., Li, H., & Zhou, L. (2017). Vacation benefits and activities. *Journal of Hospitality & Tourism Research*, 41(3), 301–328. <https://doi.org/10.1177/1096348013515921>
- Pine, B. J., & Gilmore, J. H. (2011). *The experience economy* (updated ed.). Harvard Business Review Press.
- Quintal, V. A., Thomas, B., & Phau, I. (2015). Incorporating the winescape into the theory of planned behaviour: Examining 'new world' wineries. *Tourism Management*, 46, 596–609. <https://doi.org/10.1016/j.tourman.2014.08.013>



Sigala, M. (2019). Wine tourists with children: A constrained-based approach for untapping a latent wine tourism market segment. In M. Sigala, & R. N. S. Robinson (Eds.), *Management and Marketing of Wine Tourism Business: Theory, Practice, and Cases* (pp. 101–126). Springer International Publishing.

The impact of social interaction on learning, emotions and loyalty in wine tourism in rural areas

Maria João Carneiro, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, mjcarneiro@ua.pt

Ana Caldeira, University of Coimbra, Portugal, anacaldeira@uc.pt

Celeste Eusébio, University of Aveiro, Portugal, celeste.eusebio@ua.pt

Diana Cunha, University of Aveiro, Portugal, diicunha@gmail.com

Elisabeth Kastenzholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – wine tourism, interaction, loyalty, emotions, learning, SEM

Purpose – Wine tourism has been assuming a growing relevance worldwide. Despite some efforts in examining wine visitors' behaviour, studies on social interaction with staff of wine companies, with the local communities of wine destinations and with other wine visitors has yet been neglected. However, social interaction is recognised as a valuable factor influencing emotions, learning and behavioural intentions (Bimonte & Punzo, 2016). The limited literature on social interaction in the context of wine tourism suggests that some visitors interact with the wine producers, wineries' and cellars' staff, as well as with tour guides, in order to meet the winemaker, to learn about wine and the wine making process, as well as to buy wine (Alebaiki et al., 2015). Still, no systematic analysis on how such interaction relates to other relevant experience outcomes was found. Therefore, it is of utmost relevance to increase knowledge on social interaction of wine visitors and on the consequences of this interaction. In this line, the present study examines the influence of social interaction of wine visitors on learning, emotions and on loyalty towards the visited tourism destination. Thus, a conceptual model was proposed to analyse direct and indirect effects of social interaction on learning, emotions and loyalty, and validated through a structural equation model.

Design/Methodology/Approach - The conceptual model was tested with data obtained from a visitor survey in three wine routes located in the Central Region of Portugal – Bairrada, Dão and Beira Interior. A total of 422 complete questionnaires were collected in specific sites related to wine tourism (e.g., wine cellars, wineries, wine museums, restaurants and lodging units), using a cluster-sampling approach defined in space and time. The model was tested using Partial Least Squares Structural Equation Modelling and the statistical SmartPLS 3.

Findings - Results reveal that the wine visitors' social interaction has a positive influence both on learning and positive emotions. However, this influence varies according to the type of interaction. While interaction with wine staff and with other wine visitors contributed to increase knowledge and trigger positive emotions, contacts with locals only generate positive emotions. Moreover, learning and positive emotions have an important impact on behavioural intentions, stimulating recommendation and the intention to revisit the wine tourism destination. Results also reveal that one



kind of interaction, the contact with staff, has a direct impact on loyalty, but that several types of interaction also have an indirect influence on these behavioural intentions, with emotions and learning mediating that impact.

Research limitations/implications – The present study provides important practical implications for wine tourism suppliers and wine route managers. It highlights the relevance of creating contexts to stimulate wine visitors' interaction, mainly with staff of wine producing organisations and with other visitors, to boost positive emotions and increase visitors' knowledge regarding wine, thereby encouraging loyalty towards wine routes. The minor role of interaction with residents in this context may be related to the limited occasions of such interaction not permitting any meaningful kind of interaction. The potential of such deeper interaction moments and contexts may deserve additional (also qualitative) research, as it was shown to have a very positive impact in other rural tourism contexts (Kastenholz et al., 2018).

Despite the theoretical and practical relevance and contributions of the present study, some limitations may be identified. The study was carried out in a single country with a cluster-sampling approach, limited by the pandemic context, approximating the approach in part to convenience sampling. Therefore, it would be interesting to continue the study after the pandemic and also to replicate it in other countries/ wine regions adopting, whenever possible, probabilistic sampling approaches. Moreover, only the frequency of social interaction was measured. Future studies should also analyse the impacts of the satisfaction with the social interaction. Last, but not least the role of resident-tourist interaction may be more relevant in other regions, while opportunities for such interaction may be interesting, requiring however eventually more qualitative research to develop such opportunities, found as relevant in other rural tourism contexts.

Originality/value - Despite the relevance of wine tourism, no systematic studies are known on the impact of social interaction on learning, emotions and, subsequently, on visitors' intentions of future behaviour. Therefore, this study provides important insights in an under-researched field. Both the conceptual model proposed and the context in which it is tested are original.

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.

References

- Alebaki, M., Menexes, G., & Koutsouris, A. (2015). Developing a multidimensional framework for wine tourist behavior: Evidence from Greece. *Wine Economics and Policy*, 4(2), 98–109.
<https://doi.org/10.1016/j.wep.2015.11.002>
- Bimonte, S., & Punzo, L. F. (2016). Tourist development and host–guest interaction: An economic exchange theory. *Annals of Tourism Research*, 58, 128–139.
<https://doi.org/10.1016/j.annals.2016.03.004>
- Kastenholz, E., Carneiro, M. J., & Eusébio, C. (2018). Diverse socializing patterns in rural tourist experiences: A segmentation analysis. *Current Issues in Tourism*, 21(4), 401–421.
<https://doi.org/10.1080/13683500.2015.1087477>

Does regional potential match real visitor flows in a rural wine terroir? Exploring the Bairrada wine region

Helena Albuquerque, *Universidade Portucalense, Portugal, helenaa@upt.pt*

Elisabeth Kastenzholz, *GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt*

Márcio Martins, *Escola Superior de Comunicação, Administração e Turismo, Instituto Politécnico de Bragança, Portugal, marcioribeirimartins@ua.pt*

Ana Caldeira, *Faculdade de Letras da Universidade de Coimbra, Portugal, anacaldeira@uc.pt*

Orlando Simões, *Escola Superior Agrícola de Coimbra, Instituto Politécnico de Coimbra, Portugal, orlando@esac.pt*

Keywords – Spatial analysis, Tourism attractions, GIS, Visitors movements, Bairrada region

Purpose – Wine tourism has increasingly been identified as ‘terroir tourism’ (Holland et al., 2014; Kastenzholz et al., 2021, characterized by multi-motivational exploration of wine producing territories, where the enjoyment of landscape, nature and cultural attractions are as important as the opportunity to taste and learn about wine and its production. However, little is known about the movements of visitors within wine regions and the role of wineries, nature and cultural attractions in determining such movements, nor that of regional promotion.

This paper has three main purposes, namely the assessment of 1) regional tourism potential associated to relevant existing resources as well as their integration in suggested visitor itineraries, 2) the visitor movements in the same territory and 3) correspondence/ distance between the regional ‘honeypots’ and real visitor movements, using the Bairrada wine region as a case study.

Design/Methodology/Approach - To achieve the above-mentioned purpose, firstly the main cultural and natural resources, the vineyard areas and the wine cellars of the Bairrada wine region were mapped via Geographical Information Systems. Additionally, visitor itineraries, as suggested by the Wine Route Association on their webpage, are integrated in these maps to show the recommendations of territorial exploration as presented by this entity. These steps will help identify sub-regional clusters of potential visitor interest and their spatial organization. Concretely, thematic maps were created to display geographical information about the region in order to understand which are the most important wine areas (in terms of number of producers and the vineyard area) and also to understand the location of the Bairrada Route POI and their connection via suggested itineraries. A survey-complemented exploratory tracking exercise (using GPS) permits the realtime tracking of visitor movements in the region, resulting in data that will finally be integrated in the system and compared to the before identified attraction clusters and suggested itineraries in the Bairrada wine region.

Findings - The spatial analysis allowed to understand how the main natural and cultural attractions are distributed in the Bairrada demarcated region, as well as the spatial distribution of the vineyards area in this region.

Through the exploratory GPS study, the routes taken by respondents in this territorial space were evaluated, and this geographic information was linked to the attractions present in that same region. Based on the analysis undertaken, it is not possible to conclude which are the main determinants in visitors' travel to the Bairrada region. According to the exploratory tracking exercise, there is no clear connection between the tracks and the existing attractions, nor with the suggested itineraries.

Research limitations/implications – Despite the itineraries presented on the wine route's website and the presence of a series of attraction clusters, visitors participating in the tracking study presented a relatively limited special exploration pattern. This result may be linked to poor/ ineffective dissemination of the itineraries and regional attractions.

Thus, it is important to create dissemination strategies that can attract visitors and promote an effective knowledge of the region and its attractions. GIS can contribute to achieve these results, as tools to represent and identify the tourist attractions of the regions, contributing to better planning and decision-making in terms of tourism. Furthermore, the use of GIS as tools for analysing and discussing the spatial distribution of attractions also contributes to the development of tourism marketing strategies (Albuquerque et al., 2018), namely through powerful information processing, spatial analysis and data visualisation (Zhang et al., 2021).

The main limitations of the research was the small sample of the exploratory study, conditioned by the covid-pandemic, which may have contributed to a bias in the results.

Originality/value - This study reveals the importance of and illustrates the opportunity of integrating different data sets to analyse the tourism potential of a region, namely by crossing demand (exploratory case study) and supply (resources present in the region) data. The use of the GIS tool has contributed to the data integration allowing a precise spatial and visual analysis of the information. Through these analyses, strategies can be developed that contribute to the multi-motivational exploitation of the wine producing regions.

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.

References

- Albuquerque, H., Costa, C., & Martins, F. (2018). The use of Geographical Information Systems for Tourism Marketing purposes in Aveiro region (Portugal). *Tourism Management Perspectives*, 26, 172–178. <https://doi.org/10.1016/j.tmp.2017.10.009>
- Holland, T., Smit, B., & Jones, G. V. (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>
- 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: selected papers from ICOTTS20* (Vol. 1, pp. 401–420). Springer.



Zhang, A., Yang, Y., Chen, T., Liu, J., & Hu, Y. (2021). Exploration of spatial differentiation patterns and related influencing factors for National Key Villages for rural tourism in China in the context of a rural revitalization strategy, using GIS-based overlay analysis. *Arabian Journal of Geosciences*, 14(2). <https://doi.org/10.1007/s12517-020-06381-9>



Sessão Paralela 2

Empreendedorismo e inovação

A Beira Interior e um turismo sensorial através da gastronomia e vinhos: O Distrito da Guarda como caso de estudo

Lídia Aguiar, IS CET - Instituto Superior de Ciências Empresariais e do Turismo, Portugal, lidia-aguiar@hotmail.com

Keywords – Beira Interior, Distrito da Guarda, Restauração, Quintas Vínicas, Patrimónios Alimentares

Purpose – No presente artigo, pretende-se abordar a importância da gastronomia e vinhos para o desenvolvimento económico, social e cultural da Beira Interior, concretamente no Distrito da Guarda. Devido à elevada área, concentrou-se o estudo particularmente nos concelhos de Vila Nova de Foz Côa, Figueira de Castelo Rodrigo, Pinhel, Almeida e Sabugal. Apresenta-se como objetivo final, estudar a oferta do segmento de gastronomia e vinhos existente neste território. Foca-se em particular no esforço que tem vindo a ser feito pelos locais, sejam eles atores do turismo, entidades públicas ou mesmo residentes, visando o desenvolvimento turístico numa linha de sustentabilidade. Sendo este pedaço da raia da beira interior, rico em patrimónios materiais e imateriais, estes vincam de forma indelével a memória de todos quantos se permitem experienciá-los. É neste contexto que o turista busca sensações.

Design/Methodology/Approach - Assim, impõe-se verificar quão importante é a excelência de uma boa mesa, onde se inclui a gastronomia regional aliada com o vinho, pois, será aí que se sentirá a diferenciação do território, ao oferecer experiências sensoriais únicas. Metodologicamente procedeu-se a uma aturada revisão de bibliografia para enquadramento do território, património construído e a sua gastronomia e vinhos. Numa segunda fase elaborou-se um trabalho empírico, visitando a restauração regional, convivendo diretamente com as populações locais e registando os seus saberes ancestrais sobre a gastronomia local. Foram realizadas entrevistas não dirigidas a chefes de restaurantes regionais, bem como a enólogos de quintas de produção vínica e recolhendo-se testemunhos dos principais decisores políticos. Por último, elaborou-se uma análise qualitativa de dados, onde se pretende concluir a tipologia da oferta existente nesta região e como a mesma se perfila para se transformar num polo de atração turística.

Findings - Os resultados revelam um destino de evasão positivo, muito em particular marcado por uma oferta diferenciadora, através da experiência sensorial da sua gastronomia e vinhos. Avultado investimento tem vindo a ser feito, resultando numa oferta de comida regional, com um ligeiro toque gourmet e vinhos de excelência, o que lhe permite a singularidade e o desenvolvimento do turismo sensorial.

Research limitations/implications – Como grande limitação ao estudo apresentaram-se as medidas de contenção impostas pela pandemia COVID 19, já que o estudo pressupunha um trabalho de tipo etnográfico com uma permanência elevada de tempo do investigador no terreno. Este constrangimento foi superado nos momentos de abertura dos concelhos, contando-se, também, com a colaboração dos atores locais.



Originality/value - Este trabalho empírico permitiu, quer ao nível da história local, quer ao nível etnográfico uma boa sustentação sobre a gastronomia da região, recorrendo à população local, particularmente às anciãs, guardiãs de velhos saberes, fontes orais imprescindíveis para se perceber a origem e modos de confeccionar dos pratos. Implementou-se, desta forma, um estudo inovador, com uma abordagem à gastronomia, onde é particularmente realçada a gastronomia regional e como tem vindo a evoluir, mantendo a tradição e os produtos endógenos. Demonstra-se a existência de uma restauração inovadora, com restaurantes reconstruídos, apresentando novos lay out, decorações de mesa aprimoradas, e um empratamento de excelência, sempre mantendo as receitas tradicionais acompanhadas pelo vinho da região. Neste contexto, conclui-se estar perante um produto diferenciador desta região fronteiriça, onde o turismo, apoiado nos patrimónios alimentares aprimorados, pode marcar a diferença, alavancando a economia do território e contribuindo para a preservação da sua cultura, saberes e tradições.

Potencialidades do Vinho e Gastronomia na criação da experiência turística no espaço rural no Alto Alentejo

Eva Milheiro, Instituto Politécnico de Portalegre, Portugal, eva@ippportalegre.pt

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Maria João Carneiro, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, mjcarneiro@ua.pt

Keywords – Experiência turística, Áreas rurais, Vinho, Gastronomia

Purpose – A utilização do vinho e da gastronomia regional na criação de experiências oferecidas aos seus visitantes, tem vindo a tornar-se cada vez mais usual pelos proprietários de unidades de Turismo Rural (TER) no Alto Alentejo, potenciando não só a experiência dos seus hóspedes, mas também contribuindo para a atratividade turística da região. O contributo destas componentes para a afirmação de uma oferta competitiva e diversificada dos territórios é, aliás, referida por diversos autores (Carvalho et al, 2021; Cunha et al, 2021).

Este é um território com um enorme potencial de crescimento no que ao Enoturismo concerne, pela qualidade dos seus solos e características climáticas, que resultam num conjunto de pequenos produtores a produzir vinho de excelente qualidade o que, aliado a uma gastronomia muito característica e à produção de outros produtos endógenos, como o azeite, criam as condições ideais para que os proprietários das unidades TER da região incluam estas componentes na sua oferta, no sentido de enriquecer a experiência dos seus hóspedes. Por outro lado, os turistas valorizam cada vez mais a experimentação dos vinhos, gastronomia e outros produtos locais durante as suas visitas às áreas rurais.

O objetivo desta comunicação será apresentar alguns resultados referentes à utilização da gastronomia e do vinho na experiência oferecida aos hóspedes das unidades de TER no Alto Alentejo.

Design/Methodology/Approach - Os dados apresentados resultam da aplicação de questionários aos hóspedes de 25 unidades TER no Alto Alentejo, tendo-se obtido 153 respostas válidas. Para complementar a perspetiva do hóspede sobre a sua experiência neste destino rural, efetuaram-se, igualmente, 25 entrevistas aos proprietários das unidades TER. Estes dados foram recolhidos durante os anos de 2015, 2016 e 2017 no âmbito de projeto de doutoramento sobre a co-criação de experiências turísticas em áreas rurais.

Findings - Os hóspedes de unidades TER apontam como dimensões importantes na experiência turística a experimentação da gastronomia local (avaliada como 5,6, numa escala de Likert de 1 a 7), e a experimentação do vinho (4,55).

Os proprietários das unidades referem a experimentação da gastronomia (6,28) e dos vinhos (5,36), avaliados numa escala de 1 a 7, como aspetos determinantes na escolha do destino. Acresce a preocupação dos proprietários em servir produtos locais durante as refeições, com 92% dos inquiridos a utilizar produtos regionais como os queijos, o pão, doces, enchidos, azeite, boleimas e outros.



Research limitations/implications – Não obstante os dados terem já algum tempo, o seu contributo para a compreensão da experiência dos hóspedes em destinos rurais, recorrendo aos produtos endógenos, revela-se importante para reforçar a literatura nesta área.

Originality/value - A aplicação deste estudo a uma região ainda pouco estudada nas dimensões apresentadas neste artigo, aliando metodologias qualitativas e quantitativas, contribui para uma melhor compreensão da experiência vivida e co-criada em destinos rurais.

References

- Cunha, D., Kastenholz, E., & Lane, B. (2021). Challenges for collecting questionnaire-based onsite survey data in a niche tourism market context: The case of wine tourism in rural areas. *Sustainability*, *13*, 12251, 1-17. <https://doi.org/10.3390/su132112251>
- Carvalho, M., Kastenholz, E., & Carneiro, M. J. (2021). A co-criação de experiências enogastronómicas: O caso da rota da Bairrada. *Revista Turismo & Desenvolvimento*, *36*(1), 325-339. <https://doi.org/10.34624/rtd.v1i36.10695>

Desenvolvimento sustentável e motivações subjacentes aos negócios de enoturismo: o caso da Bairrada

Maria Loureiro, University of Aveiro, Portugal, mariamloureiro@ua.pt

Elisabeth Kastenholtz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Conceição Cunha, University of Aveiro, Portugal, ccunha@ua.pt

Keywords – Empreendedorismo, Enoturismo, Desenvolvimento sustentável, Motivações

Purpose – Visando um desenvolvimento sustentável do território vitivinícola, através do turismo, os stakeholders devem conciliar os próprios objetivos de negócio com as necessidades de desenvolvimento do território, aplicando estratégias de criação de valor em redes de coopetição (Salvado & Kastenholtz, 2017). Os empreendedores rurais encontram-se integrados nas suas áreas locais, não estando apenas focados no lucro, mas também no estabelecimento de redes e na valorização da comunidade (Cunha et al., 2020). Outros autores destacam que esta identidade local tem um efeito positivo na autoeficácia empreendedora, ajudando a manter uma moral positiva e reforçando a resiliência perante dificuldades (como na situação pandémica). Embora alguns empreendedores sejam movidos por aspirações financeiras, outros têm na base da sua motivação a qualidade de vida, a possibilidade de desenvolverem um projeto de forma autónoma ou o contributo para o desenvolvimento local (Skokic & Morrison, 2011). De facto, os critérios económico-financeiros são apenas uma faceta da perceção do sucesso (Cunha et al., 2020).

Neste sentido, o presente artigo visa compreender em que medida os empreendedores da Bairrada se sentem motivados a desenvolverem os seus negócios numa lógica de colaboração com as comunidades locais, contribuindo para a valorização da região através da adoção de práticas que permitam simultaneamente o seu crescimento e sucesso como também o desenvolvimento sustentável da sua região.

Design/Methodology/Approach - O estudo tem uma abordagem qualitativa, de profundidade, recorrendo a dados obtidos via entrevista semiestruturada. Realizou-se a análise de conteúdo via categorização manual de tópicos relevantes para a identificação de motivações e práticas de gestão, em tabelas excel, visando o tratamento e análise dos dados quantitativos e qualitativos.

A amostra integra catorze empreendedores entrevistados, parcialmente no âmbito do projeto TWINE. A informação obtida nas entrevistas foi complementada com dados de outras fontes, nomeadamente observação direta, consulta a páginas de internet e documentação diversa.

Findings - Foram vários os motivos identificados pelos empreendedores entrevistados, relacionados com a criação do seu negócio ou a decisão de integrar um negócio familiar já existente. A criação de um modo de vida que garantisse a segurança familiar, o dar a conhecer Portugal e a Bairrada ao mundo, a iniciação de um negócio numa área que se aprecia muito, ou a dedicação a um negócio de família pré-existente com vista a valorizá-lo para a geração seguinte, foram aspetos referidos. Dos

catorze negócios alvo de estudo, quatro empreendedores revelaram ter preocupações com a sustentabilidade e afirmaram desenvolver boas práticas ao nível da sustentabilidade ambiental, cinco consideram a criação de valor para a comunidade local como um objetivo a alcançar a par com o desenvolvimento do negócio, seis reconhecem uma identidade local na qual incluem o seu negócio, e nove visam o reconhecimento da sua marca bem como da marca regional “Bairrada”. Estes resultados encontram-se em linha com outros estudos que mostram (Cunha et al., 2020; Skokic & Morrison, 2011) que o lucro nos negócios relacionados com empreendedorismo em turismo rural, embora importante para garantir o negócio, não é o único fator motivador nem de perceção de sucesso para empreendedores em zonas rurais. Assinalam-se fatores como a inserção favorável do negócio num território, assumindo-se o desenvolvimento e sucesso desse local também importante para eles, o que pode ser observado em práticas de marketing, como por exemplo, na participação em iniciativas locais que promovem o destino.

Research limitations/implications – A recolha dos dados, com apenas catorze entrevistas realizadas, não representa a realidade empresarial da Bairrada. As motivações e os valores subjacentes aos projetos bem como as práticas de gestão dos empreendedores podem ser impactados por outros fatores não considerados neste estudo.

O estudo pode ter implicações para a gestão integrada do enoturismo na Bairrada, possivelmente permitindo à Rota compreender melhor e mobilizar os empreendedores enoturísticos, através de comunicação, iniciativas e formas de governance que possam dar mais visibilidade àqueles que mais se identificam e integram na visão de desenvolvimento territorial.

Originality/value - A revisão da literatura evidenciou uma lacuna na compreensão das motivações e valores, práticas de gestão, desempenho e perceção de sucesso por parte de empreendedores em enoturismo, e respetivas consequências para o desenvolvimento dos territórios em que atuam.

Este trabalho foi desenvolvido 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.

References

- Cunha, C., Kastenholz, E., & Carneiro, M. J. (2020). Entrepreneurs in rural tourism: Do lifestyle motivations contribute to management practices that enhance sustainable entrepreneurial ecosystems?. *Journal of Hospitality and Tourism Management*, 44, 215–226. <https://doi.org/10.1016/j.jhtm.2020.06.007>
- Salvado, J. & Kastenholz, E. (2017). Sustainable wine tourism eco-systems through coopetition. *Revista Turismo & Desenvolvimento*, 1(27/28), 1917-1931.
- Skokic, V., & Morrison, A. (2011). Conceptions of tourism lifestyle entrepreneurship: Transition economy context. *Tourism Planning & Development*, 8(2), 157–169. <https://doi.org/10.1080/21568316.2011.573915>



Sessão Paralela 3

Promoção do desenvolvimento sustentável

Fatores que influenciam o impacto do turismo gastronómico no desenvolvimento económico dos territórios

Eveline Porto Sales Aguiar, University of Aveiro, Portugal, evelineporto@ua.pt

Maria Celeste de Aguiar Eusébio, University of Aveiro, Portugal, celeste.eusebio@ua.pt

Ana Filipa Fernandes Aguiar Brandão, University of Aveiro, Portugal, filipa.brandao@ua.pt

Keywords – Turismo, Gastronomia, Desenvolvimento

Purpose – O crescimento da procura do binómio turismo-gastronomia é um facto que tem levado diversos destinos turísticos a oferecer o turismo gastronómico como o seu principal produto. Atualmente, os visitantes estão cada vez mais interessados no consumo de produtos típicos locais, como é o caso de produtos alimentares. Consequentemente, a procura destes produtos terá um papel relevante no desenvolvimento económico dos territórios (Rachão et al., 2019). Assim, este artigo tem como objetivo desenvolver um modelo conceptual sobre os potenciais fatores que poderão influenciar o papel do turismo gastronómico no desenvolvimento económico dos territórios.

Design/Methodology/Approach - Foi realizada uma revisão da literatura com o objetivo de desenvolver um modelo conceptual sobre os fatores que influenciam o impacto económico do turismo gastronómico. Para isso, foi realizada uma pesquisa bibliográfica na base de dados SCOPUS, para responder à questão norteadora “Quais são os potenciais fatores que poderão influenciar o papel do turismo gastronómico no desenvolvimento económico dos territórios?”. Foram utilizadas várias combinações de palavras-chave sobre a temática, como por exemplo “gastronomy”, “food consumption”, “tourism”, “multiplier”, “economic impacts”, com o objetivo de identificar estudos publicados nos últimos 20 anos em revistas indexadas a esta base de dados que analisam a temática dos fatores que poderão influenciar o papel do turismo gastronómico no desenvolvimento económico dos territórios.

Findings - Os produtos alimentares locais têm um papel muito importante na identidade e na cultura de um destino turístico. O turismo gastronómico diz respeito ao deslocamento de visitantes para fora do seu ambiente habitual para participar em experiências relacionadas com produtos alimentares locais, como por exemplo a degustação desses produtos em restaurantes, a visita aos produtores desses produtos locais e a participação em festivais gastronómicos (Hall & Sharples, 2003). O consumo de produtos alimentares locais durante uma viagem poderá contribuir para a obtenção de experiências memoráveis. A literatura tem destacado o relevante papel que o turismo gastronómico poderá ter no desenvolvimento económico dos territórios. O impacto económico deste tipo de turismo dependerá do consumo dos visitantes e do valor do multiplicador turístico. Apesar de o número de estudos que quantifica os impactos económicos deste tipo de turismo ser ainda muito limitado, foi possível identificar, através de uma revisão da literatura, um conjunto de fatores que poderão influenciar o impacto económico do turismo gastronómico. Os fatores foram categorizados em dois grupos (i) fatores que influenciam as despesas dos visitantes e (ii) fatores que influenciam o

valor do multiplicador. Foram identificados como potenciais fatores que poderão influenciar o valor das despesas turísticas dos visitantes gastronômicos: (i) as características sociodemográficas (exemplos: gênero, idade, habilitações literárias e rendimento) (Kim et al., 2009; Madaleno et al., 2019), fatores fisiológicos como neofobia e neofilia alimentar (Kim et al., 2009); (iii) motivações (Kim & Eves, 2012); (iv) experiência e (v) satisfação (Rousta & Jamshidi, 2020). Por sua vez, os fatores que poderão influenciar a dimensão do multiplicador estão relacionados com a estrutura de consumo dos visitantes gastronômicos e o comportamento dos agentes econômicos do destino em análise.

Research limitations/implications – O modelo que se apresenta neste artigo foi desenvolvido apenas a partir de uma revisão da literatura, carecendo ainda de validação empírica. O artigo apresenta contribuições teóricas relevantes ao abordar uma área que tem sido muito pouco estudada na literatura. Os fatores identificados permitiram desenvolver um quadro conceptual para o estudo dos fatores que influenciam o impacto do turismo gastronômico no desenvolvimento territorial. O trabalho apresenta igualmente contributos práticos para as empresas e organizações, que poderão mais facilmente identificar medidas que promovam o aumento do consumo de produtos gastronômicos locais no contexto das atividades turísticas.

Originality/value - O número de estudos que quantifica o impacto económico do turismo gastronômico é muito limitado. Além disso, não se conhecem estudos que tenham desenvolvido um modelo conceptual sobre os fatores que poderão influenciar a magnitude dos impactos económicos do turismo gastronômico. Neste sentido, a investigação que se apresenta neste artigo é original e de grande relevância para aumentar o conhecimento na área da economia do turismo, nomeadamente em termos dos fatores que influenciam os impactos económicos do turismo gastronômico.

References

- Hall, C. M., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis, & B. Cambourne (Eds.), *Food Tourism Around the World* (pp. 1–24). Butterworth-Heinemann. <https://doi.org/10.1088/1751-8113/44/8/085201>
- Kim, Y. G., & Eves, A. (2012). Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, 33(6), 1458–1467. <https://doi.org/10.1016/j.tourman.2012.01.015>
- Kim, Y. G., Eves, A., & Scarles, C. (2009). Building a model of local food consumption on trips and holidays: A grounded theory approach. *International Journal of Hospitality Management*, 28(3), 423–431. <https://doi.org/10.1016/j.ijhm.2008.11.005>
- Madaleno, A., Eusébio, C., & Varum, C. (2019). Determinants of visitors' intentions to consume and recommend local agro-food products. *Journal of Food Products Marketing*, 25(2), 159–186. <https://doi.org/10.1080/10454446.2018.1501629>
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2019). Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research*, 21, 33–49.
- Rousta, A., & Jamshidi, D. (2020). Food tourism value: Investigating the factors that influence tourists to revisit. *Journal of Vacation Marketing*, 26(1), 73–95. <https://doi.org/10.1177/1356766719858649>

Alimentos de uma Rota: À Volta dos Enchidos em Aguiar da Beira

Maria José Araújo, ISLA-IPGT, CECH (FLUC), Portugal, mariajoaraujo@gmail.com

Keywords – Património Material, Património Imaterial, Matança do porco, Enchidos, Aguiar da Beira, Rotas

Purpose – Desde sempre o porco teve um lugar de destaque na alimentação portuguesa, mantendo-se até hoje a sua criação e consumo generalizado em todo o território. Da informalidade dos petiscos ao conforto da cozinha familiar, da simplicidade da cozinha quotidiana à sofisticação da cozinha de autor, é grande a versatilidade deste animal de que tudo se aproveita, embora nem tudo se aproveite da mesma maneira na diversidade territorial portuguesa.

Com base nas tradições e saberes ligados à matança do porco para autoconsumo na região da Beira Alta, em particular no concelho de Aguiar da Beira, é proposta a criação de uma rota turística – À Volta dos Enchidos em Aguiar da Beira – cuja âncora assenta nos produtos ex-libris provenientes do porco, em particular os enchidos, produtos identitários daquela região. Com enfoque nos rituais associados à matança e desmanche do porco, são evidenciados modos de preparação e confeção que em muito contribuem para a caracterização das cozinhas regionais e para a salvaguarda dos patrimónios alimentares portugueses, articulando-os com o património material daquele território.

Design/Methodology/Approach - A abordagem metodológica deste estudo assenta em fontes bibliográficas e no levantamento in loco do património arquitetónico e histórico da vila de Aguiar da Beira e da sua envolvente territorial, contribuindo para o reforço da inventariação do património cultural material. Recorre-se igualmente à recolha e análise de fontes etnográficas para o estudo e conhecimento dos saberes, práticas e rituais que envolvem os hábitos alimentares e culinários da região, enquanto expressão do seu património imaterial, identificando os locais onde estas práticas se podem observar e vivenciar, integrando-os numa rota turística.

Findings - Espera-se que a criação desta rota possa atrair um maior número de viajantes para este território e contribuir para a promoção e divulgação dos recursos, produtos e saberes locais que constituem o seu vasto património cultural, material e imaterial, tornando-se um fator de desenvolvimento regional. O envolvimento da comunidade local através de uma participação ativa, envolvendo, entre outros, o storytelling, constitui-se como um importante contributo para a valorização, preservação e transmissão dos saberes e sabores tradicionais, contribuindo para a salvaguarda do património imaterial.

Após a implementação desta rota, poderão quantificar-se os resultados no que diz respeito aos impactos decorrentes do aumento da atividade turística, nomeadamente o aumento de número de viajantes e receitas geradas.

Research limitations/implications – Para além de ações específicas que possam atrair e fomentar o envolvimento da população local, a proposta apresentada requer fatores de governança, nomeadamente da área do turismo do município e de recursos humanos qualificados. O envolvimento



de outros stakeholders, nomeadamente o de um periódico mensal (Jornal + Aguiar da Beira), que tem fomentado outras iniciativas ligadas à atividade turística, pode contribuir fortemente para a divulgação e implementação desta rota.

Originality/value - Num território de baixa densidade – Aguiar da Beira, a rota proposta visa mobilizar, valorizar e articular patrimónios materiais e imateriais que sustentam, qualificam e particularizam aquela localidade, proporcionando aos viajantes uma experiência vívida, sensorial e holística, contribuindo para o desenvolvimento do território e para o reforço da autoestima, da identidade e do envolvimento da comunidade local, fazendo desta o melhor embaixador do destino, cumprindo os principais desígnios da sustentabilidade.

Práticas de conservação da água nas empresas de enoturismo em Portugal

Cristina Araújo, University of Aveiro, Portugal, scristina@ua.pt

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Isabel M. Santos, University of Aveiro, Portugal, isabel.santos@ua.pt

Keywords – Sustainability, Wine tourism, Sustainable practices, Wine tourism experience, Water conservation

Purpose – O enoturismo é reconhecido como potencialmente benéfico para o desenvolvimento sustentável dos territórios (Salvado & Kastenholz, 2018). No entanto, tem também causado impactos negativos consideráveis a nível ecológico como, por exemplo, a exploração excessiva dos recursos (Montella, 2017). A água doce é um dos recursos que tem sido utilizado de forma muitas vezes insustentável no enoturismo (Poitras & Donald, 2006) e na agricultura (McLennan et al., 2014). Este consumo excessivo pode originar a sua escassez, o que é uma fonte de preocupação para muitos empresários vinícolas (Duarte Alonso et al., 2021).

Dado o papel das atividades e serviços relacionados com o enoturismo para esta problemática, é relevante refletir sobre os momentos de desperdício de água e as práticas de sustentabilidade a nível de conservação da água que têm sido utilizadas para mitigar, por parte dos agentes da oferta de enoturismo, este problema. Esta identificação das práticas torna-se, simultaneamente, fundamental para a medição do esforço de conservação de água em inquéritos que o pretendam analisar e relacionar com outras variáveis. Parte-se assim da seguinte questão: Quais os momentos de gasto de água e as práticas específicas de conservação da água que são utilizadas nas diferentes atividades e serviços de enoturismo?

Design/Methodology/Approach - Dado o caráter exploratório da questão de pesquisa, o estudo utiliza as seguintes metodologias: a) revisão da literatura; b) recolha de dados qualitativos, nomeadamente através de entrevista, para identificar a partir da perspetiva dos proprietários-gestores de vitícolas que oferecem experiências de enoturismo em Portugal, quais os eventos/ ocasiões de gasto de água e respetivas práticas de conservação de água que utilizam nas suas atividades e serviços turísticos; c) observação participante; d) recolha de dados secundários (sites oficiais das empresas/rotas) para complementar a informação recolhida pelas entrevistas relativamente às atividades e serviços turísticos da empresa.

Findings - Atualmente este estudo encontra-se a ser desenvolvido no entanto, será apresentado mais detalhadamente na conferência. Assim, neste momento, os dados divulgados são preliminares, estando associados à síntese da revisão da literatura e às informações recolhidas nos websites oficiais. Várias atividades e serviços são prestados nas empresas vitícolas que oferecem experiências de



enoturismo, no âmbito das quais poderão existir momentos de desperdício de água:

- i. Visitas guiadas às vinhas e adegas;
- ii. Visitas às regiões adjacentes de relevo histórico e cultural;
- iii. Prova de vinhos;
- iv. Experiências gastronómicas;
- v. Atividades recreativas para crianças;
- vi. Atividades de lazer (ex.: piscina exterior);
- vii. Retiros/ reuniões profissionais;
- viii. Alojamento nas quintas;
- ix. Realização de festas e eventos.

As práticas de conservação da água poderão associar-se particularmente a algumas destas atividades, estando centradas na economia e redução do seu consumo. São medidas de mitigação do desperdício, sobretudo de custo baixo, através da instalação de equipamentos de eficiência hídrica [exemplo: reguladores de água para reduzir o consumo, sistemas de descarga dupla (autoclismo) e torneiras com temporizador], sensibilização dos visitantes, e educação dos funcionários, entre outros. No entanto, ainda está em estudo se estas medidas estão a ser utilizadas nas empresas de enoturismo em Portugal.

Research limitations/implications – Os dados recolhidos são exploratórios e limitados a um número pequeno de entrevistados cujas empresas estão localizadas nas regiões vinícolas do norte do país. Como tal, estes dados permitirão a aferição das atividades de maior dispêndio de água e das oportunidades e práticas de conservação da mesma, sendo elementos objetivos que vão posteriormente servir de base para a elaboração de um instrumento de medida quantitativo que visa analisar a prática de conservação de água na atividade enoturística nas principais regiões vinícolas de Portugal.

Dado existir uma carência de investigações sobre a temática das práticas de sustentabilidade em contexto de enoturismo, a informação obtida no presente trabalho procura mitigar esta lacuna. Esta informação poderá orientar e garantir que a oferta do enoturismo contribua para alcançar a meta de sustentabilidade ambiental definida pelo Turismo de Portugal: “assegurar que mais de 90% das empresas do turismo adotem medidas de utilização eficiente da água [...]” (Turismo de Portugal, 2017).

Originality/value - Trata-se de um trabalho pioneiro sobre as práticas de sustentabilidade a nível de conservação da água em contexto de enoturismo em Portugal.

Este trabalho foi desenvolvido 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.

References

Duarte Alonso, A., Bressan, A., Kiat Kok, S., & O’Brien, S. (2021). Filling up the sustainability glass: wineries’ initiatives towards sustainable wine tourism. *Tourism Recreation Research*, 1–15. <https://doi.org/10.1080/02508281.2021.1885801>



- McLennan, C. L. J., Becken, S., & Stinson, K. (2014). A water-use model for the tourism industry in the Asia-Pacific region: the impact of water-saving measures on water use. *Journal of Hospitality & Tourism Research*, 41(6), 746–767. <https://doi.org/10.1177/1096348014550868>
- Montella, M. (2017). Wine tourism and sustainability: A review. *Sustainability*, 9(1), 113-124. <https://doi.org/10.3390/su9010113>
- Poitras, L. & Donald, G. (2006). Sustainable wine tourism: The host community perspective. *Journal of Sustainable Tourism*, 14(5), 425 – 448.
- Salvado, J., & Kastenholz, E. (2018). Sustainable wine tourism eco-systems through co-opetition. *Revista Turismo & Desenvolvimento*, 1(27/28), 1917–1931.
- Turismo de Portugal [TP] (2017). *Estratégia Turismo 2027 - Liderar o turismo do futuro*. Turismo de Portugal.

Turismo e biodiversidade no Prato: o caso do Cerrado

Ana Jacques, Instituto Federal de Educação, Ciência e Tecnologia de Brasília, Universidade de Trás-os-Montes e Alto Douro, Brasil, ana.jacques@ifb.edu.br

Alexandre Guedes, CETRAD, Department of Economics, Sociology and Management, University of Trás-os-Montes e Alto Douro, Portugal, aguedes@utad.pt

Artur Cristovão, Universidade de Trás-os-Montes e Alto Douro, Portugal, acristiv@utad.pt

Keywords – Turismo, Gastronomia, Biodiversidade, Terroir, Restaurantes, Cadeia produtiva.

Purpose – A gastronomia constitui um dos fatores mais relevantes na escolha de um destino (SánchezCañizares & López-Guzmán, 2012). Em grande medida, essa importância resulta da sua capacidade de condensar a identidade dos espaços, descrito por alguns autores como o sentido do lugar (Jackson, 1995), ou o 'espírito do lugar' (*genius loci*). Esta dimensão está intimamente ligada ao conceito de biodiversidade (Francesca, 2016), que desempenha um papel vital para o turismo (UNWTO, 2010), mesmo nos centros das cidades, tendo em conta a sua influência na cultura alimentar como fornecedor de alimentos e promotor e regulador da diversidade genética.

Por conseguinte, a conservação da biodiversidade pressupõe a preservação do *Genius Loci*, i.e., do espírito e da identidade do local, o que implicará, nomeadamente, um compromisso societal com a preservação das heranças alimentares. É nesta relação que o turismo gastronómico e, em particular, mobilizado pelo setor da restauração poderá desempenhar um papel ativo, preservando alimentos ameaçados e fortalecendo as economias locais por meio da assistência a pequenos produtores e construção de cadeias de abastecimento curtas, em linha com a filosofia *Slow Food* que teve início em Itália nos anos 1990 (Broadway, 2017; Buiatti, 2011). Importa compreender as implicações da incorporação, nomeadamente, da herança alimentar na restauração tendo em conta a tensão latente na impossibilidade de a separar dos aspetos práticos associados à produção dos alimentos, do seu processamento e distribuição (Sims, 2010).

Esta investigação parte de um caso de estudo no Brasil, o Cerrado no Prato – uma plataforma constituída em 2018, que envolve produtores, investigadores e chefs de cozinha com o objetivo de valorizar o segundo maior bioma brasileiro (o Cerrado) através do uso sustentável da sua sociobiodiversidade na gastronomia e no turismo. Esta consciência coletiva de afirmação de uma 2 cultura alimentar vinculada ao *terroir*, recupera uma estratégia de “relocalização” que contraria uma tendência de homogeneização na agricultura e técnicas agroalimentares, que implica que o conhecimento local seja reavaliado como um recurso importante na gestão da agricultura e dos ecossistemas naturais (Fonte, 2008). Neste estudo, analisamos as cadeias produtivas (*commodity chain*) de seis restaurantes aderentes cujos *chefs* integram o coletivo Cerrado no Prato, localizados em Brasília, com o intuito de avaliar o grau de adoção e incorporação da sociobiodiversidade do Cerrado na sua cadeia de abastecimento, delimitando a rede de fornecimento, bem como os aspetos mais culturais que se preocupam com os significados e narrativas em torno dos alimentos e outros bens (e.g., vinho, artesanato).

Design/Methodology/Approach - Este estudo adota o conceito de cadeia produtiva, para rastrear os circuitos e redes de fornecimento desde a produção ao consumo turístico, e simultaneamente,

identificar elementos discursivos e materiais de mais 30 ingredientes e produtos da sociobiodiversidade do Cerrado. Para identificar a cadeia produtiva, esta investigação aplica uma metodologia qualitativa que recorre a entrevistas individuais semiestruturadas a seis restaurantes localizados em Brasília-DF.

Findings - Os resultados preliminares apontam para um nível de incorporação relevante de espécies nativas no uso gastronómico, tendo sido identificados espécies nativas do bioma Cerrado em receitas, respeitando a sazonalidade, ou bens de origem no bioma utilizados nos restaurantes (e.g. bebidas, artesanato local, artes visuais), bem como a adesão muito positiva dos clientes. O estudo assinala a importância que os restaurantes desempenham na preservação de alimentos ameaçados e o papel que desempenham na afirmação e consolidação das economias locais onde estão fixados os pequenos produtores, bem como a sua capacidade de estimular a ativação de cadeias de abastecimento curtas. O estudo demonstra também o efeito alargado da procura turística nas comunidades rurais, permitindo capacitar os seus produtores para novos contextos de distribuição, nomeadamente através da venda direta dos seus produtos a visitantes.

Research limitations/implications – A principal limitação do estudo resulta de uma amostragem de restaurantes pequena, implicando uma leitura e interpretação com alguma reserva. O estudo aplicado ao bioma Cerrado tem importantes implicações de gestão e política no sentido em que permite confirmar que a cooperação entre os restaurantes e os produtores locais desempenha um papel central na formação de identidades regionais e na criação de oportunidades de coesão territorial. Ao mesmo tempo, integrar esses produtos em estratégias de fomento do turismo gastronómico possibilitaria agregar valor ao longo de suas cadeias produtivas, desde o momento em que são colhidos, até à integração no menu degustação de um restaurante. Esta conclusão deverá ativar políticas públicas e estratégias empresariais que fomentem a relação entre a restauração e a sociobiodiversidade e possam ser replicadas em outros territórios com condições similares.

Originality/value - O estudo desenvolve-se a partir de um projeto que nasceu a partir da sociedade civil, tendo recolhido um impulso de vários agentes, nomeadamente de empresas de restauração e de vários produtores, entre eles a Cooperativa Central do Cerrado que congrega 35 organizações comunitárias de sete estados brasileiros (MA, TO, PA, MG, MS, MT, GO) e impacta diretamente mais de 5 mil famílias, recolhendo um retrato dos padrões de relacionamento entre os elementos da cadeia de valor da restauração. Este estudo mostra-nos que a montante, i.e., os produtores/fornecedores que desenvolvem atividades produtivas a partir do uso sustentável da biodiversidade do Cerrado, encontram neste modelo de negócio e organização um modo de sustentabilidade económica e social sem comprometer o meio ambiente.

This work is supported by national funds, through the FCT – Portuguese Foundation for Science and Technology under the project UID/SOC/04011/2019

References

Broadway, M. J. (2017). 'Putting place on a plate' along the West Cork Food Trail. *Tourism Geographies*, 19(3), 467–482. <https://doi.org/10.1080/14616688.2016.1276615>



- Buiatti, S. (2011). Food and tourism: the role of the “Slow Food” association. In K. L. Sidali, A. Spiller, & B. Schulze (Eds.), *Agri-Culture - Linking local gastronomy and rural tourism: interdisciplinary perspectives* (pp. 92–101). Springer.
- Fonte, M. (2008). Knowledge, food and place. A way of producing, a way of knowing. *Sociologia Ruralis*, 48(3), 200–222. <https://doi.org/10.1111/j.1467-9523.2008.00462.x>
- Francesca, M. (2016). Biodiversity, conviviality, and herbs in the Mediterranean Genius Loci. In D. F. Romagnolo, & O. I. Selmin (Eds.), *Mediterranean Diet Dietary Guidelines and Impact on Health and Disease* (pp. 229–238). Springer. <https://doi.org/10.1007/978-3-319-27969-5>
- Jackson, J. B. (1995). A sense of place, a sense of time. *Design Quarterly*, 164, 24-27. <https://doi.org/10.2307/4091350>
- Sánchez-Cañizares, S. M., & López-Guzmán, T. (2012). Gastronomy as a tourism resource: Profile of the culinary tourist. *Current Issues in Tourism*, 15(3), 229–245. <https://doi.org/10.1080/13683500.2011.589895>
- Sims, R. (2010). Putting place on the menu: The negotiation of locality in UK food tourism, from production to consumption. *Journal of Rural Studies*, 26(2), 105–115. <https://doi.org/10.1016/j.jrurstud.2009.09.003>
- UNWTO (2010). *Tourism and biodiversity achieving common goals towards sustainability*. World Tourism Organization.



Parallel session 4

Understanding food & wine tourists in rural areas

Wine tourists' intentions after a Virtual Reality experience – A proposal of conceptual model

Filipa Jorge, GOVCOPP, filipajorge@utad.pt

Nuno Sousa, Institute for Systems and Computer Engineering, Technology and Science, Portugal, nsousa@utad.pt

Nieves Lousada, Centre for Transdisciplinary Development Studies, University of Trás-os-Montes and Alto Douro, Portugal, nlousada@utad.pt

Mário Sérgio Teixeira, Centre for Transdisciplinary Development Studies, University of Trás-os-Montes and Alto Douro, Portugal, mariosergio@utad.pt

Elisa Alén, Faculty of Business Sciences and Tourism, University of Vigo, Spain, alen@uvigo.es

Miguel Melo, Institute for Systems and Computer Engineering, Technology and Science, Portugal, miguel.c.melo@inesctec.pt

Maximino Bessa, Institute for Systems and Computer Engineering, Technology and Science, University of Trás-os-Montes and Alto Douro, Portugal, maxbessa@utad.pt

Keywords – Wine tourism experience, Behavioral intention, Conceptual model, Virtual Reality

Purpose – Technology can be very useful for the challenges that tourism industry is facing during the past years. For that reason, tourism business models have included the use of diverse technologies in their development, as with the introduction of VR technology. VR is a technology that merges computer

hardware devices and software applications specially designed to give the user a sensation of experience a real-life situation through a computerized graphic and sound environment. VR systems have an important advantage comparing to other media, since those VR systems provide users' physical and mental engagement and other media only provide users' mental engagement (Sherman & Craig, 2018). This allows to tourism organizations to promote new types of relationships between tourists and destinations and diversifying consumption patterns, which could be interesting to deal with seasonal destinations or activities, such as wine tourism. This article aims to identify the determinants of wine tourists' intention to revisit or recommend the VR experience out of the season, after they have used this technology.

Design/Methodology/Approach - This is a theoretical work that proposes a conceptual model based on the relevant scientific literature. In this study is also provided details about research methodology to empirically test the conceptual model.

Research limitations/implications – Innovation in tourism business models using VR technology to promote new types of relationships with wine destinations and diversify consumption patterns of their tourists could be interesting to deal with seasonal activities, such as harvest or grape-treading. On the other hand, the results of the proposed empirical research may contribute to wine tourism industry,



with particular relevance on mobility issues, such as, movement restrictions, scarce economic possibilities or even health crises as COVID-19.

Originality/value - Empirical research on VR potentialities in tourism industry have been focused on demonstrating that the response to VR is significantly higher, when comparing with traditional marketing tools. However, empirical research that identifies the factors influencing tourists' behavioral intentions after they experience tourism activities through VR is still scarce. Besides, the evaluation of VR potential in wine tourism will allow to fill a gap in scientific knowledge, as there are no experimental studies on its application in improving the experience and in promoting the connection on wine tourism visitors.

Psychophysiological and eye-tracking correlates of the exploration of a wine route website: Indoor and outdoor-loving profiles

Pedro Bem-Haja, University of Aveiro, Portugal, pedro.bem-haja@ua.pt

Isabel M. Santos, University of Aveiro, Portugal, isabel.santos@ua.pt

Elisabeth Kastenholtz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Diana Cunha, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, diicunha@gmail.com

Mário Neves, University of Aveiro, Portugal, mario.neves@ua.pt

Keywords – electrocardiogram, eye-tracking, wine tourism, terroir tourism, wine cellars

Purpose – Wine tourism has gained great prominence in recent years, which led to an attempt to better understand and differentiate wine tourists, their emotions and behaviour, particularly regarding what they like most in a wine tourism experience and how to best communicate with them. Website information is one of the most powerful communication channels today, both because of its ease of use and its wide outreach. Wine tourism has traditionally focused on wine-related experiences in wineries and wine cellars, while recently a broader concept of ‘terroir tourism’ is gaining momentum, with several studies suggesting distinct wine tourist types more or less involved and interested in the wine itself, while others show a more general interest in exploring diverse features of wine-producing territories, including landscape and culture. The aim of the present study was to understand the physiological activation and eye-tracking patterns associated with the exploration of the “Bairrada Wine Route” website (which holds varied information about experiences and attractions, itineraries, and places to stay), distinguishing between profiles of indoor (cellarcentric) and outdoor (terroir-open) wine loving activities, based on self-reported preferences regarding these two types of activities.

Design/Methodology/Approach - In this study, we collected the electrocardiogram (ECG) and eye-tracking signals, and self-report measures from 32 participants (18 women), aged between 20 and 67 years. ECG signals were collected with a BIOPAC system and eye movements were registered with the tobii spectrum 300Hz eye-tracker. Self-report questionnaires included various questions about preferred wine-related activities, from which we created two continuous variables. The first one was defined as “indoor-loving”, which is based on the participants' positions regarding indoor, more ‘wine- and cellar-centric’, activities, such as wine tasting, visiting wineries, etc. The second one was defined as “outdoor-loving” and is based on the participants' opinions about outdoor wine activities, such as visits to vineyards, local attractions, etc., closer to the wider ‘terroir concept’. No groups were formed. Instead, all participants were characterized by these two dimensions, varying in a continuum from low to high in each one of them.



Findings - Regarding ECG data, results showed a positive and significant association between “indoor-loving” and sympathetic activation, and a negative but not significant association between “outdoor-loving” and sympathetic activation. Regarding eye movement patterns, “indoor-loving” was negatively and significantly associated with the time spent on the first/landing page of the website, while, although not significantly, “outdoor-loving” tended to be associated with a longer time spent on the first page. Interestingly, when we look only at the first fixation on the landing page, this pattern reverses, and although not significantly, indoor-loving was positively associated with the duration of the first fixation and the opposite was true for the outdoor-loving. Another relevant result was the fact that the total exploration time and the number of visits to wine related pages had a positive relationship with the ‘indoor indoor-loving’ dimension and was negatively associated with the ‘outdoor-loving’ dimension.

Research limitations/implications – A stronger ‘indoor-loving’ profile tended to be associated with greater activation of the sympathetic nervous system during the website exploration, showing greater emotional activation as a result of a probable excitement towards the website's content. The fact that these individuals take less time on the first page may be related to greater focal wine interest or less indecision than a person who cares more about other attractions found in the terroir environment, and eventually gets lost between wine elements and wine-unrelated nature elements (e.g.: beach). On the other hand, a stronger ‘indoor-loving’ profile was associated with a longer first fixation, which shows interest in the website's contents, since the time of the first fixation is positively related to a low attentional disengagement from a relevant stimulus. These individuals visit more winerelated pages and for longer times, showing more focus on the website search and more interest in specific wine content than outdoor-loving individuals.

These results seem to suggest that individuals with a more marked indoor-loving profile are more attached to classical wine elements than individuals who are more outdoor-loving and apparently open to a wider terroir exploration. More studies are needed to replicate these findings and better understand what specific experiences and experiencescapes are more appealing to both types of visitors, so as to help winery and wine route developers attract and delight diverse visitor types, make them purchase local wines and recommend both the experience and the wines as a result of appealing and memorable wine tourism experiences.

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.

Neural signatures in wine tourism advertising: Images of cellars vs vineyards

Isabel M. Santos, University of Aveiro, Portugal, isabel.santos@ua.pt

Pedro Bem-Haja, University of Aveiro, Portugal, pedro.bem-haja@ua.pt

Elisabeth Kastenholtz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Diana Cunha, University of Aveiro, Portugal, diacunha@gmail.com

André Silva, University of Aveiro, Portugal, andremms@ua.pt

Keywords – wine tourism, cellars, vineyards, advertising, electroencephalogram, theta activity, beta activity, hemispheric asymmetry, neuronal source estimation.

Purpose – The growth of the wine tourism market has led to the need of communicating more effectively, to attract new customers through appealing advertising content aiming at the engagement with potential winery visitors, resulting in their attraction to and purchase of both the winery's tourism services and its wines. During the advertising creation process, usually pilot tests are carried out, using methodologies such as focus groups or surveys to measure the potential impact adverts have on the customer purchase intention or engagement with the advertised brand/product. With the development of neuroscience techniques, many studies have tried to objectively understand the neuronal correlates of this engagement behaviour and the memorization of a certain product/experience. Given the factual differences in the wineries' experiencescape provision, specifically in terms of the more wine-focused cellar and the more landscape-focused vineyard experiences, the present study aimed to evaluate neural processing differences between the visualization of images of cellars and images of vineyards

Design/Methodology/Approach - In this study, we recorded the electroencephalogram (EEG) from 12 participants (6 women) aged between 19 and 56 years, while they visualized two slideshows with a sequence of 20 images each, one with images of wine cellars and the other with images of vineyards. Each slideshow lasted 2 minutes. EEG signals were registered using a 32-channels waveguard electrode cap connected to an ASA system, and were processed with the ASALab software. Regarding the neuronal processing, the oscillatory behaviour of theta (between 4 and 8 Hz) and beta (between 12.5 and 30 Hz) frequency bands and their possible sources were evaluated. Source estimation was performed using sLoreta software. Theta and beta bands were selected due to their involvement in memory and attentional processes, respectively, which are potentially relevant to engagement in advertising.

Findings - The results for the theta frequency band showed an asymmetrical oscillation between hemispheres, where the wine cellars slideshow elicited generalized greater theta oscillation in the left hemisphere and the vineyards slideshow elicited greater theta oscillation in the right hemisphere.



Additionally, when participants viewed the vineyards slideshow, their frontal cortex has a larger number of synchronously oscillating neurons than when viewing the cellars slideshow. Regarding the beta frequency band, the results mimicked what happened with theta in terms of asymmetry. However, the most salient result is the fact that the greatest difference between cellars and vineyards was registered in the occipital lobe. In fact, while viewing the photos of the vineyards, participants exhibited higher power in the beta wave in the posterior brain areas, specifically in the occipital cortex, with greater salience in the cuneus (a small portion of the occipital cortex, in the medial part of the parieto-occipital fissure).

Research limitations/implications – The results obtained for the theta band indicate that the frontal cortex - right hemisphere cluster – seems to show a neural signature of the vineyards visualization. Interestingly, previous studies showed that increased theta activity during successful encoding was clustered in right temporal and frontal cortices. Regarding the beta band, results showed enhanced activity of the occipital beta wave during the visualization of the vineyards with a greater incidence in the cuneus. Interestingly, the literature shows that increased beta activity in the occipital lobe is related to enhanced attentional processing. In fact, the cuneus is commonly included in attentional networks and directly linked to attentional processes. Together these results seem to suggest that, in addition to having more attentional saliency, the vineyards are probably more memorable than cellars. This result is important for wine tourism stakeholders, since the introduction of images or movies of vineyards in advertising might be the best way to attract new potential customers. There may be additional implications regarding experience provision at the winery itself, suggesting the interest of offering vineyard experiences, apart from the traditional cellar visits and indoors wine tasting, an assumption that may be also tested through additional on-site experiments.

Originality/value - As far as we are aware, no studies have been conducted previously to explore the neuronal differences in processing these two distinct experiencescapes and corresponding advertising focuses, relevant in wine tourism: wine cellar versus vineyard. Results suggest enhanced attention in neural processing and memorability when visualizing vineyard images compared to the cellar context.

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.

Wine destination images shared in social media – assessing image dimensions, unique attributes, emotional tone, and recommendation of the Dão Wine Region

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Diana Cunha, University of Aveiro, Portugal, diicunha@gmail.com

Ana Sofia Pereira, University of Aveiro, Portugal, anasofiapereira@ua.pt

Micaela Durães, University of Aveiro, Portugal, micaeladuraes@ua.pt

Carla Silva, IP Viseu, Portugal, csilva@estv.ipv.pt

Keywords – wine tourism, rural areas, destination image, emotions, recommendation, social media analysis, NVIVO, Dão wine route

Purpose – Wine destinations are increasingly popular and visited for a multiplicity of motives, reaching from interest in regional wines over the appeal of winery-shaped landscapes to a general interest in exploring wine terroir, i.e., the wine-producing territories with their unique natural and cultural features. The specific appeal of a particular wine terroir largely depends on its destination image (Williams, 2001). Given the lack of inspection quality of tourism products, this image raises potential travelers' desire to move to a place to personally experience and engage with it and the (imagined) place facets that most appeal to them. Platforms like TripAdvisor play an increasing role in shaping destination image, making people want to travel to regions they do not know yet (Kastenholz et al., 2021). Therefore, social media is a significant means of a) understanding actual destination images held (and publicly shared) by those who had visited those destinations, and b) influencing destination images of potential travelers in the pre-travel phase, thus determining their travel decision-making. For both reasons, one should consider the analysis of destination images on this platform as most important for destination image assessment and consequent destination development and marketing action to enhance this image.

In the present paper, social media reports shared by visitors of the nationally well-known wine destination Dão are analyzed. This region is in Central Portugal and has, in the past decades, increased investment in wine tourism. The objective of this qualitative study is thus to assess the main dimensions, unique attributes, and the emotional qualities of the regions' destination image, not to forget the apparent relation of those image elements with recommendation behavior.

Design/Methodology/Approach - A qualitative research approach was used, namely passive netnography. Based on Kozinets (2002), three steps guided passive netnography: (1) Entrée, i.e., selecting suitable information sources (i.e., websites) providing high 'traffic' of postings and descriptively rich data; here TripAdvisor was used. (2) Data collection – the selection was limited to reviews with richer content going beyond simple service evaluations. (3) data analysis – NVivo 12



software-supported content analysis. Constructs selected from a literature review led to the definition of a code tree. The content analysis followed an interpretive perspective, with overlapping content observable and the same comment possibly coded in more than one category. The process was iterative, and reviews continuously updated to fit the code tree, with coding undertaken initially pairwise in order to consolidate coding criteria and assure reliability. In total, 812 online reviews from Dao region visitor between 2012-2020, written in Portuguese, English, or Spanish were analyzed (first in their original language, then translated to English for better integrating in the argument).

Findings - Qualitative analysis revealed ‘material cultural heritage’ (largely dominating discourses) and ‘natural heritage/ landscape’ (second largest category), being followed (at some distance) by references to ‘traditions and immaterial culture’, ‘wineries, wine cellars and farms’ and, last but not least ‘gastronomy’. As for material culture, Viseu’s ‘Grão Vasco Museum’ stands out with its unique and impressive paintings and the ‘hand-painted tiles’ decorating the historical centre of Viseu, the latter also strongly related to ‘object authenticity’. As for ‘nature/ landscape’, the ‘ecopista’ is often reported, a relatively recent walking and cycling trail offering safe outdoors activities in appealing scenery, apart from general references to landscape beauty. In the ‘winery/ vineyard’ category the wines themselves stand out, frequently with the adjective ‘excellent’, while also their tasting and the opportunity to get to know their history and production are highlighted. The emotional tone tends to be rather of ‘low arousal pleasure’, tranquil enjoyment of a relaxing, pleasant experience in a rural terroir, with recommendations also mostly associated to (particularly material) cultural and natural heritage.

Research limitations/implications – Since social media reports are not representative, they may not correctly reflect the destination image that most travelers derive from their visit to the region. Still these reports will influence others and eventually create awareness and curiosity (or not) about the region. Destination managers and marketers should therefore carefully analyze the aspects that are reported and reflect on which domains of the destination that need more attention in both market communication and product development. It seems that the Dão region is not yet much perceived or appreciated as a wine destination, where wine is central to the experience, while material culture stands out, and nature/ landscape also assume a relevant position. However, all these elements could be better connected also to Dão wines in experience products, as well as to regional gastronomy and immaterial culture.

Originality/value - This is, to the best of our knowledge, the first more systematic netnographic analysis of TripAdvisor reviews regarding the Dão Wine region. By looking at diverse image dimensions, relevant in a wine tourism context, their connection to emotions as well as recommendation behavior, and the identification of unique image elements, this analysis goes beyond a description of destination image elements, highlighting aspects relevant for destination marketing strategy.

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.



References

- 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: Selected papers from ICOTTS20* (Vol. 1, pp. 401–420). Springer.
- Kozinets, R. V. (2002). The field behind the screen: Using netnography for Marketing research in online communities. *Journal of Marketing Research*, 39(1), 61–72.
<https://doi.org/10.1509/jmkr.39.1.61.18935>
- Williams, P. (2001). The evolving images of wine tourism destinations. *Tourism Recreation Research*, 26(2), 3–10. <https://doi.org/10.1080/02508281.2001.11081338>



Sessão Paralela 5

Compreendendo as perspectivas das comunidades rurais

Perfil do visitante do Welcome Center da Rota dos Vinhos do Dão

***Cristina Barroco**, Instituto Politécnico de Viseu, Portugal, cbarroco@estv.ipv.pt*

***Maria Lúcia Pato**, Instituto Politécnico de Viseu, Portugal, mljesus@esav.ipv.pt*

***Pedro Mendonça**, Comissão Vitivinícola Regional do Dão, Portugal, pedro.mendonca@cvrdao.pt*

***Isabel Duarte**, Comissão Vitivinícola Regional do Dão, Portugal, isabel.duarte@cvrdao.pt*

Keywords – Enoturismo, Rota dos Vinhos do Dão, Welcome Center, Perfil, Visitantes

Purpose – Um número significativo de visitantes interessados no vinho, tem levado muitas regiões ao desenvolvimento do enoturismo (Byrd et al., 2016). Ao adicionar serviços complementares voltados para o visitante, os stakeholders locais podem melhorar a imagem do destino e fidelizar visitantes (Asero & Patti, 2011). Mas para uma melhor gestão do destino enoturístico, é fundamental conhecer o perfil desses visitantes (Vitale et al., 2019). Assim, com base num estudo desenvolvido na Região Demarcada do Dão (RDD), o objetivo deste trabalho é caracterizar o perfil do visitante do Welcome Center da Rota dos Vinhos do Dão (RVD). Um espaço que proporciona diferentes experiências enoturísticas: prova de vinhos dos 47 aderentes da Rota (ano 2021), visita à sala de exposições e enoteca, compra de vinhos ao preço do produtor e de livros alusivos à temática do vinho, visualização de vídeos promocionais da região e da rota, obtenção de informações sobre os aderentes e marcação de visitas nos produtores.

Design/Methodology/Approach - Para a prossecução deste objetivo, foi desenvolvido um inquérito por questionário e aplicado a todos os visitantes do Welcome Center da RVD, entre janeiro de 2018 e outubro de 2021. Os visitantes foram inquiridos à chegada sobre os seguintes dados: idade, proveniência, motivação para a visita ao espaço, quanto gastaram em prova e quanto gastaram em compra de vinhos. Estes dados foram posteriormente compilados e analisados.

Findings - A análise dos resultados permite identificar que a média de idades dos visitantes, entre 2018 e 2020, foi a faixa etária 50-60 anos, curiosamente em 2021, verificou-se um maior número de visitantes na faixa etária dos 30-40 anos. O principal visitante do Welcome Center é português, no entanto, existe também um registo considerável de turistas brasileiros, bem como turistas espanhóis e franceses. Os motivos que levam os turistas a visitar o Welcome Center são diversificados, podendo destacar-se os eventos que ocorrem no espaço, o edifício por si ser um ponto de interesse, a localização, a recomendação de amigos e do posto de turismo de Viseu, assim como a possibilidade de comprar vinhos. Em 2018 e 2019, o visitante internacional gastou mais dinheiro em provas de vinho do que o visitante nacional, em 2020 e 2021 com a pandemia COVID19 e todas as restrições impostas aos turistas estrangeiros, foi o turista nacional aquele que mais dinheiro gastou. É, também, o turista português que mais dinheiro gasta na compra de vinhos (com exceção do ano de 2018).

Research limitations/implications – Com esta análise foi possível definir o perfil do visitante e as suas motivações. Tal permitirá, por um lado, adaptar atividades e experiências a este perfil, e por outro,



delinear estratégias com o objetivo de atrair mais visitantes, dinamizar atividades em alturas do ano com menor procura, definir os mercados de atuação prioritários e apoiar o marketing territorial (Winfree et al., 2018). A pandemia COVID 19 e as repercussões que acarretou para o turismo, afetou claramente os dados referentes aos anos de 2020 e 2021, o que se apresenta como uma limitação deste estudo.

Originality/value - Os resultados deste estudo poderão ajudar a definir estratégias de atração do turista que passem pelo desenvolvimento de parcerias com operadores turísticos e pela realização de novos eventos focados no enoturista/winelover.

Este trabalho foi apoiado pelo projeto TWINE – Co-creating sustainable Tourism & WINE Experiences in rural areas (POCI-01-0145-FEDER-032259), financiado pelos Fundos Europeus Estruturais e de Investimento (FEEI) através do Programa Operacional Competitividade e Internacionalização - COMPETE 2020 e por Fundos Nacionais através da FCT - Fundação para a Ciência e a Tecnologia.

References

- Asero, V., & Patti, S. (2011). Wine tourism experience and consumer behavior: The case of Sicily. *Tourism Analysis*, 16(4), 431–442. <https://doi.org/10.3727/108354211x13149079788936>
- Byrd, E. T., Canziani, B., Hsieh, Y. C., Debbage, K., & Sonmez, S. (2016). Wine tourism: Motivating visitors through core and supplementary services. *Tourism Management*, 52, 19–29. <https://doi.org/10.1016/j.tourman.2015.06.009>
- Vitale, L., López-Guzmán, T., Pérez Gálvez, J. C., & Di Clemente, E. (2019). The wine tourist's segmentation: A literature review. *Revista Espacios*, 40(43), 1-1-14.
- Winfree, J., McIntosh, C., & Nadreau, T. (2018). An economic model of wineries and enotourism. *Wine Economics and Policy*, 7(2), 88–93. <https://doi.org/10.1016/j.wep.2018.06.001>

Turismo Gastronómico: (co) criação de experiências gastronómicas em destinos rurais

André Lopes, *Membro colaborador do CEGOT e Aluno de doutoramento em Turismo, Património e Território da Faculdade de Letras da Universidade de Coimbra, Portugal, lopes1078@gmail.com*

Norberto Santos, *Membro Integrado do CEGOT e Professor Catedrático na Universidade de Coimbra, Portugal, norgeo@ci.uc.pt*

Keywords – Gastronomia, Vinhos, Turismo Gastronómico, Co (criação) de Experiências Gastronómicas, Destinos Rurais, Aldeias Históricas de Portugal.

Purpose – As Aldeias Históricas de Portugal (Centro de Portugal) são um destino turístico único, compreendem uma gastronomia regional rica e diversa, que agrega valor e singularidade às experiências gastronómicas. Nos últimos anos cada vez mais se tem dado atenção ao turismo gastronómico (Hjalager & Corigliano, 2000; Tsai & Wang, 2017) e à cocriação de experiências gastronómicas (Mora et al., 2021), devido ao crescimento exponencial do turismo associado à gastronomia e vinhos, e ao seu carácter distinto, multissensorial e envolvente (Carvalho et al., 2021). As atividades relacionadas com a gastronomia e vinhos acrescentam vitalidade às comunidades rurais são um importante motivador de viagem no processo de tomada de decisão dos turistas (Konollenberg et al., 2020) e na satisfação geral da viagem (Björk & Kauppinen-Räsänen, 2014). Este artigo analisa como a cocriação de experiências gastronómicas pode contribuir para a procura turística e patrimonialização da gastronomia local, e como esta pode enriquecer a experiência geral dos turistas e melhorar a imagem dos destinos rurais.

Design/Methodology/Approach - Para a análise da cocriação de experiências gastronómicas nas Aldeias Históricas de Portugal foi utilizada uma revisão de literatura integrativa sobre turismo gastronómico e experiências gastronómicas com o objetivo de se identificar os elementos das experiências de turismo gastronómico em destinos rurais. Procedeu, também, a uma análise qualitativa de conteúdo, com recurso do software NVIVO, das narrativas dos visitantes no fórum online (Tripadvisor) das experiências gastronómicas nas Aldeias Históricas de Portugal e a sua ligação com o património e cultura local, e outras experiências turísticas.

Findings - Os resultados obtidos indicam que a cocriação de experiências gastronómicas, promovidas pelas Aldeias Históricas de Portugal têm um efeito positivo no valor percebido na intenção de repetir as experiências gastronómicas e recomendá-las a amigos e familiares, bem como no nível elevado de satisfação dos turistas. Com base nesses resultados, as experiências gastronómicas não devem ser apenas um fator de atração para os turistas de primeira viagem, mas uma experiência que proporcionará lembranças e motivará os turistas a voltar a visitar o destino.

Research limitations/implications – Realiza apenas uma análise qualitativa das experiências gastronómicas dos turistas que visitam as Aldeias Históricas de Portugal, no que se refere à procura turística, com recurso a literatura relevante sobre o tema em análise e sobre as narrativas dos visitantes que participaram ou tiveram uma experiência gastronómica. Em futuras investigações deverá proceder-se a uma análise mais abrangente, com inclusão de outras aldeias, para se proceder



a comparações com outros destinos que possam contribuir para uma compreensão mais detalhada sobre a cocriação de experiências gastronómicas em destinos rurais, tal como o nível de satisfação, sentido de lugar e lealde dos turistas, e o recurso a outras técnicas de análise; inquéritos por questionário e entrevistas semiestruturada para se avaliar a oferta turística.

Originality/value - O presente estudo apresenta uma revisão integrativa da literatura sobre turismo gastronómico e cocriação de experiências gastronómicas nos destinos rurais e uma análise de conteúdo sobre as experiências gastronómicas dos visitantes nas Aldeias Histórias de Portugal, com implicações teóricas sobre a cocriação de experiências e o seu papel estratégico na promoção e na imagem dos destinos rurais, e com implicações práticas para os prestadores de serviços, de modo a melhorarem a qualidade dos seus serviços e experiências. As experiências gastronómicas são ricas em termos sensoriais, envolvem os turistas numa experiência agradável e relaxante, que pode contribuir para a memorização.

Esta investigação teve o apoio do Centro de Estudos de Geografia e Ordenamento do Território (CEGOT), financiado por fundos nacionais através da Fundação para a Ciência e Tecnologia (FCT) com a referência UIDB/04084/2020.

References:

- Björk, P., & Kauppinen-Räsänen, H. (2014). Culinary-gastronomic tourism: A search for local food experiences. *Nutrition & Food Science, 44*(4), 294-309. <https://doi.org/10.1108/NFS-12-2013-0142>
- Carvalho, M., Kastenholz, E., & Carneiro, M. (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>
- Hjalager, A.-M., & Corigliano, M. A. (2000). Food for tourists: Determinants of an image. *International Journal of Tourism Research, 2*(4), 281–293.
- Knollenberg, W., Duffy, L., Kline, C., & Kim, G. (2020). Creating competitive advantage for food tourism destinations through food and beverage experiences. *Tourism Planning & Development, 18*(4), 1–19. <https://doi.org/10.1080/21568316.2020.1798687>
- Mora, D., Solano-Sánchez, M. Á., López-Guzmán, T., & Moral-Cuadra, S. (2021). Gastronomic experiences as a key element in the development of a tourist destination. *International Journal of Gastronomy and Food Science, 25*, 100405-100413. <https://doi.org/10.1016/j.ijgfs.2021.100405>
- Tsai, C. T., & Wang, Y. C. (2017). Experiential value in branding food tourism. *Journal of Destination Marketing & Management, 6*(1), 56-65. DOI:10.1016/j.jdmm.2016.02.003

Experiências turísticas vividas num território vinhateiro - o caso da Beira Interior

Diana Cunha, University of Aveiro, Portugal, diicunha@gmail.com

Catarina Grilo, University of Beira Interior, Portugal, catarinaferreiragrilo@gmail.com

Helena Alves, University of Beira Interior, Portugal, helena.mb.alves@gmail.com

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – turismo de experiências, território, Beira Interior, TripAdvisor, análise de conteúdo

Purpose – As experiências dos visitantes, tal como se encontram relatadas nas redes sociais constituem dados relevantes, representando memórias, permitindo uma avaliação pós-visita da experiência e influenciando experiências futuras, por meio “do passa-palavra”. Neste contexto, o presente estudo visa compreender as experiências enoturísticas dos visitantes de uma região vitivinícola portuguesa do Centro de Portugal – a Beira Interior – que se encontra dinamizada pelo enoturismo na Região Demarcada da Beira Interior, tais como relatadas no TripAdvisor. A Rota da Beira Interior é uma rota de território que surgiu em 2020, contando neste momento com 36 parceiros entre produtores, unidades de alojamento, restaurantes e municípios. O presente estudo visa compreender as experiências enoturísticas dos visitantes de uma região vitivinícola portuguesa do Centro de Portugal – a Beira Interior - tais como relatadas no TripAdvisor.

Design/Methodology/Approach - Foi utilizada uma abordagem qualitativa, mais especificamente netnografia com recurso à análise de conteúdo de 300 comentários publicados na rede social TripAdvisor, entre janeiro de 2013 e agosto de 2020. Os comentários analisados estavam escritos em português, espanhol ou inglês e referiam-se as experiências nas seguintes localidades: Belmonte, Covilhã, Castelo Novo, Fundão, Guarda, Mêda, Sabugal e Trancoso. Consideraram-se diversos tipos de experiência (natureza, cultura, gastronomia, vinhos), atendendo às dimensões da experiência segundo Schmitt, (1999), à tonalidade emocional das experiências vividas e respetiva satisfação. Utilizou-se o software NVivo como suporte à análise de dados.

Findings - De uma forma geral, este território desperta sentimentos positivos em quem o visita, deixando quem lá passa satisfeito e rendido às paisagens, ao património cultural material e à gastronomia da região. Apesar de se tratar de um eno destino, o vinho ainda não é o protagonista destas experiências. A dimensão sensorial referente à visão Schmitt (1999) é a mais evidente, com referências à beleza paisagística (13% das referências). A Gastronomia também surge relacionado com a dimensão sensorial, mais concretamente com o ‘paladar’ (1.5% das referências), com destaque para o queijo. A este nível, surpreendentemente as referências ao vinho são pouco expressivas (apenas 3) e sempre como complemento de experiências gastronómicas. Por sua vez, a dimensão emocional (feel) assume 10.1% das referências, evidenciando-se por expressões de encantamento e sentimentos de surpresa agradáveis e até empolgantes. Referências às tradições, à história e cultura remetem para a dimensão cognitiva (‘think’, 4.1%), muito associada às especificidades do lugar e à relevância das atrações para uma compreensão da identidade da região. A dimensão relacional reflete momentos de

convívio, com apenas 0.8%, sendo a dimensão comportamental (“act”) ainda menos presente (0.56%) no discurso dos visitantes.

Através da análise dos diversos tipos de experiência vividos nesta região, o património cultural e material assume um lugar de destaque (22% das referências), seguindo-se as experiências relacionadas com a natureza e paisagem (16%), a gastronomia (4%) e as tradições/património cultural imaterial (3%). Curiosamente, a tipologia de experiências ligadas ao “Vinho” não possuem qualquer referência, ilustrando que o destino da Beira Interior ainda está em desenvolvimento, necessitando assim de se promover como destino enoturístico, caracterizado pelo seu terroir único de altitude.

Research limitations/implications – O estudo contribui para o debate sobre experiências de um território vitivinícola, neste caso de um destino enoturístico muito incipiente, em que o vinho ainda se tem que consolidar como valor de atração turística, provavelmente porque ainda existem poucas oportunidades de experiências enoturísticas muito visíveis e conhecidas, parecendo ser relevante apostar na articulação com outros recursos, já destacados (cultura e natureza/ paisagem) que permitam experiências envolventes, apelativas, mas também mais ativas (dimensão pouco presente). Este estudo também apresenta limitações, sendo de natureza exploratória, focado numa região específica de Portugal, em que a atividade enoturística está ainda numa fase inicial. Por outro lado, este estudo explora a experiência dos visitantes, utilizando apenas comentários online publicados no TripAdvisor, sendo desejável complementar o estudo por inquérito ou entrevistas, neste contexto. A análise limita-se entre 2013 e 2020, sendo que a maior parte dos comentários é anterior à criação da Rota da Beira Interior, o que pode justificar, em parte, a reduzida ênfase dos comentários relativos aos vinhos da região. A análise de conteúdo está sempre suscetível à interpretação subjetiva durante o processo de codificação, risco aqui minimizado pela comparação das codificações e reflexões partilhadas entre os autores.

Originality/value - Acreditamos que os resultados obtidos contribuem para um melhor conhecimento dos territórios da Beira Interior sob a perspetiva dos visitantes, de forma a compreender melhor o potencial para o desenvolvimento do enoturismo, articulado com outras riquezas da região, de modo a desenvolver experiências únicas, memoráveis e recomendáveis, potenciando a marca “Beira Interior”.

Os resultados refletem a importância de estudo dos territórios, numa perspetiva mais abrangente, quer pelo seu património cultural e imaterial, pelas suas características ao nível da natureza e paisagem, pelo seu povo, refletindo as suas tradições e cultura, pela sua gastronomia e pelos seus vinhos, elementos a integrar numa oferta de experiências distintivas e apelativas que extravasam experiências de degustação de vinho.

Este trabalho foi desenvolvido 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.

References

Russell, J. A., & Mehrabian, A. (1977). Evidence for a three-factor theory of emotions. *Journal of Research in Personality*, 11(3), 273–294. [https://doi.org/10.1016/0092-6566\(77\)90037-x](https://doi.org/10.1016/0092-6566(77)90037-x)



- Pine, B. J. I., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 76(4), 97-105.
- Schmitt, B. H. (1999). *Experiential Marketing: How to get customers to SENSE, FEEL, THINK, ACT and RELATE to your company and brands*. The Free Press.
http://77.37.162.71:8080/pdf/Schmitt_Experiential_marketing_1999.pdf

Implementação de uma vinha urbana numa unidade hoteleira como contributo para o desenvolvimento do Enoturismo nas cidades: O estudo do caso da *Pousada Viseu Historic Hotel*

Cristina Barroco, Instituto Politécnico de Viseu, Portugal, cbarroco@estv.ipv.pt

Tiago Gonçalves, Grupo Pestana - Pousada Viseu Historic Hotel, Portugal, tiago.goncalves@pestana.com

António Jordão, Escola Superior Agrária, Instituto Politécnico de Viseu, Portugal, antoniojordao@esav.ipvpt

Keywords – Vinhas urbanas, Enoturismo, Rota dos Vinhos do Dão, Castas Portuguesas, Pousadas de Portugal

Purpose – Apesar das vinhas urbanas estarem a tornar-se cada vez mais comuns na paisagem urbana, tanto em regiões vitivinícolas tradicionais, como também em áreas que estão a desenvolver as suas tradições vnicas (Pink & Kokoszka, 2018), em Portugal ainda é um processo que está agora a se iniciar. Assim, o objetivo deste trabalho é dar a conhecer o projeto desenvolvido na Pousada Viseu Historic Hotel com a implementação das primeiras vinhas urbanas da cidade de Viseu, e uma das primeiras a serem desenvolvidas no território nacional. Este projeto irá permitir que os visitantes da Pousada possam identificar facilmente que estão numa região vitivinícola (Dão), além de potenciar a atratividade pelo Enoturismo e outros serviços associados, como por exemplo, serviço de massagens no SPA da Pousada tendo o vinho e a vinha como base dos tratamentos.

Design/Methodology/Approach - Para a implementação deste projeto no espaço da Pousada de Viseu, que integra a marca Pestana Pousadas de Portugal Monument & Historic Hotels, formou-se uma equipa multidisciplinar composta por um especialista da área da vitivinicultura, do turismo e ainda a Direção da Pousada. Em conjunto foram definidas as castas a serem plantadas e elencadas novas atividades associadas ao Enoturismo a serem dinamizadas. Desta forma, procedeu-se à instalação de uma vinha devidamente enquadrada no plano urbanístico da Pousada permitindo uma forte interação com os turistas.

Findings - Deste projeto, resultou em 2019 a plantação de 5 castas tintas e de 5 castas brancas Portuguesas, num total de 80 videiras. Assim, instalou-se a vinha em 2 locais diferentes: no parque de estacionamento e na zona frontal da unidade hoteleira; seguindo diferentes formas de condução das plantas de modo a efetuar uma adequada integração no complexo da Pousada e ainda potenciando a interação visual das plantas com os turistas. Ao longo do ano os visitantes observaram de perto as várias fases do ciclo vegetativo das plantas, tendo sido possível em 2021 efetuar a primeira colheita das uvas. Desta forma, foi já possível aos hóspedes da unidade hoteleira terem um primeiro contacto com a realidade vitivinícola, contribuindo desta forma para um incremento na realização de atividades relacionadas com o Enoturismo. Saliente-se, no entanto que esta é a primeira fase de um projeto em que se pretende que a Pousada possa vir a posicionar-se no mercado como uma Wine Pousada.



Research limitations/implications – Este estudo apresenta um caso de boas práticas desenvolvido por uma unidade de alojamento de uma cidade de média dimensão, situada numa das mais antigas regiões vitivinícolas portuguesas (Dão). Poderá ser um exemplo a seguir por outras unidades de alojamento deste território ou de outras cidades portuguesas, que queiram assumir-se como destinos de Enoturismo. Como limitação deste estudo pode referir-se o facto deste projeto ser muito recente, não permitindo, ainda, realizar uma análise mais aprofundada sobre os impactos desta plantação de vinhas na notoriedade da região como destino de Enoturismo.

Originality/value – Em Portugal a plantação de vinhas urbanas ainda não é frequente, pelo que este estudo de caso pode alertar outras unidades de alojamento para esta realidade, contribuindo para a afirmação de determinadas cidades como polos de desenvolvimento do Enoturismo.

References

Pink, M., & Kokoszka, K. (2018). Winemaking and urbanwineyards: Functions and potential of the phenomenon. *Problems of Small Agricultural Holdings/ Problemy Drobnych Gospodarstw Rolnych*, 3, 65–77. <https://doi.org/10.15576/pdgr/2018.3.65>

Análise da experiência turística associada ao sal e de fatores influenciadores

Paula Silva, University of Aveiro, Portugal, paulacmsilva@ua.pt

Maria João Carneiro, DEGEIT/GOVCOPP, University of Aveiro, Portugal, mjcarneiro@ua.pt

Keywords – turismo, experiência turística, dimensões, fatores influenciadores, sal, produtos locais

Purpose – O aproveitamento e comercialização de produtos locais tem-se revelado uma importante estratégia de crescimento para o setor do turismo. Algumas empresas turísticas têm, por isso, apostado nas potencialidades destes produtos para alargarem e impulsionarem os seus negócios, criando experiências turísticas associadas a produtos locais. Apesar de já existirem alguns estudos sobre a experiência turística com alguns produtos locais, como o vinho, o azeite e a cerveja, entre outros, não se conhecem investigações sobre as experiências turísticas com o sal. Por esse motivo, o objetivo deste artigo é colmatar algumas lacunas de investigação, identificando as dimensões da experiência turística associada ao sal e os fatores que influenciam essa experiência.

Design/Methodology/Approach - A metodologia de recolha de dados adotada foi a netnografia, tendo-se analisado os comentários referentes às organizações que operam nos destinos turísticos de Portugal mais associados ao sal – Aveiro, Castro Marim, Figueira da Foz, Loulé e Rio Maior -, disponíveis na rede social online TripAdvisor (296 comentários feitos entre setembro de 2013 e maio de 2021). Foi feita uma análise de conteúdo dos discursos, que incluiu também a análise dos tons emocionais dos discursos, através do Tone Analyzer. Para atingir o objetivo deste artigo, além de análises descritivas, foram ainda feitos testes de t e análises de regressão linear múltipla.

Findings - Os resultados permitiram perceber que as dimensões das experiências turísticas relacionadas com o sal mais referidas pelos visitantes foram a dimensão emocional, identificando-se comentários onde se mencionaram aspetos como prazer e visita agradável, seguida da dimensão comportamental, em que se referiam atividades desenvolvidas durante as experiências como atividades benéficas para a saúde, visitas guiadas e compra do próprio sal e derivados. Por sua vez, os fatores influenciadores mais mencionados dizem respeito a outras atrações relacionadas com o sal - como as lojas, spas e museus -, seguidos da paisagem associada ao sal, nomeadamente as salinas. A investigação permite ainda chegar a diversas conclusões sobre as experiências e os fatores que as influenciam, tendo-se, também, observado que o impacto das diversas dimensões da experiência e dos diversos fatores influenciadores, na experiência global, varia consoante as dimensões da experiência e os fatores.

Research limitations/implications – Foram identificadas dimensões da experiência turística associada ao sal e fatores que influenciam este tipo de experiências. Por isso, as organizações que ofereçam estas experiências devem dar relevância a todas estas dimensões e fatores, uma vez que poderão adaptar a oferta, melhorando e potencializando estas experiências. Tendo-se concluído que as outras atrações relacionadas com o sal foram os fatores mais referidos e marcantes, será importante tê-los



em consideração, continuando a investir e a apostar na inovação. Surgiram algumas críticas relativamente ao acesso rodoviário, por isso considera-se conveniente que as organizações insistam com as entidades competentes para se proceder ao seu melhoramento.

Originality/value - Apesar de já existirem estudos que identificam as dimensões da experiência turística com determinados produtos locais como o vinho, os estudos sobre a experiência associada a outros produtos locais são escassos. Existe uma escassa pesquisa sobre o turismo associado ao sal, em que se identificam alguns produtos turísticos associados ao sal. No entanto, não se conhece nenhum estudo que analise a experiência turística relacionada com este produto. Ao analisar as dimensões da experiência turística associada ao sal e os fatores que influenciam essa experiência, este estudo constitui, assim, a única pesquisa conhecida neste âmbito.



Parallel session 6

Entrepreneurship and innovation

Gastronomy, hospitality and tourism: Portuguese slow food trends

Rui Rosa Dias, ISAG-EBS, CICET-FCVC, Portugal, ruirosadias@isag.pt

António Lopes de Almeida, ISAG-EBS, CICET-FCVC, Govcopp, Universidade de Aveiro, Portugal, lopes.almeida@isag.pt

Kevin Hemsworth, ISAG-EBS, CICET-FCVC, Portugal, kh@isag.pt

Keywords – Slow Food, Trends, Delphi Method, Supply and demand chain, FDAs.

Purpose – The Portuguese gastronomy, hotel and tourism sector has been experiencing a new paradigm since the last period from 2015 to 2019. The successive international destination awards allowed to improve the prestige of Portugal. However, the post-pandemic situation could represent an opportunity if the sector adopts news ways of differentiation. In fact, among other, the Slow Food (SF) concept contributes towards re-establishing a Sustainable Community Ecosystem, by changing the supply and demand chains for gastronomy, hospitality, and tourism activities. The objective of SF movement is to protect the right to consume good food while respecting the Planet, by conserving regional, traditional and artisan cuisines, techniques and products, respecting food heritage, promoting fair trade, protecting biodiversity always in harmony with the ecosystems and with the gastronomic pleasure in mind (Morrisey, 2010).

The SF movement allows putting into perspective new ways of thinking based on the idea of ecogastronomy and ecospitality. The SF concept embodies three interconnected principles: fair, good, and clean: (i) fair - Economic, social, and cultural fairness contributing to a respectful business ecosystem (ii); good - educated demand for genuine local seasonal flavours, and (iii) clean – respect for biodiversity, ecosystem preservation, agroecology and balance between soil and consumption.

The present study aims to clarify the trends from 2017 to 2027 that the world can expect from the Portuguese cultural enogastronomic heritage towards the SF Movement. The Portuguese gastronomy is based on the trilogy of bread, olive oil and wine. Diversity in SF case is directly associated with the micro-climates that justify the 32 classified references of food in the 'Arch of Taste' project, all of them, close to the local and rural communities, such is the example of "Feijão Tarrestre". This bean variety is part of the rural environment and identifies the terroir of the Arcos de Valdevez region. Examples as this one can be also found in the 14 wine regions.

According to Laudan (2004) in her provocative review on SF movement, Slow Food principles have been subtly connected to philosophical, divine, and spiritual dimensions, remind the words of Sonnenfeld, culinary historian. He argues that the SF allows to reflect on the table as an 'altar' "that offers the template for the preservation of human rights and the environment" (Sonnenfeld cit in Laudan, 2004, p. 135). It is a fact that wine and food pairing an intrinsic element of the community identity, and its convivial aspect strengthens the acknowledgment of a fourth dimension that the study introduces in original Slow Food model: the Philosophy. This dimension's is based on three factors: spirituality, socialization, and knowledge.

Design/Methodology/Approach - To meet the proposed aim, the Delphi methodology was designed in 2016 and the questionnaires to the panel was used in 2017. To predict the future – long term



perspective, the panel answered in three successive rounds during the 2017 year. The period that was proposed to the panel was ten years forecast. The Delphi can be defined as "(...) a method of structuring an effective group communication process, allowing that group of individuals to deal with a complex problem as a whole." (Linstone & Turoff, 1975, p.3). Delphi has also been assumed as research method (Linstone & Turoff, 1975); and a procedure (Broomfield & Humphries, 2001). This method was recognized after the ancient Greek Oracle at Delphi which offered visions of the future to those who sought counselling (Gupta and Clarke, 1996, p. 185). It was first used in technological forecasting studies initiated by RAND (Research and Development) Corporation for the American military in 1944 (Gupta & Clarke, 1996).

For the construction of the questionnaires was used secondary information related with the supply and demand of agri-food sector, from the seeds/land/agriculture to the plate/gastronomy. Some suggestions that the experts gave during the first round were also used. A multi-criteria reference was used to invite 24-experts from academic, public, and business backgrounds. All left their contributions over three rounds: (i) to measure the self-knowledge and to collect suggestions; (ii) to register the individual opinions, and (iii) to compare all the answers and adjust opinions. According to Mili and Zuñiga (2001), the quantitative analysis in many Delphi studies is formed using descriptive statistics to find the position of the answers and to quantify the consensus degree. As statistical measures, the study used arithmetic average, standard deviation, and coefficient of variation.

Findings - As mentioned by the panel of experts, the expectation of the moment associated with Sunday lunch, after an act of devotion, alone or in a group, may in the future re-establish itself as the greatest testimony of happiness at the table. This trend gathered 76.7% of the overall consensus of the panel. For most of experts interviewed (91,7%), the new Slow Food dimension, could be used as part of the original model to better understand and differentiate the gastronomy, hospitality and tourism activities. Behind the new 'Food Philosophy' dimension, one of the main trends encountered by the experts' panel points out, with an 86% degree of consensus, towards the appearance of new a regional figure - a Gourmand representative. This food and wine expert could be the adviser of the consumers on aspects of socialization, knowledge and spirituality of food and territory

Research limitations/implications – We acknowledge that only Portuguese experts were inquired. It would be important to compare to other experts from different countries/cultures and promote new and diverse discussion around the central subject – Slow Food Trends at the Portuguese supply and demand chain.

Originality/value - This study, in particular the proposed model, brings to the discussion the need to review current models of gastronomic consumption in their different channels. At the same time, the introduction of the new dimension - Agri-Food Philosophy, it may be the key to a new and sustainable perspective for the tourism sector, particularly the restaurants and hotels.

Acknowledgments - The authors are deeply grateful to ISAG – European Business School and CICET – FCVC for the financial support”.



References

- Broomfield, D., & Humphris, G. M. (2001). Using the Delphi technique to identify the cancer education requirements of general practitioners. *Medical Education*, 35(10), 928–937. <https://doi.org/10.1111/j.1365-2923.2001.01022.x>
- Gupta, U. G., & Clarke, R. E. (1996). Theory and applications of the Delphi technique: A bibliography (1975–1994). *Technological Forecasting and Social Change*, 53(2), 185–211. [https://doi.org/10.1016/s0040-1625\(96\)00094-7](https://doi.org/10.1016/s0040-1625(96)00094-7)
- Laudan, R. (2004). Slow food: The French terroir strategy, and culinary modernism. *Food, Culture & Society*, 7(2), 133–144. <https://doi.org/10.2752/155280104786577833>.
- Linstone, H. A., & Turoff, M. (1975). *The Delphi method: Techniques and applications* (1st Ed.). Addison Wesley Publishing Company.
- Mili, S., & Zúñiga, M. R. (2001). Exploring future developments in international olive oil trade and marketing: A Spanish perspective. *Agribusiness*, 17(3), 397–415. <https://doi.org/10.1002/agr.1024>
- Morrisey, L. (2010). Slow food: An interview with Carlo Petrini. *Development*, 53(3), 447–448. <https://doi.org/10.1057/dev.2010.51>

Consuming Portugal through food: Representations and determinants of choice from Portuguese and foreigner consumers

Teresa Forte, *Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal, teresaforte@ua.pt*

Elisabete Figueiredo, *GOVCOPP, Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal, elisa@ua.pt*

Celeste Eusébio, *GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, celeste.eusebio@ua.pt*

Alexandre Silva, *Instituto de Ciências Sociais, Universidade de Lisboa, Portugal, alexandre.silva@ics.ulisboa.pt*

Mónica Truninger, *Instituto de Ciências Sociais, Universidade de Lisboa, Portugal, monica.truninger@campus.ul.pt*

Keywords – Food consumption, Food representations, Portuguese food products, Rural provenance food products

Purpose – Rural provenance food is gaining interest among consumers increasingly aware and knowledgeable about what they eat (Caputo et al., 2018). This interest has been accompanied by the increase of specialty shops in urban context. The role played by these stores in fostering the consumption and in modelling how these products are portrayed and communicated is a recent topic of research (Silva et al., 2021). Consumers' preference for rural provenance food shares many of the current determinants of food choice, ranging from concerns related to health and well-being; environment; hedonic and sensorial elements and, also, the valorisation of provenance. These factors also reflect how these products are represented meeting consumers' beliefs, values and identities. Considering the intertwining of rural provenance products with local territories and cultures as well as the variations of food choice determinants across cultural contexts and over time, one crucial, but overlooked topic (to which the present study aims to contribute) is how these products are represented and why they are chosen by national and foreign consumers (tourists or residents).

Design/Methodology/Approach - A questionnaire was conducted with 1553 consumers from 24 urban specialty food shops of three Portuguese cities, Aveiro (n= 5); Porto (n= 10) and Lisbon (n=9). The questionnaire was prepared in Portuguese and in English and comprises two parts: a first part addressing several dimensions related to the consumption and acquisition of traditional rural national-based products (e.g. type of products consumed, frequency of consumption, representations on rural territories and on rural provenance foodstuffs, familiarity with rural contexts, motivations to consume these products) and a second part with questions pertaining to consumers sociodemographic profile. For the analysis, the sample was divided in two groups according to respondents' nationality: Portuguese (N=1175) and foreigners (N=373). The two groups' responses were compared using Chi square tests for the categorical variables of representations of rural provenance food products,



familiarity with rural areas and type of food products purchased, and a t-test for the criteria of choice assessed through a Likert scale.

Findings - Findings suggest some interesting differences between Portuguese and foreigner consumers. The first tend to share a representation of rural contexts as more authentic and traditional which is also reflected in the most common representation of rural products as related to farmers and production processes. In the same vein, national and local provenance products and the positive socio-economic impact of these productions in rural areas and Portuguese agriculture are specially valued by Portuguese consumers. Familiarity with the products and convenience aspects are also valued, both of special importance to connect with the entrepreneurship of urban specialty stores: the trust in the store, price and availability nearby the residence. The larger familiarity with Portuguese rural areas (through relatives living there and through more frequent visits to those areas) from the national respondents may play an important part in the consumption of rural provenance foods. Concomitantly, the greater relevance attributed by Portuguese respondents to the fact that the products are produced in Portugal and, especially, in Portuguese rural areas, indicates a certain food ethnocentrism worthwhile to be further explored. On the other hand, no significant differences were found regarding the food products acquired and their regions of origin, as well as the sensorial/organoleptic features (as taste, freshness and healthier character), underlying both Portuguese and foreigner consumers choices.

Research limitations/implications – The main limitation of this study lies in the unequal sampling of Portuguese and foreigner consumers that hinder better sustained results. Notwithstanding, it informs about the image and choice of these products which may provide a benchmark to guide attuned communication and marketing of these foodstuffs.

Originality/value - The present study provides an account, drawing on qualitative and quantitative data, of differences between Portuguese and foreign consumers of urban specialty stores in the Portuguese context.

References

- Caputo, V., Scarpa, R., Nayga, R. M., & Ortega, D. L. (2018). Are preferences for food quality attributes really normally distributed? An analysis using flexible mixing distributions. *Journal of Choice Modelling*, 28(4), 10–27. <https://doi.org/10.1016/j.jocm.2018.04.003>
- Silva, A., Figueiredo, E., Truninger, M., Eusébio, C., & Forte, T. (2021). A typology of urban speciality shops selling rural provenance food products: A contribution from Portugal. *British Food Journal*, 123(12), 3902–3917. <https://doi.org/10.1108/bfj-11-2020-1045>

The importance of traditional restaurants for the development of rural areas

***Kresimir Mikinac**, Faculty of Tourism and Hospitality Management, Croatia, kmikinac@fthm.hr*

***Alenka Šuljić Petrc**, Faculty of Tourism and Hospitality Management, Croatia, alenkasp@fthm.hr*

Keywords – traditional restaurants, gastronomy, satisfaction, loyalty, Istria

Purpose – The purpose of this study is to examine how guest satisfaction with traditional restaurants affects the perception of local gastronomy, rural development and loyalty to the destination. Traditional restaurants play an important role in the creation and dissemination of the gastronomic offer of a place. Traditional gastronomy reflects a culture along with the lifestyle, food, and different cultural practices of the inhabitants of a rural region. Istria is the first Croatian region that has long been visited by a special type of guests, namely the one for which gastronomy is the first or very important motive for travel. Local restaurants in Istria base their offerings on the traditional cuisine of the locality. Such restaurants revitalize the production of local ingredients, the taste of regional cuisine, gastronomic tradition and the gastronomic experience of consumers. Gastronomy components such as the quality of the food, the quality of the service, the restaurant's atmosphere and the perception of fair prices has a positive impact on customer satisfaction. Food can play a role in improving the competitiveness of a destination and making it attractive to visitors.

Design/Methodology/Approach - The empirical research will be based on the collection of primary data in the field through testing. For this purpose, a structured questionnaire will be used and the statements for each observed construct in the model (restaurant satisfaction, gastronomy, image of rural area and destination loyalty) will be taken from previous relevant scientific research. The research will be conducted in Istria, a well-known enogastronomic region in Croatia. The respondents will be visitors of traditional restaurants that base their cuisine on traditional dishes made from high quality local ingredients. The collected data will be processed using the software packages IBM SPSS 23 and the SmartPLS 3.3.3 structural equation software package. In the related literature, SEM is considered the most appropriate method to validate the hypotheses proposed in the structural equations and to confirm the complex relationship model. The partial least squares structural equation modeling (PLS-SEM) method applied in this study is a tool used for the analysis of complex interrelationships between observed and latent variables, and has been widely used and validated in tourism research.

Findings - Repeat visits and / or referrals in rural areas are important because they have a multiplier effect on the profitability of the restaurant and therefore on the products and services of the region itself. In order to achieve the research objective and determine which variables influence loyalty to rural areas, an analysis is proposed based on a literature review to examine how satisfaction with traditional restaurants affects the general perception of the restaurant industry and the overall image of rural areas; and on the other hand, how this guest satisfaction may affect loyalty to a rural area after visiting a traditional restaurant. In this case, the analysis is applied to the region of Istria in



Croatia. Therefore, this section proposes five hypotheses for the empirical research based on the analyzed literature: H1. Satisfaction with traditional restaurants has a positive and significant effect on loyalty towards rural areas. H2. Satisfaction with traditional restaurants has a positive and significant effect on perceptions of local restaurants. H3. Satisfaction with traditional restaurants has a positive and significant impact on the overall image of the rural area. H4. Perception of local restaurants has a positive and significant influence on rural loyalty. H5. Overall rural image has a positive and significant effect on rural loyalty. It is expected that the results will confirm that a satisfactory experience of traditional restaurant food has a positive influence on the image of the rural area and the gastronomy of the place, as well as on the intention of the guests to recommend and repeat their visit to the area.

Research limitations/implications – Regarding the limitations of this research, it should be noted that other variables could be used to explain restaurant satisfaction, such as hygiene, welcoming and saying goodbye to guests, the way food and drinks are offered and sold, and emotional components. These variables open the way for ongoing research. Future research guidelines could focus on the changes guests might experience at these types of restaurants due to the COVID -19 pandemic. The proposed model can be applied to other places with a similar tourist offer as in Istria, which would allow useful comparisons and identification of critical elements that can help to continuously improve guest satisfaction and loyalty in a traditional restaurant.

Originality/value - This paper will make a new contribution as no previous research has investigated satisfaction with traditional restaurants in terms of food, service and atmosphere. The gastronomic experience of tourists in restaurants in rural areas contributes positively to the loyalty of tourists, provided that they are satisfied with the traditional gastronomic experience to a certain extent. Based on the data, it can be concluded that satisfaction with a traditional restaurant has a positive effect on the perception of gastronomy, the promotion and creation of a gastronomic brand and image of a rural region that encourages tourists to visit the region again and recommend it to others. Therefore, visitor loyalty can be achieved through the satisfaction they experience in traditional restaurants. Factors that determine satisfaction with a traditional restaurant include minimum quality of food, service in the restaurant, and atmosphere because this quality helps to increase guest satisfaction. Moreover, it affects not only the likelihood of a destination being recommended to others, but also the overall image of Istria and its gastronomy. Therefore, it is important to take initiatives aimed at professionalizing the traditional restaurant. Improvements can be achieved, among others, through training and workshops. Other possible improvements that can increase restaurant satisfaction are hiring tourists, explaining dishes or improving restaurant organization, all factors that contribute to a positive gastronomic experience. The research will provide theoretical and practical implications from a gastronomic perspective that will enable the implementation of new strategies to retain tourists in rural areas, based on increasing their satisfaction with restaurants serving local cuisine after their visit.

What is the role of gastronomy for UNESCO World Heritage Sites' tourists? The case of Évora, Alentejo

Jaime Serra, University of Évora - CIDEHUS.UE, Portugal, jserra@uevora.pt

Joana Lima, University of Évora - CIDEHUS.UE, Portugal, jisl@uevora.pt

Maria Borges, University of Évora - CIDEHUS.UE, Portugal, mrborges@uevora.pt

Noemi Marujo, University of Évora - CIDEHUS.UE, Portugal, noemi@uevora.pt

Keywords – Gastronomy tourism, tourist motivations, market segmentation, UNESCO World Heritage, Sites, Alentejo

Purpose – UNESCO World Heritage Sites (WHS) have a unique identity and a distinctive brand, acting as icons to attract visitors seeking to learn about and experience cultural (ancient/traditional) heritage. Gastronomy, as cultural heritage and a tourism resource, reinforces the cultural and social identity of a destination.

The small city of Évora, classified by UNESCO since 1986 as a WHS, is integrated in a predominantly rural region of Portugal (Alentejo) and presents very distinctive particularities not only regarding built heritage, but also intangible heritage, with strong rural links, such as the gastronomic resources. In this context, the present article aims to identify the importance that visitors give to gastronomy for visiting the city of Évora, a UNESCO WHS, and to identify differences in terms of profile and travel behaviour of the gastronomic visitors.

Design/Methodology/Approach - A questionnaire was applied to the visitors of the historic city centre of Évora, using a direct, personal administration approach, during April-August of 2017, when there is the greatest number of guests in hotel establishments in Évora (INE, 2019). A multi-step cluster-sampling approach was undertaken and the questionnaire was administered during the week and at the weekend, near to the most visited monuments of the city. A total of 465 valid questionnaires were obtained, both from daily visitors (46%) and tourists (54%), as well as Portuguese (37%) and foreign (63%) visitors.

Findings - Results show that for all visitors, gastronomy was the main pull factor motivating the visit to Évora, with the “UNESCO WHS brand” appearing as the fifth most important pull factor. The results raise the discussion on the implicit destination attributes and the declared motivational factors that evidence more variability (Nicolau & Más, 2006).

The visitors who were most motivated by gastronomy (the majority of the Évora’s visitors), were slightly older, in repeated visit, had higher levels of satisfaction with the destination and spent almost 3 times more on meals than the others. They were also those whose push motives were more related with interpersonal needs, like socialization (with the travel group or at the destination) and status/prestige.



Research limitations/implications – It would be interesting for future research, to study in-depth the tourists with stronger gastronomic motivation at this kind of destinations, to address the central issues that shape their positive experiences. For a more complete picture, it seems important to develop studies that may reveal and evaluate the existing supply at the destination and its level of adequacy to this market segment.

Results also seem to indicate that, in a WHS, gastronomy can be a complementary tool to deepen socialization at the destination, but also for visitors to experience the destination's heritage through their senses, increasing the intensity of the lived experience. The development of local gastronomic products, enhancement of typical food products and dissemination of more co-created and innovative food-related products are some of the proposals that may increase the attractiveness of the destination and support more successful sustainable tourism development strategies for the destination.

Originality/value - Destinations' marketing strategy should always enhance the overall sustainable development goals of the destination, which are a particularly sensitive matter since the COVID-19 pandemic and in small cultural destinations. Select and characterize the tourist' segments of a destination may be a decisive step in the success of its sustainable marketing strategy. This study is expected to bring insights into how WHS' destinations may, more effectively, explore beyond their implicit cultural material heritage attributes, contributing to their sustainable development as a tourism destination. This study specifically contributes to deepening the knowledge on gastronomic visitors, that may be very interesting to explore as a market segment, particularly for a WHS.

References

- Instituto Nacional de Estatística - INE (2019). Data base available at https://www.ine.pt/xportal/xmain?xpid=INE&xpgid=ine_base_dados&contexto=bd&selTab=tab2.
- Nicolau, J. L., & Más, F. (2006). Micro segmentation by individual tastes on attributes of tourist destinations. In T. V. Liu (Ed.), *Tourism Management: New Research* (pp. 91–122). Nova Publishers.



Parallel session 7

Enhancing sustainable development

New rural tourism activities and the contribution of Citizen Science. The case of Flanders (Belgium) during the pandemic

Dominique Vanneste, University of Leuven, Belgium, dominique.vanneste@kuleuven.be

Thérèse Steenberghen, University of Leuven, Belgium, therese.steenberghen@kuleuven.be

Bart Neuts, University of Leuven, Belgium, bart.neuts@kuleuven.be

Keywords – rural tourism, domestic tourism, Flanders (Belgium), citizen science, choice & vote, virtual workshop, opportunities & treats

Purpose – Confronted with a number of restrictions in travel opportunities during the first year of the pandemic (2020), tourists had no other choice than to stay in their own region and focus on outdoor activities. In a highly urbanized region with high densities such as Flanders (northern part of Belgium) where 85% of summer holidays are taken abroad, one could predict that the offer of (safe) domestic attractions and experiences would be insufficient. Therefore, an online research was put in place to collect innovative ideas and suggestions to enrich the supply of tourism products in the countryside.

Design/Methodology/Approach - To see what could be done, a two stage co-creation process was set up. In a first stage, suggestions were collected from the general public via a Lime survey with integration of an Allourideas environment) posted on the open facebook page of several DMOs and nature management organizations. People could make a choice between two randomly presented tourism and leisure options (from a list behind the application) or suggest an own idea (which was added to the list). The results of this ideas' creation and voting experiment resulted in a list of scores for each option. In a second phase, the most common choices and suggestions from the general public (top 5) were discussed online with local stakeholders (gathered via a call by provincial DMOs) from the tourism management and supply side to evaluate their feasibility. These online workshops were held per province with three or four stakeholders from tourism policy and management (public or semi-public authorities as well as stakeholders from the private sector). As such, stakeholders from three on five provinces in Flanders were involved. For the workshops, the research team used a combination of Teams and the Mural software, which allows to create (virtual) sticky notes that can materialize visions and consist of an anchor for explaining and discussing the visions on the ideas suggested by the public.

Findings - More than 60 unique suggestions were collected among the general public while most of the suggestions got multiple votes. As could be expected, many suggestions were related to walking and cycling but also to the use of water and watercourses, which are abundant in Flanders. Rather than harvesting a lot of spectacular new ideas, people mentioned a lot of missing links in existing networks while suggestions made the supply side aware that, with an ageing population, one tends to forget children as a target group, e.g. with all kinds of pop-ups. Although this co-creation exercise contributed to a rich harvest and highlighted the willingness and flexibility of local policy and management actors, the rigid legislation and licensing policy showed to be the biggest hurdle.



Research limitations/implications – Due to covid-restrictions the entire research process had to be designed online while, for the first stage based on citizen science, the researchers were very depending on the collaboration of tourism stakeholders in the field. The same goes for the online workshops in the second stage.

Originality/value - The use of a methodology based on citizen science with the implementation of an online voting system and the possibility to add own options for the general public is rather new, especially in tourism research.

Wine Tourism in Rural Areas: The Case of Romania

Cornelia Pop, Faculty of Business, Babes-Bolyai University, Romania, cornelia.pop@ubbcluj.ro

Monica Maria Coros, Faculty of Business, Babes-Bolyai University, Romania, monica.coros@ubbcluj.ro

Keywords – vineyards, wine tourism, rural area, Romania

Purpose – The purpose of this paper is to provide an integrated approach to the development of wine tourism in Romania's rural areas. Romanian rural tourism is still in its early stages of development at national level, although some exceptions exist (e.g., Bran and Moeciu near Bran Castle or Costinesti on the Romanian littoral). Therefore, it is natural to ask whether the Romanian rural areas, where there are vineyards and associated wineries, are better positioned to attract tourists since wine tourism is a trend developing at international level (Cunha et al., 2021; Sanchez et al., 2017). Furthermore, Romania is among the top 20 wine producers worldwide, and some of its wine brands (e.g., Murfatlar, Cotnari, Jidvei or Tarnave, Dealu Mare) are (well)known at least at local and regional levels (particularly in South-Eastern Europe).

Design/Methodology/Approach - The available data on tourist attractiveness, tourist accommodation supply, tourism intensity, the existing vineyards and wineries, and the economic development through the active companies were taken into consideration for the rural areas overall, at the national level, and at the level of rural localities, where wine production exists. The period under investigation is 2005 to 2019. The data were extracted from multiple sources as follow: from the Ministry of Agriculture and Rural Development for the existing attractiveness rankings and for the registry of vineyards, from the Ministry of Culture for the existing historic monuments, and from the World Heritage (WH) website for Romanian WH sites, also from the Revino.ro website for the wineries. These data were collected as of the end of 2019. For tourist accommodation and tourist intensity, data provided by the National Institute of Statistics were used, while for the active firms (quantifying the local development level) the data were provided by a private database using as main source the Ministry of Finance. These data were collected for 2005, 2010, 2015, and 2019 and the average was computed for each commune. For empirical investigations, descriptive statistics and PLS-SEM were used, since PLS-SEM allows complex investigations of cause-and-effect relationships among the selected variables.

Findings - The preliminary findings indicate a low level of development of wine tourism within the group of wine-producing rural localities, similar to the stage of development of rural tourism at the national level (Pop & Georgescu, 2019). These findings show that the wine-producing rural localities poorly use their extra potential, represented by vineyards and wineries, to attract more tourists. While in the early 2000s a national program entitled Drumul Vinului (The Wine Road/Route) was launched, it contributed little to enhancing tourist awareness toward wine tourism, and the lack of results are still felt two decades later



Research limitations/implications – The research findings are limited by the information regarding tourist accommodation services and tourist arrivals provided by the Romanian National Institute of Statistics, which does not communicate data on small lodgings (1 to 4 rooms). Therefore, an incomplete picture is drawn. Nevertheless, the findings point toward an important potential of development for wine tourism in rural areas and therefore toward a boost in social and economic progress, as suggested by Andrade-Suarez and Caamano-Franco (2020).

Originality/value - Most of the Romanian academic literature on wine tourism is either concentrated on a specific geographical region or speaks generally about wine tourism without connecting the tourist attractions, tourist offer, tourist flows, and the vineyards and wineries at the national level. To the best of the authors' knowledge, this is the first paper that uses PLS-SEM to integrate the complex relations among these variables.

References

- Andrade-Suarez, M., & Caamano-Franco, I. (2020). The Relationship between industrial heritage, wine tourism, and sustainability: A case of local community perspective. *Sustainability, 12*(18), 7453-7471. <https://doi.org/10.3390/su12187453>
- Cunha, D., Kastenholz, E., & Lane, B. (2021). Challenges for collecting questionnaire-based onsite survey data in a niche tourism market context: The case of wine tourism in rural areas. *Sustainability, 13*, 12251-12272. <https://doi.org/10.3390/su132112251>
- Pop, C., & Georgescu, A. (2019). Romanian rural world heritage sites and tourism development. *Entrepreneurial Business and Economics Review, 7*(1), 135-158. <https://doi.org/10.15678/EBER.2019.070108>
- Sanchez, A.D., de la Cruz Del Rio Rama, M., & Garcia, J.A. (2017). Bibliometric analysis of publications on wine tourism in the databases Scopus and WoS. *European Research on Management and Business Economics, 23*, 8–15. <http://dx.doi.org/10.1016/j.iiedeen.2016.02.001>



Wine Tourism & the Baja California Cuisine in Guadalupe Valley

Francisco Alberto Núñez Tapia, *Doctor in History, Full-Time Professor-Researcher at the Centro de Enseñanza Técnica y Superior, CETYS Universidad, Mexico, francisco.nuneztapia@cetys.mx*

Ricardo Collins García, *Master in Cultural Tourism, Linkage Coordinator at the Centro de Estudios Vitivinícolas (CEVIT) of the Centro de Enseñanza Técnica y Superior, CETYS Universidad, Mexico, vinculacion.cevit@cetys.mx*

Mayer R. Cabrera Flores, *Doctor in Global Development Studies. Full-Time Professor-Researcher at the Centro de Enseñanza Técnica y Superior, CETYS Universidad, Mexico, mayer.cabrera@cetys.mx*

Keywords – Wine Tourism, Baja California, Wine Route, Guadalupe Valley, Mexico

Purpose – The main purpose of this research is to analyze some aspects that makeup wine tourism and gastronomy in Baja California and share our findings regarding the traditional and modern production elements that intertwined (wine tourism & gastronomy) create a sustainable and productive wine-related environment in Guadalupe Valley.

Design/Methodology/Approach - The methodology used to develop the research is qualitative and the sources that are used are bibliographic, hemerographic, as well as private collections and interviews. The study is currently in progress where four restaurants and four wine houses were chosen that receive a high number of wine tourism seeking to try notable pairings of regional dishes and local wines in Guadalupe Valley. This is in order to try to understand if these kinds of pairings are successful in attracting more tourism to the Valley, as well as to know if the residents from Baja California value and adapt some of them to their diet as part of their cultural identity and heritage.

Findings - The regional cuisine that occurs in Guadalupe Valley becomes relevant and is part of the success of the sale and consumption of wine in this territory as it contributes to consolidating different intangible and tangible regional elements that are part of the identity of the residents of Baja California. It is important to highlight that much of the success of the Wine Route has been given by edible products that are sold on its way where the emblematic enogastronomic cuisine has had successful results for the wine houses in the Valley by supporting different restaurateurs and creating typical combinations of the region that, over the years, these dishes have been increasingly mixed with the consumption of different varieties of Baja California wines that are bought and constantly sought by the tourists that travel the Wine Route. In addition, the study will help shed light on the importance of the field of the enogastronomic scene that is developing in the region.

Research limitations/implications – The scope of the research aims to find out which dishes, in combination with wine fabricated in the Valley, was highly sought by visitors between 2015 & 2019, excluding the last two years because of the negative impact Covid-19 had on the region and wine tourism, as well as to obtain a sample size of the successful pairing of dishes and wine that could help in the future attain a larger sample to contrast the findings in this study and create a quantitative database for ulterior research. As for implications, we hope to demonstrate that even though this study cannot properly determine cultural appropriation of wine-related cuisine in the residents of Baja



California at the moment, it can shed light on the importance and potential this field area has for future investigations.

Originality/value - Fundamentally, this research intention is to contribute to the studies of wine tourism in Guadalupe Valley, located in Baja California, Mexico, where more than 60% of the national wine is made and is considered one of the most prolific areas around Mexican wine production. Through its Wine Route, tourists can learn primarily the traditions, customs, culture, and history that this wine territory has to offer like visiting different wine houses and restaurants in the area. The gastronomy offered in Guadalupe Valley has been a key element to attract a greater number of tourists and, from 2010 onward, the number of restaurants, from traditional to haute cuisine, was raised to meet all the needs of visitors and these, in turn, can taste the regional food and variety of unique dishes offered in the Valley.

Creative tourism practices at cultural festivals in underdeveloped rural areas. The case of the Devil's Nest Festival in Hungary

Emese Panyik, *Catholic University of Portugal (UCP), Braga Regional Centre, Faculdade de Filosofia e Ciências Sociais, Governance, Competitiveness and Public Policy Research Unit (GOVCOPP), University of Aveiro, Portugal, epanyik@ucp.pt*

Attila Komlós, *Duna-Dráva National Park Directorate, Dep. of Ecotourism and Environmental Education, Hungary, komlos@ddnp.kvvm.hu*

Keywords – Creative tourism practices, underdeveloped rural areas

Purpose – There has been an understanding about creative tourism as a new form of cultural tourism in which visitor-resident interaction transforms into collaborative placemaking. Creative tourists not only visit places, they also make them by actively engaging their skills and knowledge to enrich the local experience of a particular destination (Richards, 2011). One of the main issues of creative tourism is the authenticity of the experience (Chhabra, Healy and Sills, 2003; Prentice, 2001; Steiner and Reisinger, 2006), which is strongly linked to the place it stems from. To put it simply, “one can learn to dance salsa from worldclass dancers in many countries but only Cuba provides the atmosphere that attaches the symbol of authenticity to the salsa classes experience” (Ohridska-Olson and Ivanov, 2010, 3). On the other hand, while cultural tourism is based on tangible cultural resources, creative tourism relies equally on tangible and intangible resources.

Thus creative tourism is less place-bound than cultural tourism, because the creative experience is not staged but being produced “on the go” together with the visitors using intangible cultural resources, such as dances, singing, crafts, festivals and painting (Prentice and Andersen, 2003).

The main challenge of creative tourism is, therefore, three-fold. First, to provide an authentic experience despite being a less-place-bound form of tourism; and second, not only to attract visitors to the place but also to involve them in the co-creation of the authentic experience. Third, authentic experiences based on intangible resources such as folk-art, are often hidden in small places in rural areas far from the cities or popular tourist attractions, which makes it difficult to convey them to large-scale audiences.

The following paper presents a case study that aims to address these challenges of creative tourism, by exploring the creative tourism practices used at an international cultural festival organised in an underdeveloped rural area.

Design/Methodology/Approach - The case context for this illustration is an iconic cultural festival in Hungary, Ördögkatlan Fesztivál (Devil’s Nest Festival), organised since 2008 in a group of villages in one of the most lagging regions of the country, South Baranya. While large-scale music festivals are usually organised in remote, natural areas in order to isolate visitors from the residents, Ördögkatlan was born specifically with the aim to involve residents and visitors alike in the creation of the festival experience.

Within this context the main objective of this paper is to address the previously mentioned three challenges of creative tourism, by a case study analysis. Second, it also aims to identify the link



between the creative solutions revealed by the analysis and the economic and social impacts of the festival. As such, the study further reflects on how the festival contribute to local sustainability. To this end, a qualitative approach was used with semi-structured key-informant interviews. Eight key-informant resident interviews were conducted using a snowball sampling in the low season, February-March 2018 in the main festival location, Nagyharsány village. All these interviewees had been involved in the service provision of the event. An additional two interviews were conducted with the two main festival organisers in 2020 to complete the local organisers' view with a global perspective.

Findings - The study aimed at exploring the creative practices that address specifically the three main challenges of creative tourism as described above. It highlights how visitor interactivity and community involvement generated various new creative forms of artistic expression. Lastly, it describes how tasks were strategically allocated to non-governmental organisations in order to redistribute large part of the festival's profit for local sustainability and regeneration.

Research limitations/implications – As stated in the objectives of this research, the study reflects the organisers' perspectives as defined in the objectives, while visitors' and tourists' perspectives have been omitted.

Accordingly, further research could explore visitors' and tourists' profiles, motivations and perceptions. The research was carried out in the low season and not during the event as our respondents were busy (and therefore unavailable) during the festival week.

As interactivity and community involvement were among the main objectives of the festival, various new creative forms of artistic expression had been developed in which local entrepreneurs, visitors and residents were actively involved, mostly by means of open-air performances, with minimal design and accessories, drawing on local resources. As such, the study provides useful techniques to event planners and festival organisers, which can be adapted to similar contexts. The study also reflects on how one exemplary community fundraising initiative has contributed successfully to resident involvement. This allows for the consideration of community fundraisings in the context of cultural festivals by municipality representatives for local sustainability.

Originality/value - While festivals have been identified as a form of creative destination (Prentice and Andersen, 2003), attention is focussed principally on big cities such as Edinburgh (Prentice and Andersen, 2003) or St. Petersburg (Gordin and Matetskaya, 2012). Little is written about how the main challenges of creative tourism can be addressed by cultural festivals organised in underdeveloped, rural areas.

References

- Chhabra, D., Healy, R., & Sills, E. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30, 702-719.
- Gordin, V., & Matetskaya, M. (2012). Creative tourism in Saint Petersburg: the state of the art. *Journal of Tourism Consumption and Practice*, 4(2), 55-77.
- Ohridska-Olson, R. V., & Ivanov, S. H. (2010). Creative Tourism Business Model and its application in Bulgaria. *Proceedings of the Black Sea Tourism Forum 'Cultural Tourism – The Future of Bulgaria' 2010*. Available at <https://srn.com/abstract=1690425>.



- Prentice, R. (2001). Experiential cultural tourism: Museums and the Marketing of the new romanticism of evoked authenticity. *Museum Management and Curatorship*, 19, 5-26.
- Prentice, R., & Andersen, V. (2003). Festival as creative destination. *Annals of Tourism Research*, 30(1), 7-30.
- Richards, G. (2011). Creativity and tourism: The state of the art. *Annals of Tourism Research*, 38(4), 1225-1253.
- Steiner, C., & Reisinger, Y. (2006). Understanding existential authenticity. *Annals of Tourism Research*, 33, 299-318.



Parallel session 8

Understanding food & wine tourists in rural areas

The role of co-creation in authentic and attractive food & wine tourism experiences - Visitors' perceptions of two Portuguese wine regions

Mariana Carvalho, University of Aveiro, Portugal, marianacabralc@gmail.com

Elisabeth Kastenholtz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Maria João Carneiro, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, mjcarneiro@ua.pt

Keywords – co-creation experiences, food & wine tourism, rural wine regions, demand, experiencescape, experience types

Purpose – The increasing interest of visitors for food & wine tourism in wine regions and for actively playing a new role in such experiences justifies the need of in-depth understanding of their motivations and perspectives within this realm. Despite this, empirical studies analysing the influence of co-creation experiences in food & wine tourism in wine regions is still scarce. The present study aims to analyse distinct co-creative food & wine tourism experiences, from the tourist perspective, distinguishing specific dimensions and qualities of these experiences, comparing distinct experience types provided in two Portuguese wine regions, Bairrada and Dão.

Design/Methodology/Approach - Integrated in a 4-year research project, this qualitative exploratory study comprises the content analysis of semi-structured interviews carried out, between 2019 and 2021, with 32 visitors of the two wine routes who had participated in distinct co-creative food & wine tourism experiences (wine tasting with food pairing, food & wine pairing and harvesting). Discourses were analysed with the support of Nvivo 12 software.

Findings - Results show that, among the experiences analysed, and considering the co-creation dimensions in food & wine tourism, interaction and engagement (cognitive, emotional and sensorial) stood out with particular context- and visitor-dependent elements. Perceived authenticity was considered as an additional quality dimension of the analysed co-creative experiences, which together with the previously mentioned, contributed to distinct and memorable food & wine tourism experiences in both regions. Interaction with both resources and local agents apparently promoted visitors' self-development and self-awareness, especially when reflecting about their active participation in these experiences and in how much they learnt with it (i.e. understanding the story behind the wine brand, the wine-making process or the locals' lifestyle). In both regions, the genuine contact with the locals who were working in the vineyards was particularly significant for visitors who participated in harvesting. The importance of the experiencescape was equally mentioned in both regions. Particularly in Dão, visitors appreciated the vineyards' landscape, which also contributed to their immersion in the experience and sense of escapism. Active participation was also identified for its role in both regions, with hands-on experiences in wine and culinary workshops highlighted



particularly in Dão. In the Bairrada region, active participation was also associated with nature-related outdoors activities (i.e. cycling, walking, and a pruning workshop), with food & wine enjoyed as a complement of the experience. Personalization was the least perceived dimension in tourists' discourse, despite being more reported by tourists who visited Dão.

Research limitations/implications – One limitation of this study is that only the perspective of tourists was considered, while co-creation implies engagement of both demand and supply, so that the assessment of and comparison with supply agents' viewpoints would be interesting. Furthermore, only the semi-structured interview was used to collect subjective data, which –however interesting when exploring relatively new concepts and dynamics – may be perceived as a limitation, not permitting extrapolation of results. For this purpose, visitor surveys would be useful. Complementary data collection techniques, such as focus groups and observation could also provide a valuable contribution to the study of appealing co-creation in food & wine tourism. The study is limited to two specific wine routes in Central Portugal, while additional similar studies of such - also context-dependent-experiences undertaken in other countries, regions and experiencescapes. Insights of this study are expected to bring theoretical contributions, concerning a better understanding of the dimensions that most contribute to the co-creation of value in food & wine experiences. Managerial implications related to the type and design of such experiences are correspondingly suggested, being particularly relevant for destination management organizations and supply agents in wine regions.

Originality/value - This study adds value to the literature on co-creation in food & wine tourism experiences by recognising the most prominent dimensions that emerge from visitors' involvement in these experiences in wine regions. Comparing specific experiences in both regions also contributes to deepening the knowledge of the nature and quality of such experiences and their unique, most valuable dimensions, as reported by visitors of two Portuguese wine routes, which is expected to bring valuable insights into how rural wine destinations may be more effectively explored.

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.

Food-and-wine tourists' participative behavioural preferences: A generational approach

Susana Rachão, *Instituto Superior de Administração e Gestão, Portugal*, susanaarachao@estg.ipv.pt

Zélia Breda, *Universidade de Aveiro, Portugal*, zelia@ua.pt

Carlos de Oliveira Fernandes, *Instituto Politécnico de Viana do Castelo, Portugal*, cfernandes@estg.ipv.pt

Veronika Joukes, *Universidade de Trás-os-Montes e Alto Douro, Portugal*, veronika@utad.pt

Carla Ferreira, *Universidade do Minho, Portugal*, carlacrisfe@gmail.com

Keywords – food tourism, wine tourism, co-creation, willingness to pay

Purpose – This research aims to explore tourists' willingness to pay (WTP) for food-and-wine experiences according to the generational cohorts' theory.

Design/Methodology/Approach - A positivist paradigm was employed in the research process and data were gathered through an online survey. The online survey was available from November 2018 to September 2019 and promoted through varied international organisations of foodies and wine lovers (e.g., Creative Cities of Gastronomy, Ontario Culinary Tourism Association, and World Food Travel Association). It was distributed through newsletters from the organisations contacted, and sent directly to their members, in the form of a snowball effect. Social media platforms were also employed, namely, Eat Meat Wine Repeat, FoodTrekks: Eat Well, Travel Better, with no incentive being offered. Additionally, respondents were screened based on four criteria: (i) age (18 years of age or older), (ii) having taken a leisure trip in the previous year, with (iii) at least, one overnight stay, and (iv) the participation in food-and-wine experiences in a destination. Participants who met the criteria were asked to proceed to the following section. In total, 500 responses were received; however, only 223 were validated and retained for analysis. By including various countries of residence, the response rate was lower, and for this reason, it was decided to extend the period of data collection. One-way analysis of variance (ANOVA) and multiple regression analysis was applied to determine the predictors of the willingness to pay for food-and-wine experiences. The survey was originally developed in English and translated into French, German, Portuguese, and Spanish by members of the research team, some of whom are bilingual and native speakers. A pilot test with 19 tourists of different nationalities was used to test the length, readability, and feasibility of the research tool.

Findings - Results reveal statistically significant differences in active participation and social interaction between tourists and local residents among the generational cohorts. In particular, Generation X and Baby Boomers display a higher willingness to actively participate in food-and wine experiences, as well as to interact with local residents, than Generation Z and Y. Generation X and Baby Boomers displayed a higher WTP for food-and-wine experiences; in particular, all generational cohorts displayed a higher WTP in relation to the food experience.



Concerning the drivers of tourists' WTP for co-creative food-and-wine experiences, the results highlight the destination, travelling companions and experience co-creation on the monetary valuation of the wine experience. Lastly, the social interaction between tourists and local residents do not affect tourists WTP for food-and-wine experiences.

Research limitations/implications – In general, older generations of tourists (Generation X and Baby Boomers) are willing to actively participate in food-and-wine experiences and socially interact with local residents. The design of co-creative food-and-wine tourism experiences needs to address generational groups differently.

Given the need to develop innovative experiences for different tourism market segments, the limitations emerging from this study could serve as a basis for future research. The generalization of the empirical findings may be limited due to the sample size, as well as the dispersion of the tourists' residence. The various tourists' country of residence found in the sample might be explained by the use of the several international organisations requested to promote the online survey (e.g., Australia, Canada, Macao).

Originality/value - Most of the literature on food-and-wine tourism is focused on travel motivations, though neglecting their impact on the willingness to pay for related experiences. As Generation Y and Z consumers are considered the most promising market for food-and-wine consumption, this research analyses particular drivers and their influence on the WTP in two experiences. In addition, this research expands knowledge on the design of food-and-wine experiences focusing on the motivational differences found in generational cohorts and on how to establish a consumer-oriented price strategy.

Emotions and sensory elements in the promotion of wine and food-related experiences

Alexandra Correia, Centre for Tourism Research, Development and Innovation (CITUR), Applied Management Research Unit (UNIAG), Polytechnic Viana do Castelo, Portugal, acorreia@estg.ipv.pt

Raquel Cunha, Portugal, cunhamraquel@hotmail.com

Silvia Silva, Instituto Politécnico de Viana do Castelo, Portugal, silvasilvia@ipvc.pt

Keywords – Wine tourism, Social Media, Emotional Marketing, Storytelling, Douro Valley

Purpose – This exploratory research aims to analyze how emotions and sensory elements are being used to communicate wine tourism experiences through social media, more specifically, Instagram. The promotion of wine and food-related experiences has been greatly influenced by social media, as they provide opportunities to engage visitors, gain consumer insights, develop long-term relationships, build brand loyalty and enhance trustworthiness (Canovi & Pucciarelli, 2019). Also, social media bring the opportunity for visitors to share their storytelling and emotions about their own experiences, which, in turn, can trigger either positive or negative emotions (Sigala & Steriopoulos, 2021). Emotions play an important role in tourism experiences as they trigger tourists' motivations, behavioral intentions, and perceived overall evaluations (Hosany, et al., 2021), being regarded as one of the main components of a memorable tourist experience (Martins et al., 2017). Based on emotions, visitors may want to repeat an experience or avoid it, in the future. Despite the acknowledgment of its importance, there is room to further study emotions hospitality and tourism literature (Tuerlan et al., 2021).

Design/Methodology/Approach – Having the Douro Valley in northern Portugal as a geographical context, this ongoing study has analyzed Instagram pages of sixteen wine tourism businesses that constitute a private collaborative wine tourism route, 'All around Douro', that offer experiences around wine, vines, and food.

To achieve this study's aim, initially, four semi-structured interviews were conducted with two experts on emotional and storytelling-based marketing, and with two managers of wine tourism businesses. Next, a content analysis was applied, focusing on qualitative and quantitative approaches. The content measured quantitatively (metrics) allowed a comparison of the analyzed businesses. Regarding qualitative analysis, narrative descriptions and images were analyzed and a thematic analysis was carried out to identify the dominant themes and whether the emotions are mainly positive, or not. The period of analysis was September of 2021, the main harvest season in the Douro Valley. The qualitative analysis was conducted through a collaborative software for qualitative analysis (webQDA, www.webqda.com) that has been used in qualitative studies in tourism, as it allows data analysis without bias (Sampaio et al., 2020).

Findings - Although this is a work in progress, one can say that emotions and sensory elements play an important role in communicating wine tourism experiences through Instagram and that they are mostly positive, focusing mainly on landscape, and people (workers, clients, and business owners/managers).



Research limitations/implications – Results are limited due to the reduced sample. This is an ongoing study, and, therefore, it is expected to obtain additional answers through interviews later.

With the growing interest in wine and food, efficient marketing and promotion strategies are needed for the success of wine tourism. Thus, this study will provide insights into the importance of emotions and sensory elements to wine tourism promotion, making in this way several important practical and managerial contributions.

Originality/value – This research expands the study of emotions and sensory elements to the scope of wine tourism promotion and experiences as there is limited research in this context.

References

- Canovi, M., & Pucciarelli, F. (2019). Social media marketing in wine tourism: Winery owners' perceptions. *Journal of Travel and Tourism Marketing*, 36(6), 653–664. <https://doi.org/10.1080/10548408.2019.1624241>
- Hosany, S., Martin, D., & Woodside, A. G. (2021). Emotions in tourism: Theoretical designs, measurements, analytics, and interpretations. *Journal of Travel Research*, 60(7), 1391–1407. <https://doi.org/10.1177/0047287520937079>
- Martins, J., Gonçalves, R., Branco, F., Barbosa, L., Melo, M., & Bessa, M. (2017). A multisensory virtual experience model for thematic tourism: A Port wine tourism application proposal. *Journal of Destination Marketing and Management*, 6(2), 103–109. <https://doi.org/10.1016/j.jdmm.2017.02.002>
- Sampaio, H. A., Correia, A. I., Melo, C., Brazão, L., & Shehada, S. (2020). *Analyzing tourism agents' perceptions of the use of artificial intelligence*. In A. Abreu, D. Liberato, E. A. González, & J. C. Garcia Ojeda (Eds.), *Advances in Tourism, Technology and Systems: selected papers from ICOTTS20* (Vol. 1, 245–254). Springer.
- Sigala, M., & Steriopoulos, E. (2021). Does emotional engagement matter in dark tourism? Implications drawn from a reflective approach. *Journal of Heritage Tourism*, 16(4), 412–432. <https://doi.org/10.1080/1743873X.2020.1851697>
- Tuerlan, T., Li, S., & Scott, N. (2021). Customer emotion research in hospitality and tourism: conceptualization, measurements, antecedents and consequences. *International Journal of Contemporary Hospitality Management*, 33(8), 2741–2772. <https://doi.org/10.1108/IJCHM-11-2020-1257>

Food tourism experience: a conceptual discussion based on the current research

Celso Brito, *Doctoral Candidate, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, celso.brito@ua.pt*

Carlos Picanço, *Doctoral Candidate, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, carlospicanco@ua.pt*

Keywords – food, tourism, experience

Purpose – Experience is a complex phenomenon encompassing subjective, personal, and contextual elements, conceptualised differently from different perspectives. In marketing, it is related to the consumption process, considered an economic offer (Pine & Gilmore, 1999; Holbrook & Hirschman, 1982). Experience is also a mental phenomenon, a subjective feeling that appears in our consciousness and can be followed by emotional responses (Kim & Fesenmaier, 2017; Sundbo & Dixit, 2020).

In tourism, the experience can occur in different ways, from the pure purpose of entertainment, an escape from everyday life, experiential engagement, or a search for meaning (Cohen, 1979).

Despite being a broad concept, a definition is paramount in its design and evaluation process. Considering experience as context-related is critical to understand it in the specificity of food tourism. It may pursue factors, natures, and dimensions inherent to the food context, which may differ from the tourist experience in general.

This work aims to examine the concept of experience in current research on food tourism, identifying its nature and dimensions and comparing the conceptual framework with the empirical evidence presented in the results. It also aims to point out possible research gaps and new research perspectives in the field.

Design/Methodology/Approach - A systematic literature review was conducted on academic journals indexed in the database Scopus, resulting in a final sample of 21 articles analysed.

To select research pertinent to the study, only papers in English and reviewed articles that addressed experience in the context of food tourism were included. As keywords, first, the core term "food tourism" was searched, resulting in a sample of 286 documents. Similar terms (culinary tourism, gastronomy tourism, local food) were extracted from this sample. Following, these terms were combined with the word "experience" to compose the research terms used: "food tourism experience*"; "culinary tourism experience*"; "gastronomy tourism experience*"; and "local food experience*". Thirty-seven documents were found that resulted in the final sample after the screening process. The analysis focused on the core concept of experience, empirical evidence, and research gaps.

Findings - The analysis showed the absence of the definition of experience in most studies. In general, the food experience implicitly refers to the food event itself.

In those who attempted some conceptual discussion, experience is described as a co-creation process, physiological outcome, cognitive process, emotional reaction, or linked to the authenticity concept and memories creation process.

The analysis observed two main factors determining the perception of food tourism experience: context and authenticity. The first comprises tangible and intangible elements. The second is directly linked to the concept of being local, traditional.

There was a predominance of studies investigating the role of local food and stakeholders in shaping destination image and driving preferences. However, few studies investigated the topic as co-creation food experience, behaviour toward local food, or the influence of individual traits.

Regarding empirical evidence, most studies presented coefficients or levels of satisfaction using the Likert scale. Also, the involvement level and variety of actors promoting food events were presented as evidence of the quality of the experience. Few works conducted in-depth interviews or applied open question questionnaires. Self-report methods, evaluating the experience retrospectively was the dominant approach. None of the work evaluated experience in real-time nor addressed the emotional and psychophysiological aspects of the experience.

Some gaps were identified: a) investigation on the negative effect of culinary events on residents' lives and welfare; b) need of development of a food experiences model using segmented tourist flows; c) need for more co-creation experiences in wine tourism; d) more investigation on the impact of food tourists do not like in their intentional behaviour; e) how aspect as food qualities, food safety and nutritional properties impact food tourism experience; f) better understanding on food experience dimensions; g) and also the role of tourists' cultural background in affecting their local food experience.

Research limitations/implications – The results of this work provide valuable insights for marketing, destination managers, and local food promoters in designing and delivering food tourism experience events. As a limitation, using a single data source (Scopus) can be mentioned. Its focus on a specific field to examine the concept of experience may also be considered another limitation.

Originality/value - There are a series of literature reviews and analyses on the topics related to food tourism and tourism experience. For example, Rachão et al. (2019) conducted relevant reviews in these fields. However, these reviews focus either on tourism experience in general or on the process of co-creation, development of research on gastronomic tourism. This work takes a different approach by focusing on the concept of gastronomic tourism experience, seeking to identify its nature, dimensions and factors that define it in this specific field.

References

- Cohen, E. (1979). A phenomenology of tourist experiences. *Sociology*, 13(2), 179–201.
<https://doi.org/10.1177/003803857901300203>
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140.
<https://doi.org/10.1086/208906>
- Kim, J., & Fesenmaier, D. R. (2017). Tourism experience and tourism design. In D. R. Fesenmaier, & Z. Xiang (Eds.), *Design Science in Tourism* (pp. 17–29). Springer. https://doi.org/10.1007/978-3-319-42773-7_2



- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Harvard Business School Press.
- Rachão, S., Breda, Z., Fernandes, C., & Joukes, V. (2019). Food tourism and regional development: A systematic literature review. *European Journal of Tourism Research*, 21(1), 33-49.
- Sundbo, J., & Dixit, S. K. (2020). Conceptualizations of tourism experience. In S. K. Dixit (Ed.), *The Routledge Handbook of Tourism Experience Management and Marketing* (pp. 15–26). Routledge. <https://doi.org/10.4324/9780429203916-1>



Parallel session 9

Understanding rural communities' perspectives

Residents-DMO co-creation relationship towards enhancing visitors' experience of authentic food and wine during traditional cultural events

Oliver Kesar, Faculty of Business & Economics, University of Zagreb, Croatia, okesar@efzg.hr

Daniela Soldić Frleta, Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia, danielas@fthm.hr

Ivana Matušan, Faculty of Tourism and Hospitality Management, University of Rijeka, Croatia, ivana.matusan@rab-visit.com

Keywords – co-creation, residents, engagement, satisfaction, traditional cultural event, local wine and food

Purpose – Collaboration between stakeholders in a tourism destination based on the principles of co-creation is becoming an increasingly popular tool for improving the local tourism offer and conserving local resources (Phi & Dedge, 2021). Engaging local community in a co-creation project can create more valuable and memorable experiences for both, temporary visitors and local residents (Corigliano et al, 2019). The main purpose of this study is to investigate the level of satisfaction of local residents with their participation in a large co-creation project with a local DMO in form of co-organising traditional cultural event aiming to preserve and present local cultural values to their visitors, namely authentic food and wines (Rachão et al, 2021). This study also aims to find out what factors determine residents' engagement in the co-creation process with a DMO, to design and enhance visitors' experience (Huber & Gross, 2021).

Design/Methodology/Approach - The research approach and design are based on the findings from the previously conducted studies on co-creation concepts, cases, processes and facilitators (Mohammadi, et al, 2021). This study uses a case study and survey to collect responses from local residents. The sample consists of permanent residents who live on the island of Rab, Croatia and who have participated at least once in the co-organization of the oldest and largest medieval summer festival in Croatia called 'Rabska fjera'. Data analysis will include descriptive statistics, reliability tests, and regression analysis.

Findings - This study is about to improve general understanding of local residents' attitudes on co-creation ventures with local DMOs and their level of satisfaction with different aspects of such collaboration. In addition, the results will shed some more light on the factors that determine residents' willingness to participate in similar co-creation projects with a local DMO.

Research limitations/implications – There are three main limitations of this study. The first limitation is related to the geographical scope the sample, as the respondents are from only one island. Given that the observed cultural event is actually a traditional medieval summer festival, the second limitation is that no other types of traditional cultural events were observed in this study, i.e. carnivals or religious festivals. The third limitation is related to the regularity of this festival (every year in July), which means that the findings of this study are not applicable nor comparable to one-time or from-time-to-



time cultural events, like concerts, exhibitions or creative workshops. Apart from these limitations, the findings of this study should directly contribute to the improvement of the co-creation theory, particularly when it comes to the collaboration between local residents and the local DMO. Following the discussion section, this study provides some evidence-based policy recommendations suitable for local communities and DMOs considering introducing a new or improving existing co-creation scheme to enhance visitors' experience, particularly when it comes to food and wine consumption during traditional cultural events (Alonso, 2014).

Originality/value - A closer look at the tourism literature on co-creation in tourism shows that although much has been studied in this area, there are still some gaps in the literature, especially with regard to the engagement of local community in the process of co-creating values for visitors in collaboration with a local DMO, and it is this gap that this study aims to fill.

References

- Duarte Alonso, A. (2013). "Saborea (Tasting) Lanzarote": Building the foundation of a new food and wine event through collaborative efforts. *Tourism Planning & Development*, 11(1), 68–85. <https://doi.org/10.1080/21568316.2013.839472>
- Corigliano, M.A., & Bricchi, S. (2019). Are social eating events a tool to experience the authentic food and wine culture of a place?. In Bellini, N., Clergeau, C., & Etcheverria, O. (Eds.), *Gastronomy and Local Development* (pp. 245-261). Routledge.
- Huber, D., & Gross, S. (2022). Local residents' contribution to tourist experiences: A community perspective from Garmisch-Partenkirchen, Germany. *Tourism Review*, 77(2), 532-548. doi.org/10.1108/TR-08-2020-0401
- Mohammadi, F., Yazdani, H. R., Jami Pour, M., & Soltani, M. (2020). Co-creation in tourism: A systematic mapping study. *Tourism Review*, 76(2), 305–343. <https://doi.org/10.1108/tr-10-2019-0425>
- Phi, G.T., & Dredge D. (2021). *Critical issues in tourism co-creation* (1st ed.). Routledge.
- Rachão, S. A. S., Breda, Z., Fernandes, C., & Joukes, V. (2019). Food-and-wine experiences towards co-creation in tourism. *Tourism Review*, 76(5), 1050–1066. <https://doi.org/10.1108/tr-01-2019-0026>

Community based Tourism as a roadmap for diversification and sustainability of Fontoura

Mónica Silva, Universidade de Aveiro, Universidade do Porto, Portugal, mssilva@ua.pt

Rui Raposo, Universidade de Aveiro, Portugal, raposo@ua.pt

Keywords – Rural community-based-tourism, Portuguese rural communities, e-tourism, Collective Memory, User Generated Content

Purpose – The tourism sector has been placed with a multitude of challenges throughout recent years and technology has been a valuable ally in overcoming those challenges (Buhalis, 2022). Until the beginning of 2020 research done in the field of e-tourism was able to contribute with knowledge and strategic views on where the tourism was and where it would eventually head. The COVID-19 pandemic, however, shook the sector at its core and contributed to the promotion of a deep review of the paths tread up to then in the field of e-tourism (Gretzel et al., 2020). Rural communities, often worlds apart from the realities dealt with in the more known sectors of tourism, have always needed to find methodologies, strategies, and tools capable of matching their uniqueness and particularities. This paper may be understood as a contribution to Portuguese rural communities in their quest for promoting their own tourism supply and demand ecosystem. In it, a view, based on the principles of sustainability by the resident population and tourists, for diversification, competitiveness, and equal opportunities, is researched as an alternative to one where "rural areas are increasingly perceived as consumption, rather than productive places, mainly associated with leisure and tourism" (Eusébio et al., 2017, 197). Adopting E-tourism solutions and strategies may enable this rural community to promote itself as a destination with its own unique offers for it is well known that "digitisation can be a powerful force for change – as long as it is adapted to the rural context and implemented with the involvement of rural communities themselves" (European Network for Rural Development, 2018, 1). Currently any given tourism destination strongly relies on its ability to communicate its attractiveness online, so outlining what makes Fontoura attractive, through the eyes of its community, is the first step in the right direction.

In the described research, a specific rural community, Fontoura situated in the Minho region of the Northwest of Portugal, is analysed with the purpose of understanding how its historical, traditional, and cultural patrimony may be used to promote the territory as a tourist destination. Its past, evidenced by its inclusion in the Route and Way of St. James, alongside religious, gastronomy and oenology traditions make up a territory with valuable resources still to be fully explored and valued.

Design/Methodology/Approach - The research presented, which is still partially underway, is set on a participative and collaborative design approach – with the aid of focus groups with the locals aimed at storytelling sessions about the parish and its tangible and intangible patrimony - and, with the aid of an extensive literature review, the analysis of good practices applied to rural communities, and the development of participative and collaborative activities with the local community, is set to understand and outline how the territory's resources may be used to empower the local communities as well the destination. Enabling the local members' participation in the process will contribute to the



building of a sense of community and unity among the citizens, one of the most crucial steps towards a society where people are happy (Martela et al., 2020).

Findings - The results expected include the proposal of model for promoting the collaborative design of an online map with georeferenced tourism related resources. The proposed model may contribute to similar actions in other rural territories seeking to discover and fuel their potential as tourism destinations. These positive actions are of the utmost importance for “tourism is one of the most significant community development tools, particularly in marginal or peripheral communities such as indigenous, remote, and rural communities” (Beeton, 2006, 16).

Research limitations/implications – The limitations may appear from the pandemic year that we are living and that may make it impossible for us to obtain the collaboration that we want from residents and tourists, and that will lead us to broader research into similar and nearby territories.

Originality/value - This paper links the academic debate on the guidelines and good practices through rural communities with the goal of being sustainable at digital tourism offer based on georeferencing, applied directly through the cultural and natural resources that the parish of Fontoura gives to the local community and to those whom visiting us. Practical Implications: When the research is fully completed the proposed model will hopefully aid the community and territory in sharing and valuing their stories and history online as a destination.

References

- Beeton, S. (2006). *Community development through tourism*. Land Links.
- Cooper, C. (2022). *Tourism*. In D. Buhalis (Ed.), *Encyclopedia of Tourism Management and Marketing*. Edward Elgar Publishing. <https://doi.org/10.4337/9781800377486>
- European Network for Rural Development (2018). *Smart villages: How to ensure that digital strategies benefit rural communities. Orientations for policy-makers and implementers*. European Commission. https://enrd.ec.europa.eu/sites/default/files/enrd_publications/smart-villages_orientations_digital-strategies.pdf
- Eusébio, C., Carneiro, M., Kastenholz, E., Figueiredo, E., & Silva, D. (2017). Who is consuming the countryside? An activity-based segmentation analysis of the domestic rural tourism market in Portugal. *Journal of Hospitality and Tourism Management*, 31, 197-210. <https://doi.org/10.1016/j.jhtm.2016.12.006>
- Gretzel, U., Fuchs, M., Baggio, R., Hoepken, W., Law, R., Neidhardt, J., & Xiang, Z. (2020). eTourism beyond COVID-19: A call for transformative research. *Information Technology & Tourism*, 22, 187-203.
- Martela, F., Greve, B., Rothstein, B., & Saari, J. (2020). The nordic exceptionalism: What explains why the nordic countries are constantly among the happiest in the world. In J. F. Helliwell, R. Layard, J. D. Sachs & J. E. De Neve (Eds.), *World Happiness Report* (pp. 129-1465). New York.

Slow tourism development in the countryside through residents' storytelling

Ana Jesus, Faculty of Economics, Universidade do Algarve, Portugal, beatrizjesus@msn.com

Manuela Guerreiro, Research Centre for Tourism, Sustainability and Well-being and Faculty of Economics, Universidade do Algarve, Portugal, mmguerre@ualg.pt

Bernardete Sequeira, CICS.NOVA, Universidade NOVA de Lisboa, and Faculty of Economics, Universidade do Algarve, Portugal, bsequei@ualg.pt

Dora Agapito, Research Centre for Tourism, Sustainability and Well-being and Faculty of Economics, Universidade do Algarve, Portugal, dlagapito@ualg.pt

Júlio Mendes, Faculty of Economics, Universidade do Algarve, Portugal, jmendes@ualg.pt

Keywords – slow tourism, storytelling, rural, residents, local lifestyle, product development

Purpose – The interest in slow tourism has grown in the last decade (Mavrić et al., 2021). While food focus has been predominant, this approach has been extended to the global destination experience. This approach encourages the deceleration of the rhythm of life during holidays along with the appreciation of local identity and resources in a sustainable way (Serdane et al., 2020). Some rural places have adhered to slow movement principles, but they should increasingly search for new distinctive and meaningful tourism products following this rationale. The purpose of this case study is to identify main themes that can be used for the development of new slow tourism products in the countryside through residents' storytelling inspired by the host population's ways of living.

Design/Methodology/Approach – A single case study approach was used to address the research objective (Yin, 1993) by focusing on one municipality of the Algarve region in Portugal, São Brás de Alportel. Contrasting to more fast-paced tourism-related activities commonly associated with the sun and beach and urban contexts in the region, in the last decade, three municipalities in the Algarve were recognised as slow territories (<https://www.cittaslow.org/>). This exploratory study was conducted in one of these territories – S. Brás de Alportel. The municipality accounts for 70% of mountain landscape, with a predominance of cork oak as one of its greatest assets, and encompasses areas of particular ecological interest, such as Rede Natura 2000. Traditional local gastronomy of peasant origin strongly uses ham, smoked sausages, figs, almonds, carobs and honey, for example, and is particularly rich in soups, sweets, liquors, and arbutus brandy (<https://www.visitsaobrasalportel.pt/>) A qualitative approach was adopted and triangulation of methods was used (Bryman, 2012). The main method of data collection was in-depth interviews. One interview was conducted with a local council representative to understand the slow strategy of São Brás de Alportel. Four in-depth interviews were performed with key residents (people living in the inland since they were born) indicated by the council or recommended by respondents considering the research objective. In this context, a purposive sample was used, and the group's internal diversity was guaranteed (Bryman, 2012). Sample size followed the saturation criterion, and the exploratory nature of the research was taken into account. The latter interviews used a storytelling approach (Moscardo, 2020) focused on locals' ways

of living in the past and in present in São Brás de Alportel. These narratives were compiled and the data were examined through thematic analysis. Notes from a field journal and participant observation were utilised to complement data collection and assist interpretation of findings (Bryman, 2012).

Findings - Thematic analysis revealed three main themes related to 1) lifestyle (e.g., traditional gastronomy, cattle, clothes, education, entertainment), 2) trails and paths in the mountains, and 3) living in the mountain. The findings are in line with key features of slow tourism proposed by Lumsdon and McGrath (2011) related to slowness and the value of time, locality and activities at destinations, modes of transport and experience, along with environmental consciousness.

Research limitations/implications – This exploratory research relies on a case study approach and, therefore, derived themes are limited to a single territory. Future research can further explore the potential of developing shared thematic routes between destinations focusing on their rural-based identity and following a slow tourism strategy based on storytelling.

This approach contributes to the preservation and valorisation of places and their cultural and natural heritage, together with identities in the inland. In so doing, it ensures the involvement of local communities in the process of developing new tourism products, such as thematic routes, by following the rationale of slow tourism and catering for more sustainable tourism development.

Originality/value - This study gives the stage to residents in searching for distinctive slow tourism products by using a storytelling approach to identify specific themes that are distinctive of inland places with mountains areas (Serra), such as São Brás de Alportel. This approach allows enhancing the conditions for visitors to perceive meaningful and authentic experiences in rural areas, which can aid sustainable development in a rural context.

Acknowledgement: This research is financed by National Funds provided by FCT–Foundation for Science and Technology through project UIDB/04020/2020.

References

- Bryman, A. (2012). *Social research methods* (4th ed.). Oxford University Press.
- Lumsdon, L. M., & McGrath, P. (2011). Developing a conceptual framework for slow travel: A grounded theory approach. *Journal of Sustainable Tourism*, 19, 265–279. <https://doi.org/10.1080/09669582.2010.519438>
- Mavrić, B., Öğretmenoğlu, M., & Akova, O. (2021). Bibliometric analysis of slow tourism. *Advances in Hospitality and Tourism Research*, 9(1), 157-178. <https://doi.org/10.30519/ahtr.794656>
- Moscardo, G. (2020). Stories and design in tourism. *Annals of Tourism Research*, 83, 102950-102962. <https://doi.org/10.1016/j.annals.2020.102950>
- Serdane, Z., Maccarrone-Eaglen, A. & Sharifi, S. (2020). Conceptualising slow tourism: A perspective from Latvia. *Tourism Recreation Research*, 45(3), 337-350. <https://doi.org/10.1080/02508281.2020.1726614>
- Yin, R. K. (1993). *Applications of case study research*. Sage Publications.

How diverse are residents' perceptions of wine tourism impacts in three Portuguese wine routes? The role of involvement with tourism, wine production, and life-cycle stage of the wine destination

Celeste Eusébio, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, celeste.eusebio@ua.pt

Maria João Carneiro, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, mjcarneiro@ua.pt

Elisabete Figueiredo, GOVCOPP, Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal, elisa@ua.pt

Paulo Duarte, NECE-UBI, Management and Economics Department, Universidade da Beira Interior, Portugal, pduarte@ubi.pt

Lúcia Pato, Escola Superior Agrária (ESAV) and CERNAS-IPV Centro de Investigação, Instituto Politécnico de Viseu (IPV), Portugal, mljesus@esav.ipv.pt

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – Residents' perceptions, wine tourism impacts, destination life-cycle, wine routes, involvement with tourism, involvement with wine production

Purpose – Wine tourism has been growing considerably over the last decades. The literature highlights its relevance in the social, economic, and cultural development of the regions where wine routes are located. The residents of these territories may have an important role in the success or failure of these routes, given that their attitudes towards visitors tend to impact visitors' satisfaction and future behavioural intentions. The residents' attitudes, on the other hand, are strongly influenced by their perceptions of tourism impacts. However, few studies examine the perception of the residents' regarding wine tourism impacts. Even fewer studies analyse the diversity of these perceptions, conditioned by the wine routes' life-cycle stage, level of development, and the residents' involvement with tourism and wine production. To increase the knowledge in this field, the present study aims to analyse diversity amongst residents' perceptions of wine tourism impacts on wine routes. It specifically intends to examine this diversity according to the life-cycle stage of the wine route and residents' involvement with wine and with tourism activities.

Design/Methodology/Approach - A questionnaire was undertaken targeting residents of three wine routes of the Central Region of Portugal – Bairrada, Dão and Beira Interior. Residents were selected using a quota sampling approach regarding, municipality of residence, age and gender. A total of 884 complete questionnaires were obtained. The T-test, ANOVA and Kruskal-Wallis test were used to compare the impacts perceived by residents with different involvement with tourism and wine

production, as well as to compare the perceptions of respondents' living in territories with distinctly developed wine routes.



Findings - Generally, residents perceived that wine tourism generates more benefits than costs. Most perceived impacts are positive economic and sociocultural and the least perceived are the negative environmental and social ones. Some differences are observed according to the life-cycle stage of the wine route. It is interesting to observe that it is in the most recent and the least developed route – Beira Interior – and in the oldest and most developed one – Bairrada - that the residents perceive both more positive and negative impacts of wine tourism. Possible reasons for this result are also presented. Moreover, results also reveal that residents involved in tourism or wine activities exhibit more positive perspectives regarding the impacts of wine tourism. However, this relation is more evident for involvement with tourism than for involvement with wine production.

Research limitations/implications – This study provides important contributions to wine routes’ managers and tourism agents, sensitizing them about the need to increase the residents’ support to tourism development through a better understanding of the effective benefits of wine tourism for their region’s development. Only with a community that is aware of these positive impacts, more favourable attitudes towards wine tourism development may be expected, with consequent implications on hospitality and possible investment in more tourist-friendly services.

Despite the relevant insights of this study, some limitations must be recognised. This study is limited in its geographical scope, being undertaken in only one country, and only the impact of three factors influencing the residents’ perception was assessed. Thus, further research should be carried out in other countries, and wine routes, as well as consider other factors.

Originality/value - Although the residents’ perception of tourism impacts is widely researched, few studies evaluate the diversity of the residents’ perception of wine tourism impacts. Moreover, no studies are known that examine this diversity associated with involvement with the wine sector or to the development stage of the wine route, responsible for articulating the wine destination supply. Therefore, this study provides important insights to increase knowledge on residents’ perceptions of wine tourism impacts, specifically conditioned by the life-cycle stage of wine routes and the residents’ involvement with tourism activities and wine production.

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.



Sessão Paralela 10

Marketing da experiência de enoturismo rural

Ecomuseus, tradições e autenticidade como propulsores do Turismo Criativo

Marta Simões, Instituto Politécnico de Coimbra, Portugal, martafilepimes@icm.ucp.pt

Eugénia Devile, Instituto Politécnico de Coimbra, Portugal, eugenia@esec.pt

Susana Lima, Instituto Politécnico de Coimbra, Portugal, sulima@esec.pt

Andreia Moura, Instituto Politécnico de Coimbra, Portugal, andreiamoura@esec.pt

Keywords – Turismo Criativo, Nova Museologia, Ecomuseus, Desenvolvimento local

Purpose – O turismo é uma atividade importante como geradora de receitas, sendo capaz de impulsionar o desenvolvimento de regiões do interior, assente na oferta de experiências baseadas nas tradições e na autenticidade dos territórios. Atualmente, verifica-se uma tendência pela procura de destinos de interior, assim como uma mudança nas motivações da procura turística, que tende a preferir produtos turísticos que ocasionem experiências enriquecedoras e memoráveis. A busca por estes produtos poderá incentivar o desenvolvimento de projetos que visam a preservação da natureza, do património material e imaterial, do saber-fazer, das tradições, das histórias e da memória coletiva de um determinado local.

Neste contexto, o aparecimento do termo Turismo Criativo reflete uma tendência de desenvolvimento do próprio turismo cultural, baseando-se num maior envolvimento e interação dos turistas com os destinos e, muito em particular, com as pessoas que neles habitam. O turismo criativo pode, assim, constituir uma forma de envolver os turistas no modo de vida dos destinos, podendo contribuir para a recuperação de recursos extintos, assumindo-se como um modo de autodescoberta e uma maneira de recriar e revitalizar os territórios (Richards & Marques, 2012).

Este artigo pretende analisar em que medida os ecomuseus, aliados à autenticidade e às tradições, podem contribuir para o desenvolvimento e diferenciação do turismo a nível local, potenciando o turismo criativo. Propomo-nos, assim, analisar vários ecomuseus que desenvolvem a sua atividade em diferentes territórios do interior de Portugal procurando compreender o seu papel na dinamização do turismo criativo.

Design/Methodology/Approach - Optou-se por uma metodologia de cariz qualitativo, que teve como base a observação direta das atividades desenvolvidas por ecomuseus do interior de Portugal e a realização de entrevistas em profundidade, decorrendo a recolha de dados nos meses de maio e junho de 2021. O objetivo da observação direta foi identificar in situ o tipo de atividades levadas a cabo pelos ecomuseus e pelos seus polos, quando existem, procurando analisar oportunidades de desenvolvimento de turismo criativo. Foram selecionados quatro ecomuseus que se inserem em destinos de interior e com pouca densidade populacional: o Ecomuseu da Serra da Lousã, o Ecomuseu das Tradições de Xisto, o Ecomuseu do Barroso e o Ecomuseu do Zêzere. As entrevistas em profundidade foram direcionadas a dois grupos distintos de atores, tendo-se procurado recolher informação sobre a sua perspetiva relativamente ao papel dos ecomuseus na preservação dos recursos e na sua articulação com o desenvolvimento turístico dos territórios, bem como os principais

desafios para a promoção de atividades de turismo criativo. O primeiro grupo é constituído pelos responsáveis dos ecomuseus mencionados anteriormente (com exceção do do Zêzere) e o segundo é constituído por docentes da Escola Superior de Educação, do Instituto Politécnico de Coimbra, com investigação nesta área do saber. Tentámos assim recolher diferentes pontos de vista, com base na experiência dos inquiridos: no primeiro grupo com a visão da realidade territorial e, no segundo, numa perspetiva mais académica e concetual. Foram assim desenvolvidos dois guiões de entrevistas com questões abertas, de forma a balizar os assuntos, mas permitindo liberdade aos entrevistados para explorar os temas, o que possibilitou uma recolha de dados mais abrangente, integrando diferentes pontos de vista e realidades contextuais

Findings - Um ecomuseu bem estruturando, sustentado no conhecimento aprofundado do seu território, que englobe o património no sentido lato, isto é, material, imaterial e natural, que envolva a comunidade local, tanto na sua construção como nas diferentes atividades desenvolvidas, pode efetivamente contribuir para o desenvolvimento turístico sustentável. Para que os destinos consigam capitalizar o papel dos ecomuseus no desenvolvimento de práticas de turismo criativo assume grande importância um maior envolvimento entre os agentes turísticos e um trabalho em rede nos territórios envolvidos. Ainda que não caiba aos ecomuseus a responsabilidade da operação turística, o seu papel é determinante para a concretização de atividades e experiências turísticas baseadas na história e nas histórias dos territórios, capazes de alavancar a diferenciação do turismo local e, desta forma, serem mais competitivos. Foram identificados alguns constrangimentos neste processo, sobretudo no que refere à falta de recursos humanos e à escassez de recursos financeiros nos ecomuseus para sustentar um trabalho mais aprofundado de levantamento e análise de recursos intangíveis. Foi possível observar que as perspetivas dos dois grupos de entrevistados são, de forma global, coincidentes, no que se refere ao papel dos ecomuseus na dinamização turística dos territórios, embora o conceito de turismo criativo pareça ser entendido de forma diferenciada.

Research limitations/implications – A situação pandémica vivida no decorrer do trabalho de campo, durante o mês de maio e junho, não permitiu a participação em algumas das atividades dinamizadas pelos ecomuseus, o que teria sido importante para uma observação mais rigorosa.

O artigo termina com propostas e recomendações tendo em vista um papel mais interventivo da população local nas atividades dinamizadas pelos ecomuseus, bem como diversos contributos para potenciar o turismo criativo como alternativa ao turismo tradicional, promovendo o turismo sustentável e valorizando os recursos endógenos dos territórios de baixa densidade.

Originality/value - Apesar de o Turismo Criativo ser alvo de crescente atenção pela comunidade académica, nos últimos anos, e de haver também algum interesse pelo papel dos ecomuseus na preservação e dinamização dos recursos endógenos dos territórios, são poucos os estudos que analisam a articulação entre estes dois temas.

References

Richards, G., & Marques, L. (2012). Exploring creative tourism: Editors introduction. *Journal of Tourism Consumption and Practice*, 4(2), 1-11.

Identidade e performance: As narrativas construídas sobre os vinhos de Calonge

Breno Angelo Cazzaro Menini, *Universidade de Girona, Spain, brenomenini@gmail.com*

Keywords – Teoria da performance, narrativas, enoturismo, visitas guiadas, identidade

Purpose – Este paper explora a construção de diferentes narrativas presentes nas visitas guiadas oferecidas por seis vinícolas do município de Calonge, na Espanha, que trabalham com o enoturismo. Ele busca descrever e comparar os elementos presentes nas dinâmicas entre os turistas de vinho e os guias das adegas, sob o olhar da teoria da performance. Essa relação, que não deixa de ser uma orquestração, leva em consideração a história contada, os vinhedos, a paisagem, os instrumentos de produção e o momento de degustação do vinho.

Design/Methodology/Approach - Se está realizando um estudo etnográfico do enoturismo local, em distintos níveis. As entrevistas, observações e notas de campo são analisadas através das lentes da teoria da performance. Um método comparativo é empregado para identificar padrões emergentes entre as narrativas e um método hermenêutico é usado para interpretar os dados

Findings - Preliminarmente, já se encontram diferentes aspectos históricos e culturais presentes na construção das narrativas, que permitem lançar luz sobre temas como memória e identidade dos grupos analisados. Apesar da investigação não estar concluída, ela aponta na direção de que o enoturismo e suas narrativas poderiam ser potentes ferramentas de preservação da memória e identidade coletiva dos viticultores de Calonge, além de serem estratégias de marketing direto de grande êxito e instrumentos de branding e fidelização de clientes.

Research limitations/implications – Esta investigação se está limitando a analisar apenas as narrativas criadas durante as visitas guiadas em seis adegas de Calonge. Outras atividades enoturísticas do município como a “Rota dos Vinhos” ou a “Semana do Vinho Artesanal” estão excluídas, assim como as narrativas de outras vinícolas presentes nesta localidade.

Originality/value - Calonge é um município da Catalunha, Espanha, conhecido pelos seus dois modos de fazer vinho: o vinho artesanal, que remete às técnicas ancestrais de produção do século XIX preservadas pelos agricultores locais e passadas de geração a geração, e os vinhos das Denominações de Origem, que contam com processos mecanizados e modernos. Essas duas realidades, que coabitam na cidade e que têm gerado conflitos recorrentes entre os habitantes, permitem que diferentes narrativas sejam criadas durante as visitas guiadas às adegas, para contar a história dos vinhos locais. Ainda, a recente descoberta de variedades autóctones de vinhas preservadas na região, desconhecidas e nunca catalogadas, faz de Calonge um objeto de interesse internacional no mundo do enoturismo.

Eventos e Promoção do Destino: uma análise às redes sociais das Comissões Vitivinícolas, em Portugal, em tempo de pandemia

Ana Sofia Duque, Escola Superior de Tecnologia e Gestão de Viseu (ESTGV), CISED, Politécnico de Viseu (IPV), Portugal, ascduque@estgv.ipv.pt

Maria De Lurdes Correia Martins, Escola Superior de Tecnologia e Gestão de Viseu (ESTGV), CI&DEI, Politécnico de Viseu (IPV), Viseu, Portugal, lurdesmartins@estgv.ipv.pt

Keywords – análise de redes sociais, análise de conteúdo, promoção do destino, organização de eventos, Comissões Vitivinícolas, pandemia

Purpose – As redes sociais são hoje em dia uma ferramenta importante para a promoção dos destinos, uma vez que “desempenham um papel significativo tanto na procura, como na oferta do turismo, permitindo aos destinos interagir diretamente com os visitantes através de várias plataformas da internet e monitorizar e reagir às opiniões dos visitantes e avaliações dos serviços” (Kiralova & Pavlicecka, 2015: 358).

As redes sociais estão a mudar a forma como a sociedade consome a informação (Hays, Page, & Buhalis, 2013) e, por outro lado, também permitem que os destinos entrem em contacto com os visitantes a um custo relativamente baixo e com níveis mais altos de eficiência (Kaplan & Haenlein, 2010).

O principal objetivo deste estudo é analisar a dinâmica territorial das 14 regiões vitivinícolas portuguesas, no que diz respeito ao planeamento de eventos e à promoção da região enquanto destino turístico, com base na informação disponibilizada nas redes sociais Facebook e Instagram.

Design/Methodology/Approach - Um dos elementos distintivos da oferta turística portuguesa é o produto “Gastronomia e Vinhos”, estando o país dividido em 14 regiões vitivinícolas, com características e dinâmicas muito diferentes. As diferenças estão relacionadas não só com as características dos solos que as constituem, das castas autóctones, do *terroir*, das técnicas vitivinícolas utilizadas, mas também pela sua dimensão histórica e pela influência dos aglomerados populacionais, ora mais urbanos, ora mais rurais.

Para atingir o objetivo proposto, foi feita uma análise de conteúdo nas redes sociais oficiais das regiões vitivinícolas portuguesas, da qual resultou a observação de todas as publicações existentes, categorizando-as em múltiplas categorias, tais como: promoção turística (publicações que apelam à visita ao destino e consumo de produtos locais); organização de eventos (divulgação e promoção de eventos que serão realizados na região); harmonização comida-vinho; entretenimento; informativas; e inspiracionais. A análise de conteúdo foi elaborada pelas duas autoras, que verificaram cada publicação existente nas redes sociais, categorizando-a posteriormente.

A análise realizada cobre o período entre março de 2020, o mês que marca o início da pandemia Covid-19, e dezembro de 2021.

Findings - Da pesquisa desenvolvida foram identificadas 14 Comissões Vitivinícolas (CVR's) em Portugal – Vinhos Verdes, Trás-os-Montes, Douro, Távora-Varosa, Beira Interior, Dão, Bairrada, Lisboa, Tejo, Setúbal, Alentejo, Algarve, Açores e Madeira.

Destas regiões, verificou-se que todas possuem conta oficial de Facebook e de Instagram. Alguns dos resultados obtidos com esta pesquisa permitem afirmar que as regiões com mais seguidores (na soma do total das duas redes sociais) são o Alentejo com mais de 180 mil seguidores e o Douro e Porto com mais de 60 mil. Por outro lado, as que possuem menos seguidores são a região dos Açores e a do Távora-Varosa.

No geral, as redes sociais das CVR's são bastante ativas, com várias publicações semanais durante o período analisado, em simultâneo no Instagram e Facebook. Constatou-se que uma parte significativa das publicações se enquadra na categoria da promoção turística, com apelos à visita do território e à experimentação de produtos (com destaque para os vinhos).

É possível verificar que grande parte dos eventos organizados foram desenvolvidos em formato online, havendo, no entanto, alguns períodos (no verão de 2020 e de 2021), em que o registo presencial ganhou destaque. As tipologias de eventos mais comuns foram: provas de vinhos e webinars, que contemplam conversas com enólogos, produtores de vinho e aderentes de rotas.

Research limitations/implications – Após a análise dos resultados, é possível determinar quais são as regiões mais dinâmicas, as que mais investem na promoção turística, quais têm mais seguidores e, no que diz respeito ao planeamento de eventos, com que frequência estas iniciativas são criadas e qual a tipologia de eventos mais desenvolvida.

No final, espera-se reunir um conjunto de sugestões que ajudem a dinamizar as diferentes regiões vitivinícolas, especialmente aquelas que não utilizam tanto as redes sociais.

Quanto às limitações do estudo, o facto da metodologia utilizada se cingir apenas à análise de conteúdo de publicações nas redes sociais (Facebook e Instagram) pode ser encarado como um fator redutor. Outro aspeto a considerar é o facto da análise contemplar um período muito específico, marcado pelo início da pandemia de Covid-19, em março de 2020 e a terminar em dezembro de 2021, o que não permite fazer generalizações, nem comparações sobre a atividade das CVR's, antes e durante a pandemia.

Originality/value - A pandemia tem levado os territórios a repensarem as suas estratégias promocionais. A inovação tem sido a pedra angular para as Comissões Vitivinícolas se adaptarem às alterações causadas pela pandemia e para reinventarem os eventos que costumavam organizar. Uma análise das estratégias implementadas pelas diferentes regiões poderá auxiliar o processo de retoma do enoturismo e gerar conhecimento para lidar com futuras oscilações de mercado.

References

- Hays, S., Page, S. J., & Buhalis, D. (2013). Social media as a destination marketing tool: Its use by national tourism organisations. *Current Issues in Tourism*, 16(3), 211–239. <https://doi.org/10.1080/13683500.2012.662215>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Kiráľová, A., & Pavlíčka, A. (2015). Development of social media strategies in tourism destination. *Procedia-Social and Behavioral Sciences*, 175, 358–366. <https://doi.org/10.1016/j.sbspro.2015.01.1211>

Branding e o Turismo Gastronómico de destino

Nuno Ventura, Universidade de Aveiro, Portugal, nunogomesventura@ua.pt

Vasco Coelho, Universidade de Aveiro, Portugal, vasco.coelho@ua.pt

Keywords – Turismo Gastronómico, *Branding* de destinos, Revisão bibliográfica

Purpose – Assumindo a crença de que o turismo gastronómico é constituído pela participação de turistas em atividades relacionadas com exposição e degustação de diferentes tipos de comida durante o processo de viagem, e que este, pode constituir-se como motivação primária, bem como, secundária, a gastronomia providencia aos destinos elementos diferenciadores e autênticos, capazes de gerar procura e criar uma marca produto/destino/país.

O *branding* é a capacidade de um determinado produto ou serviço em criar uma marca, um identificador próprio que o distingue da concorrência. A competitividade entre destinos é cada vez maior, como tal existe a necessidade de encontrar “novos” produtos capazes de gerar procura e servir de pull factors para os destinos. Ao longo dos últimos anos a gastronomia, os produtos gastronómicos, restaurantes, street food e festivais gastronómicos têm sido utilizados pelos diversos stakeholders como elemento capaz de criar atratividade no destino e por sua vez aumentar a procura turística e a fidelização de visitantes. O presente estudo tem como objetivo central, construir um enquadramento teórico entre *branding* de destino e food tourism, através de uma revisão sistemática da literatura e, dando resposta aos seguintes objetivos: identificação e seleção de artigos a analisar, metodologia de recolha de dados, análise de conteúdo, limitações do método, resultados e discussão.

Design/Methodology/Approach - A abordagem metodológica utilizada para responder aos objetivos predefinidos, foi baseada na análise de artigos científicos de open access recolhidos numa base dados SCOPUS, através do seguinte protocolo (TITLEABS-KEY(Branding AND "Food Tourism")), (TITLE-ABS-KEY(food AND "destination branding")) e (TITLE-ABS-KEY(food AND "place branding")). A metodologia teve em consideração a problemática da competitividade, as áreas de atuação dos estudos e as opções metodológicas utilizadas. A triagem dos artigos foi concluída através da análise de títulos e resumos, e elegibilidade do artigo. Definidos os 48 artigos, a pesquisa concedeu-nos algumas referências centrais, nomeadamente Henderson (2009), Rinaldi (2017), Berg & Sevón (2014, 2016), Bjork & Kauppinen-Räsänen (2016), Freire & Gertner (2021) e Lai & Khoo-Latimore & Wang (2019).

Findings - Concluímos que há uma crescente investigação nesta área, contudo, e apesar dos dois temas escolhidos (turismo gastronómico e *Branding* de destinos) serem o foco de vários artigos científicos, a correlação entre os temas ainda se encontra pouco explorada. Da revisão sistemática da literatura podemos observar que a maioria dos artigos são posteriores a 2016, mais especificamente 32. Observámos que as abordagens feitas ao tema poderiam ser substancialmente diferentes dependendo da proveniência geográfica dos estudos. Evidenciámos que 46% dos artigos eram provenientes do continente europeu, onde os países mais representativos foram Itália com 4 artigos e Espanha e Inglaterra com 3 artigos respetivamente. Deparámo-nos com uma tendência nos artigos do velho continente, na sua maioria evidenciavam os produtos locais e não os restaurantes ou destinos



como sucedia nos artigos provenientes da Ásia e América. A maioria dos estudos relacionados com a temática na europa estavam ligados a destinos rurais em contrapartida com os estudos asiáticos onde o pendor é para destinos citadinos.

Research limitations/implications – Esta revisão sistemática de literatura carece de uma abordagem mais exaustiva aos temas abordados, com diferentes conjugações e *keywords*, uma vez que o universo de estudo foi relativamente pequeno. A heterogeneidade entre os destinos, métodos e a recolha de informação dos estudos é uma das limitações ao estudo, não permitindo retirar conclusões generalizadas e coerentes relativas à temática.

Originality/value: Este artigo constitui uma reavaliação da literatura existente, de modo a identificar a importância dos produtos gastronómicos para o turismo gastronómico e para a promoção e diferenciação dos destinos. A abordagem às limitações evidenciadas nesta revisão sistemática de literatura são passíveis de análise mais profunda.



Parallel session 11

Enhancing sustainable development

“More than wine”: Wine routes as a strategic partnership for local development. The case of Route of Dionysus in Northern Greece

Maria Partalidou, Aristotle University of Thessaloniki (AUTH), Greece, parmar@agro.auth.gr

Dimitra Tilkeridou, MSc Tourism and Local Development, AUTH, Greece, dimitra.tilkeridou@outlook.com

Keywords – networks, trust, rurality, agritourism

Purpose – The purpose of the research was to identify whether this wine route has activated collaborations and has achieved its goal in establishing a strategic partnership and tool of an overall wine tourism development in the region.

Design/Methodology/Approach – A qualitative methods approach was used and a triangulation was achieved by addressing the same questions through in-depth qualitative semi structured interviews to (a) five key informants-experts (representatives of the public sector, LAG, tourism representatives, travel agencies, wine festival and wine industry), (b) four winemakers – members of the wine route and (c) 18 non members (winemakers and other local entrepreneurs) as a deliberate sample reached by a snowball technique (Bryman, 2017). Apart from the interview guide an Ishikawa- Fishbone diagram, identified causes for non participation (Ilie & Ciocoiu, 2010) and a SWOT analysis provided major practical implications. Transcribed interviews were coded, field notes were also used and through content analysis themes and codes emerged that helped us arrive to the results.

Findings - In the region there is a total number of 11 wineries out of which only 4 participate in the Wine Route. There is no participation from local restaurants; only one women’s agrotouristic cooperative and 3 hotels are members in the network. The major outcome is that the overall perception of the achievement of this strategic partnership for wine tourism in the region is very low. For non members there is no clear perception on what exactly is the wine route. The lack of a clear destination marketing from the network was identified also. Quoting a winemaker-member "Putting names and websites of wineries and some bed and breakfast on a website is not a wine route, it should have a story telling, a starting and ending point with specific data for the traveler". Non members identified the lack of time that actually reflects on the lack of personnel, as it is the same person (family members) that does everything in the vineyard, wine making and wine tourism. Small businesses are sometimes devalued within the network by the larger ones and mainly by the wineries that treat wine tourism supplementary and generally present "elitism"; an outcome also identified in previous literature on tourism clusters in rural areas (Partalidou & Koutsou, 2012).

Research limitations/implications – In conclusion, there is a difficulty of agreement and coordination of many companies and different sectors in the same area. It would therefore be very useful from a policy point of view to set up an observatory, which would monitor and measure the effects in terms of quantity, either quantitatively or qualitatively, so that the benefits would be realized. In addition the



limitation of this being a case study with geographical specificity might be overcome by further researching all wine routes created in the country.

Originality/value - Wine, apart from an emblematic agricultural product with great contribution to the economy of many areas in the world is a cultural product rooted in the history, customs, and traditions of a place and therefore many rural destinations invest on wine tourism and on the creation of wine routes as a strategic partnership that puts together wineries, vineyards, wine museums, local gastronomy and culture with classical tourism service providers (Alebaki et al., 2015; Hall & Mitchell, 2001). This paper reflects on the case study of the Wine route of Dionysus in one of the most famous winemaking areas of Northern Greece, the region of Drama. This route is part of a wider network “The Wine Routes of Northern Greece” with a long history, since the 90ies. However has never before attracted the interest of the academia in terms of understanding on the one hand, the perceptions of the winemakers involved in this network and on the other hand, the low participation both from other local wineries and rural businesses.

References

- Alebaki, M., Menexes, G., & Koutsouris, A. (2015). Developing a multidimensional framework for wine tourist behavior: Evidence from Greece. *Wine Economics and Policy*, 4(2), 98–109. <https://doi.org/10.1016/j.wep.2015.11.002>
- Bryman, A. (2016). *Social research methods*. Oxford University Press.
- ILIE, G., & Ciocoiu, C. (2010). Application of fishbone diagram to determine the risk of an event with multiple causes. *Management Research and Practice*, 2, 1-20.
- Hall, C. M., & Mitchell, R. (2000). Wine tourism in the Mediterranean: A tool for restructuring and development. *Thunderbird International Business Review*, 42(4), 445–465. [https://doi.org/10.1002/1520-6874\(200007/08\)42:4<445::AID-TIE6>3.0.CO;2-H](https://doi.org/10.1002/1520-6874(200007/08)42:4<445::AID-TIE6>3.0.CO;2-H)
- Partalidou M., & Koutsou S. (2012). Locally and Socially Embedded Tourism Clusters in Rural Greece. *TOURISMOS: An International multidisciplinary Journal of Tourism*, 7(1), 99-116.



The wine tourism-development binomial in the historic Designation of Origin "Valdepeñas"

Susana Ramírez García, *Geography Department, Complutense University of Madrid, Spain, suramire@ucm.es*

Olga Inmaculada Mancha Cáceres, *Social Anthropology and Social Psychology Department, Complutense University of Madrid, Spain*

Rosa Mecha López, *Geography Department, Complutense University of Madrid, Spain*

Keywords – Wine tourism, Rural development, Sustainable development, Sustainable tourism

Purpose – This paper aims to clarify the role play by wine tourism in the local development of Valdepeñas (Ciudad Real, Spain). To this end, the link between the trajectory of the Valdepeñas Designation of Origin over the last twenty years and the emergence of wine tourism in this municipality has been analyzed (Fernández Portela & Vidal Domínguez, 2020; Vázquez Piñero et al., 2019).

Design/Methodology/Approach - A constructivist method and qualitative methodologies were used (Che & Wargenau, 2011). Starting from an initial theoretical acceptance and supporting the evidence in the local data, the progress of the analysis is due to the testimonies of local actors (public, private, economic and social).

Findings - The decrease in the number of wineries in the last twenty years may be marking a trend of concentration of production in large companies. This circumstance may have its correlate in a transformation of the importance and the social reflection of the economic activity of vineyard cultivation and winemaking transformation. In the same sense, there may be a decrease in the wine tourism resource and offer (in quantity and / or quality). Thus, local development may be losing part of the socioeconomic diversity that sustains it (Hall et al., 2004; Dodd, 2004).

Research limitations/implications – Two are the main difficulties encountered. First, the high economic weight of the two largest wineries in the DO generates a social, economic and tourism promotion dynamic that is very different from the rest of local businesses and conditions local development. Secondly, the lack of available official tourism statistics prevents us from knowing the number and motivational priorities of visitors when they visit the municipality.

The return of the results of the analysis to local stakeholders seeks to improve the management of wine tourism, both public and private.

Originality/value - This paper attempts to pass through the academic theory and arrive at the social construction. Therefore, it seeks specific problems and their solutions. In this way, the academy aims to be a real social tool.

In addition, the work includes the gender and sustainability perspectives to measure the progress of Sustainable Development Goals 5 (gender equality) and 12 (responsible consumption and production).



References

- Che, D., & Wargenau, A. (2011). Visiting winery tasting rooms: venues for education, differentiation and direct marketing. In R. B. Torres & J. H. Momsen (Eds.), *Tourism and Agriculture. New geographies of consumption, production and rural restructuring*. Routledge.
- Dodd, T. H. (2004). Influences on cellar door sales and determinants of wine tourism success: Results from Texas wineries. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis (Eds.), *Wine Tourism Around the World: Development, Management and Markets*. Oxford, UK: Butterworth Heinemann.
- Fernández Portela, J., & Vidal Domínguez, M. J. (2020). Las rutas del vino como motores de dinamización socio-territorial: el caso de Castilla y León. *Boletín de La Asociación de Geógrafos Españoles*, 84. <https://doi.org/10.21138/bage.2789>
- Hall, C.M., Johnson, G., Cambourne, B., Macionis, N., Mitchell, R. and Sharples, L. (2004). Wine tourism: an introduction. In C. M. Hall, L. Sharples, B. Cambourne, & N. Macionis (Eds.), *Wine Tourism Around the World: Development, Management and Markets*. Oxford, UK: Butterworth Heinemann.
- Vaquero Piñeiro, M., de Salvo, P., & Giommi, F. (2020). Rural Tourism and Territorial Development in Italy. *Sustainability Assessment at the 21st Century*. <https://doi.org/10.5772/intechopen.85774>

Co-creating sustainable rural tourism experiences with food and wine. The case of Extremadura

Mercedes Galan-Ladero, University of Extremadura, Spain, mgalan@unex.es

Keywords – Sustainable Tourism, Rural Areas, Tourism Experiences, Wine, Extremadura, Responsible Consumption, Sustainable Development Goals (SDGs), Corporate Social Responsibility (CSR)

Purpose – Tourism can be a source of socioeconomic progress, improving the quality of life of local communities (e.g., income and job creation, promotion of local culture and products, infrastructure development, etc.). But, on the other hand, tourism may also be a source of problems if it is not managed properly (e.g., overtourism, loss of local identity, pollution, etc.). Therefore, sustainable tourism is encouraged to obtain the advantages of conventional tourism but avoiding its disadvantages.

Sustainable tourism is defined as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities” (UNWTO, 2021). Thus, sustainable tourism is based on 3 dimensions: economic, environmental, and social. It can be applicable to all forms of tourism, and in all kinds of destinations. Other terms, such as Corporate Social Responsibility (CSR) and Sustainable Development Goals (SDGs) are complementary.

Therefore, the purpose of this case study is to analyze the co-creation of sustainable rural tourism experiences with food and wine and how this has contributed to the development of Extremadura, a Spanish region, from a corporate socially responsible point of view and according to the Sustainable Development Goals (SDGs).

Design/Methodology/Approach - The methodology of this case study is based on desk research (website analysis) and qualitative research (semi-structured interviews to managers of businesses linked to the Ribera del Guadiana Wine and Cava Route).

Findings - this case study shows the relevance of “food & wine” issues for sustainable consumption and sustainable tourism (e.g., preservation of some food traditions and local production, linked to CSR and SDGs). But it is necessary to go deeper. Although Ribera del Guadiana Wine and Cava Route is the most well-known, there is a tendency to create and develop more routes, such as the Cheese Route or the Iberian Ham Route.

Research limitations/implications – The main research limitation is that it is an exploratory research. The results of this case study cannot be generalized.

Finally, the main practical implications are also very relevant. This case study contributes to support managers of the businesses included in the Ribera del Guadiana Wine and Cava Route to improve their offer of unique wine tourism experiences and contribute to the development of the sustainable tourism in Extremadura, according to Corporate Social Responsibility principles and the Sustainable Development Goals (SDGs).



Originality/value - About its originality, this case study links the Sustainable Development Goals (SDGs) by the United Nations (and, specifically, sustainable tourism and responsible consumption), the concept of Corporate Social Responsibility, and the concept of co-creating sustainable rural tourism experiences with food and wine in Extremadura (a Spanish region).

Acknowledgment – Participation in this Conference has been made possible thanks to funding granted by the Consejería de Economía, Ciencia y Agenda Digital de la Junta de Extremadura and by the European Regional Development Fund of the European Union through the reference grant GR21078.

References

UNWTO (2021). *Sustainable development*. UNWTO. <https://www.unwto.org/sustainable-development>



Parallel session 12

Marketing the rural food & wine tourism experience

Social media, marketing and communication strategies of Spanish wineries

Elena Cruz-Ruiz, Universidad de Málaga, Spain, ecruz@uma.es

Gorka Zamarreño-Aramendia, Universidad de Málaga, Spain, gzama@uma.es

Francisco Cristofol, ESIC, Spain, fjcrisofol@esic.edu

Keywords – wine tourism, social media, heritage, marketing, consumer, winery, heroic viticulture, Spain

Purpose – Wine tourism has become an interesting means of development for rural wineproducing regions (Bruwer & Alant, 2009). In Spain, there are areas where wineries practice heroic viticulture, which is those where the grapes are harvested by manual procedures because they are grown on land with a slope of more than 30% and an altitude above 500 meters (Zamarreño-Aramendia et al., 2021). The wineries of the appellations of origin (A.O). Ribera Sacra, the Canary Islands, Axarquía, and Priorato, which are the geographical areas where the aforementioned heroic viticulture is practiced, will be analyzed.

Social networks have changed the reality of wineries' marketing strategies (Szolnoki et al., 2018) The objective is to specify the importance of new technologies in the elaboration of the tourism product designed by wineries practicing heroic viticulture in Spain.

Design/Methodology/Approach - The research, which is deductive in nature, will analyze which of the 216 wineries included in the aforementioned A.O. use social networks, carrying out a content analysis by category of the most relevant social media (Twitter, Facebook and Instagram).

The time frame corresponds to the years 2020 and 2021. To carry out the analysis, a method of coding by categories and classification of the audiovisual documents related to the product they promote has been used. Thanks to this, the frequency of publication and the impact generated by them on the users of these networks has been observed, to ascertain how the wine tourism experience develops.

Findings - The conclusions are of interest for the progress of rural tourism in general and wine tourism in particular. Social media have an impact on the promotion of wine tourism in the areas studied. However, the research has found differences in the intensity of the use of studied social networks, with the Ribera Sacra being the area where it is most used. These differences have an impact on the design of the marketing strategy followed by the areas analyzed.

Research limitations/implications – The time frame selected may represent a limitation, especially if it is related to the problems that arose due to COVID-19.

The conclusions are of interest for the progress of rural tourism in general and wine tourism in particular. Wineries should opt for communication models that make intensive use of social networks as part of their promotion and marketing strategies. The differential characteristics of heroic viticulture are a strategic resource for the communications and marketing of the wineries that practice it.



Originality/value - We consider that their study is essential and original since they will be able to elaborate a tourist product by this singularity, which puts in value the existing heritage, favoring the development of rural tourism in certain areas of Spain, which enjoy similarly and discriminating productive qualities concerning other territories, where tradition is not so deeply rooted.

References

- 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>
- Szolnoki, G., Dolan, R., Forbes, S., Thach, L., & Goodman, S. (2018). Using social media for consumer interaction: An international comparison of winery adoption and activity. *Wine Economics and Policy*, 7(2), 109–119. <https://doi.org/10.1016/j.wep.2018.07.001>
- Zamarreño-Aramendia, G., Cruz-Ruiz, E., & Ruiz-Romero De La Cruz, E. (2021). Sustainable economy and development of the rural territory: Proposal of wine tourism itineraries in La Axarquía of Malaga (Spain). *Economies*, 9(1), 29. <https://doi.org/10.3390/economies9010029>

Matching wine tourism destination's configuration with their web platforms: A comparative analysis of the Great Wine Capitals

João Vaz Estevão, Polytechnic Institute of Viseu, Portugal, DINÂMIA'CET, ISCTE-University Institute of Lisbon, Portugal, jestevao@estgl.ipv.pt

Maria João Carneiro, DEGEIT/GOVCOPP, University of Aveiro, Portugal, mjcarneiro@ua.pt

Leonor Teixeira, DEGEIT/IEETA, University of Aveiro, Portugal, Iteixeira@ua.pt

Keywords – Wine tourism, Tourist destination websites, Great Wine Capitals Network, Comparative content analysis

Purpose – Many wine producing regions have established Destination Management Organizations (DMOs) and developed destination brands aiming to attract visitors as well as to coordinate internal tourism-related stakeholders (Coroş et al., 2019). Wine tourism seems to further require DMOs as far as stakeholders' joint and coordinated participation is concerned, given the multiplicity of small and geographically disperse stakeholders directly or indirectly involved in the wine industry, its cultural heritage, as well as its many independent small-sized tourism service suppliers (Stavrinoudis et al., 2012).

Previous research suggests that unequal levels of development, competitiveness and sustainability between tourism destinations often determine the role and scope of their official online platforms when it comes to improve interactions with visitors and foster the coordination of internal stakeholders (Buonincontri & Micera, 2016).

This study's main purpose is to comparatively analyze the sophistication and usefulness of the official websites of the eleven wine regions integrating the Great Wine Capitals (GWC), which is a collaborative global network among some of the world's most renowned wine regions. Although few studies have previously encompassed the analysis of the official web platforms of wine regions, most focused on one single wine region's website (Barroco & Amaro, 2020). Moreover, existing studies on this topic often aim to evaluate specific individual aspects of the analysed websites (Cassar et al., 2018), thus lacking a holistic approach to the array of functionalities they convey to visitors, destination-based stakeholders and DMOs. The content analysis underlying this study firstly aims to identify the entire array of types of functionalities that each of the considered web platforms convey. Secondly, the purpose is to detect differences between platforms to identify different patterns concerning the dimensions of the functionalities identified, which might reflect the different types of destination configurations and cohesion.

Design/Methodology/Approach - Drawing from previous research encompassing tourism destination collaborative online platforms as well as from Li and Wang's (2010) model for evaluating DMO's online platforms, a comparative content analysis was conducted, aiming to identify the range of types of functionalities per dimension (information, communication, transaction and relation) related to each of the four main destinations' components (attractions, amenities, access and ancillary services), as



well as to the complementary general requirements (e.g. secure transactions, multi-languages) of the considered platforms.

Findings - Results reveal major discrepancies between the considered wine regions, probably due to differences regarding visitors' profile, destination configuration and type of DMO, suppliers' profile, country's level of digitization and e-readiness. Hence, while most platforms tend to convey generic information and promotional messages, the Australian and North American platforms focus on assisting the travel planning needs of prospective visitors. In addition, significant differences regarding wine destination brand architecture were found. Thus, while some GWCs have their own single wine tourism official online platforms, others do not, either because they are integrated in national wine tourism websites or because there is a website for each subregion of a given region.

Research limitations/implications – Theoretical implications include the identification of a broad array of functionalities common to most wine region's tourism websites. In addition, the dimensions of the identified functionalities seem to vary according to the part of the world or of the continent they locate as well as to the destination cohesion and collaboration levels. The main practical implications include the need for some Western and Southern European and American wine regions to develop more sophisticated and interactive online platforms integrating a larger number of destination-based stakeholders with both the ability to assist visitors' needs before and during their visits, as well as to coordinate internal stakeholders. Results also suggest that effective joint marketing activities of distinct wine regions, such as the GWC, require more coherent destination brand architecture strategies and online marketing efforts.

Originality/value - In the context of wine tourism, no research is known that compares the functionalities developed by several wine regions' DMOs related to wine tourism in distinct parts of the world.

References

- Barroco, C., & Amaro, S. (2020). Examining the progress of the Dão wine route wineries' websites. *Revista Turismo & Desenvolvimento*, 33, 29-40. <https://doi.org/10.34624/rtd.v0i33.20396>
- Buonincontri, P., & Micera, R. (2016). The experience co-creation in smart tourism destinations: a multiple case analysis of European destinations. *Information Technology & Tourism*, 16(3), 285–315. <https://doi.org/10.1007/s40558-016-0060-5>
- Cassar, M. L., Caruana, A., & Konietzny, J. (2018). Positioning narratives of wine tourism websites: A lexical analysis across two different regions. *Journal of Wine Research*, 29(1), 49–63. <https://doi.org/10.1080/09571264.2018.1433140>
- Coroş, M. M., Pop, A. M., & Popa, A. I. (2019). Vineyards and Wineries in Alba County, Romania towards Sustainable Business Development. *Sustainability*, 11(15), 4036-4074. <https://doi.org/10.3390/su11154036>
- Li, X., & Wang, Y. (2010). Evaluating the effectiveness of Destination Marketing Organizations' websites: Evidence from China. *International Journal of Tourism Research*, 12(5), 536-549.



Stavrinoudis, T. A., Tsartas, P., & Chatzidakis, G. (2012). Study of the major supply factors and business choices affecting the growth rate of wine tourism in Greece. *Current Issues in Tourism*, 15(7), 627–647. <https://doi.org/10.1080/13683500.2011.630457>

The countryside in the heart of the city – How urban specialty food shops connect the consumers with rural territories?

Elisabete Figueiredo, GOVCOPP, Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal, elisa@ua.pt

Teresa Forte, Department of Social, Political and Territorial Sciences, University of Aveiro, Portugal, teresaforte@ua.pt

Keywords – entrepreneurship, food consumers, food promotion, rural provenance food products, urban specialty food shops

Purpose – The recent increase of rural provenance specialty food shops in Portuguese cities reflects both the blossoming of touristic influx as consumers' demand for these foods (Silva et al, 2021). These shops' role in fostering consumers' interest and promoting rural-urban linkages is a recent topic (e.g. Mayer et al., 2016) the focus so far privileging rural-based entrepreneurial activity. This study strengthens this different approach by focusing on the characteristics of urban specialty food shop, their connection with rural territories, food producers, national and international consumers and the main strategies of commercialization and promotion. By providing a venue for provenance food sourced from small rural producers from specific sociocultural universes, these stores not only impact rural contexts as also allow for urban consumers to access these products and have a symbolic immersion in their provenances, including the rural territories of origin, ways of production and local, regional and cultural identities (Figueiredo, 2021).

Design/Methodology/Approach - The study is based on semi-structured interviews to 30 urban specialty stores located in Aveiro (n= 5), Lisbon (n= 12) and Porto (n= 13), Portugal. The selection of these stores was performed through random sampling procedures, using a table of random numbers based on the results of a hierarchical cluster analysis to the responses of a first general survey directed to 113 stores. From this hierarchical cluster analysis, three clusters of shops were identified: 1) The "Wine Focused", dedicated to wine and other beverages 2) The "Rural Provenance Focused", selling regional and rural food products and 3) "The Generalist", less specific with several products and regions. Three of the 30 stores considered in this paper belong to the first cluster, 12 to the second cluster and 15 from the last one. The interview addressed the motivations to open the store and sell rural provenance foods; the perceived impacts on agriculture and rural development; and the strategies of commercialization and promotion. Interviews were subjected to thematic content analysis.

Findings - Most of the shops analysed opened in the last decade and, are part of a family company managed by the owner, with one/two employees. A passion for traditional products is a common entrepreneurial motivation, predicting a knowledgeable customer service and the valorisation of national and regional anchoring of the products and their quality. Closer relationships with consumers are key and conveyed by customized recommendations to which, as said, much contributes the retailer's connection with the products and their provenance. The stores' environment and product's display are also seen as enabling consumers' interest and a personalized relationship. The stores from



“The Rural Provenance Focused” and “The Generalist” clusters report a more intuitive way to organize and promote the products anchoring on savoir faire of the provenances sourced and attuning to consumers’ demands and desires. The engagement with consumers relies on a variety of services such as (among other) general and blindfolded tasting, food tours, ‘sommelier à la Maison’, culinary workshops and gatherings with producers.

Most of the stores, are aware of their importance in supporting small producers, despite the challenging small size productions for the existing demand. The contributions to agriculture and rural areas development is also consensual through making the products available to different publics (residents, tourists, visitors) and divulging them and the rural ethos of production.

Research limitations/implications – The understanding of the characteristics and perspectives of urban specialty store’s owners, as one of the main current central stakeholders of rural provenance food supply chain, brings valuable insights to understand this type of entrepreneurial activity, its impacts in rural territories and (mainly) urban consumers, as well as to identify sounding and reachable commercialization and promotion strategies.

Originality/value - The present study takes a diverse approach from the analysis of rural-based entrepreneurial activity regarding rural provenance food commercialization, by focusing on the emerging role of urban specialty food shops.

This work is supported by national funds through the FCT/MCTES and the co-funding by the FEDER, within the PT2020 Partnership Agreement and Compete 2020, for the research project STRINGS – Selling The Rural IN (urban) Gourmet Stores –establishing new liaisons between town and country through the sale and consumption of rural products (PTDC/GES-OUT/29281/2017/ POCI-01-0145-FEDER-029281)

References

- Figueiredo, E. (2021). Rural provenance food as cultural heritage: A way of promoting rural attractiveness and development?. In L. Oliveira, A. Migueis, & A. Melro (Eds.), *Handbook of research on cultural heritage and its impact on territory innovation and development* (pp. 114-137). IGI Global. <https://doi.org/10.4018/978-1-7998-6701-2.ch007>
- Mayer, H., Habersetzer, A., & Meili, R. (2016). Rural urban linkages and sustainable regional development: The role of entrepreneurs in linking peripheries and centers. *Sustainability*, 8(8), 745-757. <https://doi.org/10.3390/su8080745>
- Silva, A., Figueiredo, E., Truninger, M., Eusébio, C., & Forte, T. (2021). A typology of urban specialty shops selling rural provenance food products: A contribution from Portugal. *British Food Journal*, 123(12), 3902-3917. <https://doi.org/10.1108/BFJ11-2020-1045>



Parallel session 13

Marketing the rural food & wine tourism experience

Branding and marketing communication in the field of wine: The case of the experiences of the Spanish denominations of origin to build brand territory

David Alameda García, Universidad Pontificia de Salamanca, Spain, dalamedaga@upsa.es

Elena Fernández-Blanco, Universidad Pontificia de Salamanca, Spain, efernandezbl@upsa.es

Sandra Lizzeth Hernández Zelaya, Universidad Pontificia de Salamanca, Spain, slhernandezze@upsa.es

Keywords – Brand, Marketing, Brand place, Wine brands, Territory

Purpose – The territories are in a constant struggle to attract tourists, investments and residents through differentiation, exploiting the unique local values that contain the essence of each one of them, allowing them to differentiate themselves from any other, and obtaining a greater competitive position to be chosen as destination (Bigne et al., 2000). This application of branding in destination management has been used in recent years to generate a competitive identity for the place, give it uniqueness and distinguish it from others. And to be truly effective, the perceptions that a territory brand inspires in visitors and residents must be harmonized in terms of the destination's main assets and their presentation in marketing communication (Kotler & Gertner, 2002).

In this sense, local products, such as wine and food, are precisely valid levers that contribute to help in the construction of the positioning and differential values of the territories. These assets promote synergy with the territory and expand the impact among its target audiences (WTO, 2009).

For this reason, in the present work we set the following research objectives:

- Carry out an analysis of how the different brands of appellation of origin in the wine sector contribute to building the image and positioning of the different territories, thus building a differential positioning and spreading the identity and values of each of the regions.
- Analyze the content and communication messages of the main brands of denomination of origin (wine) in Spain.
- Observe the derived brand experiences and the link between the product and the territory.

Design/Methodology/Approach - For the design of the research, a sample of different of brands of Denomination of Origin of wine has been chosen with a random selection of brands in each of the D.O. Through content analysis, combined with discourse analysis of the advertising strategies of a significant sample of Denominations of Origin (60 cases), we propose the establishment of variables for analysis and categorization of objectives, strategies and discursive constructions that brands develop in their communication policies. The focus of the research is through inductive content analysis, that is, it focuses on reductive procedures of the categories, in order to create definition criteria, which are systematically deduced until a central category is achieved and thus be able to extract the meanings of the brands analyzed.



Findings - Among the main results, to highlight a group of brands analyzed focused on the characteristics of the product but other strategies that highlight the values of the territory as main positioning values, that is, they serve to communicate key aspects of the territory.

In this sense, the variables of analysis observed attend to tangible aspects (characteristics of the product, ingredients, production processes ...) and other variables can be grouped into more intangibles (brand values associated with the territory such as origin, local culture, its persons, developing...).

Research limitations/implications – Exclusively the wine sector limits the validation of the results, so in future research it is necessary to also include the food sector with the starting hypothesis that in addition to working on the positioning of the territories, it does so from new values such as sustainability, local development and popular culture.

The high number of brands within each Denomination of Origin and the relatively small number of cases analyzed have been limitations that we must consider in the extension of the results, although as the methodology used has been qualitative, a representativeness is not sought for case level, but has proceeded by saturating the observation variables.

Originality/value - High degree of originality and novelty when relating the positioning values of the brands of designation of origin of the wine sector with the development of the territories.

References

- Bigne, E., Font, X., & Andreu, L. (2000). *Marketing de destinos turísticos: Análisis y estrategias de desarrollo*. ESIC.
- Kotler, P., & Gertner, D. (2002). Country as brand, product, and beyond: A place marketing and brand management. *Journal of Brand Management*, 9, 249-261. <https://doi.org/10.1057/palgrave.bm.2540076>
- World Tourism Organization and the European Travel Commission (2009). *Handbook on Tourism Destinations Branding*. World Tourism Organization.

Heritage, heroic viticulture and storytelling as a marketing strategy for wineries with appellation of origin in Spain

Gorka Zamarreño-Aramendia, Universidad de Málaga, Spain, gzama@uma.es

Elena Cruz-Ruiz, Universidad de Málaga, Spain, ecruz@uma.es

Elena Ruiz-Romero de la Cruz, Universidad de Málaga, Spain, emruiz@uma.es

Keywords – wine tourism, storytelling, heroic viticulture, wineries, marketing, Spain

Purpose – The literature has identified storytelling and authenticity as important concepts for the promotion of wineries and wine tourism. One of the advantages of winery visits is that they can tell stories that potentially serve to increase engagement and brand loyalty, creating memorable experiences (Bruwer & Alant, 2009). In this way, territorial heritage and product qualities can be used as a strategic resource, making them a key component of brand identity and positioning (Carlsen & Chartres, 2006).

The research examines the wineries of the appellations of origin (A.O.) classified within the framework of heroic agriculture. Therefore, it will consider those that develop their productive work in terrain with slopes of over 30% and an altitude above 500 meters, observing the heritage elements (tangible and intangible), as a strategy to build stories to relate to wine tourists and potential consumers (Zamarreño-Aramendia et al., 2021).

Design/Methodology/Approach - The research methodology used a two-pronged approach to collect data. First, semi-structured interviews were conducted using content analysis (Stemler, 2015) and interpretivism techniques (Ontiveros et al., 2011) to learn about the experiences and the way winery managers construct the story. Secondly, the items in the survey allowed us to learn about the operation of the wineries and their main marketing formulas. The framework of the exhibition comprises a selection of at least 50 percent of the 216 wineries belonging to the Appellations of Origin (AOs) of Ribera Sacra, Canarias, Axarquía, and Priorato.

Findings - The results provide conclusions regarding the interest in storytelling as a strategy for wineries to attract visitors and as a formula for selling their wines. However, it has been observed that the use of storytelling in communication as a strategy for the promotion of territorial heritage associated with wine is very uneven among wineries. Similarly, the growing interest in natural wines has been concretized, studying the differences that they may present with the commercial and marketing structure of the wine sector in general.

Research limitations/implications – The results are limited by the number of wineries participating in the study; 216 wineries are officially registered in the areas studied, with a very different geographical distribution, with a high number of producers in Priorato and Rivera Sacra and a low density in La Axarquía and Lanzarote.



Wine has gone from being a consumer product to favoring the establishment of a development model for the rural territory. The wineries belonging to A.O.s. that practice heroic viticulture can build a differentiated development model of greater tourist attraction by introducing in their story the characteristics that differentiate them from other winemaking practices. The use of storytelling should enhance the value of policies and actions that seek a change in the productive structure, with the aim of pursuing environmental sustainability, as well as the enhancement of the heritage and culture of the rural territory

Originality/value - Studies on the use of Storytelling are extensive; experiential marketing requires this technique. However, the research on wineries that practice Heroic Viticulture presents some promotional elements different from other wineries in Spain as a whole, so that at the end of the research, differentiating features can be appreciated.

References

- 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>
- Carlsen, J., & Charters, S. (2006). *Global wine tourism: research, management, and marketing*. Wallingford: CABI.
- Ontiveros, M. M. M., Martínez, M. E. U., & Moreno, M. N. A. (2011). La interpretación del patrimonio, una herramienta para el profesional del turismo. *Revista de Turismo, Desarrollo y Competitividad*, 20, 9–30. https://www.researchgate.net/publication/237028361_La_interpretacion_del_patrimonio_una_herramienta_para_el_profesional_del_turismo
- Stemler, S. E. (2015). Content Analysis. In S. Stemler (Ed.), *Emerging Trends in the Social and Behavioral Sciences* (pp. 1–14). John Wiley & Sons. <https://doi.org/10.1002/9781118900772.etrds0053>
- Zamarreño-Aramendia, G., Cruz-Ruiz, E., & Ruiz-Romero de la Cruz, E. (2021). Sustainable economy and development of the rural territory: Proposal of wine tourism itineraries in La Axarquía of Malaga (Spain). *Economies*, 9(1), 29. <https://doi.org/10.3390/economies9010029>

The Douro wine region through António Cabral novel “A Noiva de Caná”

Ana Lavrador, FCSH-UNL, Portugal, ana.lavrador@sapo.pt

Silvia Barbosa, FCSH-UNL, Portugal, silvia.barbosa@fchs.unl.pt

Keywords – Landscape, Literature, Atlas das Paisagens Literárias de Portugal Continental, Corpus Linguistics, Douro

Purpose – The present study pretends to highlight the contribution of literary texts in the promotion of wine regions, a research topic few explored in Portuguese wine tourism. Literature represents a form of niche tourism, with grows potential in Portugal (Simões & Cavaco, 2009; Quinteiro & Baleiro, 2017). It is assumed that literary representations benefit regional and local natural, socioeconomic and cultural values knowledge (Kent & Vujakovic, 2018).

In this article was analyzed the novel "A Noiva de Caná", authorship of António Cabral (Cabral, 1996), born in Castedo (Alijó-Vila Real), an important Portuguese writer, a philosopher and theologian, having developed remarkable works in different cultural fields: Poetry, Fiction, Theatre, Literary Essay, Ethnography and Ludo theory. The main purpose is to identify, through the novels' text, landmarks of the Douro Demarcated Region, as well as particular features associated with the production and notoriety of Douro wines, able to be used in the design of tourism products, namely literary itineraries.

Design/Methodology/Approach - This study involves a multidisciplinary collaboration involving a geographical and a linguistic approach. It has the framework of the project “Atlas of Literary Landscapes of Continental Portugal” (ALLCP), based on the foundations of ecocriticism, constructed on a strongly interdisciplinary matrix. In the ALLPC the selected excerpts are georeferenced, facilitating landscape reading and preparation of new tourism products (Constâncio, Alves & Queiroz, 2019). To substantiate the results obtained, the candidacy report for the Douro World Heritage and the results of a PhD study of perception and representation applied to the Douro region (Lavrador-Silva, 2008) were attended. As to tourism application it is presented an itinerary inspired by the plot of the novel. As technical procedures, the novel was fully digitized and included in the DB of the ALLPC, under a geographical supervision. Knowing the lexicon reflects the culture of a community, this novel well describes the Douro region, a linguistic analysis of the novel's text was done, helping to classify and hierarchize the text information. It is used the computational tool AntConc to observe the lexical units in a quantitative perspective, such as frequencies ranked list of units, concordances, and multi-word units. In fact, the use of AntConc facilitates the process of making lists of places and landmarks.

Findings - This study allows to recognize landmarks of the Douro wine region, namely: natural elements, soil occupation, vines, settlement, types of houses, wineries, others. Also symbols of the Douro culture, in particular activities related to the production of Porto Wine, professions of the characters linked to wine production farms (quintas, religious ceremonies, traditional games, were identified. With some of these aspects, an itinerary based on the plot of the novel is presented.



Research limitations/implications – To the linguistic application, it was necessary to transcribe all the novel, further more than the excerpts first inscribed in the DB of the ALLPC. This study only reflects a frequency analysis. Other approaches could be explored using the AntConc tool, namely explore concordances, cluster analysis, word distribution plotting, among others.

This study helps to create different and innovative tourism products, in particular literary itineraries. It also helps to publicize a writer who deserves greater recognition outside the Douro Region.

Originality/value - This study is the first approach to the use of linguistics tools to schedule identity landscape values in the Douro wine region.

References

- Cabral, A. (1996). *A Noiva de Caná*. Ed. Notícias. Portugal.
- Constâncio, N., Alves, D., & Queiroz, A. I. (2019). LITESCPE. PT-Atlas das Paisagens Literárias de Portugal Continental como uma ferramenta para o turismo literário. *CULTUR: Revista de Cultura e Turismo*, 13(2), 14-39.
- Kent, A. & Vujakovic, P. (2018). Maps and identity. In Alexander J. Kent and Peter Vujakovic (Eds.), *The Routledge Handbook of Mapping and Cartography* (pp. 413-426). Routledge.
- Lavrador Silva, A. (2008). *Paisagens de Baco: Identidade, mercado e desenvolvimento - Estudo de percepção e de representação aplicado às regiões demarcadas: vinhos verdes, Douro, Dão, Bairrada e Alentejo* [Unpublished doctoral dissertation]. Universidade de Évora, Portugal.
- Quinteiro, S. & Baleiro, R. (2017). *Estudos em Literatura e Turismo. Conceitos Fundamentais*. FLUL.
- Simões, J.M., & Cavaco, C. (2009). *Turismo de nicho: Uma introdução*. In J.M. Simões, & C. Cavaco (Eds), *Turismo de Nicho: Motivações, produtos, territórios*. FLUL.



Parallel session 14

Enhancing sustainable development

New rurality in the context of rural tourism and sustainability challenges

Marlisa Ayu Trisia, *International Center for Research and Education in Agriculture (ICREA), Department of Organization, Business Management and Product Design, Faculty of Tourism, University of Girona, Spain, marlisaatrisia@yahoo.com*

Lluís Prats, *Department of Organization, Business Management and Product Design, Faculty of Tourism, University of Girona, Spain, lluis.prats@udg.edu*

Jaume Guia, *Department of Organization, Business Management and Product Design, Faculty of Tourism, University of Girona, Spain, jaume.guia@udg.edu*

Keywords – Rurality, Rural Development, Sustainable Development, Tourism studies

Purpose – The topic of new rurality in the current debate on rural tourism is still limited. Thus, the study aims to broaden our perspectives on rurality and present the gaps in the debate on how new rurality define rural tourism.

Design/Methodology/Approach - To understand the rurality, the study draws on Henri Lefebvre's well-known threefold sense of spatiality. In addition, several studies on rural/food tourism are reviewed into a narrative.

Findings – Rurality can be mapped into the threefold model: rural localities, representations of the rural, and everyday lives of the rural (Lefebvre, 1991). However, rural space is now more defined in terms of strong representations; reflected in migration to desired 'rural' destinations or marketing places as 'rural' (Halfacree, 2009), which is the main part of rural tourism. However, critics contend that mainstream rural tourism studies are overly tourism-centric and economically driven. At the same time, rural areas have gone through a major restructuring process considering new trends and developments as part of new rurality. New rurality can be depicted as the accelerated insertion of rural economies into the globalization process; the dissolution of local, regional, and national borders and distinctive characteristics; and the indispensable requirement of global competition posed to rural economies (Schejtman & Berdegue, 2003). Those new trends and developments in the new rurality will define rural tourism where it could decline, stagnate, or reform. For example, the commodification of local heritage and countryside capital through the incorporation of local food cultures with rural tourism can connect consumers to perceived culture and heritage. However, the social relationships with food are at odds with the ecosystem's health and longevity (Lin & Bestor, 2020). Due to new rurality, consumer attitudes and behavior can influence what have traditionally been thought of as 'upstream' activities, such as the production and processing of local food (Sims, 2010). In addition, growing demand for farm produce could affect the locals, since many demands for such products could lead to shortages (produce exhaustion and scarcity for the population).

The development of tourism cannot guarantee the results will be either sustainable or compatible with existing economic, social, and ecological processes that already established in rural areas. This is because rural areas are not homogenous group entities (Li et al., 2019). Therefore, reconstruction of



rural subjectivity and values should reflect the rural area's response to the transformation of the economy and society. Perhaps the new question is less about prioritizing economic, environmental, social, or even cultural interests from rural tourism and more about finding new ways to frame rurality; old and new identities, and the challenges facing rural communities to define several layers of sustainability. Otherwise, there is a danger that debate will not progress beyond the earlier rural development concept and rural tourism will continually be interpreted as a multi-sectoral rather than as a genuinely interrelated venture.

Research limitations/implications – The pilot activity in the field has not yet started. Thus, the practical implication of our study is not available.

Originality/value - This study can be read as a review on how new rurality defines rural/food tourism which, to the best of our knowledge, has not been undertaken to date.

References

- Halfacree, K. H. (2009). Rurality and post-rurality. In R. Kitchin, & N. Thrift (Eds.), *International encyclopedia of human geography* (pp. 449-456). Elsevier.
- Lefebvre, H. (1991). *The production of space*. Blackwell.
- Li, Y., Westlund, H., & Liu, Y. (2019). Why some rural areas decline while some others not: An overview of rural evolution in the world. *Journal of Rural Studies*, 68, 135–143. <https://doi.org/10.1016/j.jrurstud.2019.03.003>
- Lin, Y. C. J., & Bestor, T. C. (2020). Embedding food in place and rural development: Insights from the Bluefin Tuna Cultural Festival in Donggang, Taiwan. *Journal of Rural Studies*, 79, 373–381. <https://doi.org/10.1016/j.jrurstud.2020.08.030>
- Schejtman, A., & Berdegue, J. (2003). *Desarrollo territorial rural*. Centro Latinoamericano para el Desarrollo Rural (RIMISP).
- Sims, R. (2010). Putting place on the menu: The negotiation of locality in UK food tourism from production to consumption. *Journal of Rural Studies*, 26(2), 105–115. <https://doi.org/10.1016/j.jrurstud.2009.09.003>

Tourism and sustainable development: Enhancing the gastronomic heritage in mountain territories

Paula Pires, Instituto Politécnico da Guarda, Portugal, paulapires@ipg.pt

Manuel Salgado, Instituto Politécnico da Guarda, Portugal, vp_manuelsalgado@ipg.pt

Ricardo Guerra, Instituto Politécnico da Guarda, Portugal, ricardoguerra@ipg.pt

Keywords – Gastronomy Tourism, Municipality of Gouveia, Shepherding, Sustainability, Gastronomic Heritage, Mountain territories

Purpose – Tourism presents itself as a fundamental activity for the sustainable development of mountain territories, namely with strategies that have been pointing out the valorization of local products and gastronomy as basic vectors. “Gastronomy & Wines” is one of the qualifying strategic assets, in the successive development plans defined for the tourism sector in Portugal, which enrich the tourism experience, adding value to the territory and leveraging differentiating and unique products. In turn, the gastronomy tourism segment encourages the appreciation of endogenous and authentic products, emphasizing their social, economic, and environmental function, asserting itself as a basis for the sustainability of the regions. Taking these assumptions into account and considering the tourism activity as a regenerating force in rural areas, this study focuses on the identification of certified products linked to shepherding as well as their relevance in the gastronomic heritage of the municipality of Gouveia (Serra da Estrela Mountains), in order to recover this important knowledge, that unfortunately is progressively being lost, and also, identify development proposals for this type of territories.

Design/Methodology/Approach - In order to achieve the proposed objectives, a qualitative approach was taken. The characterization of the shepherding activity and the gastronomy products associated was carried out, with protection and enhancement systems assigned by the European Union, through the collection of secondary data, on websites and reports from official entities. In the municipality of Gouveia, a survey of the gastronomic heritage associated with the shepherding activity was carried out, through the collection of primary data through semi-structured interviews, with the 16 Presidents of the local villages of the municipality.

Findings - Through these collection sources, we obtained knowledge of the shepherding activity, its linkage to certified products, in specialties and typical dishes, through heritage and gastronomic traditions, showing a reciprocal relationship that can and should be fostered, leading to the development of genuine and singular gastronomy tourism products. Specifically, regarding the characterization of the activity, the municipality of Gouveia has a strong shepherding tradition, although in regression, it currently has 190 flocks with a total of 11 013 animals. As for the survey of gastronomy products with protection systems, there are 4, where 1 is IGP and 3 are DOP. From the analysis of the interviews, we verified that these originate 9 emblematic gastronomy specialties, 2 of



the most representative events of the territory, and are also, present in the main traditions and the territorial identity, namely transhumance.

Research limitations/implications – As future research, it is considered important to deepen the knowledge on the adoption of other certified production systems, such as integrated production and the mentions of quality as “Product of Mountain”, seeking a sustainable development anchored on best practices, capable of reversing the trend population decrease of recent years and increase the standard and quality of life of local populations, while creating a favourable environment for responsible gastronomic experiences.

Originality/value - As it is a study that values the gastronomic heritage by obtaining and valuing processes linked to local specificities, it originates differentiating products with great feasibility and with the guarantee of sustainability and preservation of the territory. This study seeks to highlight the reality of Gouveia, in the surroundings of Serra da Estrela, with regard to pasture, contributing to a strategy of enhancing gastronomy tourism.

The stakeholder-entrepreneur value creation pyramid in wine tourism: taking supplier collaboration to the next level

Josefina Salvado, *IS CET- Instituto Superior Ciências Empresariais e do Turismo, Portugal*,
josefina.o.salvado@gmail.com

Elisabeth Kastenholz, *GOVCOPP, Department of Economics, Management, Industrial Engineering and
Tourism, University of Aveiro, Portugal*, *elisabethk@ua.pt*

Diana Cunha, *University of Aveiro, Portugal*, *diicunha@gmail.com*

Conceição Cunha, *University of Aveiro, Portugal*, *ccunha@ua.pt*

Keywords – Wine tourism ecosystem, Portugal-Bairrada region, Stakeholder-Entrepreneur Pyramid

Purpose – Wine tourism represents a complex ecosystem (Salvado & Kastenholz, 2017), combining three distinct sectors: the primary- the wine sector associated with agriculture and grape production; the secondary - the wine industry involved in wine making, bottling and trading and the tertiary- the tourism sector and public and private organizations involved in territorial and resource management. Innovative wine tourism must understand the dynamics of the stakeholders' value-creating system, promoting cooperation and finding ways to unlock significant new sources of value with benefits for all. In an experience-dominant view (most adequate to wine tourism), value is generated by interaction amongst a set of entities, in an articulated strategy yielding win-win knowledge connections and relationships.

By exploring the stakeholder-entrepreneur value-creation pyramid, this paper intends to suggest a new model to better understand the dynamics of value creation in wine tourism, with validation in the Bairrada wine region, answering the following research question: "Considering the emerging vision of value co-creation among stakeholders and their contribution to both the territory's and all firms' strategic management decisions, how can stakeholders' engagement and interests be incorporated into single firms' strategic actions (wine experience innovation, product design, development processes and their implementation), yielding business competitiveness, experience differentiation and the territory's sustainability?"

In this context, the present study aims to explore how wine tourism companies' model their own value constellation and what benefits they perceive associated to diverse relationships yielding a win-win value creation for all stakeholders involved.

Design/Methodology/Approach - Based on Almquist, Senior and Bloch's (2016) model of consumer value creation, a Stakeholder-Entrepreneur Pyramid of Value Creation was suggested revealing the benefits obtained through collaboration in the wine tourism ecosystem. A qualitative methodology helped validate the model, with data from wine tourism supply agents of the Bairrada wine route in Central Portugal (between Aveiro and Coimbra), collected through in-depth interviews, in the context of a larger research project. In total, 44 interviews were collected. Data analysis was performed using NVivo12. The content analysis followed an interpretive perspective, permitting overlapping content.



Findings - From the stakeholder-entrepreneur view, interview results reveal a rather individualist and very functional/transactional attitude towards partners (suppliers are only product and service providers), revealing little relational/collaborative/societal engagement (not boosting partners networks/ alliances synergies). Most respondents recognize that they need other stakeholders to develop their work, but only from a perspective of exchanging services and/or goods (transactional logic). Moreover, most entrepreneurs show confidence in their own value contribution to the region and to other members of the wine route (quality of their services or products, honesty in the production process, etc.). However, there is a widespread perception of the absence of an effective collaborative network. In other words, each supplier tends to maintain a small network of partners, strictly necessary for operations, lacking integration in a wider, also more strategic network, such as the Bairrada Route Association.

Despite this gap at the relational level amongst businesses, interestingly the societal level seems to be quite developed in most participants, who show interest and concern about valuing local resources, involving the community in their activity and promoting a sustainable development on both levels – economic and social.

Research limitations/implications – The wine tourism sector must (firstly) understand the partners' roles and their importance inside the ecosystem (Salvado & Kastenholz, 2017) and (secondly) step up on the proposed stakeholder pyramid model (from level 1- functional/transactional to 4- societal relationship engagement), working together towards a common goal: design of innovative destination experiences, increasing business competitiveness and territorial sustainability. One limitation of this study is its confinement to a particular wine region, the Bairrada, not generalizable to other territories. Furthermore, the interviews yielded several goals, within the methodology of a larger research project, not permitting the depth of analysis in all elements of the suggested model. Future research should include approaches that would permit a more systematic identification of specific stakeholders groups within the territory, with distinct value contributions that may enrich the network's value constellation and enhance results of effective collaboration. It seems vital to discuss the state of the network with all stakeholders and engage them more effectively in all experience design phases.

Originality/value - The proposed model serves to analyse and reflect on stakeholders' collaboration maturity, looking at the evaluation of networks from a sustainability perspective.

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.

References

- Almquist, E., Senior, J., & Bloch, N. (2016). The elements of value. *Harvard Business Review*, 46–53.
- Salvado, J., & Kastenholz, E. (2017). Sustainable wine tourism eco-systems through co-opetition. *Revista Turismo & Desenvolvimento*, 1(27/28), 1917–1931.



Sessão Paralela 15

Governança, redes e parcerias estratégicas

Instituições e o desenvolvimento do enoturismo: reflexões sobre o Alto Douro Vinhateiro (Portugal) e o Vale dos Vinhedos (Brasil)

Tissiane Schmidt Dolci, Instituto Federal de Educação, Ciência e Tecnologia (IFRS), Brazil, tissisdolci@gmail.com

Leonardo Xavier da Silva, Universidade Federal do Rio Grande do Sul, Brazil, leonardo.xavier@ufrgs.br

Artur Cristovão, Universidade de Trás-os-Montes e Alto Douro, Portugal, acristov@utad.pt

Marcelino de Souza, Universidade Federal do Rio Grande do Sul, Brazil, marcelino.souza@uol.com.br

Keywords – Enoturismo, Instituições, Douro, Vale dos Vinhedos

Purpose – Este trabalho pretende analisar os incentivos e restrições institucionais ao desenvolvimento do enoturismo nas regiões do Alto Douro (Portugal) e do Vale dos Vinhedos (Brasil).

Especificamente a pesquisa teve os seguintes objetivos: contextualizar o desenvolvimento do enoturismo nestes territórios; identificar as instituições que incentivaram e/ou restringiram o desenvolvimento do enoturismo; analisar as percepções dos representantes das vinícolas sobre os incentivos e restrições institucionais ao desenvolvimento do enoturismo nas regiões estudadas.

Design/Methodology/Approach - Adotou-se a abordagem institucional de Douglass North, compreendendo-se que as instituições determinam o quadro de oportunidades para o surgimento de empresas e explicam o desempenho econômico dos territórios, regiões e países (North, 1990, 1994, 2005). Complementarmente, partiu-se do pressuposto que o desenvolvimento do enoturismo está alicerçado em três pilares: território; cultura vitivinícola e turismo (Salvado, 2016; Salvado & Kastenzholz, 2017). Além disso, segundo Costa (2019), “a teoria das instituições e da mudança institucional, e sua ênfase na cultura como a chave para a compreensão da dependência de trajetória de uma sociedade, revigora toda a análise do ciclo de políticas públicas”. Este estudo é de natureza exploratória e descritiva onde foram realizadas pesquisas bibliográfica e documental, entrevistas e aplicações de questionários, com utilização da escala Likert, direcionados aos representantes de 8 vinícolas situadas no Alto Douro Vinhateiro e 13 representantes de vinícolas localizadas no Vale dos Vinhedos, no período de junho de 2019 a março de 2020. Posteriormente as informações coletadas foram organizadas e sistematizadas com auxílio dos softwares Nvivo e Excel

Findings - Os resultados indicam que a interação institucional propiciou um quadro de oportunidades para as vinícolas investirem no enoturismo nestes territórios. No Vale dos Vinhedos, mudanças institucionais e uma crise setorial pressionaram os pequenos vitivinicultores a implementarem o enoturismo em seus empreendimentos e se organizarem coletivamente.



Destaca-se a institucionalização da Indicação Geográfica Vale dos Vinhedos como principal incentivador do enoturismo, a partir dos anos 2000, sendo esta aderente às crenças vinculadas ao legado cultural italiano que caracterizam a ocupação desta região do Brasil.

No Alto Douro, destaca-se a institucionalização de sua paisagem como patrimônio cultural da Unesco, em 2001, como principal incentivador do enoturismo. O quadro normativo para salvaguarda do território e da paisagem, com mobilização de recursos financeiros os quais permitiram uma atuação sinérgica das instituições e que melhoraram os acessos às regiões propiciaram a criação de um contexto estimulador para os investimentos privados no enoturismo. Conclui-se que o desenvolvimento do enoturismo nestes territórios foi resultado da eficiência adaptativa, ou seja, da capacidade que as vinícolas tiveram para se adaptar frente às incertezas, adversidades e mudanças institucionais e ambientais que surgiram ao longo do tempo.

Research limitations/implications – O estudo contempla apenas dois territórios e um número limitado de respondentes, sendo sua principal limitação não permitir a generalização dos resultados para outras situações. A pesquisa oferece uma contribuição informacional aos tomadores de decisão sobre a dinâmica institucional dos territórios, fornecendo subsídios para implementação de ações futuras que sejam aderentes à matriz institucional vigente.

Originality/value - A pesquisa inova ao interpretar o desenvolvimento do enoturismo a partir da teoria institucional de Douglass North, visto que são incipientes os estudos institucionalistas na área do turismo. Tal abordagem possibilita que se amplie o enfoque das investigações sobre políticas públicas de turismo, interpretando-se que o desenvolvimento turístico está vinculado não somente aos incentivos formais, mas também a aspectos culturais profundos.

References

- Costa, E.J.M.D. (2019). A cultura como chave para a dependência da trajetória na teoria institucionalista de Douglas North. *Nova Economia*, 29, 1359–1385. <https://doi.org/10.1590/0103-6351/5813>
- North, D. C. (1990). *Institutions, institutional change and economic performance (Political Economy of Institutions and Decisions)*. Cambridge University Press.
- North, D.C. (1994). *Institutional change: A framework of analysis*. In S. Sjostrand (Ed.), *Institutional Change: Theory and empirical findings*. M.E. Sharpe <https://ideas.repec.org/p/wpa/wuwpeh/9412001.html>
- North, D. (2005). *Understanding the process of Economic Change*. Princeton.
- Salvado, J. (2016). *Enotourism ecosystem: stakeholders'coopetition model proposal*. Repositório Universidade Portucalense. <http://repositorio.uportu.pt/jspui/handle/11328/1518>
- Salvado, J. O., & Kastenholz, E. (2017). Sustainable Wine Tourism Eco-systems through Coopetition. *Revista Turismo & Desenvolvimento*, 27/28, 1917-1931.

Enoturismo e desenvolvimento da Região – a perspetiva dos aderentes da Rota dos Vinhos do Dão

Cristina Barroco, Instituto Politécnico de Viseu, Portugal, cbarroco@estv.ipv.pt

Maria Lúcia Pato, Instituto Politécnico de Viseu, Portugal, mljesus@esav.ipv.pt

Elisabeth Kastenzholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – Enoturismo, Região Demarcada do Dão, Rota, Desenvolvimento regional, Aderentes da rota

Purpose – O enoturismo tem sido observado como potenciador do desenvolvimento das regiões enoturísticas (Fernández Portela & Vidal Domínguez, 2020) No entanto, em Portugal, o conhecimento acerca do seu contributo para o desenvolvimento rural é ainda escasso. Assim este artigo, desenvolvido no âmbito do Projeto TWINE – Co-creating sustainable tourism & wine experiences in rural areas, tem como objetivo identificar o contributo dos aderentes da Rota dos Vinhos do Dão (RVD) para o desenvolvimento da região do Dão, através da análise de três aspetos: 1) apoio à economia local; 2) promoção da cultura local; 3) promoção da qualidade de vida local.

Design/Methodology/Approach - Foram realizadas 26 entrevistas semiestruturadas, o que corresponde a 29 aderentes da RVD (28 empresas e a entidade responsável pela gestão da RVD), que representam 62% do total de aderentes (47 em 2021). Estas entrevistas decorreram entre novembro de 2019 e março de 2021. Embora conduzidas inicialmente de modo presencial, a maioria foi realizada posteriormente via Zoom ou telefone, mercê do contexto pandémico (COVID19). Seguidamente, as entrevistas foram transcritas e sujeitas à análise de conteúdo, com o objetivo de transformar um volume de texto numa síntese de resultados de forma organizada e concisa (Erlingsson & Brysiewicz, 2017), particularmente no que concerne ao contributo dos aderentes da RVD para o desenvolvimento rural.

Findings - Os resultados mostram que os aderentes contribuem positivamente para o desenvolvimento da região do Dão, embora nem sempre de modo significativo. 1) Ao nível do apoio à economia local: contratam preferencialmente pessoas da região; privilegiam os fornecedores locais; promovem os produtos endógenos; subcontratam outros serviços/empresas da região; desenvolvem parcerias com restaurantes e meios de alojamento da região. 2) No que respeita à promoção da cultura local: recorrem preferencialmente a artistas da região para animar os eventos; desenvolvem roteiros que dão a conhecer monumentos da região; conjugam as provas de vinhos com produtos gastronómicos do território; organizam eventos em espaços culturais da região; desenvolvem workshops com pessoas da comunidade. 3) Ao nível da promoção da qualidade de vida local: ao empregarem pessoas da região estão a contribuir naturalmente para a qualidade de vida da população; o apoio a iniciativas de responsabilidade social estabelece boas relações com o local/locais onde estão inseridos e a colaboração com iniciativas de associações/entidades de solidariedade social da região valorizam a comunidade local.



Research limitations/implications – Este artigo identifica claramente que são vários os aderentes da RVD que contribuem para o desenvolvimento do território, não só através da integração da população e cultura local na sua atividade, mas também, apoiando pequenos empresários e ajudando a desenvolver outros negócios. Os exemplos identificados podem ser entendidos como boas práticas a serem replicadas por outros aderentes da RVD e de outras rotas portuguesas. Contudo e sendo a RVD constituída por 47 aderentes, seria interessante conseguir inquirir mais aderentes para uma partilha de boas práticas que pudessem inspirar os restantes bem como incentivar um trabalho em rede com outros agentes do território, visando o desenvolvimento de um ecossistema sustentável de enoturismo.

Originality/value - A revisão de literatura mostrou uma escassez de estudos sobre o impacto dos negócios do enoturismo no desenvolvimento regional, no geral, e particularmente em Portugal, sendo a identificação de boas práticas muito relevante para o setor.

Este trabalho foi apoiado pelo projeto TWINE – Co-creating sustainable Tourism & WINE Experiences in rural areas (POCI-01-0145-FEDER-032259), financiado pelos Fundos Europeus Estruturais e de Investimento (FEEI) através do Programa Operacional Competitividade e Internacionalização - COMPETE 2020 e por Fundos Nacionais através da FCT - Fundação para a Ciência e a Tecnologia.

References:

- Erlingsson, C., & Brysiewicz, P. (2017). A hands-on guide to doing content analysis. *African Journal of Emergency Medicine*, 7(3), 93–99. <https://doi.org/10.1016/j.afjem.2017.08.001>
- Fernández Portela, J., & Vidal Domínguez, M. J. (2020). Las rutas del vino como motores de dinamización socio-territorial: El caso de Castilla y León. *Boletín de La Asociación de Geógrafos Españoles*, 84, 1-36. <https://doi.org/10.21138/bage.2789>

Enoturismo – Mito ou Realidade. O Caso da Rota do Vinho da Beira Interior

Adriano Costa, CITUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo, UDI – Unidade de Investigação para o Desenvolvimento do Interior, Escola Superior de Turismo e Hotelaria do Instituto Politécnico da Guarda, Portugal, a.costa@ipg.pt

Carla Castro, CITUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo, UDI – Unidade de Investigação para o Desenvolvimento do Interior, Escola Superior de Saúde do Instituto Politécnico da Guarda, Portugal, carla.castro@ipg.pt

Teresa Felgueira, CITUR - Centro de Investigação, Desenvolvimento e Inovação em Turismo, UDI – Unidade de Investigação para o Desenvolvimento do Interior, Escola Superior de Tecnologia e Gestão do Instituto Politécnico da Guarda, Portugal, tfelgueira@ipg.pt

Keywords – enoturismo, rotas de vinho, motivações

Purpose – Na década de 2010, o turismo foi a grande estrela da economia portuguesa. Para isso contribuiu fortemente o Algarve que esteve entre os 20 principais destinos da Europa. Assim não é de estranhar que no ano de 2018, Portugal tenha sido reconhecido pela segunda vez consecutiva como o melhor destino turístico do mundo, o que fez com que no ano de 2019, o setor do turístico tenha atingido a módica quantia de 35 mil milhões de euros, ou seja 16,2% do PIB nacional (Santo et al., 2021).

Para além disso, Portugal tem-se vindo a assumir como um país de referência internacional na produção de vinhos com prestígio à escala mundial, tais como o Barca Velha, Pêra Manca, Principal, Carrocel, entre outros. Embora não sendo ainda um destino de enoturismo de referência a nível internacional, nos últimos anos tem vindo a afirmar-se como tal, fruto de uma oferta diversificada e que se estende a todo o território nacional e que pode permitir criar marcas de identidade dos destinos que importa preservar, destacar e valorizar. Fruto disso, Portugal começa a ser reconhecido como um dos melhores destinos para viagens de Gastronomia & Vinhos e este segmento é um dos ativos estratégicos indicado nos sucessivos planos estratégicos para o Turismo. Entende-se, assim, que é importante conhecer e inventariar as diferentes rotas de vinhos existentes no território nacional, cujos aderentes são instrumentos fundamentais para a promoção e divulgação do enoturismo (Turismo de Portugal, 2017). Por isso as rotas de vinho podem contribuir para a preservação da autenticidade e genuinidade de cada região através da divulgação do seu património paisagístico, museológico e gastronómico, contribuindo para a promoção e divulgação de zonas rurais, as quais na maior parte das vezes estão dotadas ao abandono. Pretendendo-se com este estudo conhecer e inventariar as estratégias de divulgação e promoção dos aderentes da Rota de Vinho da Beira Interior, identificando potencialidades e constrangimentos para o desenvolvimento harmonioso da referida rota

Design/Methodology/Approach - Deste modo e na presente investigação iremos centrar os nossos esforços na Região da Beira Interior, através da consulta aos diferentes aderentes da Rota do Vinho desta região, realizando entrevistas e consultas aos respetivos sites.



Findings - A partir das entrevistas e consultas efetuadas aos sites dos aderentes da Rota do Vinho da Beira Interior foi possível identificar quais as fontes de informação utilizadas por este tipo de turistas, suas motivações, forma de planeamento da viagem, os atributos do destino que são mais valorizados e um aspeto muito importante é como é que a oferta se encontra organizada para responder a este tipo de procura.

Research limitations/implications – Uma das grandes limitações é o reduzido número de aderentes pertencentes à Rota, o qual poderá ser explicado pela juventude da mesma. Este estudo pretende contribuir para um conhecimento mais profundo da temática do enoturismo, das rotas dos vinhos em Portugal, com especial ênfase para a Rota de Vinho da Beira Interior e, deste modo, contribuir para o desenvolvimento económico e fixação de pessoas nas zonas do interior.

Originality/value – Fornecer um conjunto de indicadores de modo a que a oferta possa desenvolver programas que vão de encontro com as necessidades e desejos desta procura.

References

- Santo, H. E., Caballero, J., Constantin, M., Köpke, S., & Binggeli, U. (2021). A recuperação do turismo começou, mas levará anos até Portugal recuperar totalmente. O que poderao fazer os principais intervenientes no setor? <https://www.mckinsey.com/featured-insights/europe/travel-recovery-in-portugal/pt-PT>
- Turismo de Portugal. (2017). *Estratégia Turismo 2027*. Turismo de Portugal.



Parallel session 16

Understanding food & wine tourists in rural areas

Indoor or Outdoor Wine Tourism: Does the activity setting matter during Covid-19?

Ainhize Eletxigerra, University of the Basque Country (UPV/EHU), Spain, ainhize.eletxigerra@ehu.eus

Ana Caldeira, University of Coimbra, Portugal, anacaldeira@uc.pt

Elisabeth Kastenzholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – Covid-19, co-creation, wine-related activities, experience setting, perceived risk, behavioral intention.

Purpose – Wine tourism has acquired an increasing relevance in the last 20 years, with a growing number of destinations relying on the charm of wine to attract tourists, who show interest in enjoying rural landscape, gastronomy and local culture by visiting wine cellars and vineyards (Hall et al., 2000). Recently, wine tourism has relied on experiences that promote tourist co-creation, i.e., active tourist participation, high interaction with other actors, and significant mental engagement (Carvalho, Kastenzholz, & Carneiro, 2021), such as wine tasting and participating as real wine makers (e.g., performing harvesting). These are thought to be more authentic, allow learning and bring intrinsic enjoyment, increasing customer satisfaction.

However, since the SARS-CoV-2 outbreak, interaction and close contacts have been demonized, as the main focus of contagion. Consequently, travel and tourism activities have been prohibited, cancelled, or at best, modified and transformed to ensure tourists' safety. Yet, it is still unknown which is the consumers' attitude and behavior towards these activities during the pandemic.

Focused on translating highly co-creative, traditionally indoor wine tourism activities into outdoor alternatives, this study examines potential differences in consumers' attitude, intentions to participate, and perceived risks in this type of experiences, distinguishing the indoor (inside the wine producers' facilities) and outdoor (vineyard) contexts. Additionally, different measures to reduce exposure to the virus and possible contagion are evaluated by their relevance for potential visitors. Finally, the authors study the willingness of individuals to participate in digitally transformed wine-related leisure activities.

Design/Methodology/Approach - An empirical scenario-based study was conducted to analyze consumer behaviors in an abstract environment. 1,299 Portuguese and Spanish individuals were presented with a hypothetical scenario followed by an online questionnaire. Two scenarios were developed based on recreational wine tourism activities, differing in their environmental context: indoor (inside the winery) versus outdoor (in the vineyard). After reading the randomly assigned scenario, subjects were asked (on a 7-point Likert scale) about their attitude, behavioral intentions and perceived risk (physical, emotional, economic and information risks) (Berry et al., 2020). Additionally, respondents were invited to express the importance of nine different safety measures extracted from previous literature on Covid-19 and other epidemics (Bonfanti, Vigolo, & Yfantidou, 2021). Measurement scales were adopted from previous research. Cronbach's alpha was calculated to



establish reliability of constructs. Then, mean scores and independent t-tests were applied for data analysis with SPSS.

Findings - Results show that although both scenarios (indoor and outdoor) are perceived as equally enjoyable, consumers show significantly higher intention to participate in outdoor rather than indoor co-creative wine-related activities before Covid-19 eradication. Regarding perceived risks, individuals reported a perception of significantly lower physical, emotional, economic, and information risks in outdoor activities compared to indoor activities.

In relation to the anti-Covid-19 measures, all the suggested measures are considered important, though significantly more important when the tourism activity is carried out indoors. Most relevant measures are (in decreasing order of relevance): (1) hygiene measures of participants (e.g., use of mask), (2) space-related measures (e.g., good ventilation), (3) measures to avoid overcrowding (e.g., limit capacity), and (4) hygiene measures of the organization (e.g., rigorous disinfection protocols). On the contrary, eliminating parts of the activity with higher risk of contagion (e.g., not drinking or/and eating during the activity) and having alternative online/remote modes of participation (e.g., virtual wine tasting) are considered less important.

In fact, intention of consumers to participate in originally co-creative tourism activities through online platforms is rather low, and even lower when it comes to pay for remote experiences.

Research limitations/implications – During current pandemic crisis, wine tourism providers should create safe environments and show these efforts to customers in order to decrease perceived risk and increase customer trust. This may consist in increasingly providing outdoor activities, guaranteeing and demonstrating strict enforcement of hygiene measures, using spacious areas, maintaining physical distance (avoid overcrowding), providing reliable and exhaustive information, and offering money-back guarantees in case of cancellation.

Although online transformation of services may be an increasing trend in the market, consumers still show no clear intentions to engage in remote activities. Small wine producers could, preferably, translate their co-creative activities outdoors, taking advantage of available resources and significantly reducing the Covid-19-related risks perceived by tourists.

The study is not without limitations. Though the research was conducted in two countries, it is difficult to establish generalizability of the results. Besides, the study lacks in defining causal relationships. What is more, future studies could consider other explanatory variables that could affect consumers' intention to participate apart from the setting (indoors/outdoors).

Originality/value - This work uses post-Covid-19 data in the wine tourism domain, which contributes with empirical evidence to develop efficient strategies that could lead to more rapid economy recovery. Moreover, the study goes beyond changing travel intentions and hospitality services to address other kind of understudied tourism services/activities that considerably improve visitors' memorable experiences at destinations. Besides, there are not, as far as we know, previous works analyzing the impact of the activity setting (indoors vs. outdoors) in consumer's attitude and behavior. The study also provides a ranked list of measures to reduce consumers' perceived risk in highly cocreative tourism activities, and presents some evidence of the acceptance level of online transformed leisure activities.



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.

Basque Government (IT-1354-19; POS 2019-1-0011; POS2020-2-0040; IKM 2020-1-0014; POS 2021-2-0002) and Feside Foundation

References

- Berry, L. L., Danaher, T. S., Aksoy, L., & Keiningham, T. L. (2020). Service Safety in the Pandemic Age. *Journal of Service Research*, 23(4), 391–395. <https://doi.org/10.1177/1094670520944608>
- Bonfanti, A., Vigolo, V., & Yfantidou, G. (2021). The impact of the Covid-19 pandemic on customer experience design: The hotel managers' perspective. *International Journal of Hospitality Management*, 94, 102871-102882. <https://doi.org/10.1016/j.ijhm.2021.102871>
- 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*, 1–25. <https://doi.org/10.1080/02508281.2021.1948719>
- Hall, C. M., Sharples, L., Cambourne, B., & Macionis, N. (2000). *Wine tourism around the world*. Routledge.

Wine tasting at Dark Sky Alqueva, an exploratory study to wine sensorial experiences at night

Áurea Rodrigues, IDEHUS, Universidade de Évora, Portugal, aor@uevora.pt

Keywords – Wine tourism, sensorial experiences, blind-wine tasting, Portugal

Purpose – According to Dann and Jacobsen (2003) successful tourism destinations need to attract tourists by offering more than just visual stimuli and providing experiences involving all the senses. Wine tourism delivers a complete sensory experience, as tourists experience the consumption of wine from all senses: taste, smell, touch, sight, and sound.

Traditionally the wine tourism experience can be provided in a number of ways, the most notable being events and festivals, cultural heritage, dining, hospitality, education, tasting and cellar door sales, and winery tours. With the growing of this type of tourism, wine tourism has to provide for the creation of unique and genuine tourism experiences, which must be more personalized and differentiated (Carvalho, Kastenholz & Carneiro, 2021).

This study focuses on analyzing the different sensorial experience (taste, smell, touch, sight, and sound) of a blind-wine tasting experienced outdoors at night.

Design/Methodology/Approach - An exploratory, qualitative research approach was followed. Specifically, 16 semi-structured interviews with eight tourists experiencing a blind-wine tasting in different contexts were conducted, namely, during the day and at night at the Official Dark Sky® Observatory in Cumeada. McGregor (2005, p. 424) states that research with small groups 'can provide unique insights into feelings and emotions, as well as values and attitudes, far beyond that which can be gained from' other methods. Data collected was analyzed with content analysis method (Bengtsson, 2016).

Findings - This is an ongoing study. Theoretical and managerial implications will be presented.

Research limitations/implications – This study although being exploratory has some limitations. This study applied the conventional division and hierarchy of the external senses, sight, hearing, smell, taste and touch, attributed to the Greek philosopher Aristotle (Cohen & Cohen, 2019). Future studies should have also sensory signals proposed by neuroscience such as, the proprioceptive sense, the visceral sense and the sense of pain and temperature. Due to COVID 19 restrictions the size of the sample had to be reduced to six participants.

Originality/value - Most of the wine tourism studies are centered in experiences at the traditional wine settings such as cellars and wineries and about wine experiences during day time. There are no studies about wine experiences at night.

This work was financed by national funds through the Foundation for Science and Technology, under the project UIDB/00057/2020



References

- Bengtsson, M. (2016). How to plan and perform a qualitative study using content analysis. *NursingPlus Open*, 2, 8-14.
- Carvalho, M., Kastenholz, K., & Carneiro, M. J. (2021). Co-creative tourism experiences – a conceptual framework and its application to food & wine tourism, *Tourism Recreation Research*, 1-25. <https://doi.org/10.1080/02508281.2021.1948719>
- Cohen, S. A. & Cohen, E. (2019). New directions in the sociology of tourism, *Current Issues in Tourism*, 22(2), 153-172. <https://doi.org/10.1080/13683500.2017.1347151>
- Dann, G., & Jacobsen, S. (2003). Tourism smellscape. *Tourism Geographies*, 5(1), 3–25.
- McGregor, A. (2005) Negotiating nature: Exploring discourse through small group research. *Area*, 37(4), 423–432.

Wine tourism, food tourism and gastronomic festivals: tourism supply and demand cases from Greece and South Korea

Sofia Karampela, *Dept. of Tourism, Ionian University, Dept. of Agricultural Economics & Rural Development, Agricultural University of Athens, Dept. of Geography, University of the Aegean, Greece, karampela@aegean.gr*

Alice Dourountaki, *Dept. of Agricultural Economics & Rural Development, Agricultural University of Athens, Greece, alice21dourou@gmail.com*

Alex Koutsouris, *Dept. of Agricultural Economics & Rural Development, Agricultural University of Athens, Greece, koutsouris@aau.gr*

Keywords – wine tourism, food tourism, gastronomic festival, primary research, tourism supply, tourism demand, Greece, South Korea

Purpose – The aim of this article is to present and combine two different and recent researches for tourism supply and demand related to wine tourism, food tourism and gastronomic festivals. The first study was conducted both electronically and face to face with the producers and other actors of the United Winemaking Agricultural Cooperative of Samos island (UWC SAMOS, for more details see <https://www.samoswine.gr>), Greece, examining the introduction of innovations in the countryside and the sustainability of the farms (based on Karampela & Kizos, 2021). The second survey was conducted electronically addressing potential tourists in Greece and South Korea to explore their motivations concerning their choice of food, criteria and conditions for attending a gastronomic festival. These primary researches are somehow supplementary generating useful recommendations for policy makers and the resilience of tourism destinations.

Design/Methodology/Approach - The empirical research in Samos was carried out, through personal and in-depth interviews with the use of a questionnaire, during the high season of harvest, the period from June to September of the year 2020 to ensure maximum participation of the respondents. The online survey to potential tourists in Greece and South Korea for food tourism and gastronomic festivals was carried out, via google forms, from September to October of the year 2021.

Findings - The majority of vine growers of Samos island consider wine tourism and by extent rural tourism as an important aspect of innovations pertaining the sustainability of their activity. The potential tourists in Greece and South Korea interested in food tourism and gastronomic festivals are looking for modern culinary options, such as international food or fusion cuisine, and have several commonalities concerning food at tourism destinations, focusing on taste, quality and local culinary culture, specifically underling the use of local products. A significant difference is found in the attendance of a gastronomic festival with only Koreans being rather positive in this regard. The reasons for the lower percentage in Greeks may be found in the content or in the promotion of such festivals. It is noteworthy, however, that the majority would visit a gastronomic festival if they would

hear that it takes place at the destination. On the other hand, Koreans would plan a trip specifically to visit a gastronomic festival even in remote areas.

Research limitations/implications – At the time of the studies, the global Covid-19 pandemic was prevalent and had a direct impact on global tourism with Haywood (2020) proposing a post Covid-19 tourism re-imagination. Some of the collected data may reflect the prevailing situation, making it impossible to make a trip or to visit a gastronomic festival. The surveys should ideally have taken place during rural food and wine tourism experiences of a gastronomic festival at a time of high tourist arrivals, in order to obtain data from more tourists and of various nationalities

Originality/value - The presenting studies provide supplementary information for different geographic cases and countries (for regional comparison of wine tourism destinations in Greece see also Alebaki & Koutsouris, 2019), various kinds of tourism and address both tourism supply and demand, gaps that are highlighted in meta-analyses of the literature (see among others, Karampela et al., 2021; Karampela et al., 2017). From the supply side, vine producers welcome rural tourism and wine tourism as important innovations related to the uniqueness of their product and the necessity to secure their incomes. As for as the demand side, potential tourists are interested in food tourism, local culinary and local products. Gastronomic festivals can link the different actors of the tourism system and satisfy their respective needs.

Acknowledgments: Part of this work has been accomplished with a postdoctoral research fund to Sofia Karampela by the Greek State Scholarships Foundation. Part of this research is co-financed by Greece and the European Union (European Social Fund- ESF) through the Operational Programme «Human Resources Development, Education and Lifelong Learning» in the context of the project “Reinforcement of Postdoctoral Researchers - 2nd Cycle” (MIS5033021), implemented by the State Scholarships Foundation (IKY).



References

- Alebaki, M., & Koutsouris, A. (2019). Wine tourism destinations across the LifeCycle: A comparison of Northern Greece, Peloponnese and Crete. In M. Sigala, & R. Robinson, *Wine Tourism Destination Management and Marketing* (pp. 463–482). Palgrave Macmillan.
- Haywood, K. M. (2020). A post COVID-19 future - tourism re-imagined and re-enabled. *Tourism Geographies*, 22(3), 599–609. <https://doi.org/10.1080/14616688.2020.1762120>
- Karampela, S., & Kizos, T. (2021, October 7-8). *Innovation and sustainability in rural households: Towards a theoretical framework* [Paper presentation]. 16th ETAGRO Conference Sustainable Agriculture, Food Security, and Climate Change: Challenges and Opportunities in Bio-economy, Agricultural University of Athens, Attica, Greece.
- Karampela, S., Andreopoulos, A., & Koutsouris, A. (2021). “Agro”, “Agri”, or “Rural”: The Different Viewpoints of Tourism Research Combined with Sustainability and Sustainable Development. *Sustainability*, 13(17), 9550-9567. <https://doi.org/10.3390/su13179550>



Karampela, S., Papazoglou, C., Kizos, T., & Spilanis, I. (2017). Sustainable local development on Aegean Islands: A meta-analysis of the literature – *Island Studies Journal*, 12(1), 71–94.
<https://doi.org/10.24043/isj.6>

Investigating the effects of marketing activities on traditional restaurants in a rural area in Iran and in a coastal area in Portugal and establishing a comparison in the post- COVID19 period

Manuel Au-Yong-Oliveira, INESC TEC, GOVCOPP, DEGEIT, University of Aveiro, Portugal, mau@ua.pt

Abolghasem Safarzadeh Amiri, University of Aveiro, Portugal, a.amiri@ua.pt

Keywords – Local and Indigenous Foods, Rural Tourism Attitude, Food Marketing, COVID 19 Pandemic

Purpose – The purpose of this study is to investigate the factors affecting the revenue improvement of restaurants serving traditional and local food in tourist villages in the post-COVID19 epidemic era while implementing Marketing Mix tools. Our goal is to determine the efficiency and effectiveness of each of these tools so that we can find a way to increase the efficiency in the field.

Design/Methodology/Approach - Our approach for this research combines the use of scientific articles, library resources, statistical data, and field work. A questionnaire and face-to-face interviews will be used in the target communities.

Iran: our statistical population is one of the important rural tourism regions of Mazandaran province. Statistics show that two regions of this province (Sari and Babol) have more than 150 villages. Tourist villages attract many people. Annually more than 2.8 million tourists (Presidency of the I.R.I Plan and Budget Organization, 2019) come and visit.

Portugal: a restaurant in Espinho (in Northern Portugal, just 16 km from Porto) is to be the focus. Espinho is a former fishing town which has since grown and become more urban. A casino and hotels, as well as a golf club, serve tourists in Espinho, among other available services. Other nearby cities (Aveiro, Porto, Braga, Guimarães) make Espinho a nice place to visit as it is also quite economical.

IBM SPSS software will be used to analyze the data (including variables such as price, product, location, advertising, people, physical evidence and process).

Findings - What may Portugal and Iran have in common? This is a cross-sectional and cross-cultural study. The research team will gather data in Iran and in Portugal for comparison purposes. What may we learn from each other's experiences? How significant is the effect of culture on the revenue of restaurants?

Research limitations/implications – Iran: preliminary research shows that despite numerous opportunities to attract tourists, restrictions, and mandatory religious roles which are imposed by the Iranian government limit growth. In addition, due to some Iranian political issues, the entry of foreign tourists is subject to regulations. Given the above issues, we cannot achieve a homogeneous community in terms of domestic and foreign tourists that can affect the generality of our results.

Portugal: due to COVID-19 the tourist population may diminish significantly over the Winter period, in 2021-2022. Research data will be hard to gather, and domestic, local Portuguese tourists may have to



be the target. Nonetheless, an interesting study based on take-away meals and home deliveries, allied to digital marketing efforts (e.g., restaurant website, Facebook, Instagram), may reveal a positive trend.

Usually, local and traditional foods can be a kind of transmitter of concepts and culture of communities and are very effective. Additionally, today researchers in the tourism industry consider it an efficient and effective way to develop rural as well as more urban areas.

Originality/value - Cross-cultural studies are hard to put in practice. This study benefits from a Portuguese author and from an Iranian author who will gather data close to their homes. The data and findings are to be compared for best practice creation purposes.

References

Presidency of the I.R.I Plan and Budget Organization (2019). *Statistical Center of Iran*.
<https://www.amar.org.ir/english>, last accessed on 18-02-2022.



Parallel session 17

Understanding food & wine tourists in rural areas

Lavender fields in Spain. Tourism articulation of imaginaries from a Provençal Mediterranean oneiric

Susana Ramírez García, *Geography Department, Complutense, University of Madrid, Spain, suramire@ucm.es*

Cándida Gago García, *Geography Department, Complutense, University of Madrid, Spain*

María Milagros Serrano Cambrero, *Geography Department, Complutense University of Madrid, Spain*

Frank Babinger, *Geography Department, Complutense University of Madrid, Spain*

Fernando Santander del Amo, *Geography Department, Complutense University of Madrid, Spain*

Keywords – Sustainable tourism, Creative tourism, Territorial development, Lavender tourism

Purpose – This paper aims to

- Theoretically explain the role of creativity and experiential activities in order to understand the enhancement of lavender tourism
- show the articulation of existing tourist offer around Spanish lavender fields
- expose an assessment of lavender fields functionality as a tourist resource
- understand the role that lavender tourism in the economic diversity of the rural areas where it is located

These specific targets will contribute to understand the Spanish lavender fields tourism peculiarities and to improve the planning and the management of its implementation in new territories.

Design/Methodology/Approach - During the research, a constructivist method and qualitative methodologies has been employed.

Starting from an initial theoretical acceptance and backing up the evidence with regional and local data, the progress of the analysis is due to the testimonies of local public, private, economic and social actors.

Under this generic approach, the techniques used have been:

- Bibliographic review
- Obtaining statistical information
- Obtaining information on tourism promotion
- Treatment and analysis of statistical and promotional information
- Selection of key stakeholders and conducting interviews
- Treatment and analysis of qualitative information
- Discussion of the results
- Conclusions

Findings - The tourist imagery about French “Provence” lavender fields is very strong and the lavender season is well known, being considered among the best in the world. The cultivable land occupied

with lavender in Spain is increasing, both in surface and in the number of provinces with crops (around 1600 ha in 2009; 3000 ha in 2015; 4500 ha in 2017; 5700 ha in 2019).

In the Spanish sphere, lavender landscapes of the municipality of Brihuega (Guadalajara) are also very impressive. Its crops reach 10% of world lavender fields and its tourist offer includes a Lavender festival. Other municipalities where is possible find tourist experiences linked to lavender are Lleida, Tiedra (Valladolid), Teruel y El Pobo (Teruel), Barcelona, Moratalla (Murcia), Olite (Navarra) or San Felices (Soria).

They are also tied to different management models based on the land ownership, the diversity of farmers' associations, and mainly on the rural policies. In general, lavender crops are promoted by official agri-food research centres. The reasons for this promotion are focused on achieving environmental and social benefits such as the eco-compatibility of crops, the ecological potential, the diversity of the rural industries and fitting/the suitability with diversified and sustainable agricultures. All of them are also the main principles of the new Common Agricultural Policy (CAP).

Research limitations/implications – Analysis results and main findings will be presented to the local stakeholders. They can be very useful when advising the design of new lavender tourism initiatives.

Lavender crops are increasing its areas and expanding its territorial distribution. New agricultural and tourism stakeholders are being exploring the potentiality of lavender crops, both raw material and leisure service. SPNTB remark the need of nature tourism track studies. So, it is to be expected that the results of this kind of researches will be technically and socially useful.

Concerning limitations, the principal handicap comes from the lack of high-quality data related to the official rural tourism statistics available. This makes impossible to know the number of visitors at the municipal level and to discriminate their motivational priorities when visiting the municipality. Especially if their specific tourist interest are lavender fields. Only few municipalities produce their own statistics.

The lack of data available is also an aspect of research implication. The current Governmental Sectorial Plan on Nature Tourism and Biodiversity (SPNTB) takes the need for specific research and local data into account.

Originality/value - Lavender tourism is well known in other countries such as France and England. In addition, it's an increasing activity in Turkey and other areas in the easternmost of Asia. Nevertheless, in the Iberian Peninsula, this kind of projects are just coming to be visible. Consequently, studies about its stretch and impact are still at the very early stages.

Moreover, the paper includes the gender and sustainability perspectives in order to evaluate the progress of sustainable development goals 5 (gender equality) and 12 (responsible consumption and production) in relation with tourism.

Gender equality is considered through the opinion of concerned women. Qualitative methods were used to obtain working women's testimonies in order to know their symbolic and materials concerns. Sustainability has been estimated through the practices declared from tourist entrepreneurship.

A conceptual framework for a new tourism modality: The author's tourism. Exploratory work

Carmen Pardo, *Instituto Politécnico de Viana do Castelo, Portugal*, marialopez@estg.ipv.pt

Ana Luisa Ladeiras, *Around Europe Advisors, Portugal*, ana.ladeiras@aroundeurope.pt

Keywords – author's tourism, sustainability, travel coach

Purpose – In a complicated moment for the tourism sector, with accumulated losses with no end, a necessary exercise to rethink existing models and to identify new opportunities has to be done. Being that there is a common agreement about the profile of the tourist after the pandemic (the one who selects the destination and the tourism experiences based on the information and perception about the safety and hygiene offered; more individualist, more explorer, more active, who seeks the sensation of freedom, who looks for a journey of illusion, more attentive to the impact of his pathways on destinations and seeking experiences that break with routine) and with this tourist at the center of the strategy, but also trying to support companies, generate business and build a sustainable future for the sector, this paper develops a new concept, that is a step forward in relation to the personalized tourism that already exists, "the author's tourism". In other words, giving that some new requirements have to be fulfilled, the search for recovering in a first stage and a greater competitiveness afterwards, has to come from a new way to create value. So, in summary, the objective of this work is to develop a first research which allows to support a preliminary definition of the concept and its main attributes and needs.

Design/Methodology/Approach - The methodology followed for this work ((developed between April and September 2021) has been a combination of several tools, namely: 1) analysis of the use that has been commercially given to the concept (in view of the lack of literature); 2) benchmarking of commercial practices that respond to the preliminary definition of the concept and 3) interviews with experts/researchers and tour operators. With this methodology, and specially with interviews, the purpose is to validate the preliminary conceptual framework that this paper intends to develop.

Findings - This work will allow to establish a first definition, as well the position of this tourism modality in what concern other close concepts ("tailor-made travels", "author travels", "Tailor made tourism" and finally, "Be spoke tourism"). Also, the first needs for its development (specially training), its attributes, value proposition, basic resources, basically.

Research limitations/implications – In spite of the "scientific poverty", obviously as a result of the non-regulation of the concept, real commercial experiences that approach in the practice what can be an approach to "author's tourism", identify themselves in the work in Europe and in others continents, in which it is also guessed that the creator of the experience is the fundamental factor, due to its deep and special knowledge of the territory that supports the experience. And the most potential products to work, without doubt: gastronomy and wine tourism, nature and heritage.



This paper defines a preliminary conceptual framework (attributes, values, resources, etc) to develop this concept and works as a guideline for whom, in the market, would like to try to put it in practice, so it has real practical implications for the trade; but, so important, this Works leaves also contribution for to academy and floor for wider future developments.

Originality/value - No previous existing scientific literature about the concept, so the originality of the work is proved.



Farm tourism microentrepreneurial reactions to the COVID19 pandemic: A cross-gender comparison

Duarte Morais, North Carolina State University, United States, dbmorais@ncsu.edu

Kangjae Jerry Lee, North Carolina State University, United States, klee24@ncsu.edu

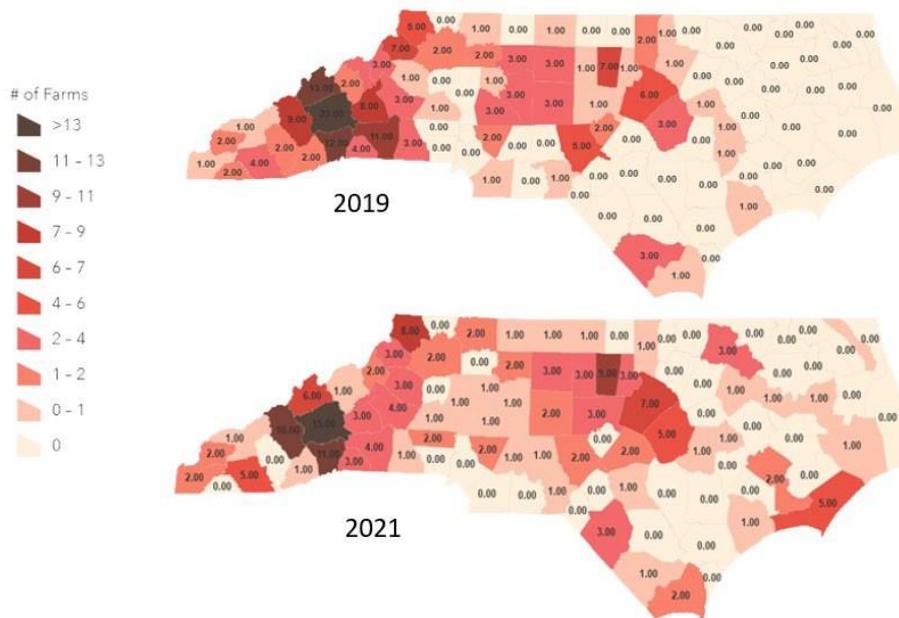
Dylan Dobson, North Carolina State University, United States, dddodso2@ncsu.edu

Keywords – farm tourism microentrepreneurship, COVID19, pandemic, farm tourism, local foods, craft beverage, cross gender comparison

Purpose – There is a growing body of knowledge about the way farmers become involved in direct sales of food products (e.g., produce, protein, wine), services (e.g., lodging) and experiences (e.g., farm tours) to tourism businesses and tourists to ensure the viability of their agribusinesses (Halim et al., 2020; Morais et al., 2017; Patterson et al., 2021). Additionally, research suggests that women and men farmers differ significantly in the pursuit of tourism microentrepreneurship (Gao et al., 2014; McGehee et al., 2007). However, to date, there is limited research examining how farm tourism microentrepreneurs reacted to the challenges and opportunities brought by the COVID19 pandemic. Thus, the purpose of this study was to examine the ways in which women and men farmers in North Carolina changed their involvement in tourism microentrepreneurship as a reaction to the COVID19 pandemic

Design/Methodology/Approach - P1tLab maintains a database of North Carolina farmers involved in tourism microentrepreneurship. In February 2019, we administered an online survey to the 1,203 farmers in the database and 23.0% responded. In February 2021 we administered the survey to 1,285 farmers and 19.0% responded (Figure 1).

Figure 1. Geospatial distribution of study participants

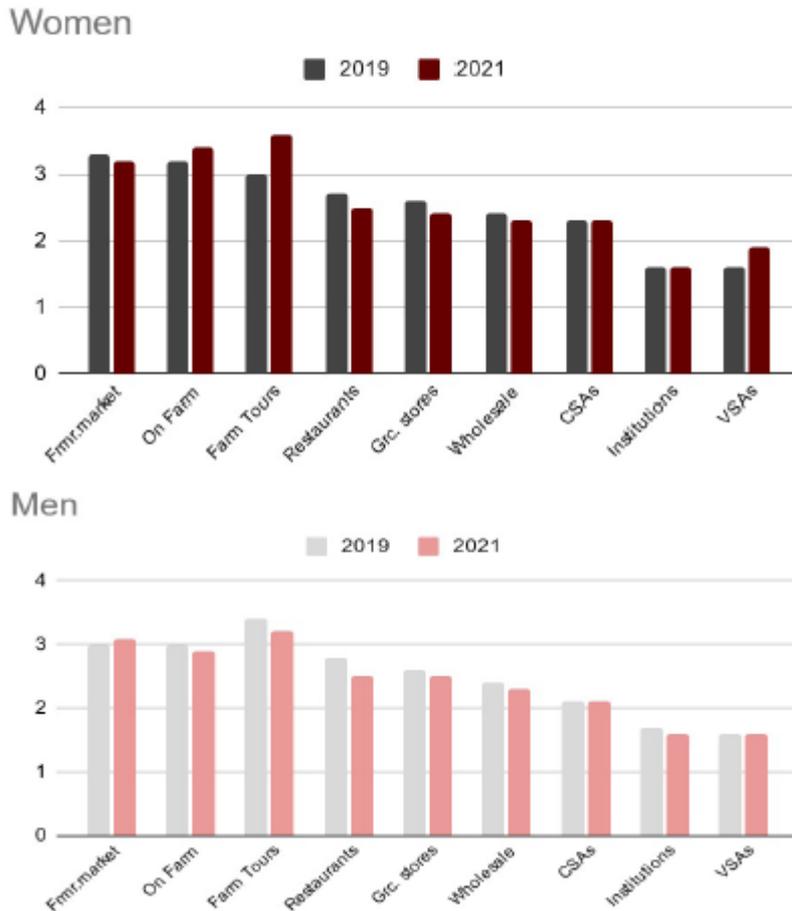


The instruments included scales assessing importance of revenue sources and microentrepreneurial intentions, as well as farmers' satisfaction with their tourism microentrepreneurial activity (Ferreira et al., 2018). The 2021 instrument also included a free listing question assessing business reactions to the pandemic. We conducted descriptive statistics of quantitative data to characterize the 2019 and 2021 samples, and independent ttests to compare answers across time controlling gender. We used thematic analysis with insider peer debriefing to compare women and men's lists of reactions to the pandemic.

Findings - Both the 2019 and 2021 sample consisted of more women farmers (56.8% and 56.6% respectively), most were white (93.2% and 90.5%) and middle-aged (M=53.6 y/o). Many participants indicated that on-farm sales of product (29.0% and 32.5%) and of experiences to visitors (26.6% and 25.1%) were absolutely essential to the farm's viability.

Figure 2 shows the importance of revenue sources, with farmers markets, on-farm sales of product, and farm tours being most important to all farmers. The importance of on-farm sales became significantly higher to women ($t(224)=3.12, p=.002$). Farm tours and sales of product through a Vacationer Supported Agriculture program increased in importance to women farmers but not significantly so ($p>.10$). In contrast, men farmers reported somewhat lower importance of revenues from on-farm sales, tours and restaurants with the onset of the pandemic, but these changes were not statistically significant ($p>.10$).

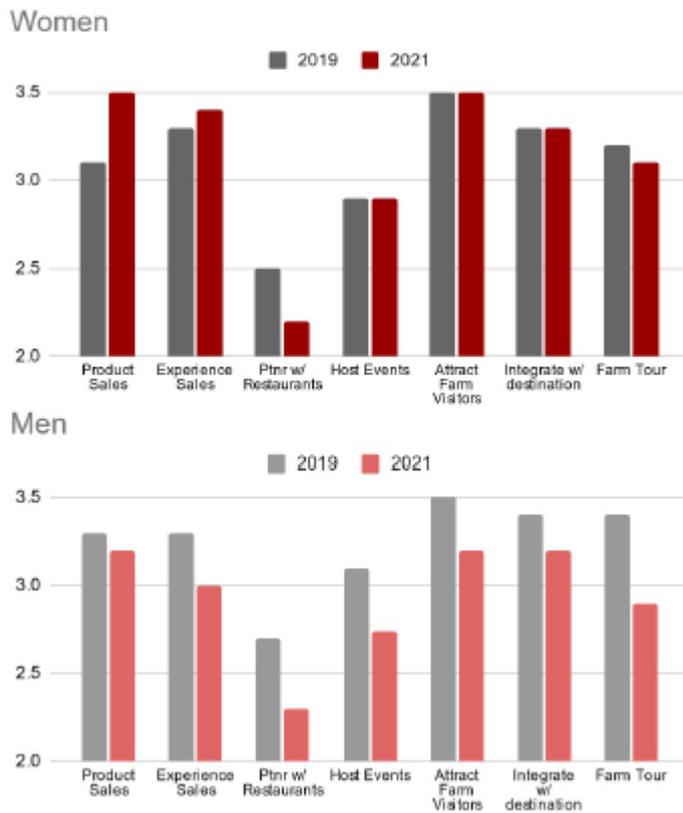
Figure 2. Importance of farm revenue sources



Note: 0=not important, 5=extremely important

Figure 3, illustrating farmers' intentions to sustain or increase involvement in tourism microentrepreneurial activities, suggests that the onset of the pandemic has made women significantly increase their intentions to offer on-farm sales of product through farm stands and u-pick programs ($t(224)=2.08$, $p=.04$). Women also reported higher (although not significantly at $p>.10$) intentions to offer experiences like tours, workshops and farm stays in their farms. In contrast, women farmers reported significantly lower intentions to form partnerships with restaurants ($p(224)=-1.64$, $p=.10$). Men farmers reported lower intentions to be involved in all tourism microentrepreneurial activities, however, only significantly so in regards to involvement in multi-farm tours ($p(116)=-1.95$, $p=.05$).

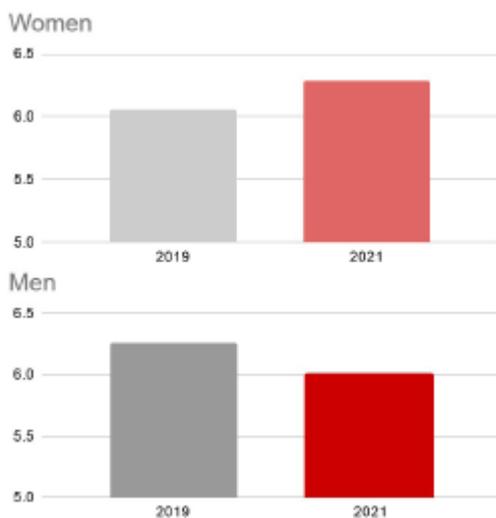
Figure 3. Microentrepreneurial intentions



Note: 1=extremely unlikely, 5=extremely likely.

Additionally we examined farmers' overall satisfaction with their tourism entrepreneurial activity (Figure 4). We found that women farmers became more (although not significantly at $p > .05$) satisfied with their tourism microentrepreneurial activity; whereas men farmers' satisfaction level decrease significantly with the onset of the pandemic ($p(116) = -.11$, $p = .04$).

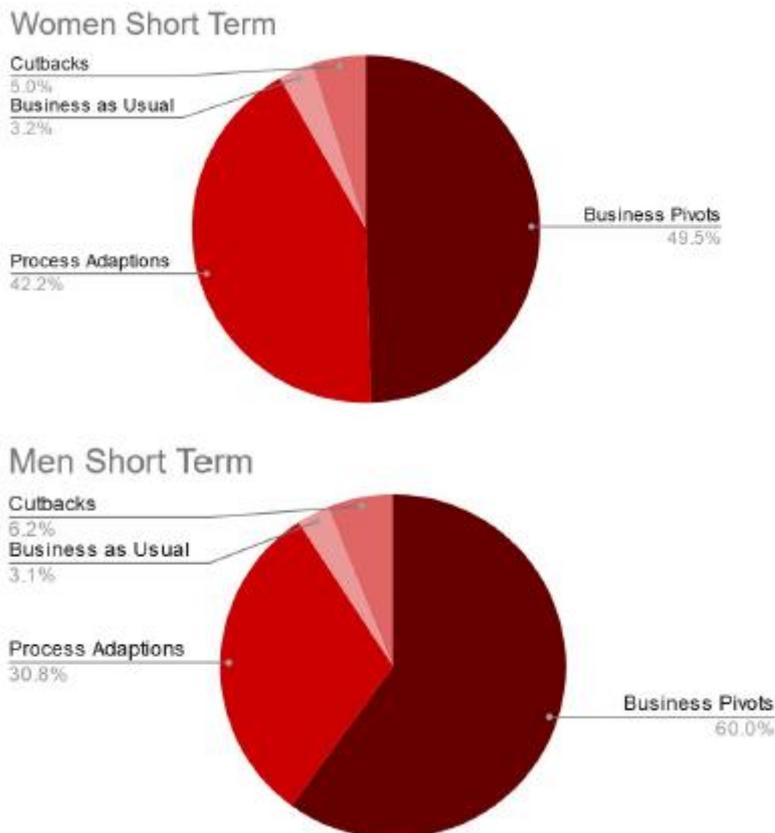
Figure 4. Satisfaction with one's tourism microentrepreneurial activity



Note: 1=extremely dissatisfied, 10=extremely satisfied.

Thematic analysis of reactions to the pandemic revealed that farmers adopted several business pivots (e.g., online stores), adapted operational processes (e.g., required appointments), and made short-term cutbacks (e.g., temporary closures). Figure 5 suggests that women farmers reported making process adaptations more frequently, while men farmers tended to resort more frequently to business pivots.

Figure 5. Business strategies



Research limitations/implications – Farmers involved in tourism microentrepreneurship are integrated in food and tourism systems (Ferreira et al., 2020), two industries greatly affected by the pandemic. This study provides insight into farmers’ reactions to the pandemic and reaffirms gender differences in farm tourism microentrepreneurship (Halim et al., 2020; McGehee et al., 2007). Specifically, the findings reveal that North Carolina farmers that participate in this study are involved in a diverse set of microentrepreneurial activities in the realm of food tourism; which is consistent with the agribusiness models observed among the small farmers that characterize this region because revenue diversification helps them maintain the viability of their farms (Patterson et al., 2021). Furthermore, this study reveals that women farmers reacted to the pandemic by becoming more involved in tourism by adapting operational processes to contain costs and health risks and by making business pivots that meet new market conditions. Men farmers, on the other hand, tended to react to the pandemic by doing cutbacks and becoming less involved in activities beyond commodity farming for wholesale. These bring support to scholarship indicating that women farmers tend to operate from



outside established agriculture support systems and often resort to tourism microentrepreneurship as a way to diversify their business and mitigate risk (Garcia-Ramon et al., 1995).

Overall, this study provides insight into the reactions of small farmers to the pandemic, suggesting that future research must consider the complexity of this population. In addition to examining how farmer characteristics may influence their reactions to the pandemic, the moderating role of regional characteristics like type of agriculture, local foods, tourism and health must be examined.

References

- Ferreira, B. S., Morais, D. B., Pollack, J. M., & Bunds, K. S. (2018). Development and Validation of the Tourism e-microentrepreneurial Self-Efficacy Scale. *Tourism Analysis*, 23(2), 275–282. <https://doi.org/10.3727/108354218x15210313504616>
- Ferreira, B., Morais, D., Szabo, A., Bowen, B., & Jakes, S. (2020). A gap analysis of farm tourism microentrepreneurial mentoring needs in North Carolina, USA. *Journal of Agriculture, Food Systems, and Community Development*, 10(1), 83–99. <https://doi.org/10.5304/jafscd.2020.101.025>
- Gao, J., Barbieri, C., & Valdivia, C. (2014). Agricultural landscape preferences. *Journal of Travel Research*, 53(3), 366–379. <https://doi.org/10.1177/0047287513496471>
- Garcia-Ramon, M., Canoves, G., & Valdovinos, N. (1995). Farm tourism, gender and the environment in Spain. *Annals of Tourism Research*, 22(2), 267–282. [https://doi.org/10.1016/0160-7383\(94\)00096-4](https://doi.org/10.1016/0160-7383(94)00096-4)
- Halim, M. F., Barbieri, C., Morais, D. B., Jakes, S., & Seekamp, E. (2020). Beyond economic earnings: The holistic meaning of success for women in agritourism. *Sustainability*, 12(12), 4907–4918. <https://doi.org/10.3390/su12124907>
- Morais, D. B., Jakes, S., Bowen, B., & Lelekacs, J. M. (2017). Fork 2 Farmer: Enabling the success of small farms through partnerships with chefs and the tourism sector. *Journal of Extension*, 55(2), 1-4.
- McGehee, N. G., Kim, K., & Jennings, G. R. (2007). Gender and motivation for agri-tourism entrepreneurship. *Tourism Management*, 28(1), 280–289. <https://doi.org/10.1016/j.tourman.2005.12.022>
- Patterson, V., Morais, D. B., & Ferreira, B. (2021). Tourism microentrepreneurship in family farms. In D. B. Morais (Ed.), *Tourism Microentrepreneurship* (pp. 39–50). Emerald.



Parallel session 18

Marketing the rural food & wine tourism experience

The shifting boundary of rural and urban food in tourism through the case of “basin feast” in Hong Kong

Yuyin Lu, *Department of Geography and Resource Management, The Chinese University of Hong Kong, China, alicelu0517@link.cuhk.edu.hk*

Chung-Shing Chan, *Centre for Environmental Policy and Resource Management (CEPRM), Department of Geography and Resource Management, The Chinese University of Hong Kong, China, ccs_johnson@cuhk.edu.hk*

Kwo Fung Shek, *Department of Geography and Resource Management, The Chinese University of Hong Kong, China, kwofungshek@cuhk.edu.hk*

Keywords – Basin feast, Hakka culture, Hong Kong, New Territories, Punti clans, Rural local food

Purpose – In Hong Kong’s rural New Territories, the “Basin Feast” (poon choi) – a unique, huge, one-pot stew – is representative of the indigenous locals and their unique food culture. The Basin Feast is made by the village people and served to their clan members during significant festivals or occasions such as clan ancestor worship, family ceremonies for the ancestral hall, or the lighting ritual for new babies. Basin Feasts are made up of a colorful and tasty combination of ingredients like mushrooms, radishes, pigskin, and shrimp thrown together in a big, deep pot. During the gathering, many generations of clan people will sit around and eat together; it is a symbol of unity among community members. However, since the late 1980s, the form of Basin Feast has gradually been modified; while the original purpose of the dish was as a centerpiece of traditional celebrations, it has undergone a process of heavy commercialization. The Basin Feast does not belong to one specific minority (e.g. Punti clan) anymore, but rather it is now mass-produced in urban chains, frequently using expensive ingredients, such as abalones and king crabs. At the same time, Feast Basin Tourism has generated a surge of rural tourism by attracting visitors from the city to explore and experience the history of the clan as well as enjoy the authentic feast. This paper is going to discuss the transformation of the Basin Feast from a driver of rural tourism to an urbanized product and thereby interrogate the ambiguous boundaries of the rural/urban divide.

Design/Methodology/Approach - The study will be primarily conducted through sociological qualitative historical document analysis and literature review. It will go through the Basin Feast’s history in different phases from the dish’s emergence as a major tourism product in the 80s until today. It will show how the Basin Feast has evolved over time through analysis of contemporary newspaper articles, commercials, and archived government memoranda, before switching to an anthropological review of today’s social media. The historical discussion will be supplemented throughout with relevant scholarly papers.

Findings - By this investigation, it will find that the boundary between rural and urban food in Hong Kong is disintegrating and becoming more ambiguous over time. It will suggest that the Basin Feast has been embedded in Hong Kong tourism, but only as something to be enjoyed vicariously as a



visitor, even as the original meaning of the dish is lost. Finally, this paper will offer some possibilities for refining a culturally sustainable rural food tourism development marketing approach.

Research limitations/implications – However, as this study only focuses on Hong Kong, there is a potential geographic limitation: it might not be reflective of other areas around the world. In future studies, comparing rural food tourism and urban boundaries in other places to this particular case could be productive to see if what is happening in Hong Kong is representative of a broader modern trend.

Originality/value - In terms of the originality of this work, in Hong Kong, there are some papers discussing the history of the Basin Feast, but only a very handful that discuss the Basin Feast in the context of rural food tourism, and those do not address the topic presented here. This paper borrows from this opportunity to analyze the Basin Feast tourism in Hong Kong and discuss the sustainable development approaches in rural food tourism.



How important is tourism governance for the success of food & wine tourism experience in world heritage destinations? The cases of Vila Real and Tavira in Portugal

Edgar Bernardo, *CinTurs - University of Algarve, Portugal, edgaracb@utad.pt*

Vítor Rodrigues, *GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, vitorrodrigues@ua.pt*

Olga Cavaleiro, *Portugal, olgacavaleiro@gmail.com*

Keywords – (In)tangible heritage, foodscape, food tourism, Douro, Mediterranean Diet, Tavira, UNESCO

Purpose – World heritage destinations have enormous potential to create and be promoted as ideal foodscape experiences for tourists by combining unique experiences based on a specific place & space associated with local products, sites and people, and by allowing a performative consumption that reinforces identities and cultural bonds with consumers. Recent research on food tourism has revealed a growing interest on cultural heritage and unique experiences. This article discusses tourism governance in two world heritage destinations associated with specific foodscapes. It compares the experience of two cities, Vila Real as the capital of the Alto Douro Vinhateiro, and Tavira, the Portuguese Mediterranean Diet capital.

Design/Methodology/Approach - Based on a qualitative methodology, supported by interviews, fieldwork and participant observation, the article shares perspectives on the experience of entrepreneurs, locals, and tourists in these foodscapes. By comparing two food & wine foodscape study cases, this research compares two world heritage destinations tourism governance and identifies differences and commonalities among them.

Findings - Both Tavira and Vila Real municipalities, and respective public destination marketing organizations, have, on one hand, monopolized and elitized local heritage, and on the other hand, left stakeholders out of tourism planning and made them mere participants in special cultural events, namely local restaurant owners. Results showcase existing lack of proper tourism governance harms the world heritage certification potential, and local perceptions, placating the success of foodscape experience for tourists

Research limitations/implications – By design this research is limited to two of the main foodscape dimensions to take advantage of the existing qualitative data gathered in both municipalities between 2019 and 2021. Future research should focus on relating both dimensions with tourist experience and further test the applied model.

Originality/value - Foodscape study entails consumption study of experience evaluation, place & space, and performance dimension. This article advances foodscape research by discussing the latter two and their relationship to tourism governance, or lack of it, in world heritage foodscape destinations.

Using the past to sell local gastronomy to young travellers: the case study of Minho

Carlos Fernandes, Polytechnic Viana do Castelo, Portugal, cfernandes@estg.ipv.pt

Goretti Silva, Polytechnic Viana do Castelo, Portugal, goretti@estg.ipv.pt

Alexandra Correia, Centre for Tourism Research, Development and Innovation (CITUR), Applied Management Research Unit (UNIAG), Polytechnic Viana do Castelo, Portugal, acorreia@estg.ipv.pt

Mariana Oliveira, Polytechnic Viana do Castelo, Portugal, catia.oliveira@estg.ipv.pt

Keywords – Past, gastronomy, storytelling, mixed methods, young travellers

Purpose – This paper sets out to explore gastronomic practices of Minho as a case study on sensitizing foreign travellers to local cultures and deliver more meaningful experiences.

Design/Methodology/Approach - This experimental study combines the use of visual methods (Glaw et al., 2017), the authors' first-hand ethnographic field experiences (Hartel & Thompson, 2011) and a focus group in the context of a scenario-based experiment (Volgger et al., 2021) to produce a narrative based on local cultural values and traditional food. It is based on the CULTSENSE project funded by Erasmus+ Programme, which aims at developing long-term solutions supporting more locally sensitive travel practices that are mindful and respectful of the local customs and ways of life. An initial video was produced on a specific dish - the "Sarrabulho" to test digital storytelling as a means of communicating food culture and gastronomic experiences so it can be appreciated by foreign travellers. A focus group comprised of representatives of partners of the CULTSENSE project, with nationalities from Romania, The Netherlands, Brazil and Spain, first saw the video and then took part in a "sarrabulho" experience. Responses were noted during the experiment as well as a follow-up.

Findings - Portuguese food is relatively unknown abroad. More specifically, and although Minho has a well-established identity amongst the Portuguese people, the region does not benefit from this identity on the international stage, including its gastronomy. Results suggest that the dish per se was not clearly appreciated, but the focus group was fascinated by the story of the past and respected the tradition and its role in local culture. This particular story appears to be effective in connecting the audience with the tradition, triggering emotions and experiences and generating understanding. The parts of the story most appealing were the explanation of its origins, the importance to a subsistence agricultural society, its role as part of local culture and its uniqueness in the form in which it is paired with the red Vinho Verde. The understanding and respect is particularly relevant in the context of a region that seeks acknowledgement as a gastronomic region or as an enogastronomic destination. Furthermore, by sustaining traditional culinary practices and communicating them to the audiences, the region is strengthening its cultural distinctiveness, particularly when reaching out to a younger generation.

Research limitations/implications – A limitation of the study is that the results were obtained from a single experiment and may not resemble reality completely. Further experiments are recommended



under different conditions to generalise the findings of this study. Also, there is no prior knowledge of visitors' perceptions of the region's food, mostly due to a lack of such studies. It is recommended that longitudinal studies be conducted on gastronomic consumption patterns and perceptions by tourists that could be cross-referenced with results of similar experiments.

Originality/value - Regardless of the limitations identified, this study contributes to the cultural understanding of Minho's gastronomic practices through digital storytelling as the form of dissemination. This study showed that Minho needs a powerful platform for storytelling in the cultural heritage sector in order to establish emotional connection and engagement with foreign visitors.

Project CultSense - Sensitizing Young Travellers for Local Cultures Co-Funded by Erasmus+, 2020-1-NL01-KA203-064791.

References

- Glaw, X., Inder, K., Kable, A., & Hazelton, M. (2017). Visual Methodologies in Qualitative Research: Autophotography and Photo Elicitation Applied to Mental Health Research. *International Journal of Qualitative Methods*, 16(1), 1–8. <https://doi.org/10.1177/1609406917748215>
- Hartel, J., & Thomson, L. (2011). Visual approaches and photography for the study of immediate information space. *Journal of the American Society for Information Science and Technology*, 62(11), 2214–2224. <https://doi.org/10.1002/asi.21618>
- Volgger, M., Taplin, R., & Aebli, A. (2021). Recovery of domestic tourism during the COVID-19 pandemic: An experimental comparison of interventions. *Journal of Hospitality and Tourism Management*, 48, 428–440. <https://doi.org/10.1016/j.jhtm.2021.07.015>



Parallel session 19

Governance, networks and strategic partnerships

Models for cooperation of local stakeholders in rural areas in building a local food tourism network

Jelena Đurkin Badurina, *University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia, jelenad@fthm.hr*

Manuela Klapan, *University of Rijeka, Faculty of Tourism and Hospitality Management, Croatia, mbuskulic1993@gmail.com*

Keywords – local food tourism networks, rural areas, stakeholder management, tourism governance

Purpose – Food tourism in rural areas can be a sustainable source of benefits for the local community (Hjalager & Johansen, 2013; Dougherty et al., 2013), especially because experiencing the authentic gastronomy of rural areas is considered highly desirable by tourism demand (Björk & Kauppinen-Räsänen, 2016; Rahman et al., 2018). The marketing of specialty food products in rural tourism is still the area where much can be improved (Sidali et al., 2013), but despite the potentially significant gains for all sectors involved, organising key local stakeholders for the purpose of creating and promoting a year-round sustainable tourism product based on local food is a difficult and often unsuccessful task (François et al., 2017). Stakeholders involved in the creation and promotion of food tourism products include local farmers, restaurateurs, owners/managers of accommodation establishments, owners of local food/souvenir shops, local tourism organisations, but also (potentially) local civil society associations working to preserve local traditions. The existing literature on food tourism in rural areas is mostly focused on providing systematic literature reviews on the concept of food/gastronomy/culinary tourism (Okumus et al., 2018; Jorstad et al., 2020), accompanied by an examination of the interests and attitudes of different stakeholder groups, mostly consumers/tourists (Madaleno et al., 2018, Santos et al., 2020). Although there is limited research on local food entrepreneurial networks they are mostly oriented on private sector stakeholders and their relationship with local tourism actors (Boesen et al., 2017). The dynamics of networking and collaboration among different types of stakeholders on destination level, in providing food tourism experiences is an underresearched topic (Okumus et al., 2018) especially in terms of providing local food tourist product in rural destinations.

The purpose of this paper is to discuss possible mechanisms of efficient local organisation of different stakeholders in creating a sustainable food tourism network in rural areas.

Design/Methodology/Approach - This study compares organisational networks and cooperation of food tourism-related stakeholders from public, private and civil sector in three different rural regions in Croatia. Multiple case study approach has been adopted as particularly suitable for the topic and research purpose (Yin, 1994). Content analysis of online available secondary data is conducted (promotional materials related to local food tourism offer in selected areas, data on jointly organised events, official contracts signed among stakeholders, other joint actions and projects, etc.). Based on the analysis results, for each region the diagram of relationships among key identified stakeholders is issued along with description of roles of each stakeholder and cooperation history. Analysed

approaches to cooperation and networking are compared and discussed with emphasis on the role and the level of involvement of stakeholders from different sectors (private, public, civil). Croatia was chosen as a study area, as a country with great potential for sustainable tourism development in rural areas based on gastronomy and culture. Analysed rural regions were chosen based on their previous efforts in terms of developing food tourism.

Findings - The findings of this study highlight the differences in the roles, level of formalisation of collaboration as well as the overall level of engagement of different types of stakeholders in three compared rural destinations. Analysis results underline the importance of public sector stakeholders in coordinating promotion of existing suppliers of local food products and confirm the complexity of architecture of stakeholder relationships in terms of delivering food-related tourist products in rural areas.

Research limitations/implications – the research focuses on regions in a single country and the possibilities for replicating successful mechanisms of local organisation in rural areas are limited by the legal framework of each country. Nevertheless, some successful examples of collaboration, particularly those involving a wider range of local stakeholders (e.g. residents through civil society associations), may be suitable for generalisation and application in different rural areas and useful for practitioners involved in the development of sustainable tourism in rural areas worldwide.

Acknowledgement: This study was supported by the University of Rijeka, Faculty of Tourism and Hospitality Management under grant number ZIP-FMTU-004-11-2021

References

- Björk, P., & Kauppinen-Räsänen, H. (2016). 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>
- Boesen, M., Sundbo, D., & Sundbo, J. (2016). Local food and tourism: an entrepreneurial network approach. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 76–91. <https://doi.org/10.1080/15022250.2016.1218629>
- Dougherty, M. L., Brown, L. E., & Green, G. P. (2013). *The social architecture of local food tourism: Challenges and opportunities for community economic development*. EGrove. <https://egrove.olemiss.edu/jrss/vol28/iss2/1>
- Hjalager, A. M., & Johansen, P. H. (2013). Food tourism in protected areas – sustainability for producers, the environment and tourism? *Journal of Sustainable Tourism*, 21(3), 417–433. <https://doi.org/10.1080/09669582.2012.708041>
- Jørstad, M., Roaldsen, I., & Ljunggren, E. (2020). Local food in tourism: A systematic literature review. *Journal of Gastronomy and Tourism*, 4(2), 97–111. <https://doi.org/10.3727/216929719x15736343324887>
- Madaleno, A., Eusébio, C., & Varum, C. (2017). Purchase of local food products during trips by international visitors. *International Journal of Tourism Research*, 20(1), 115–125. <https://doi.org/10.1002/jtr.2167>
- Okumus, B., Koseoglu, M. A., & Ma, F. (2018). Food and gastronomy research in tourism and hospitality: A bibliometric analysis. *International Journal of Hospitality Management*, 73, 64–74. <https://doi.org/10.1016/j.ijhm.2018.01.020>



- Rahman, M. S., Zaman, M. H., Hassan, H., & Wei, C. C. (2018). Tourist's preferences in selection of local food: Perception and behavior embedded model. *Tourism Review*, 73(1), 111–132. <https://doi.org/10.1108/tr-04-2017-0079>
- Santos, J. A. C., Santos, M. C., Pereira, L. N., Richards, G., & Caiado, L. (2020). Local food and changes in tourist eating habits in a sun-and-sea destination: a segmentation approach. *International Journal of Contemporary Hospitality Management*, 32(11), 3501–3521. <https://doi.org/10.1108/ijchm-04-2020-0302>
- Sidali, K. L., Kastenholz, E., & Bianchi, R. (2013). 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>
- Thomas-Francois, K., von Massow, M., & Joppe, M. (2016). Strengthening Farmers–Hotel Supply Chain Relationships: A Service Management Approach. *Tourism Planning & Development*, 14(2), 198–219. <https://doi.org/10.1080/21568316.2016.1204359>
- Yin, R. (1994). *Case study design*. Sage

Governance as key-factor for a successful wine tourism product - a comparative study of wine-tourism networks in Moselle and Franconia

Werner Gronau, Hochschule Stralsund, Germany, werner.gronau@hochschule-stralsund.de

Tim Harms, Fachhochschule Westküste, Germany, harms@fh-westkueste.de

Keywords – wine, culture, tourism, experience, governance, Germany

Purpose – Achieving existing synergies in between wine industry and tourism industry is very much depended on a cooperative approach amongst all stakeholders. Several scholars (Kagermeier 2011; Schamel 2013; Gronau & Harms, 2020) outlined that truly successful wine tourism products can therefore only evolve in an atmosphere of cooperation of viticulture and tourism.

Design/Methodology/Approach - Beyond the collaborative development of the wine tourism product, especially its implementation can be rather challenging. Based on the presented challenges the German Chamber of Commerce introduced a vocational training on becoming a “Wine Experience Guides”. “The content of the program combines (...) knowledge on wine making, sommelier-skills, basics of tourism and presentation techniques following the experience concept” (Gronau & Harms, 2020). Two major German wine regions namely Moselle and Franconia both implemented the program, while choosing different ways of integrating the new player in the existing wine-tourism-network. “Therefore, the objective of the presented study at hand was to compile information on the networks and cooperation of the “Wine Experience Guides” in both regions” (Harms 2017). The proposed contribution will present the results of a empirical qualitative network analysis of both mentioned regions. Several individuals from various stakeholder groups in the respective networks have been questioned in form of in-depth interviews on their individual perception of the locally existing wine tourism network and the specific role of the newly established “Wine Experience Guides”.

Findings - Therefore the analysis provides interesting conclusions on success factors of wine-tourism-networks in general. More specifically it shades light on the importance of collaboration and communication within such networks. One essential result of the empiric study can be seen in the high relevance of the leadership and marketing skills of the specific “Wine Experience Guides” as well as the importance of an strong “caretaker”, promoting and fostering such an network, as without such a person the network is likely to become unstructured and ineffective and does not offer equal chances to all stakeholders within the markets environment.

Research limitations/implications – Considering only two regions is of course a limitation when aiming on generalizable result, nevertheless the results proof both regions to be a kind of prototype considering classical network theory and therefore might offer a high explanatory value.



References

- Gronau, W., & Harms, T. (2020). *Understanding wine as a multifaceted heritage theme, a case study on German wine-ambassadors*.
- Harms, T. (2017). A Comparison of Touristic Stakeholders in the German Moselle and Franconia Wine Regions. In D. Wagner, M. Mair, A. F. Stöckl, & A. Dreyer (Eds.), *Kulinarischer Tourismus und Weintourismus*. Springer Publishing.
- Kagermeier, A. (2011). Kooperationen als Herausforderung für die Weiterentwicklung des Weintourismus. In A. Dreyer (Ed.), *Wein und Tourismus. Erfolg durch Synergien und Kooperationen* (pp. 69–87). Erich Schmidt Verlag.
- Schamel, G. (2013). Bedeutung und Potential des Weintourismus in Südtirol. In K. Scherhag (Ed.), *Weintourismus und Marketing* (pp. 139–150). EUL Verlag. Lohmar.

Heritage, Tourism, and Politics: Power Struggles over Bisalhães Black Pottery

Edgar Alexandre da Cunha Bernardo, *University of Algarve, CinTurs, Portugal, edgaracb@utad.pt*

Keywords – (In)tangible heritage, cultural tourism, Douro, Bisalhães Pottery, UNESCO, authenticity

Purpose – The continuous growth of the different UNESCO World Heritage Lists show a constant search by governments, public entities, and civil society to distinguish and protect cultural aspects and objects. In a race for differentiation, countries and their municipalities compete for the economic, social, cultural advantages that these titles can create, including access to national and international funds and international notoriety through tourism. This paper intends to discuss the dynamics of power struggles within the scope of the certification and safeguarding processes of world heritage, using Barro de Bisalhães as a case study, specifically as a key component of Douro's foodscape experience. Rural tourists frequently seek local food & wine in rural areas, in a most 'authentic' context possible, with traditional decoration and equipment in local restaurants being highly valued. Bisalhães unique local pottery, in which traditional dishes are often served and part of local restaurants decoration, are an essential part of local heritage, serving as a rural cultural tourism attraction.

Design/Methodology/Approach - The research is based on over two years of ethnographic research and intensive fieldwork, and the discussion and results point to the role of stakeholders, innovation and tourism governance in heritage process, conservation, and role.

Findings - This power struggle has direct impact in rural tourist experiences, including among those that seek authentic food & wine experiences. Bisalhães pottery presence in restaurants is still scarce partially due to power disputes, but some new and innovative approaches to black pottery in restaurants shows their potential for both local and tourism consumption.

Research limitations/implications – Study provides specific suggestions that tackle Bisalhães black pottery, as well as the broader role of institutions such as museums and the private sector in the future of immaterial heritage.

Originality/value - This research approaches foodscape experiences and their relation to world heritage power struggles in connection to decorative objects connected to local food & wine authentic traditions.

Assessing wine tourist profile in an immature wine route: The case of Beira Interior

Paulo Duarte, NECE - Research Center in Business Sciences, Universidade da Beira Interior, Portugal, pduarte@ubi.pt

Arminda Paço, NECE - Research Center in Business Sciences, Universidade da Beira Interior, Portugal, apaco@ubi.pt

Helena Alves, NECE - Research Center in Business Sciences, Universidade da Beira Interior, Portugal, halves@ubi.pt

Carla Pereira, NECE - Research Center in Business Sciences, Universidade da Beira Interior, Portugal, cpereira@ubi.pt

Elisabeth Kastenholz, GOVCOPP, Department of Economics, Management, Industrial Engineering and Tourism, University of Aveiro, Portugal, elisabethk@ua.pt

Keywords – Wine tourism, tourist profile, underdeveloped wine route

Purpose – Winery and destination managers tend to understand the wine tourists as having a common profile, usually interested in visits to wineries in search of experience and learning (Charters & Ali-Knight, 2002). Despite these generalizations, some studies suggest that there are different segments of wine tourists (Charters & Ali-Knight, 2002; Hall, 1996). Therefore, it is considered relevant to assess the profile and motivations of Beira Interior wine Route tourists. This paper aims to present and discuss wine tourist characteristics, motivations, and behaviour based on a survey applied to visitors of the Beira Interior wine route.

Design/Methodology/Approach - The data for the analysis was gathered using a face-to-face questionnaire in several places and events in the wine route, with an approximate cluster-sampling approach defined in place and time but conditioned by the pandemic context. Visitors were randomly approached in well-known touristic places, cellars, vineyards, and hotels, on certain days and diverse months from September 2019 to October 2020. A total of 375 valid responses were collected and considered for further analysis.

Findings - The results show that the wine tourists at Beira Interior route are mainly females (58.9%) aged between 30 and 50 years (59.7%), professionally active (64%) or retired (22.2%), living in predominantly urban contexts (84.7%), and having finished high school (25.1%) or holding a bachelors' or higher degree (57.9%). They travel with family members (e.g., husband or wife, other family members, and children) but a significant part does not stay overnight (47.3%) and a large majority stay less than three nights (85.7%), mainly at hotels or similar.

The respondents indicate that the main motivations to visit the wine route are leisure, recreation, relaxing and socialization purposes. One-third of the respondents also mention the will to get to know the region better. Interestingly, only 10.5% of the respondents mentioned tasting wine and 4.7% indicate learning about wine and winemaking as motivations to visit the wine route. Travel agencies



and tour operators and recommendations from family and friends seem to have a crucial role in the respondents' decision to visit the wine route. However, travel in organised tours does not appear like an important source of visitors since it was only mentioned by 5.3% of the respondents.

Research limitations/implications – Since the Beira Interior route is in an incipient phase, most visitors of the region may not be aware of its wine tourism opportunities, which are also not abundant, naturally conditioning results. Knowing the profile and desires of actual regional visitors is also important in this initial development stage. It should help wine route managers, Destination Marketing Organizations (DMO), and local operators decide on the best strategy to attract existing visitors to wine tourism facilities as well as to enhance the development of widely appealing wine tourism products, designed to both wine lovers and wine curious tourists. Based on this knowledge and the understanding of the different levels of tourism development and resources available on the wine route, tourism operators can design and develop better experiences to meet wine tourists' diverse profiles and expectations to increase the attractiveness of the region also as a wine tourism destination and reinforce destination loyalty and recommendation

Originality/value - Although research on wine tourism and wine tourists is not new, many questions about wine tourists' characteristics, motivations, needs, and intentions still remain, particularly in a scenario of exploring new destinations, products, and evolving consumer markets (Stergiou, 2018). By analysing the profile of wine tourists for an underdeveloped wine route, like Beira Interior, this study provides significant information adding to the existent literature on wine tourists profiling, and for destination managers when planning new wine routes. The current study also provides a basis for the comparison of wine tourists profile across routes with different levels of development.

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.

References

- 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)
- Hall, C. (1996). Wine tourism in New Zealand. *Proceedings of Tourism Down Under II: A Tourism Research Conference*, 109–119.
- Stergiou, D. P. (2018). An importance-performance analysis of young people's response to a wine tourism situation in Greece. *Journal of Wine Research*, 29(4), 229–242.
<https://doi.org/10.1080/09571264.2018.1532878>



Organisation

