

Politécnico do Porto

Escola Superior de Hotelaria e Turismo

Teresa Maria Queiroz Veiga e Mendes

Food Tourism in Portugal. A Qualitative Study

Dissertação de Mestrado

Mestrado em Gestão do Turismo

Orientação: Prof.^a Doutora Dália Filipa Veloso de Azevedo Liberato

Prof. Doutor Prof. Doutor Pedro Manuel da Costa Liberato

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Dedicatória

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RESUMO ANALÍTICO

Gastronomia e Vinhos tem sido um produto premium da entidade nacional de gestão do destino turístico Portugal (Turismo de Portugal, I.P.), desde o primeiro Plano Estratégico Nacional para o Turismo até à atualidade, com crescente visibilidade e prémios na área alimentar. Não obstante, a investigação internacional aponta para a necessidade emergente de um conhecimento especializado desta indústria no contexto português, nomeadamente das suas variadas denominações e potenciais segmentos de procura turística alimentar. O objetivo principal deste estudo consiste em clarificar a denominação atribuída a esta tipologia turística em Portugal, e identificar potenciais segmentos na sua respetiva procura turística, emparelhados com a restauração. Devido à atual situação de pandemia, foi criada uma metodologia exploratória para três grupos focais: um de especialistas de diversas áreas afetas ao tema central da investigação (alimentação, restauração e turismo), e dois dos principais mercados emissores de turismo em Portugal (Portugal e Espanha), adaptados a um formato *online*, recorrendo a estímulos visuais, e à análise qualitativa de dados através de um *software* especializado. O grupo focal de especialistas da área alimentar produziu uma dinâmica contrastante, com pontos de vista especializados, mas com conclusões consensuais. A categoria mais debatida foi ‘Mercado de turismo alimentar’, e os dados produzidos durante a sessão provaram ser um ponto de partida incontornável da metodologia desta investigação. O grupo de discussão de turistas do mercado interno revelou uma dinâmica profusa, com o debate mais longo *online*, tendo-se verificado uma clara saturação de discussão na subcategoria de ‘Desafios e respostas no turismo alimentar’. O grupo focal de turistas espanhóis, embora com um recrutamento desafiante, apresentou uma profícua interação: todos os participantes demonstraram muito conhecimento sobre a cozinha portuguesa, sendo na sua maioria turistas recorrentes em Portugal, e com um elevado nível de satisfação em relação à oferta alimentar em Portugal. Os três grupos demonstram atingir um consenso genérico em relação à utilização do termo ‘turismo gastronómico’ para as atividades turísticas afetas à alimentação, terminologia que a revisão da literatura indica ser a mais frequente para a produção científica a nível europeu. No entanto, as conclusões da análise qualitativa destes grupos revelaram que a procura turística destes participantes em Portugal é diversificada a nível alimentar,

sendo que vários dos turistas portugueses e espanhóis preferem variar no tipo de espaços de consumo alimentar. Os mesmos elegeram ainda ambientes mais informais de consumo, com comida local, partilhados pelos residentes, recorrendo a informantes locais. Estes atributos apresentaram-se como garantia de uma autenticidade alimentar não ensaiada. A investigação produziu ainda uma caracterização das cinco tipologias de restauração mais procuradas pelos turistas nacionais e espanhóis. Esta dissertação revelou um conjunto de dados que o panorama de produção académica, até à data, não havia demonstrado no contexto do turismo de expressão alimentar em Portugal. Através da abordagem metodológica da descrição exaustiva das unidades de contexto analisadas nos três grupos focais, este trabalho poderá contribuir quer para a definição de estratégias concertadas de promoção diversificada do turismo de expressão alimentar em Portugal, quer como ponto de partida sólido para investigações futuras.

Palavras-Chave: Turismo alimentar em Portugal; Procura turística alimentar; Segmentação no mercado turístico alimentar; Restauração no turismo; Turismo gastronómico.

ABSTRACT

Gastronomy and Wines has been a premium food tourism product of the national Destination Management Organization (Tourism of Portugal) since its first National Strategic Plan for Tourism, to the present one having gained visibility and food awards. However, international research points out the emergent need to have in-depth knowledge of this industry, namely on the numerous given designations and its potential segmentations in the food tourism demand. The main objective of this study is to clarify the designation for this tourism typology in Portugal and to identify potential food tourism demand segmentations, paired up with the restaurant industry. To do this, and due to the present pandemics, an exploratory methodology was created for three focus groups: experts from various areas related to the research theme (food, catering, and tourism); and two of the main tourism issuing markets in Portugal (Portugal and Spain). These were adapted to an online format, using visual stimuli and a computer-assisted qualitative data analysis software. The Portuguese food experts focus group dynamics produced contrasting and in-depth viewpoints, reflecting the expertise of each participant, but with several consensual group conclusions. The category most discussed was 'Food tourism market', and the data produced throughout the session, presented itself as an unquestionable starting point for the chosen methodology of the present research. In the Portuguese tourists focus group there was a clear group dynamics saturation in the subcategory of 'Challenges and answers in food tourism', producing much data. The Spanish tourists focus group, though challenging in its recruitment, revealed a relevant interaction: all the participants were very much informed about the Portuguese cuisine, most of them being recurrent tourists in Portugal, overall showing a high level of satisfaction on the food offer of this country. The three groups demonstrated a consensus regarding the chosen designation of the term 'gastronomy tourism' for tourism activities related to food, terminology that the literature review suggests as the most frequent for scientific production, in the European context. However, the conclusions of the qualitative analysis revealed that these participants' tourism demand in Portugal is diversified foodwise, and several of the Portuguese and Spanish tourists prefer to use varied food consumption places. They also elected more informal consumption ambiances, with local food, shared by residents, and using local

informants. These attributes were presented as a guarantee of an unrehearsed food authenticity. This study also characterized five types of restaurants most sought after by Portuguese and Spanish tourists. This research presented a set of data that academia, to this date, has not revealed in the context of the Portuguese gastronomy tourism. Through the thick description methodological approach of the analyzed context units in the three focus groups, this research can contribute both to the definition of accurate promotional strategies for the diversified demand market in food tourism in Portugal, and as a solid starting point for future related studies.

Keywords: Food tourism in Portugal; Food tourism demand; Food tourism market segmentation; Tourist restaurant industry; Gastronomy tourism

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Abbreviations

CAQDAS – Computer-assisted Qualitative Data Analysis Software

DMO – Destination Management Organization

EU - European Union

FG – Focus Group

GI - Geographical Indication

NSI – National Statistics Institute

NSPT – National Strategic Plans for Tourism

TD – Tourism Destination

UN – United Nations

UNESCO – United Nations Educational, Scientific and Cultural Organization

UNWTO – United Nations World Tourism Organization

VABGT – Value Generated by Tourism

WFTA – World Food Travel Association

WHO – World Health Organization

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CHAPTER 1 - INTRODUCTION

1.1. The Portuguese tourism market

Portugal, a country in the southern region of the European territory, belongs to the European area with the largest increase in tourist visits in 2018, compared to the tourism market of the European Union (EU). On a global analysis, the EU tourism market has slowed its growth, although with positive percentages, compared to 2017. For the worldwide tourism balance, the European countries accounted for 81.3% of the revenue (Instituto Nacional de Estatística, 2019).

Regarding the statistical data analysis on tourism in Portugal for 2018, the country received about 22 million tourists, remaining as the 5th EU country with the highest tourist scale balance, corresponding to 11.9 billion EUR. In 2019, this position was maintained by Portugal, being the 5th most contributing country to the European Union's tourist scale, with a balance of 13.1 billion EUR (Instituto Nacional de Estatística, 2019, 2020).

Concerning the distribution of the internal economic scale, coastal areas continue to benefit the most from the tourist market, in contrast with non-coastal areas (INE, 2018, 2019), although in 2019, there was a slight increase in tourist housings located in non-coastal areas (Instituto Nacional de Estatística, 2019, 2020).

In relation to gross added value, generated by tourism in Portugal, there was a progressive increase in the years between 2014 and 2016, (Turismo de Portugal, 2017a), setting its value at €15.6 billion EUR, in 2019 (Turismo de Portugal, 2020a).

It should also be noted that, in 2019, the average expenditure per tourist on each trip through/to Portugal, increased by 18.1% compared to 2018, setting at 197.2 EUR. On domestic travels, residents spent an average of 134.8 EUR per trip, 13.3 EUR more than in 2018 (Instituto Nacional de Estatística, 2020).

Finally, Portugal witnessed an increase in the number of guests in 2019, reaching c. 24.6 million international tourists with overnight stays, an increase of 7.9% compared to the previous year. From these travellers arriving in Portugal, in 2019, 25.5% were Spanish. In fact, this main issuing tourism market contributed with c. 26.1% of the total tourist increase in Portugal, in that same year.

The following main issuing markets were the UK (15.4%), France (12.6%), Germany (7.9%), all from the European market. Among the other issuing markets, Brazil stood out

(5.5%) producing a 13.9% increase, and the United States of America, with an increase between 2018 and 2019 of 23.2% (Instituto Nacional de Estatística, 2020).

The number of international tourists in Portugal registered a very positive growth between the years 2018 and 2019 (about 7.9%). The main issuing market continued to be Spain, but the fastest growing markets were Ireland, the United States of America, Brazil, Italy and the United Kingdom. In terms of overnight stays, the 2018/19 variation rate, of residents abroad, was 3.5%, representing around 66.4% the total overnight stays market in 2019.

Unfortunately, due to the COVID-19 pandemics (World Health Organization, 2020), in 2020 there was a decrease of this number by 61.3%, with 10.5 million stays in Portugal (Turismo de Portugal, 2020b).

Until 2019, Portugal had been strengthening its position in the global tourism market, thus being easily understood the importance it has on its national economy. In that same year, tourism was one of the main worldwide developing industries, according to Jamal and Budke (2020), representing the corollary of the 10th consecutive year of growth, with 1.5 billion tourist arrivals (United Nations World Tourism Organization, 2020).

In fact, Cunha (2013) pointed out that traveling, as a product, has gradually become a commodity and that tourism has, nowadays, a social and cultural importance, that goes beyond its economic value. Since the 1990s the offer for thematic tourism, with several types of tourism, has increased, alongside with the demand for diversified tourist products.

In 2020, 157 Portuguese restaurants received a distinction by the famous Michelin Guide, from 'Michelin dish' (91 restaurants), 'Bib Gourmand' (38), to one star (21) and two-star restaurants (7) (Michelin Guide, 2020), underlining the strong strategy, which Tourism of Portugal, the national destination management organization (DMO), has been developing since the first decade of the 20th century, as previously analyzed.

Considering Universidade do Algarve's (2018) food report on that region, we can also add that the World Travel Awards created in 2020, the first annual World Culinary Awards, and Vila Joya Restaurant (in Algarve) won the category of Europe's Best Restaurant Hotel (World Culinary Awards, 2020).

In fact, for the 2027 roadmap, the Gastronomy and Wines product is presented as a qualifying asset of the tourism destination (TD) Portugal, focusing on Michelin-starred

chefs and wine tourism-endorsed awards (Turismo de Portugal, 2017b). Michelin stars awards are presently known in Portugal as being a differentiating attribute, of international recognition and projection.

Therefore, it is vital to have greater in-depth knowledge of this promising tourism market, to optimize its full potential and enhance its economic benefits, not only at a national level, but also to contribute for local and regional development.

The present research aims to characterize the current food tourism market in Portugal. It also intends to identify the most suitable designation for this economic activity, and to clarify potential different segments on the tourists' food demand side, mainly through restaurant typologies of their preference.

Therefore, the following literature review was used as a starting point and, in a second phase, a focus group was created with several food specialists. Drawing from this thematic session's content analysis, two other focus groups were then created with tourists, randomly selected from the main issuing markets: Portugal and Spain (Instituto Nacional de Estatística, 2020).

Chapter 2 will reflect the literature review's intermediate conclusions. The focus group exploratory methodology will be presented in Chapter 3, Chapter 4 will be devoted to the focus groups' content analysis. Chapter 5 will discuss the main findings and Chapter 6 will present the key conclusions, limitations, and further research.

CHAPTER 2 - FOOD TOURISM: THE NEED FOR IN-DEPTH ANALYSIS

2.1 The food tourism market

2.1.1 The international food tourism market

In 2017, the UNWTO presented the Second Global Report on Food Gastronomy (United Nations World Tourism Organization, 2017) and, according to Privitera et al. (2018) and Sorcaru (2019), three main reasons were pointed out to visit a TD, in order of importance: culture, nature, and gastronomy.

This same organization, stated one year before (United Nations World Tourism Organization, 2016), through its Action Plan of Gastronomy Network for 2016-2017, that gastronomy tourism was emerging as a vital resource, with added value and presenting it as a solutions provider for TDs needing to differentiate themselves. Therefore, several reasons were pointed out to justify this ever-growing phenomenon, namely the need for TDs to create unique marketable proposals, based on the pursuit of authenticity, thus offering exclusive products.

In fact, these destinations started to look up to gastronomy to attract tourists, contributing for the redirecting of touristic flows to less visited places (for example, non-coastal areas), also developing effective communication strategies, through the use of gastro-narratives, easily appealing to the tourists' emotional side, therefore offering more meaningful experiences (Gyimóthy, 2017; Lai et al., 2019; Sorcaru, 2019).

Kim et al. (2018) state that authors Hall and Mitchell, in 2001, were the first to seek a broader definition for this emerging type of tourism, food tourism. In fact, until the beginning of the 21st century, food, in the tourism area, was researched as a complementary attraction. It was perceived as one of several components of a TD, where its cuisine was framed as one of the cultural elements, and food consumption observed as a functional component of tourism (Lai et al., 2019).

Currently, food tourism is a key factor for economic revitalization and for local and regional development, being one of the most dynamic segments of the tourism market. It is estimated that the total of the tourist's expenses of a receiving market visitor can go up to 1/3, concerning the purchase of food products (United Nations World Tourism Organization, 2017).

The analysis of the United Nations World Tourism Organization (2016) report resulted in the appreciation of traditional gastronomy as a main promotion strategy for less well-known and saturated destinations, converting regional typical foods into decisive resources for TD's international positioning.

In the following year, United Nations World Tourism Organization (2017) underlined the overall importance of gastronomy tourism, stressing the importance of wines and the well-referenced cuisine of a destination as a global economic engine, according to Duralia (2017) and Ellis et al. (2018). The added value to this image was that of intangible heritage and food classifications attributed by United Nations Educational, Scientific and Cultural Organization (UNESCO).

For these reasons, it is clear for Okumus et al. (2018) that there is a growing interest from the academia, in food and tourism studies. From an academic standpoint, it is relevant to observe the concerns of Ellis et al. (2018) and Okumus et al. (2018), stating that there should be greater creativity and multidisciplinary methodology in the area of food/tourism research, as well as greater interdisciplinary contribution at an international level.

In addition, several authors have been pointing out the urgent need to properly know this tourism sector, starting by differentiating numerous given designations, like food, culinary, gastronomy or gourmet tourism which, according to them, can actually represent different food tourism segments (Ellis et al., 2018; Liberato et al., 2020; Okumus et al., 2018; Özdemir and Seyitoğlu, 2017; Privitera et al., 2018; Robinson et al., 2018).

In fact, in 2019, the UNWTO and the Basque Culinary Center, confirmed the same concerns, in their joint report 'Guidelines for the Development of Gastronomy Tourism', as quoted:

“From the point of view of demand, one of the main obstacles for quantifying gastronomy tourists and measuring the impact of gastronomy tourism worldwide is the lack of a well-defined, standardised definition of gastronomy tourism and of a methodology for comparisons. However, both market research and the statistics available in some destinations point to a clear rise in so-called gastronomy tourists and also indicate that they are tourists who consume more than average and who are demanding, discerning, putting value in authenticity and reject uniformity.” (United Nations World Tourism Organization and Basque Culinary Center, 2019, p. 9)

In an era where digital branding operates as a powerful tool for TD's touristic promotion, Kim et al. (2018) and Lai et al. (2019) report that the lack of research regarding the various types of food tourism is also limiting the potential dimension that segmented food images may have on specific food tourism demand strategies.

Similarly, authors Leschziner (2015), Chen et al. (2017) and (Liberato et al., 2021), tells us that the celebrity chef phenomenon exploded in the beginning of the 21st century, paired up with this progressive autonomy of food tourism, resulting in a significant growth of popular visibility through the media. This phenomenon easily conveys reviews and food images of both TDs, and Chefs and their restaurants, strengthening this emergent new tourist product, and creating a loyal demand in the tourism market.

As mentioned above, the food tourism market can have several dimensions and can generate income in various ways. It is estimated, for example, that qualified food products with geographical indication (GI) (Organization for an International Geographical Indications Network, 2021) when considered representative of a given food region, can increase up to 15% their tourist sale (Madaleno et al., 2018).

On the other hand, Jong and Varley (2017), Ellis et al. (2018), Okumus et al. (2018) and Özdemir and Seyitoğlu (2017) observed a growing niche market related to other food options, such as local informal food, beyond the official discourses of food TD's. The same concerns have been pointed out in the sustainable and healthy food growing touristic search, by Bertan (2020), Bertella (2020), Higgins-Desbiolles and Wijesinghe (2019), Polat and Aktaş-Polat (2020) and Sikhiram (2014).

It is known that a tourist region can contribute to global economic recovery through tourism product benefits (such as enclaves and resorts), even if in this last hospitality business model that region might not receive a positive growth on its local development (Saarinen and Wall-Reinius, 2019).

However, the vast majority of studies show the food tourism market as a catalyst for local and regional economic development, as shown by Chengdu's UNESCO's attribution of Gastronomic Creative City, which resulted in a 20% increase in the primary sector economics' investment (Pearson and Pearson, 2017).

Furthermore, local communities' involvement is a success factor, directly contributing to local primary sector development, also promoting the effective trip purchase by

receiving tourists' market. As stated by Campón-Cerro et al. (2017), residents of a TD should be involved in various stages of economic investment, namely that of the food tourism market.

It is also agreed that this type of tourist market contributes to the strengthening of cultural goods and services, promoting creativity and participation in cultural life, thus presenting strong indicators of sustained development in these involved regions, as a multiplier effect and incentive to the making of various complementary tourism products.

In addition to being a powerful tool to combat tourism seasonality (Sorcaru, 2019; World Gastronomy Institute, 2021; United Nations World Tourism Organization and Basque Culinary Center, 2019), food tourism can also help balance the economic benefits asymmetries between more populated regions (urban and coastal) and those of a more rural nature, like non-coastal areas in Portugal.

Focusing on the economic role food tourism can have on a region's development, Campón-Cerro et al. (2017) analyzed the relationship between the impact on the residents' quality of life, due to tourist flows, and their willingness to engage in local tourist activities, through tourism development related to olive oil production, in the regions of Las Hurdes e Sierra de Gata, Spain. The main conclusion was that tourism-related sustainable development must involve the local community, being one of the key factors for achieving results and the successful promotion of TDs.

Pearson and Pearson (2017) analyzed the cobranding and economic recovery activities within the United Nations (UN) and the cities belonging to the Network of Gastronomy Creative Cities, a distinction given by UNESCO. The study concluded that belonging to this Network offers credibility and recognition on a global scale, representing a planning effort of local authorities to direct their economic development through food tourism. Also, that planned investment brings economic recovery and social capital to these cities. In addition, it should be pointed out that the ten UNESCO's criteria to award a Gastronomy Creative Cities' attribution stands mainly on these cities' gastronomic heritage and traditional food related values, with a hint of innovation (UNESCO, 2021).

Saarinen and Wall-Reinius (2019) wanted to understand how the creation of tourist enclaves can affect local economy and sustainability issues. In fact, the impact on these host regions is considerably questionable, when it comes to local economic balance,

since these companies limit the monetary recovery to foreign markets, causing the shortage of primary resources, instead of using them as added value attributes, such as local food identity.

Sorcaru (2019), by examining the European Gastronomy Regions, intended to map food tourism importance, outlining the tourists' economic profile in food consumption, contributing with niche activities enactment of local economic development and communities' recovery, in the highlighted regions. In the end, the author determined that tailor-made activities could increase international tourist demand, hence increasing tourists' local expenditures, with a continuous growing projection.

It should be mentioned that Coimbra won this designation for the present year, being one of the 2021's European Gastronomy Regions (European Regions of Gastronomy, 2019). Unfortunately, the unprecedented current pandemic context may have undermined international tourist branding and local economic upturn (World Health Organization, 2020).

2.1.2. The Portuguese food tourism market

Although the last published Portuguese Tourism Satellite Account showed that 46% of the gross added value generated by tourism (VABGT) share for 2016 came from the Food and Beverages Industry (Turismo de Portugal, 2017a), there is still no official data for this economic sector, either by types of establishment or by economic performances per region. Madaleno et al. (2018) identified this problem when applying an inquiry on food-related behaviors to international tourists in Portugal, consequently revealing the need for specialized data, regarding the economic reality of these food consumption places, namely the restaurant sector.

On the other hand, Cunha et al. (2019) recognized the growth of gastronomy tourism as a main strategic product in Portugal, acknowledging the importance that the 2027 Tourism National Strategy (ET2027) horizon gave to Gastronomy and Wines (Turismo de Portugal, 2017b). The previously mentioned authors concluded, gastronomy is assumed as a stimulus to the development for local economy and has been progressively recognized as an autonomous product and a main strategy of tourism promotion. Also, the Michelin stars awards are presently known in Portugal as being a differentiating attribute, of international recognition and projection.

Under similar conditions, Rachão et al. (2019b) through a research on three wine regions of northern Portugal (Douro, Minho and Trás-os-Montes), concluded through local interviewed stakeholders that gastronomy is the strongest asset to premium wine promotion, with Gastronomy and Wines being identified as the main image of Portuguese tourist promotion strategies.

In this case study, culture and gastronomic heritage are mentioned as highly valued attributes by producers in the Douro region, referring to UNESCO's classification of the Alto Douro Vinhateiro as World Cultural Heritage in 2001 (Alto Douro Vinhateiro, 2001). The natural landscape of a production area is considered an attribute on itself for TDs, and wine production landscapes have a profound impact on tourists' choices.

To these authors, some producers believe that the reinvention and 'spectacularization' of a region is a crucial strategy, being attached to concepts such as creativity, innovation, and technology in gastronomy, to increase the attractiveness of that region. It should be stated that Gyimóthy (2017) also came to the same conclusions, when researching the main types of food storytelling in the Danish territory.

Some examples of developing strategic products are provided, such as the creation of micro wine gastronomy routes, local markets, and fairs with food consumption. All intending to enhance the identified resources of these three regions, food heritage and natural landscapes.

Nevertheless, the fact is official food tourist products may not be reflecting the growing segmentation within food tourist demand, making it difficult to implement tailor-made marketing strategies and to optimize economic recovery for this sector. This occurs, partially, because the restaurant industry itself is fragmented, as Rachão et al. (2019a) believe, concerning the Portuguese context.

On the other hand, Henriques and Custódio (2010) and Madaleno et al. (2018) pointed out the gap between gastronomy authenticity construct, launched by the (first) Global Report on Food Tourism (United Nations World Tourism Organization, 2012), on the tourist demand side and on the authentic gastronomy (and supposed authentic) consumption places, that are, many times, created as a tourist offer.

This can be converted into little interaction with residents, and no exposure to the everyday local food routines, as analyzed in the restaurant offer of TD Algarve (Henriques and Custódio, 2010).

Madaleno et al. (2018) state that tourists seeking local food products contribute to the development of local economy, generating employment in the primary economic sector, and strengthening the exports market. In addition, these tourists, implicitly or not, become ambassadors of that TD's gastronomy.

It should be mentioned that food and tourism related in-depth studies are only now starting to emerge in the Portuguese context, placing this country as a food TD subject. And it should also be underlined that most of these studies name food related tourist activities as gastronomy tourism.

According to Rachão et al. (2019a) understanding: "Different countries use distinct terms to relate food to tourism. Concepts such as culinary tourism, food tourism and gastronomy tourism are used interchangeably" (Rachão et al., 2019a, p. 33). To this point, we must add that Hiamey et al. (2021) presented the same conclusion in their research, highlighting that although there are many designations for food related activities by tourists, they all intend to define the same thing.

Nevertheless, it must be noted that Portuguese academia and the national tourism DMO consensually use the term 'Gastronomy Tourism', commonly paired up with the Gastronomy and Wines tourist product.

However, the international literature review has shown, as previously highlighted, that food tourists are not an homogenous group, and there is a growing need, partially due to tailored-made marketing strategies, to "(...) pay greater attention to nuances in motivational and behavioral preferences in homogeneously treated travel markets", such as food touristic consumption (Robinson et al., 2018, p. 367).

In addition, the last version of the Portuguese Classification for Economic Activities (Instituto Nacional de Estatística, 2007) indicates the following restaurant typologies for sitting customers: restaurants within the hotel industry, traditional restaurants, restaurants with counter seats, restaurants without table service, typical restaurants, restaurants within dancing places, beverage establishments, cafes, bars, pastries and tea houses.

Finally, regarding the food image TD Portugal might be promoting, connected to its food identity, Araújo (2021) points out an interesting consideration in her research related to the Portuguese food heritage and a specific Portuguese cooking book. Although Portuguese food identity is seen, overall, as of a Mediterranean Diet matrix, there are also

other foodways in the Portuguese territory that should be taken into consideration, namely the Atlantic Diet, expressing the food heritage of the Portuguese northern region. This diet has common key aspects with the Mediterranean diet, but the usage of fresh fish from the coastal areas is very important, as it is the use of red meat from the green pastures of this region.

2.1.3. Food tourism: a trendy and appealing research field?

According to Buhalis and Costa (2006), factors such as demographic changes, globalization and tourism market competitiveness generate new products, progressively focused on traveller-consumers.

The same authors reveal how tourism market trends can be identified, through several indicators (prizes, peer recognition, media visibility, among others) and empirical evidence.

Likewise, authors Celi and Rudkin (2016), define food trend as a sense of something being developed, the term itself being difficult to define, given its everchanging nature. They state that food trend indicators can be extracted from two major approaches: the collecting of selected signs in specific social contexts (qualitative analysis), or its identification in statistical data, collected during a given time (quantitative analysis).

Throughout the changing condition period, food trends' duration and intensity may alter, as well as receive different names, depending, for instance, on the context in which it was observed and identified. To this, Celi and Rudkin (2016) add that food trend's recognition can be different, depending on multiple observers' viewpoints.

In effect, Ellis et al. (2018) argue that the definition itself, of tourists' food related activities, has a split personality, since the field of tourism research, being related to either social and cultural sciences, or marketing, management and geography is, in the first place, multidisciplinary in its essence.

The same authors present three typologies for the tourism/food binomial:

1. Food tourism: related to physical experiences, motivated by the connection to the TD's food;
2. Gastronomy tourism: focusing on professional hospitality and the way food is consumed, as well as its connection to beverages, mainly wine tasting;

3. Culinary tourism: it is the most used typology for academic studies, and some authors use this term to evidence the connection between food and the culture of the touristic destination.

The same authors state that this food-related tourism market, still strives, academically speaking, for definitions, perspectives, approaches, and conceptualization. Many designations for this segment were also presented: food and wine tourism, tasting tourism, gourmet tourism, culinary tourism, food tourism and gastronomy tourism.

Then again, Okumus et al. (2018) suggest that there are still few food-related Hospitality and Tourism researchers, and that these should establish networking strategies, relying on multidisciplinary and creativity.

On the other hand, Hiamey et al. (2021) indicate that this research field is still strongly attached to quantitative studies, thus affecting qualitative inputs to this knowledge construct: “These quantitative studies tend to be modelled on business management and marketing perspectives. This gives those studies a limited theoretical and methodological focus, due to limited avenues for exploration beyond the theoretical foundations.” (Hiamey et al., 2021, p. 192).

However, Ellis et al. (2018), Everett (2019), and Okumus et al. (2018) show that this new research field only became autonomous in the first decade of the 21st century. From then to now, there has been a growing interest and consequent scientific production. The newest studies not only focus on the tourism management area, but anthropological and historical data, among other knowledge areas, now partake of this holistic vision towards food tourism.

Despite the numerous academic research approaches, literature review points out this urgent constructs’ evaluation and corresponding definitions, not only concerning food tourism market characterization, but potential tourist demand segmentations (Ellis et al., 2018; Liberato et al., 2020; Okumus et al., 2018; Özdemir and Seyitoğlu, 2017; Privitera et al., 2018; Robinson et al., 2018).

In the following chapter, we intend to highlight the importance of coming to terms with a consensual understanding of the food tourism phenomenon, namely its numerous given names, and possible multiple tourist demands.

2.2 Food tourism: a literature review

2.2.1. Emerging food tourism segments

As mentioned by Ignatov and Smith (2006) and Horng and Tsai (2010) in the first decade of the 21st century, there are operative differences between distinct types of food tourism, which are related to everyday practices, including techniques, ingredients, ways of cooking and TDs' consumption, thus revealing different motivations, from the tourist's perspective. On the other hand, the creativity and adaptability of a place, region, or country's culinary culture, are powerful strategies for new food proposals.

The present main research objective of this study is to identify different typologies of food tourism demand in Portugal, and for that purpose a literature review was carried out.

The Scopus and Web of Science scientific databases were chosen, and the research was made using the following keywords: 'tourism', 'tourist', 'food', 'gastronomy', 'culinary', 'trend', 'gourmet', 'turismo', 'gastronomia', 'culinária', 'culinário', 'alimentar', 'tendência', 'turista'. These keywords were combined with the terms 'AND' or 'OR', and one of this platform's filter was used, namely of 'academic journals'.

Table 1 - Transitory segments in food tourism, according to corresponding literature review

Food tourism provisional segments	Authors
Food tourism and the Gastronomy and Wines product	Cunha et al., 2019; Gyimóthy, 2017; Henriques and Custódio, 2010; Pearson and Pearson, 2017; Polat and Aktaş-Polat, 2020; Privitera et al., 2018; Rachão et al., 2019a; Turismo de Portugal, 2013; United Nations World Tourism Organization, 2017
Food tourism and luxury consumption restaurants	Barrère et al., 2009; Bertan, 2020; Chen et al., 2017; Kim et al., 2018; Liberato et al., 2021; Peng et al., 2020; Turismo de Portugal, 2017b; Williams et al., 2018
Food tourism and informal food consumption	Jong and Varley, 2017; Duralia, 2017; Ellis et al., 2018; Ji et al., 2016; Liberato et al., 2020b; Özdemir and Seyitoğlu, 2017
Food tourism and sustainability	Bertella, 2020; Bertella and Vidmar, 2019; Gurău and Dana, 2018; Higgins-Desbiolles and Wijesinghe, 2019; Mitchell and Shannon, 2018; Sikkhiram, 2014

Source: own authorship

From each result of listed papers, up until the 30th entry were analyzed, through each paper's keywords and abstracts.

The reasons for exclusion were: 1) low correlation and interest with the chosen theme; 2) date of edition since preference was given to the last 5 years' scientific production (2016 to 2021). An exception was made for a few articles, before this period, due to the recurrence of citations by other authors.

From this literature review, four emergent food tourism segments were identified, as presented in the Table 1.

The next four subchapters will present these transitory food tourism segments, according to the literature review that will be followed by a table of Provisional Definitions on Food Tourism Segments (see Table 2).

2.2.2. Food tourism and the Gastronomy and Wines product

The Second Global Report on Gastronomy Tourism (United Nations World Tourism Organization, 2017), addresses the importance of the so-called 'gastronomy tourism', underlining the value of well-referenced wines and TDs' cuisine, as a worldwide profitable development, as defined by Cunha et al., 2019; Duralia, 2017; Ellis et al., 2018; Henriques and Custódio, 2010; Kim et al., 2018; Liberato et al., 2020 and Turismo de Portugal, 2017b.

This report also focuses on national and regional gastronomic traditions, as key global economic drivers. This image's added value is that of intangible heritage and its food attributions, for instance, UNESCO's heritage classifications or GI's product qualifications, as indicated above (Bertan, 2020; Pearson and Pearson, 2017; Rachão et al., 2019a; Sorcaru, 2019; Turismo de Portugal, 2013).

In the same way, many authors have concluded that food related businesses, connected to gastronomy tourism, through the restaurant industry, are privileged socioeconomic consumption places (Everett, 2019; Higgins-Desbiolles and Wijesinghe, 2019; Liberato et al., 2021; Özdemir and Seyitoğlu, 2017; Robinson et al., 2018), and prosperous tourist storytelling sites (Ellis et al., 2018; Everett, 2019; Gyimóthy, 2017; Liberato et al., 2020; Polat and Aktaş-Polat, 2020). These authors state that gastronomy tourism has been

valuing endogenous resources (territory, product, people), presenting several examples from various world regions.

The concept of cultural consumer, while a food tourist, is also discussed (Duralia, 2017; Everett, 2019; Henriques and Custódio, 2010). TDs have, therefore, the opportunity, to create unforgettable experiences, based on authentic values, correlated with these regions' food history and culinary tradition.

According to the two World Reports on Gastronomy Tourism (United Nations World Tourism Organization, 2012, 2017), when living unforgettable and authentic experiences in a touristic region, visitors become loyal to that TD, hence becoming that region's ambassadors, by sharing their positive image with other traveller-consumers.

In Portugal, Turismo de Portugal (2017b) considers Gastronomy and Wines as an active qualifier, and points out that traditional gastronomy is spread throughout the country.

The *Resolução do Conselho de Ministros 96/2000 (2000-07-26)*, a legal framework aimed at Portuguese Gastronomy, considers "Portuguese gastronomy as an intangible asset within the Portuguese cultural heritage" and states that "national gastronomy partakes in the safeguard and promotion of intangible heritage".

According to Henriques and Custódio (2010), France, Italy, Spain and the Netherlands classified Portugal in 2006 as the third best gastronomic destination, thus meaning that tourism and gastronomy were, at the time, becoming sources of sustainable economic development for this TD.

These authors studied the importance of food heritage in Algarve's restaurant industry, then associated to the by-product Gastronomy and Wines, bearing in mind that tourists would spend, on average, 25% of their budget on food. They concluded that tourists visiting that TD, would want to be served regional authenticity, but with a high degree of familiarity to their destination's foodways.

Rachão et al. (2019) point out that the correlation between food and tourism in Portugal can be made through cultural activation, connecting both constructs to local/national heritage, or through creative industries, resulting into innovative food touristic products, as also mentioned by Cunha et al. (2019).

Outlining an analysis of the official communication strategies of the national DMO Tourism of Portugal, it can be observed through its National Strategic Plans for Tourism (NSPT), that the Gastronomy and Wines product was proposed as a guideline for the food

market promotion for the 2015 horizon. It was then considered a cultural complement to the tourist experience, as well a primary motivation to visit Portugal, in some regions (Turismo de Portugal, 2011).

In the 2013 revised NSPT (Turismo de Portugal, 2013), Gastronomy and Wines was presented as a niche market product, with an estimated growth of 8% to 10%, for the ten next years. This product received the following competitiveness factors: heritage classifications, exclusive products, brands and product qualifications, sweet pastry from ancient monasteries, quality of fish and seafood, increasing qualification of chefs and their internationalization.

In fact, Cunha et al. (2019) recognized the growth of gastronomy tourism as a main strategic product in Portugal, acknowledging the importance that the 2027 Tourism's National Strategy (ET2027) horizon gave to Gastronomy and Wines. As the same concluded, and was already mentioned above, gastronomy is assumed as a stimulus to the development for local economy and has been progressively recognized as an autonomous product and a main strategy of tourism promotion.

In the Portuguese context, gastronomy tourists are defined as those who want to enjoy local food traditions, namely typical products, as well as acquire more in-depth knowledge about the wines of a specific region, be able to taste something made by a recognized chef, or even experience being with him or her. These factors are a strong motivation for tourists to travel to a TD with specific food attributes, looking for exclusive experiences and unique products (Cunha et al., 2019).

Universidade do Algarve (2018) recognized in their report on Food Tourism that this region, receiving European's Leading Beach Destination Awards in 2012, 2013, 2015, 2016 and 2017, uses its gastronomic heritage (food and wines) as one of the main tourist assets, paired up with the NSPTs and ET2027 integrated strategy on food tourism.

Regarding the Portuguese gastronomic image, Cunha et al. (2019), concluded that the main recognized attributes were: a safe environment, reasonable prices for attractions and activities, a quiet and restful atmosphere, and friendly and helpful local people. The products used in food preparation and plating are the most important attributes, followed by the identity of Portuguese gastronomy, and the will to try typical and regional food. The most mentioned products were cod, wine, olive oil, fish, *pastéis de Belém*, seafood, Port wine, sweets, sardines, cheese, among others.

2.2.3. Food tourism and luxury consumption restaurants

The author Leschziner (2015) tells us that the celebrity chef phenomenon exploded in the beginning of the 21st century, accompanied by the progressive autonomy of food tourism. The author also mentions that this increase resulted in a significant growth of popular visibility through the media, and in a set of by-products related to a chef's image (television shows, magazines, websites, blogs, apps about chefs). These, among other aspects, easily convey reviews and food images of these restaurants which, in the end, modified and conditioned this profession.

Already in 2009, Barrère et al. (2009) identified two major trends within luxury gastronomy: the elite luxury gastronomy and the mass luxury gastronomy. According to the same authors, the latter segment was arising due to the increasing food media prominence and mediatized celebrity chefs' images. Chefs were then mostly responsible for the creation of this tourism market niche, food tourism, by using their image to increase the demand in their restaurants, opening several restaurants in numerous TDs. Moreover, Taheri and Gannon (2021, p. 147) underline the importance of the food image from certain TDs, this being strongly related to social practices when eating: "The established link between the image of some destinations (e.g., France, Italy, Thailand) and indigenous cuisine is not solely underpinned by the quality and variety of food, but also because 'eating' serves as a core leisure and social activity therein."

In fact, authors Ellis et al. (2018), Polat and Aktaş-Polat (2020) and Tsai and Wang (2017), for this food tourism segment, characterize tourists' food demand as the main motivation to visit a TD, as shown in the following table, from the last referenced authors (see Table 2).

Most of the celebrity chefs emerged from the luxury gastronomy segment, and authors Barrère et al. (2009) underline a specific phenomenon related to the law of supply and demand, which consists of the 'Veblen' effect applied to this market segment. Veblen's effect suggests that there are some goods that can be seen as "ostentatious" or of high status and, therefore, the more expensive the good, the more desirable it becomes, i.e., for socio-economic reasons, ostentation, and power.

This way, luxury gastronomy is not food, it is not 'popular' gastronomy, it is luxury consumption. This should be perceived not only as quality consumption, but as an

exceptional one, in terms of products, preparation, creativity and service (Bertan, 2020; Chen et al., 2017a; Ellis et al., 2018; Peng et al., 2020) and the images it projects, we add. The attractiveness factor and its costumer turnover in luxury restaurants increase by 25% when a chef is distinguished with a Michelin star or joins the annual list of the 50 best restaurants worldwide.

Table 2 - Relationship between types of food tourists and their interests in the food of a tourist destination, as motivation for travel

Types of tourists motivated by food of the destination	Gourmet and gastronomic	Culinary	Rural and urban	Others
Food related interests	Specific restaurants, markets, and wineries. Nearly all activities related to food	Local markets, festivals, or restaurants, as part of wider lifestyle and cultural activities	Visiting a local restaurant, or festival to do something different	Going to a local restaurant because you are travelling and must eat
Level of motivation in the visit	High interest	Moderate interest	Low interest	Low/ no interest

Source: adapted from Tsai and Wang (2017)

The real demand for luxury gastronomy eventually led to the demand for ‘luxury restaurants tourism’. Also, the star chefs’ media coverage, as well as TV shows and specialized content created on social networks, contributed to the massification of this sophisticated segment within food tourism.

In the Portuguese tourism market, strong indicators show us that this segment is clearly rising: 157 Portuguese restaurants received in 2020 a Michelin Guide distinction (Michelin Guide, 2020), and Vila Joya Restaurant won the category of Europe’s Best Restaurant Hotel (World Culinary Awards, 2020), as already mentioned in the Introduction section.

From the tourists perspective, and related to this luxury food consumption, according to Williams et al. (2018), traveller-consumers are prepared, sometimes even with lower budgets, to spend money on memorable food experiences. In fact, these tourists indicate that trips’ planning is very important on the gastronomic experiences. Many claim to read

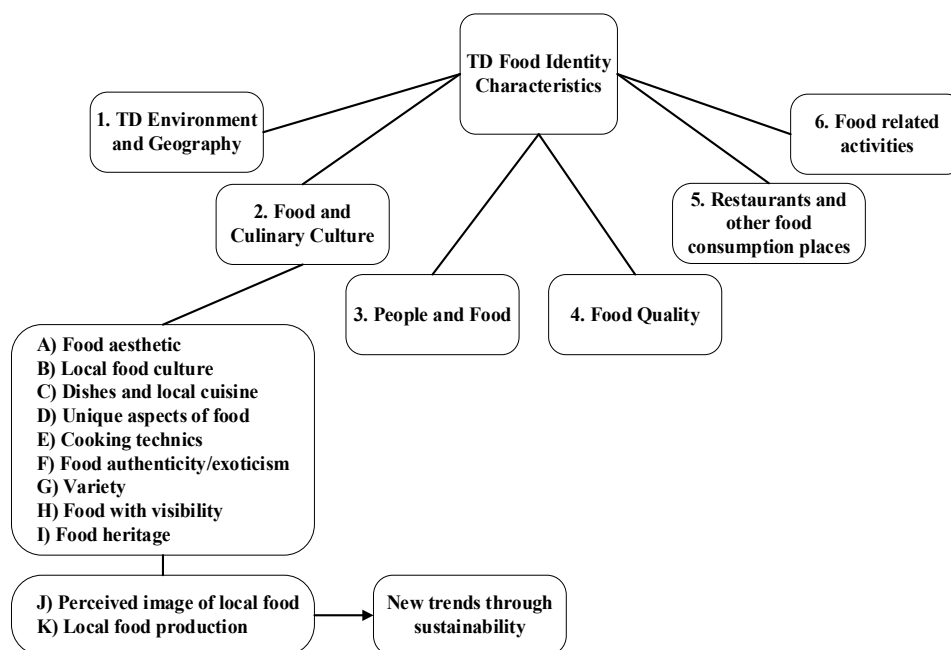
books, watch chefs' cooking programs, search the TD's restaurants on the internet, to prepare the trip's gastronomic experiences.

On the other hand, Kim et al. (2018) state that tourists' familiarity towards a TD [not yet visited] results from the information they were exposed to, through the DMOs contents provider. Regarding this process of a TD's image creation via foodways (Matwick and Matwick, 2018), intangible products are ideal to be promoted through marketing tools. Williams et al. (2018) underline that virtual media's impact [through digital branding] can have a transformative effect on a food tourist's motivations, quoting surveyed tourist couples that purposely went to specific luxury restaurants, because they wanted [and had] the 'Chef's Table' (Gelb, 2015-2019) experience (Liberato et al., 2021).

Lai et al. (2019) indicate that the affective and conative components of a TD's food image can be enhanced through the emotional attribute of [re]living a memorable experience in that TD, illustrating the importance some tourists give to socializing with celebrity chefs and in their luxury restaurants.

These authors also concluded, through the analysis of the perceived image that tourists have concerning food tourism, from its cognitive, affective, and conative components (see Figure 1) that this perception is complex and organized by several elements.

Figure 1 - Cognitive and affective components of a TD's image



Source: adapted from Lai et al. (2019)

The cognitive image is a significant antecedent of the TD's food branding, connecting it positively to the conative image, which evaluates the repetition factor in that region. In fact, concerning the food identity component, the first element that these tourists most privileged was food aesthetics, underlining the importance celebrity chefs attribute to their artistic platings.

Authors Chen et al. (2017) segmented the attributes of celebrity chefs restaurants' into 3 components: quality of service, environment [composed of sound, light, colour, odours] and quality of food, having concluded that a meal in a high gastronomy restaurant is part of the TD's experience, being one of its main attributes, from the tourists' viewpoint.

This experience promotes an emotional connection (the affective component of a TD's image branding, as mentioned above), and is partly obtained through the celebrity chefs' attractiveness factors, interconnected to their products' attractiveness, both enhanced through branding strategies.

Finally, Batat (2021, p. 156), on a recent qualitative research concerning the state of the art of the 3 starred Michelin restaurants in France, conclude that the "(a) designing unique luxury gastronomic experience offerings, (b) promoting terroir products and rural food tourism, (c) 'gastronomization' of rural destinations, and (d) augmenting the media capital of the destination" are powerful strategies to enhance the attractiveness of these restaurants, and of the local TDs where they are based.

2.2.4. Food tourism and informal food consumption

According to Özdemir and Seyitoğlu (2017) knowledge acquisition through food related activities on a TD, is made through its day-to-day history, everyday practices, common food consumption places, as well as residents' daily food habits. These authors state that many tourists are motivated to consume local food in this previously described cultural context to have an authentic (and existential) food experience of that TD.

Therefore, resorts, food integrated tourists' packages, where local gastronomy is set alongside with international food and served professionally, reflect non-environments, functioning as non-authentic food consumption places.

On the other side, Tsai and Wang (2017) establish three types of tourists' interest towards food when traveling: high motivation, framed in the gourmet and gastronomic experience; moderate motivation, within the culinary experience, when tourists

perceive this activity as necessary to understand the TD's everyday life and want to partake in authentic day-to-day residents' food routines; and those of low interest, when basic feeding needs are fulfilled (see Table 2).

The possibility of participating in local food habits with local people, in a local restaurant, had already been considered important for food tourists' experience by Son and Xu (2013), functioning as an authenticity indicator.

In fact, already at the end of the 20th century, Poon (1994) identified a type of tourist: the then called 'new tourist', who was consciously more experienced, flexible and demanding, looking for a non-touristy experience, something also stated by Son and Xu (2013). This type of tourist would be an informal transformation leader, responsible for creating a new kind of tourist demand: active participation in non-tourist experiences, through local informers, adding up, on the other hand, new habits to those TDs.

The key aspect concerning tourists becoming more demanding (Ji et al., 2016; Özdemir and Seyitoğlu, 2017), in this provisional segment, is seen as tourists being highly informed consumers (Richards, 2015.; Sloan, 2018), and also TDs' food co-creators (Liberato et al., 2020; Mitchell and Shannon, 2018; Rachão, 2020).

It is clear that these tourists also intend to enjoy local food related activities, as a way to interact and to become part of the destination, through the TD's food culture, as stressed in Duralia (2017), Su (2015) and Tsai and Wang (2017).

However, in opposition to the latter authors, Ellis et al. (2018), Ji et al. (2016), Liberato et al. (2020), Okumus et al. (2018) and Özdemir and Seyitoğlu (2017) believe that there is a specific tourist demand for informal ways TD's food is eaten, where it is eaten, and with whom it is consumed.

This concern is also corroborated by Baah et al. (2020, p. 2302) who named food related activities by tourists of 'culinary tourism' in their research: "Local food of a destination is an exceptional tourist attraction and might play a critical role in the travel experience (...) Every destination has its own way of preparing and serving food. It is the uniqueness and unfamiliarity of the local food that often attracts some tourists."

Concerning the existential authenticity of a touristic destination, all the authors believe it can be transposed into a local restaurant, where this destination and food authenticity are both recognized, among other factors, by residents' patronage.

Also, it is referred that these food consumption places (mainly restaurants) are chosen because they do not partake of a rehearsed authenticity, where tourists face the challenge of not knowing, for instance, the practices of local commensality or speaking the local language, also referred by Özdemir and Seyitoğlu (2017). To this point, the previous authors analyzed the tourists' demand for food authenticity, when travelling (see Table 3).

Table 3 - Types of tourists by food authenticity demand on a TD

Types of tourists and search for food authenticity	Authenticity seekers	Moderates	Comfort seekers
Destination choice	New and exotic, with strong local food image	Familiar destination, local food image	Completely familiar, with familiar food image
Information search	Active information search using local sources	Passive information search using available sources	No information search
Food experiences	Overall active participation During meals: local food, local employees, local guests and authentic atmosphere	Overall observation During meals: familiar food, familiar employees, familiar guests and authentic atmosphere	Overall avoidance During meals: familiar food, family members, familiar atmosphere
Response to	Locality Authenticity Novelty Learning	Acceptable level of authenticity Enjoyable experience Safety and comfort Familiarity	Familiarity Comfort Safety

Source: adapted from Özdemir and Seyitoğlu (2017)

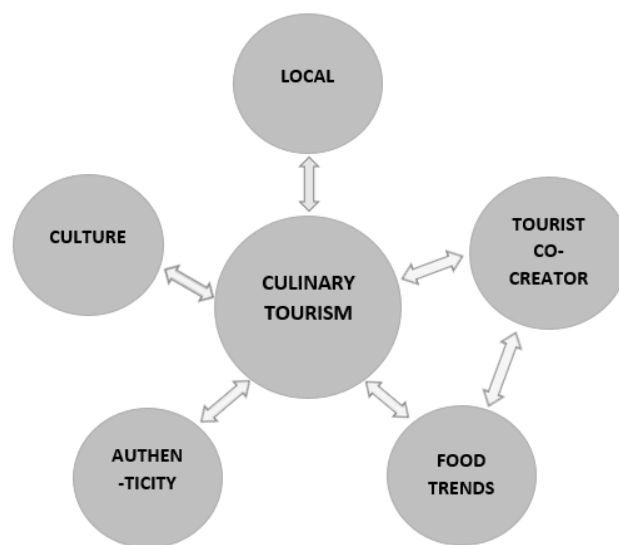
In addition, it should also be mentioned that these authors realized that the authenticity construct can be recognized in several viewpoints: existential authenticity (everyday life in a TD), rehearsed authenticity (the creation of tourist products), and perceived authenticity (the image tourists get from a TDs, after visiting it).

Concerning this notion, Ellis et al. (2018) underline that the 'culinary tourism' designation is currently the one which evidences greater scientific production data, indicating an intrinsic connection between food and culture, distinguishing itself from similar expressions. On the other hand, as already shown, Tsai and Wang (2017) name 'culinary

tourists' those that seek for restaurants and other food consumption places, as part of wider lifestyle and cultural activities.

According to the Ellis et al. (2018), there is a growing segment of tourists with low budgets demanding good food quality / price ratio in touristic regions. It should be noted, however, that this study was based on a survey created and applied to a sample of tourists from the Chinese mainland, when visiting Macau, where street food presented very positive results on these tourists, probably because they were mainly students.

Figure 2 - Proposed model of the components of culinary tourism



Source: from Liberato et al. (2020)

In fact, Liberato et al. (2020), present a five component model describing 'culinary tourists' (see Figure 2), focusing on the effect tourists have on the transformation of TDs, through informal foodways demand. These authors also present this tourist segment as that of those searching for existential authenticity, local food eaten in residents' everyday restaurants, informal ambience and service, low price, the preference for restaurants and other consumption places that are suggested by local informants and acquiring specialized knowledge of that region's culture through this informal way.

It has come to our attention that this need for more accurate segmentation on tourists' demands and motivations when in Portugal, is being undertaken, for instance, by Universidade do Algarve (2018).

In fact, and according to the Portuguese food tourism market, Henriques and Custódio (2010) state that the 'food authenticity' attribute could be seen as a construction or a myth. In general, tourists who visited Algarve could be segmented in two generic food-related personality traits, given the search for familiarity in the TD's food: neophytes (who appreciate the novelty factor in food) and neophobes (who prefer food similar to that of their home country). Regarding this matter, we add that Ji et al. (2016) also focused their research on this subject.

In addition, it should be mentioned that either our official Portuguese DMO for tourism (Turismo de Portugal, I.P.), or the Second Global Report on Gastronomy Tourism (United Nations World Tourism Organization, 2017) do not recognize this informal food tourism demand segment, as part of their official marketing discourses.

In contrast, the above analyzed Portuguese NSPTs (sections 2.2.1 and 2.2.2) show that the Gastronomy and Wines product, as the Michelin Star restaurants segment, are being properly promoted as main active qualifiers for this country (Turismo de Portugal, 2017b).

2.2.5. Food tourism and sustainability

In addition to cultural and heritage values, the search for luxury food consumption, or informal foodways in nowadays tourists' demand, the literature review has revealed strong and growing indicators, linked to sustainability issues.

In fact, Horng and Tsai (2010), in the first decade of the 21st century, indicated that it was necessary and cost-effective to create sustainable food alternatives, beyond exclusive TDs' gastronomic cultures, as viable options according to global tourism trends. In this context, tourists are taken as positive food changing agents.

Mitchell and Shannon (2018), when investigating three types of tourism promotion strategies in Canada, concluded that traditional local food is presented in almost all 14 analyzed restaurants, in Newfoundland.

However, more than one restaurant showed that, when being run by new in town owners or owners that had been living abroad, new food proposals for tourists were one of the main concerns. This happened because these agents recognized a trend, resulting from tourist demand for healthy products, namely vegetarian and vegan food.

With regard to the TDs' restaurant attributes tourists are currently looking for, Bertan (2020) reveals, through a survey conducted in 545 dining venues in Turkey that, among other things, restaurants using natural materials, local and natural ingredients, preferably organic, opting for seasonality, quality and ingredients' natural characteristics, are favoured by tourists.

Polat and Aktaş-Polat (2020) believe that a TD's gastronomic identity is vital for its tourist activation, but on the other hand, tourist flows can mine that system's sustainability. It is, therefore, essential to maintain these regions' food identity active because, by adopting more globalized culinary practices, these regions will lose their economic, ecological, social, and cultural sustainability.

In the same way, Ellis et al. (2018) indicate that food tourists can be agents against food globalization, thus avoiding the usual food demand based on the 'McDonaldization' construct. These authors also report that food tourism fosters partnerships between communities and stakeholders.

From the view point of ecological sustainability, Sarmiento and El Hanandeh (2018) named tourists who are willing to pay more, wait longer and travel longer distances to go to a 'green restaurant' *ecocustomers*. They applied a survey to potential customers of eco-friendly restaurants in The Gold Coast, Australia, to create a database on this type of restaurants, to consolidate this Australian region's green tourism image.

The results concluded that most respondents associated environmentally friendly restaurants with vegetarian or vegan restaurants. The same authors also concluded that there is a new type of restaurant customer, with progressively more sustainable and healthy habits, resulting from a new 'green' trend, thus calling for global restructuring of these services.

Consequently, there is a direct relationship between environmentally friendly restaurant seekers and healthy eating tourists. These customers also have new requirements in terms of food flavour, type of food to be ingested and provenance, and ecological footprint of this professional sector (Higgins-Desbiolles and Wijesinghe, 2019; Sarmiento and El Hanandeh, 2018, 2018; Sorcaru, 2019).

Okumus et al. (2018), through their research review on food tourism, confirm this conclusion, pointing out several authors who consider that vegetarianism, local food, and healthy eating represent a set of trends of ecological sustainability in food tourism.

Still focusing on the sustainability path towards TDs' culinary practices, Gurău and Dana (2018) analyzed the initiative three communities had to both protect and commercialize their natural heritage. They concluded that these communities, by assuming tourism as a form of natural heritage activation, favoured accommodation with vegan options, products from local farms, and programs for environmental awareness on the maintenance of wildlife, aimed at tourists.

Also Romagosa (2020) and Jamal and Budke (2020) point out ecological sustainability in the tourism sector, showing that the latter is largely responsible for problems affecting regions' balances exposed to tourism, especially those suffering from '*overtourism*'. The same authors also draw up a more generalized diagnosis on tourism and sustainability post-COVID-19.

Bertella (2020), exploring food tourism sustainability and animal products consumption, concluded that processed meats consumption (e.g., Parma ham), while on vacation, can be considered an unhealthy and unsustainable tourism practice. This author also considers that environmental sustainability is the basis of integrated sustainability, from which all other types of sustainable practices should derive.

This same author believes that sustainable consumption experiences during holidays can enhance this type of practice in tourists' daily lives, when returning home. This way, the researcher proposes new food touristic experiences, and food tourism functioning as potential mindset transformer.

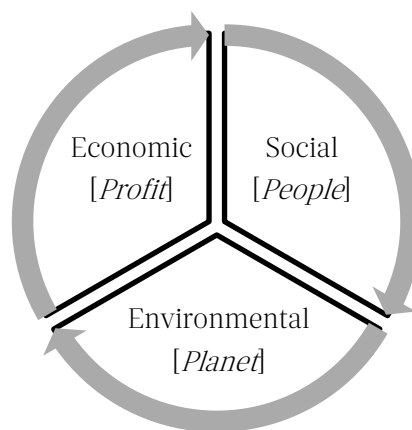
In fact, and in accordance to the 3rd and 13th Sustainable Development Goals proposed in 2017 by the United Nations (UN, 2017), Bertella (2020) proposes the following actions, towards sustainable food tourism:

- a) More inclusive and less anthropocentric understanding of sustainability;
- b) Transformative food experiences that enhance food production and ethical preparation and sustainability;
- c) Food tourism practices that include innovative forms of sustainable production.

However, and taking on a different view from the previous author, Higgins-Desbiolles and Wijesinghe (2019) believe that the dynamics between sustainability and tourism have a triple analysis perspective, based on its economic, social and environmental

characteristics. Thus, the 3 P's correlation (profit, people, and planet) model must be taken into account for any sustainability-related matter, including tourism (see Figure 3). According to these authors, sustainability consists in the ability to manage today's global needs, without compromising the possibility of future generations managing their own needs. In addition to this definition, it should be noted that the SDGs are targets for progressive eradication of unsustainable related problems, thus the goals are not just focused on their reduction, as commonly mentioned, but eradication. Regarding food tourism, sustainable food practices such as slow food, organic production, vegetarian food and food justice, can be seen as social involvement strategies and may be a partial resolution for the above-mentioned SDGs.

Figure 3 - The 3 P's model of the sustainability cycle



Source: adapted from Higgins-Desbiolles and Wijesinghe (2019)

Finally, these authors, by analyzing Australian restaurants and their sustainability practices, in order to create a restaurants' platform (The Sustainable Restaurant Association - Hospitality Sector) concluded that all should be based on the three P's model, which is an indicator of greater business longevity (see Image 3).

Ultimately, Duralia (2017) presents a wide range of advantages on the use of food tourism in TDs, such as inclusive and sustainable economic growth, social inclusion, poverty reduction and increased employment, resources' efficiency, and the strengthening of cultural values, heritage and diversity.

2.3 The need for an in depth-analysis of the Portuguese food tourism market

2.3.1. Provisional segments in food tourism demand

At this juncture, it must once more be referred that for the Portuguese context both Universidade do Algarve (2018) and Liberato et al. (2020) have already proposed a segmentation between culinary tourists and gastronomy tourists, but with opposite definitions.

Based in the 2016 report of the World Food Travel Association, Universidade do Algarve (2018) listed 13 psycho-culinary profiles, specifically: Adventurer, Ambience, Authentic, Budget, Eclectic, Gourmet, Innovative, Localist, Novice, Organic, Social, Trendy and Vegetarian.

To the present investigation, two key aspects can be drawn:

- (i) Tourists' individual behaviors varied between three of the 13 designated profiles, when searching for food consumption places
- (ii) Four of those profiles are segmented according to specific restaurant typologies, that recurringly emerge in the international literature review, specifically: the desire to experience Michelin stars and luxury restaurants; the preference for informal and everyday food and low budget restaurants; the search for vegetarian restaurants for tourists with corresponding food preferences; and interest in attending places that cook local and regional food, representative of the TD's food identity.

From the tourists' standpoint, food in TDs assumes the following roles: vital resource, form of socialization and relaxation, knowledge gain on local consumer habits, and a way of connecting with local practices and culture (Duralia, 2017; United Nations World Tourism Organization, 2017).

Table 4, presented below (see Table 4), intends to summarize the four main food tourism demand segments that emerged from the literature review. Most of them were partly or totally analyzed by their corresponding authors concerning TDs restaurants' usage by tourists (Bertan, 2020; Bertella, 2020; Chen et al., 2017; Cunha et al., 2019; Higgins-Desbiolles and Wijesinghe, 2019; Ji et al., 2016; Lai et al., 2019; Liberato et al., 2021; Peng et al., 2020; Sarmiento and El Hanandeh, 2018; Tsai and Wang, 2017).

Table 4 - Characterization of provisional food tourism segments

LUXURY RESTAURANT TOURISM	GASTRONOMY TOURISM	CULINARY TOURISM	NEW FOOD TRENDS TOURISM
Transitory characteristics			
Gastronomy and Wines is a TDs qualifier asset, being associated with wine tourism awards and Michelin star chefs (Turismo de Portugal, 2017b)	A region's food heritage, paired with wines (Universidade do Algarve, 2018; Cunha et al., 2019; Duralia, 2017; Henriques and Custódio, 2010; Liberato et al., 2020)	Culinary practices not aligned with the DMOs official discourse, revealing tourist demand for informal foodways, and generating benefits for residents (Jong and Varley, 2017)	Focus on the TD's territory sustainability (Bertella and Vidmar, 2019; Gretzel et al., 2019; United Nations World Tourism Organization, 2017)
Enjoy local food traditions, including typical and unique products, as well as exclusive experiences, like tasting something prepared by a local chef (Chen et al., 2017; Cunha et al., 2019; Peng et al., 2020; Williams et al., 2018)	Tourist experience focused on a region's food and drinks, involving cultural practices of that TD, concerning ethical and sustainable values of that territory, such as: landscape, sea, local history, and cultural heritage (United Nations World Tourism Organization, 2017)	Intrinsic connection between a TD's everyday food and culture, related to the search for genuine food experiences (Jong and Varley, 2017; Ellis et al., 2018; Liberato et al., 2020)	Tourist search privileging vegetarian, vegan and healthy food in TDs, with new requirements in terms of flavour, provenance and ingredients' ecological footprint (Michel et al., 2018.; Polat and Aktaş-Polat, 2020)
Tourism typology where visitor pays close attention to staff, environment, food presentation and drinks, ingredients and final product of the TD's restaurant industry (Barrère et al., 2009; Bertan, 2020; Chen et al., 2017; Polat and Aktaş-Polat, 2020)	Tourist activation of a region, using its resources of heritage, culture and food tradition, resulting in the creation of DMOs official discourses (Jong and Varley, 2017; Everett, 2019; Gyimóthy, 2017; Pearson and Pearson, 2017; Polat and Aktaş-Polat, 2020)	Seeks restaurants' existential authenticity, where its food is proven by local residents' frequency, thus exposing this tourist to the challenge of not knowing local food consumption practices, speaking the local language, or knowing local ingredients (Liberato et al., 2020a; Özdemir and Seyitoğlu, 2017)	Tourists willing to pay more, wait longer and move further to eat in a 'green' restaurant, looking for mostly vegetarian offers, using natural, local and seasonal products, called ecotourists (Bertan, 2020; Higgins-Desbiolles and Wijesinghe, 2019; Polat and Aktaş-Polat, 2020; Sikhiram, 2014)

LUXURY RESTAURANT TOURISM	GASTRONOMY TOURISM	CULINARY TOURISM	NEW FOOD TRENDS TOURISM
Practiced by deliberate tourists, who spend large sums on money and high-end products, paired with TDs' wine production and culture (Duralia, 2017; Kim et al., 2018; Liberato et al., 2021; Peng et al., 2020)	Connected to the use of local products of exceptional quality and authenticity, several times recurring to the intangible heritage activation (Duralia, 2017; Gyimóthy, 2017b; Madaleno et al., 2018)	Low price food, with tourists search for good ratio quality / price in a TD (Ji et al., 2016)	Search for the use of natural materials in TDs food consumption places, and focus on the ingredients' quality and natural characteristics (Bertan, 2020; Polat and Aktaş-Polat, 2020; Sarmiento and El Hanandeh, 2018)
	Tourist segment of above average income, whose main travel motivation are related to TDs' food experiences, namely in restaurants, markets and cellars, museums, exhibitions and gastronomy schools (Bertan, 2020; Duralia, 2017; Liberato et al., 2020; Privitera et al., 2018; Tsai and Wang, 2017)		Type of tourists who intentionally contribute to the TD's environmental sustainability, avoiding consuming animal products, namely meat (Bertella, 2020)
			Tourism segment that elects re-education and food justice in TDs, seeking the 3 Ps balance, with strong focus on residents' social sustainability, thus seeking local community involvement (profit, people e planet) (Gurău and Dana, 2018; Higgins-Desbiolles and Wijesinghe, 2019)

Source: own authorship

We would like to point out, once more, that Madaleno et al. (2018) emphasized the need to properly know the Portuguese restaurant industry, in order to more effectively apply any kind of tourism strategies.

This literature review intended to contribute to the recognition of several types of tourist demand, concerning food consumption, while on vacation. It became clear that tourists themselves can provide a solid contribution in the distinction between food tourism segments, naming food options and food trends consumed in TDs, the identification of patterns in food demand in each typology, as well as recognizing specific food consumption typologies, namely within the restaurant industry.

Consequently, the main objective of this research became analyzing the present Portuguese food tourism market, and defining potential emergent segments related to restaurant typologies. The following part (Chapter 3) will concentrate on the qualitative methodology applied to this investigation through three focus groups (FG), reviewed by a computer-assisted qualitative data analysis software (CAQDAS).

CHAPTER 3 - FOOD TOURISM, A QUALITATIVE STUDY IN THE PORTUGUESE CONTEXT

3.1 Qualitative research: the academia response to the present context

Concerning the balanced growth of this tourism sector alongside the restaurant industry, especially during the present COVID-19 pandemic context (World Health Organization, 2020), sustainable strategies should be used to optimize global needs, according to Higgins-Desbiolles and Wijesinghe (2019).

On the other hand, Jamal and Budke (2020), Romagosa (2020) and Sigala (2020) focus on the need to use creative and innovative solutions for this market during this current pandemic situation, stepping down to the local scale, local products, and local producers, adjusting pricing to the local purchasing power and corresponding tourist segment needs, and getting to know in detail local food establishments and tourists' demands and foodways.

The methodology adopted for the present research was previously assumed by other authors, who have been conducting studies in food tourism's area, using the qualitative methodology, partially or totally, in their knowledge construction processes (Ji et al., 2016; Natário et al., 2019; Privitera et al., 2018; Rachão, 2020; Sarmiento and El Hanandeh, 2018a; Sousa, 2018; Tsai and Wang, 2017).

It should be noticed that the COVID-19 pandemic, decreed on 12 March 2020 by the WHO (World Health Organization, 2020), has unprecedentedly changed the tourism market on a global scale, resulting in a 78% drop in international tourist arrivals by September of that same year, causing a loss of US\$ 1.2 trillion in export revenues from tourism, and 120 million direct tourism job cuts (Sigala, 2020). According to this author, apart from the temporary disruption of the tourism market worldwide, tourism researchers now have the obligation to embrace this unparalleled crisis and reset many of the former methodologies, to a more collaborative, out of the box and social response intended research.

At this point, it is necessary to clear the overall difference between the two main data methodologies, on social sciences research: the quantitative analysis, which aims at the social facts' real objectivity, and the qualitative analysis, seeking for reality's social constructions (Coutinho, 2019).

Therefore, the qualitative method aims to reduce 'dehumanization' of the investigation, allowing interviewees to express their thoughts and opinions about the subject of study, as stated by Goodson and Phillimore (2004). Regarding the FGs, the process of knowledge production becomes more collaborative, in-depth, and specialized, because of peer recognition, also due to dynamics established between participants, during the session.

In fact, according to Goodson and Phillimore (2004), FGs, as a means of collecting qualitative data from a group of people around a particular topic, become an unique environment to identify trends and discuss news formally. When submitted to a group of experts on the subject in question, it can also be used to verify previous research data. Also, through direct participation, the researcher can extract more categories of knowledge than in a survey, and imprint a more participatory dynamic in his research, in a free-flowing disposition, as underlined by Rachão (2020).

Finally, Goodson and Phillimore, (2004) and Ryan and Bernard (2000) also suggest the possibility of visual stimuli, to increase effectiveness on the FG, namely in the deepening of shared reflection, thus providing immediate solutions to the discussed theme, referring to a case study that analyzed the importance of international tourists' preferences in tourism marketing.

3.2 Food tourism in Portugal: the tailored qualitative research

The present research selected an inductive qualitative research methodology, assuming the need for a food experts' input exploratory phase, functioning as this investigation's starting point and using, for that purpose, the main research question: "How can food tourism market be characterized in TD Portugal?" The two other FGs were focused on the two main issuing tourism markets and their food demand when in TD Portugal: Portugal and Spain, using the same research question.

In addition to this point, Costa and Amado (2018), Coutinho (2019) and Korstjens and Moser (2018) underline as far as social research methodologies are concerned, the trustworthiness criteria can be guaranteed through, among others, the following procedures, used in this research:

- I. Persistent observation: the FGs' transcriptions, the preparation of the provisional tree nodes, the analysis of the data coding by the external researchers, the debates concerning the doble coding with these peer reviewers, the final coding of each transcription, its analysis through the context units, and the final member checking was a procedure used throughout the research as a means to ensure the specialized and in-depth knowledge of all produced data, by the main researcher;
- II. Peer review: the use of several researchers to analyze and debrief the data coding and to interpret decisions;
- III. Member checking: the viewpoint from the participants is crucial, to verify the correct interpretation of the data produced by these contributors;
- IV. Triangulation: to this research, the data triangulation (collecting data from different people, from different origins and in designated different periods) and the investigators triangulation (as shown on the 'Peer review' section) were used, to prevent unconscious data misguidance by the researcher.

On the other hand, the thick description strategy, and corresponding rich context unit analysis of the *verbatim* transcribed focus groups, helped by webQDA CAQDAS, intends to allow for the transferability of the data to other investigators, and proceeding research, concerning this subject.

Table 5 - Global characterization of the three FGs

Focus groups	Interviewed	Organization participants	Sessions' date	Duration	Format	External Data coder
FG 1	7 food experts	Moderator 1, supervisor 1	16.10.2020	2h11m7'	Online zoom colibri session	Peer reviewer 1 (Visual culture researcher)
FG 2	9 Portuguese tourists	Moderator 1, supervisor 2	20.2.2021	2h25m31'	Online zoom colibri session	Peer reviewer 2 (Tourism researcher)
FG 3	6 Spanish tourists	Moderator 1, supervisor 2	23.4.2021	1h45m24'	Online zoom colibri session	Peer reviewer 3 (Tourism researcher)

Source: own authorship

To ensure reproducibility and repeatability of this methodological model, it became clear that the saturation of the same kind of FGs participants sampling (tourists), with the maintenance of the same investigation objectives was the road to follow, as already done by Rachão (2020). Also, using the grounded theory qualitative methodology, Hiamey et al. (2021, p. 195) informed having achieved a “theoretical saturation” after having interviewed several international tourists.

Finally, it is important to underline that all data was processed by a CAQDAS, including the three peer reviewers, which helped to ensure the quality of this qualitative research. Below, we present the summarized information concerning the global characterization of the three FGs (see Table 5).

The three FGs consisted in the following main phases, as presented in the figure below (see Figure 4):

A) Participants’ recruitment:

- FG 1 - recruitment was made by direct invitation, this being a food experts’ FG; the online form prior to the group’s session was also different from the other two FGs, mainly focused on the participants’ professional characterization, as also the script, with tailored questions concerning the food scoop of each participant (see Attachments A, B, F, H, I and J);
- FG 2 and FG 3 - participants were grouped randomly, with specifically tailored online forms concerning food tourist behaviors’ characterizations, as also corresponding scripts, associated to overall food related activities and preferences while on vacation, on TD Portugal (see Attachment C, D, E, F, G, H, K, L and M);

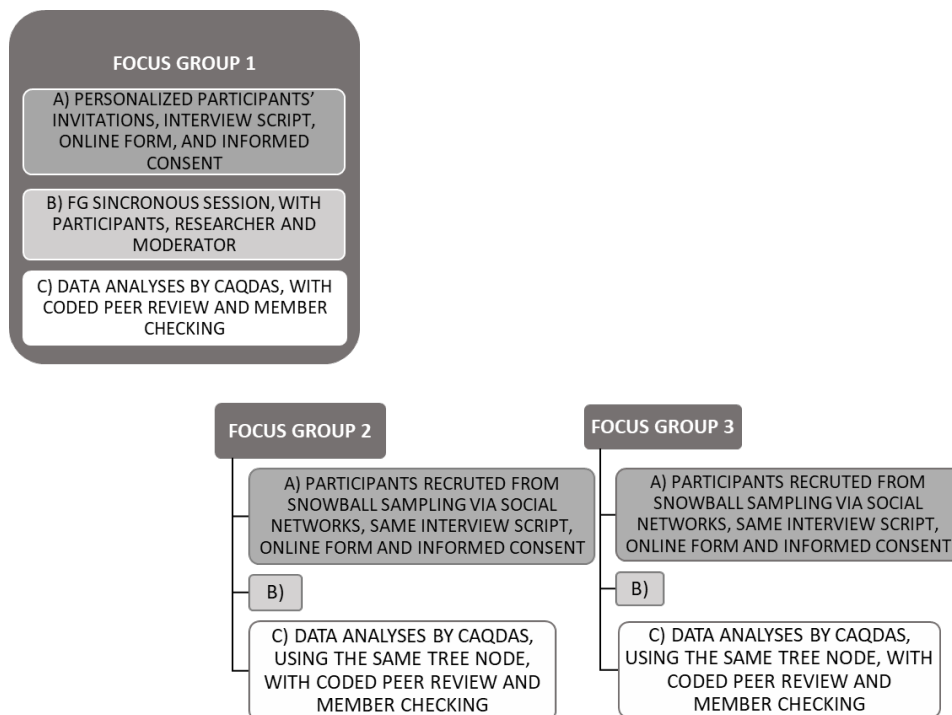
B) The holding of the sessions:

- all sessions were held in the same format, with different participants and supervisors, but always with the presence of the moderator/ researcher, and main investigator (see table 5: ‘Global characterization of the three FGs);

C) Data analysis:

- FG 1 – The food experts’ FG produced specific content, analyzed by a corresponding tailored tree node, with peer reviewing made by a visual culture specialist;
- FG 2 and FG 3 – The same tree node was used for the content analysis of the two tourists FGs, and two different peer reviewers were invited, from tourism research areas.

Figure 4 - Applied methodology for the Focus Groups



Source: own authorship

3.2.1 The Portuguese Food Experts Focus Group

3.2.1.1 The Portuguese Food Experts Focus Group dynamics

As perceptions related to food preferences are implicit to human nature and, a priori, subjectively categorized, the starting point of our research was conducted by an exploratory study, through a qualitative methodology. The FG dynamic, in this case, of experts in several food related areas (Table 6) was the chosen one, bearing in mind the food scope of each participant.

The methodology applied for the food experts' FG can be used in proceeding studies, as done by Tsai and Wang (2017), which had cross support throughout their research from a field experts group, as project consultants.

The aim for the chosen participants' representativeness was that all of them presented strong indicators of being players in several food related subjects: nutrition, cooking, food research, food and wine tourism research, top management in hospitality and restaurant sector, and food media press. The main question behind the interview script and other stimuli, was: "How can food tourism market be characterized in TD Portugal?".

As a pre-structure to this group dynamic, two tables of contents were created, through previous literature review: transitory definitions on food tourism segments, and provisional characteristics for potential emerging segments. This thesis' Chapter 2, in Part 2.3.1, presents a final reviewed content table of these constructs (see Table 4).

Four major segments were identified, receiving temporary designations, extracted from the literature review, as shown previously, summarized in Chapter 2, Part 2.2.1 (see Table 1).

Given the pandemic situation lived throughout this research, this FG was carried out online, through a synchronous platform. As the session's moderator (the present investigation researcher), the FG's supervisor and the participants were not onsite, it came to our understanding that the three tailored made moments of visual stimuli, prepared for the sessions, became a solid dynamics to help in-depth and specialize data (Goodson and Phillimore, 2004; Rachão, 2020; Sousa, 2018). The visual stimuli were composed by:

- (i) Four restaurant images, with corresponding defining characteristics, according to Chen et al. (2017) and Bertan (2020) (see Attachments N, O, P, Q, R, S, T and U);
- (ii) Food tourism chart with its proposed four segments, elaborated by the main researcher (see Attachment V and X);
- (iii) Theoretical model of culinary food tourism, extracted from Liberato et al. (2020) (see Figure 2, Chapter 2).

The four restaurant images selection, all extracted from Portuguese restaurants' sites, was helped by the webQDA CAQDAS which, by permitting coding several image parts

to its corresponding restaurant characteristics, narrowed down possible visual ambiguities (Costa and Amado, 2018).

It should be noted that TDs' food images, particularly concerning digital branding, is becoming increasingly a research subject, as shown by the following authors: Gyimóthy, (2017), Horng and (Simon) Tsai (2010), Kim et al. (2018), Lai et al. (2019), Liberato et al. (2021), Matwick and Matwick (2018) and Scorrano et al. (2019).

The FG interview scripts (see Attachments I, J, K, L, and M) were divided in five operative blocks ('Main themes', 'General objectives', 'Specific objectives', and 'Example questions'), as shown in the following list, and organized in a colour/time per answer system:

- Perceptions concerning food;
- Perceptions about the restaurant industry and its sustainability;
- Perceptions about the connection between food, the restaurant industry and tourism;
- Presentation on the visual stimuli (moments I, II and III);
- Perceptions concerning food tourism market and COVID-19.

The three Focus Group scripts were designed, based on the studies of Araújo (2021), Baah et al. (2020), Barrère et al. (2009), Bertan (2020), Bertella (2020), Chen et al. (2017), Coutinho (2019), Cunha et al. (2019), Duralia (2017), Ellis et al. (2018), Henriques and Custódio (2010), Hiamey et al. (2021), Higgins-Desbiolles and Wijesinghe (2019), Kim et al. (2018), Korstjens and Moser (2018), Liberato et al. (2020), Liberato et al. (2021), Mitchell and Shannon (2018), Okumus et al. (2021), Özdemir and Seyitoğlu, (2017), Pearson and Pearson (2017), Peng et al. (2020), Rachão et al. (2019a), Rachão et al. (2019b), Rachão, (2020), Seongseop et al. (2021), Sorcaru (2019), Tsai and Wang (2017), Turismo de Portugal (2013, 2017b), and World Tourism Organization and Basque Culinary Center, (2019).

The main themes represented empirical knowledge which, according to Bardin (1979), would later represent the meaning cores of the content analysis. It should also be mentioned that this script had a particular focus on the participants' professional backgrounds, thus some questions were exclusive to this first group's interview script.

Formal contact with the experts was made by email, and an informed consent was sent (see Attachments F, G and H), as well as an online form (see Attachments A and B), for these participants to fill out sociodemographic data and professional characterization before the FG.

Again, this online form focused on the participants' professional experiences, in contrast with the other online forms, to the tourists FGs, appealing to tourists' behaviors categorization, as previously presented in Figure 4. The informed consents were the same for the three FGs.

According to several authors (Duralia, 2017; Ellis et al., 2018; Ji et al., 2016; Liberato et al., 2020; Sorcaru, 2019; Tsai and Wang, 2017; Williams et al., 2018), aspects such as professional background and general sociodemographic characterizations are crucial on the individual perceptions towards food tourism.

The recorded session was transcribed *verbatim* by the moderator/researcher, who also created the first provisional tree node from this data, through the CAQDAS. According to Bardin (1979), each provisional code and subcode of the mentioned tree node corresponds to categories and subcategories extracted from the content analysis' meaning cores.

To assure that any data was not unconsciously misguided to the overall objectives of the study, a visual culture researcher, outside the present study, was invited to double code the same text, through the same CAQDAS, as suggested by Costa and Amado (2018), thus becoming the first peer reviewer (see Table 5).

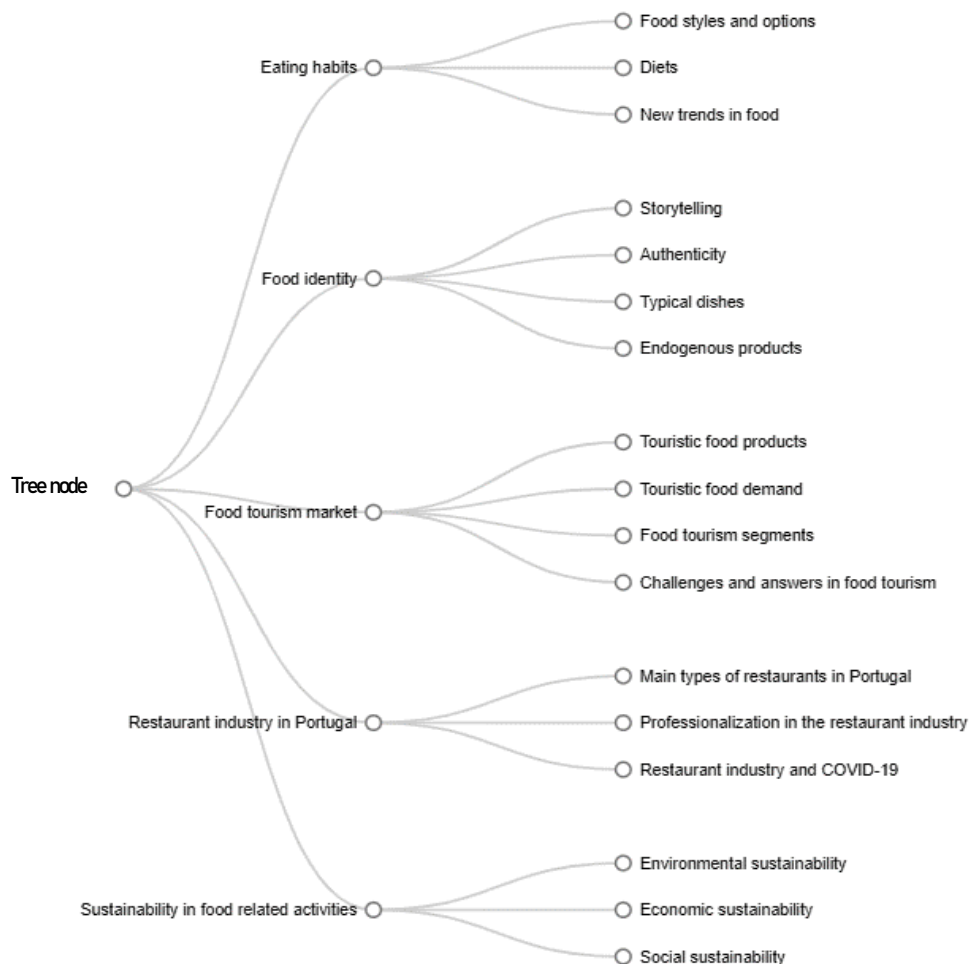
At this point, the importance of peer debriefing must be underlined, as so called by Coutinho (2019) and Korstjens and Moser (2018), which consists in content coding by peers' review and that, according to the same authors, comprises one of the key procedures of social sciences research reliability and trustworthiness, when using the FG's qualitative methodology.

3.2.1.2 The Content Analysis of the Portuguese Food Experts Focus Group

The content analysis for the FG was made through a CAQDAS, also respecting Bardin's (1979) procedure of context units data processing, where quotes and direct meanings are extracted from the participants' input, then organized in meaning cores and corresponding data coding.

Here, it must be referred that the persistent observation procedure is another key aspect for the maintenance of the credibility and, ultimately, of the research's reliability and trustworthiness.

Figure 5 - Tree node of categories and subcategories used for the coding of the food experts focus group transcription



Source: own authorship with the CAQDAS WebQDA

However, more importantly, it is the constant dynamics of reading and rereading the transcribed data, coding and recoding, debating the main cores with the external coder and revise arisen concepts, through the context units, that contributes to the theoretical knowledge construction (Korstjens and Moser, 2018).

The final tree node for the Portuguese specialists focus group (see Figure 5) is composed by five categories and seventeen subcategories. The subcategories of ‘Challenges and answers in Food tourism’ and ‘Professionalization in the restaurant industry’ were adopted after the second coder’s suggestions.

The category most talked about was ‘Food tourism market’ and due to its data saturation, moment I of visual stimuli was processed separately (see Chapter 4, Table 7) and later inserted in the corresponding text analysis. These data were then sent by email to all participants, for verification and feedback (Costa and Amado, 2018).

The processed data’s return to FGs participants avoids possible bias and lack of interpretative detachment on the researcher’s part. According to Bardin (1979), Coutinho (2019) and Korstjens and Moser (2018) member checking is another key procedure of social sciences research reliability and trustworthiness, when using the FGs’ qualitative methodology.

This methodology’s phase proved to be very effective to the research’s proceeding, achieving the participants’ complete agreement on the post-session processed data.

3.2.2 The collaborative methodology applied to main issuing food tourism markets in TD Portugal

3.2.2.1 The need for broadening the methodology to tourism markets

The next step of the research required to continue deepening the tourism demand market in Portugal and its food consumption needs and preferences, through the tourists’ viewpoint. This subject was highlighted by the FG participants, thus receiving most references in the CAQDAS coding process (‘Tourist Food Demand’ from the category ‘Food Tourism Market, Chapter 4, part 4.2.3).

The usage of FGs to study tourism markets has already been applied by Rachão (2020), on her PhD thesis, as part of the data gathering, later supported by quantitative analysis.

As explained by the author, the use of tourists FGs intended to saturate the exploratory phase on the tourism demand subject.

In contrast, Baah et al. (2020) in their research concerning tourists food attitudes towards TDs local cuisines, suggested creating tourists FGs to ensure reliability in their main findings, in that case achieved through a quantitative methodology (SPSS processed inquiries to international tourists).

Due to the present pandemic (World Health Organization, 2020), it was necessary for the academia to go into more collaborative and current context adapted researches, as previously stated in part 3.1 ‘Qualitative research: the academia response for the present context’, from this Chapter.

As shown by the previous considerations, the next step of the present research focused on the two main issuing tourism markets in Portugal which, according to 2020 National Tourist Statistics, (Instituto Nacional de Estatística, 2020) are Portugal (10.732.302 visits) and Spain (2.285.829 visits).

The participants from both countries were grouped randomly through snowball sampling, to ensure no connection between them and the main researcher, such as referred by Lugosi et al. (2020) and Perkins et al. (2021), using this researcher social networks, through online event callings.

On the other hand, the tailored qualitative methodology proved to be crucial for this thesis development (see Figure 4), partially due to participants’ availability throughout the research process, and other overall constraints resulting from the pandemic, as relevantly pointed out by the following authors:

“Time was one of the biggest limitations to this study. (...) While Participatory Action Research proved to be a helpful methodology for this process, it also created an interesting and sometimes challenging power dynamic between the researcher and participants. (...) Importantly, the region was subject to COVID-19 during the data collection phase of this study and as such, were focused on survival and recovery, which inevitably diverted focus from the research project.” (Perkins et al., 2021, p. 358)

3.2.2.2 The Content Analysis of the Portuguese and Spanish tourists Focus Groups

To assure the reproducibility and repeatability of this methodological model, as previously stated (see Part 3.2), the two online forms and interview scripts were the same, and the same final tree node coding was used. Additionally, these two FGs had different peer reviewers, but from the same research area: tourism.

Peer reviewer 2 (see Table 7) was invited to double code the Portuguese FG transcription, using as a starting point the food experts FG tree node (see Figure 5), underlining that any proposed changes would be taken into consideration, and were part of this methodological approach.

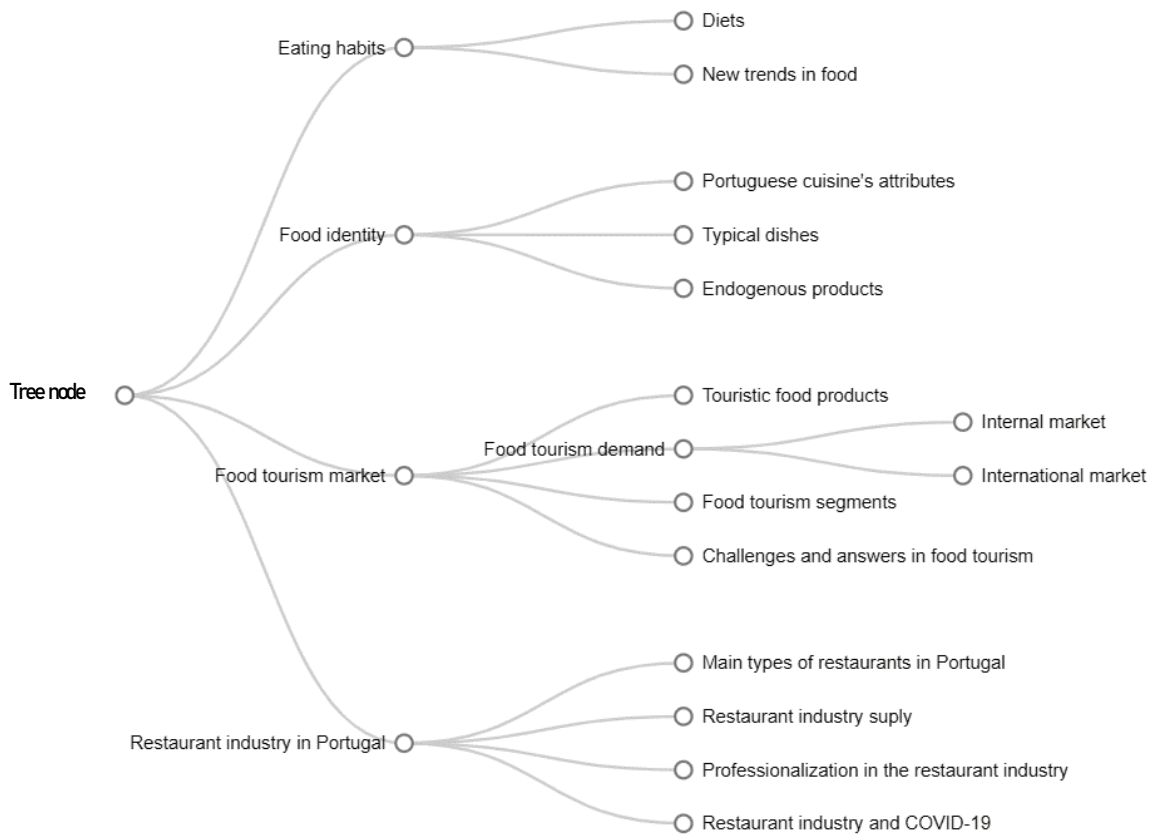
In fact, and as expected, this reviewer carried out a group of changes, mainly adapting the previous tree node structure to the new data contents, in this second FG mainly corresponding to food tourism subareas, like the inclusion of the subsections of 'Internal market' and 'International market' in the subcategory of 'Food tourism demand'. There was a second moment of analysis of this proposed tree node, between the invited reviewer and the researcher, and an overall agreement was reached on the final tree node (see Figure 6).

The same procedure was made with the Spanish tourists FG and peer reviewer 3, which, in this case, told the researcher that there was no need to change the second tree node, thus being the third group's transcription coded with the same coding of the previous tourists FG.

The 'theoretical saturation', was, therefore, achieved. Also, the member checking from both tourists FGs, concerning the post-session processed data achieved complete agreement.

On the other hand, it should be mentioned that these two group dynamics produced a different content table, relating to the 'Main types of Restaurants and their characteristics' considering tourism demand, in contrast with the food experts FG (see Table 7 and Table 9).

Figure 6 - Final tree node of categories and subcategories used for the coding of both tourist markets focus group transcription



Source: own authorship with the CAQDAS WebQDA

CHAPTER 4 - FOOD TOURISM IN PORTUGAL: THE THREE FOCUS GROUPS

ANALYSIS

The Portuguese food experts FG was established on the first session, held on the 16th of October of 2020, where participants' profiles were chosen according to specialized knowledge representativeness, concerning the main debated theme. For that purpose, as already mentioned in the previous section, recruitment was carried out by the researcher through direct invitation.

This group's dynamics produced contrasting and in-depth viewpoints, reflecting the expertise of each participant, but with several consensual group conclusions. The category most discussed was 'Food tourism market', and the data produced throughout the session, presented itself as an unquestionable starting point for the chosen methodology of the present research. The table below shows the participants' professional profiles (see Table 6):

Table 6 - Professional characterization of the experts' group, participants of the FG

Participants	Professional background	Current professional activity	Years of experience	Main areas of interest
E1	Nutrition Sciences, bachelor's degree	Nutritionist (author of regional food identity project, awarded by the Food Nutrition Awards)	Up to 5 years	Monitoring and consulting in nutrition, sustainable food and food identity areas, co-author of food territory inventory projects
E2	Tourism, PhD	Professor and higher education researcher at Polytechnic Institute (network of collaboration in rural and wine tourism project)	Up to 20 years or more	New tourist products, gastronomy tourism and wine tourism, monitoring and scientific research in these areas
E3	Cooking course	Award-winning chef with honours, consultant and book author, culinary program presenter	Up to 20 years or more	Research and book publication on food heritage, consulting on healthy eating to major food chains
E5	Hospitality and Restaurant Industry, specialist	Hotel entrepreneur and higher education professor (regional director of national catering association and deputy director of its national section)	Up to 20 years or more	Tourism, hospitality and restaurant industry in its business management and top leadership components, specialized consultant in hotel legislation

Participants	Professional background	Current professional activity	Years of experience	Main areas of interest
E6	Cooking course	Award-winning chef, co-owner of award-winning restaurant, Flavours and Senses Award on seasonal and vegetarian expertise	Up to 15 years	Seasonal and sustainable food, food identity and signature cuisine
E7	Attended a law degree	Journalist and entrepreneur in food media press and gastronomic events (coordinator of restaurant industry magazine of national impact)	Up to 20 years or more	Gastronomy and society, social and gender equity, management of national competitions and events in top restaurant industry

Source: own authorship

4.1 The Portuguese food experts focus group analyzed by context units

4.1.1 Eating habits

In this category, E1 referred that, nowadays, foodways go beyond the commonly known ‘diets’, specifying that there are also food options and food styles.

Concerning the subcategory ‘Diets’, the most common references by E1 and E3 were the traditional Portuguese diet, Mediterranean diet, vegetarian, macrobiotic, vegan, ovolactovegetarian and the Atlantic diet.

In this section, the subcategory that presented more group dynamics, was ‘New trends in food’, where E6 pointed out the vegetarian and vegan options, available in his restaurant: “(...) this is bringing a breath of fresh air to a market, which I think did not exist, that was little explored (...) there was a stigma concerning vegetarian food (...) now, my clients, not necessarily vegetarian, are open to this kind of cuisine”.

In another perspective, E4 also indicated meat substitutes in food industry as a trend, when creating new food products: “We just heard the testimony of a restaurant that doesn't use meat or fish... the example might be exactly that! Meat substitutes have been a field of great development in food industry”.

4.1.2 Food identity

Regarding the first subcategory of this section, ‘Storytelling’, there was much debate, specially between E3, relating it to food heritage, and E2, connecting it to the tourism market. According to E3, much of the current notions we have towards Portuguese foodways are recent constructions, namely narratives created during our dictatorship period:

“(…) when we talk about traditional Portuguese cuisine, we have to think about what traditional Portuguese cuisine is. There is a cuisine born in the 40’s (20th century), in the middle of the ‘Estado Novo’, which is listed as being the traditional Portuguese one (…) being, in the end, a recreation of the dictatorship itself”.

The same interviewee also stated that it is very important for this narrative to be acknowledged as an inherited storytelling, to properly identify which actual food products and traditions Portugal has, and what can differentiate this TD from others, through food.

Concerning ‘Authenticity’, E6 considers that his vegetarian restaurant fits in the authentic food Portuguese identity, because it uses local and seasonal products and works with local producers.

From his current work experience (managing several discussions cook groups organized by regions), E7 concluded that inland Portugal pays more attention to local products and are more attentive towards food heritage, whereas the two most populated cities in Portugal, Porto and Lisbon, have a more cosmopolitan approach to food.

Describing ‘Typical dishes’, the most listed were fish cataplana, fish stew, *Cozido à Portuguesa*, sardines, and the one most identified was codfish. Referring to the ‘Endogenous products’, the ones identified were beans, chickpeas, coastal fish, sausage-meat products, but also plant based products.

4.1.3 Food tourism market

This category aroused the most discussion and generated the most significant data. Regarding ‘Tourist food products’, the following products were listed: routes, events,

creative products that privilege the tourist experience, restaurant industry and chefs, endogenous products and local markets.

Nevertheless, E2, E3 and E5 talked about this theme connecting it to what they perceive to be the leading Portuguese tourist food product, Gastronomy and Wines, as focused by E5 but, in his opinion, mainly concerning residents' demand.

Concerning 'Tourist food demand', E2 mentioned that in the last few years, Portugal has faced an enormous tourism demand, and gastronomy became an autonomous tourist product, becoming the most active qualifier. The international demand for Michelin restaurants is, according to the same interviewee, such an example.

However, E3, E4, E5 and E6 agreed that there are other (and emergent) types of tourism demand. E3 and E5 agree that, on the one hand, there is a glocalization of the Portuguese food demand and, on the other hand, a demand for informal foodways, as stated by E5: "There is an increasing demand on the part of tourists to somehow invade, to enter what is people's daily lives. And this is enriching."

E4 and E6 believe that new food related tourist demand evolves from sustainable and healthy living concerns, where E6 specified his restaurants' client range: "We are talking about people who, because of a healthy lifestyle or ideological reasons, have decided to modify their eating habits, others probably prefer a lighter lunch, or a lighter dinner (...) 60% of my clients are female because they are more open-minded to this type of cuisine". Regarding 'Food tourism segments', most of this subcategory's coding was taken from Moment II and III of visual stimuli and is the subject with longest (and most divergent) debate.

Before visual stimuli, all participants talked about gastronomy tourism, as the most used expression, generically defined by E2:

"Gastronomic tourism is not the food itself, but the whole history around food, around the chef, and all the storytelling that we communicate around it, that's why tourism technicians have to be prepared to know more about food products which are being worked on these territories, according to the diets that have been mentioned".

Nevertheless, to E3, cuisine in Portugal is, nowadays, a compromise situation between traditional food consumption and new foodways, due partially to tourism demand,

underlining the transformation of this sector and implicitly identifying more than one food tourism segment:

“In a way, we have a cuisine that is recognized by those who visit us for comfort food. A Portuguese cuisine with very local characteristics. And then there is a cuisine that, let's say, is more cosmopolitan, broader, more European. Just like so many others around the world, which, in any case, has its authors and that, somehow, manages to be at the forefront. I think we, with these last years of tourism demand, have been able to show the capability to transform ourselves and make ourselves known in a different way”.

After introducing visual stimuli, E6 said that there are several types of food tourist demand, when visiting a country, either to go and broadly know its culture, through food, or to try a specific restaurant, or a specific chef's cuisine.

The same interviewee agreed with the proposed four food tourism segments, as E4. In another perspective, E7 rejected the 'Culinary tourism' proposal from Moment III, strongly disagreeing with the idea of naming Food Tourism as the overall tourist food related activities, instead of the established Gastronomy Tourism: “(...) the correct expression to use is gastronomy tourism. (...) It's one thing when we talk about the categories of restaurants and another thing when we talk about tourism. It's always gastronomic tourism”.

To reach a consensus, broadening tourists' food related preferences, E1 proposed: “And food tourism, why can't we call it food tourism?” As a closure to this category, E2 underlined the following: “We should mention that literature review in this area leads us to find several typologies, several names. (...) When I heard, just now, E6 talking, I totally agree with him. We have people who travel, and who can be considered gastronomic tourists (...) but they just want to go abroad and experience food”.

In the subcategory 'Challenges and answers in food tourism', three key ideas were underlined: the impossibility to have in-depth knowledge of the restaurant industry, as stated by E5 (and corroborated by E7): “Our association, which is the largest association in the country, considering this sector, does not have a study, a report on the economic impact of this market, or even a percentage for what kind of food consumption restaurants in Portugal decide to work in”.

The second key concept was the concern about Portuguese cuisine losing its identity due to the emergent tourism demand, something highlighted by E2, E5 and E3, quoting the last:

“Some restaurants decided to opt for fast money, with international cuisine, whereas others decide to go for the (Michelin) stars (...) There is a "prostitution" of local gastronomy, which has transformed our big cities almost into "fast food" shopping centers, where we have everything for sale and where, suddenly, we begin to create the idea that, in Portugal, a lot of tapas and snacks were eaten as meals. 20 years ago, it was unthinkable, this used to be Spanish traditional food”.

Finally, the third main idea was related to sustainability issues as a professional challenge in recent foodways. E4 and E6 agreed on this matter, and to E6, the challenge resides in the capability to present an answer to an emergent demand for overall sustainability, that his clients are looking for.

4.1.4 Restaurant industry in Portugal

The first FG interactive moment using visual stimuli (Moment I), had a very good response by all participants and originated consensual results (Table 7) in the subcategory ‘Main types of restaurants in Portugal’.

According to ‘Professionalization of the restaurant industry’, E5 and E7 agreed on an existing lack of in-depth market studies in this sector, which does not allow for an accurate knowledge of this industry, as already quoted in subcategory ‘Challenges and answers in food tourism’.

E5 and E7 also state that Portugal has been witnessing a growth in the professionalization of restaurants’ human resources, generating two main results: chefs’ dignity and status, and the possibility for them to also become restaurant owners. According to E7, this is a phenomenon that arrived too late in Portugal, comparing to other European countries.

Table 7 - Coding of visual stimulus Moment I applied to the Portuguese food experts FG

Main types of Restaurants and their characteristics	References
SIGNATURE CUISINE RESTAURANT	
Exquisite ambience	4
Innovative cuisine	12
Local and exclusive ingredients	2
Artistic plating	3
Pricing for high financial capability customers	2
Sophisticated customers (domestic and international)	3
Fine dining service	3
PORTUGUESE REGIONAL CUISINE RESTAURANT	
Traditional ambience	9
Regional cuisine	11
Endogenous and flagship ingredients	8
Plating on platter	2
Average Price	1
Local, national, and international customers	3
Professional service	1
DISH OF THE DAY RESTAURANT	
Informal ambience	6
Simple cuisine	5
Typical ingredients	3
Uncompromised plating on platter	1
Low price	2
Informal customers (domestic and international)	4
Semi-professional service	2
VEGETARIAN TRENDS RESTAURANT	
Casual ambience	3
Alternative cuisine	10
Plant based ingredients	8
Creative plating	5
Customers in search of a healthy lifestyle	4
Price built through sustainability indicators	1

Source: own authorship with the CAQDAS WebQDA

Ultimately, E6 pointed out that the current structure of the professional courses made it impossible for him to optimize the ecological footprint of his restaurant.

Concerning ‘Restaurant industry and COVID-19’, three main concepts were discussed: the crisis that this sector is facing; its capability of reinvention (some of the examples used were the takeaway and delivery format, the terraces, the ability to partially transform the line of business from restaurant to grocery); and the trust factor, as a key element for the economic recovery. As E1 stated:

“The situation we are facing makes it clearer the need for trust (...). I think this comes from the basis, in terms of good practices, hygiene and food safety, among others. But I think it's something that's going to spread out to other areas, like food products related choices, the restaurant's concept, team, and its identity. We're actually in a transitional phase, where obviously there's a lot of economic and social difficulties, but the ones in these conditions will survive”.

4.1.5 Sustainability in food related activities

The subcategory ‘Environmental sustainability’ was much discussed, especially by E6, regarding his restaurant's experience, evolving seasonal products, local producers and zero food waste. E4 also talked about his food industry experience, concerning the development of new food products related to meat substitutes and the reuse of potential industry's food waste:

“Another big trend nowadays (...) is the problem of sustainability. Today, the entire production line, from farmer to final consumer, must be prepared to minimize waste. And therefore, there are challenges that the industry and research institutions arise, to develop new products, or by-products, or ways to effectively decrease food waste”.

‘Economic sustainability’ was identified by E6 as a common practice in his restaurant due to his ecological concerns, but E5 stated that most restaurant's owners or managers have profitability as the main concern, even if it clashes with environmental issues:

“If we talk about sustainability and the measures that restaurants take, a lot of the time, when they take them, they ... I'm not saying the owners' concern is not genuine. But their big concern is whether this can be used commercially (...). In fact, I dare to say that, to most entrepreneurs, the concern is not sustainability. The concern is profitability. (...) Clearly there is pressure for profit, pressure to lower costs. Even for cheaper meals in affordable restaurants”.

In ‘Social sustainability’ E6 talked about role models in the restaurant area and their main ecological concerns towards their food businesses, and how he hopes his restaurant can have such an impact on people's lives. E5 talked about immigration issues related to employees in the restaurant industry, and E7 underlined the quest for gender equity in

the new chefs' generation: "This generation will be able to create a connection among people, concerning the social balance phenomenon, such as the role of women, and overall integration. The paradigm of the cook in Portugal is not anymore a 30-year-old white man, not in Lisbon".

Finally, as an overall conclusion to the discussion, E1 shared the following notions regarding the future of the restaurant sector: the trust issue as a competitive advantage, the sustainability factor as a growing trend, and the urgent need for "(...) differentiation inside the restaurant industry, which I think, in common restaurants, is one of the major problems".

The following image (see Figure 7) shows the word cloud most talked about during the session.

Figure 7 – Word cloud from the key themes addressed throughout the Food Experts Focus Group



Source: own authorship with the CAQDAS WebQDA

4.2 The Portuguese tourists focus group analyzed by context units

The Portuguese tourists FG was held on the 10th February, on an online synchronous format, with the participation of 9 interviewees, as shown on the 'Global characterization of the three FGs' table (see Table 5).

These participants' recruitment, consisting of an online event call through the researcher's two main social networks, was extremely participated. Two key aspects should be considered: 1) several people had to be dismissed because they had a prior acquaintance with the researcher; 2) some of the selected participants worked in related

areas to the debated theme, possibly because a considerable percentage of people on the researcher’s social networks have professional and/ or personal interests evolving the subject in question.

This group’s dynamics revealed itself profuse, with the longest time spent online. All the participants were very keen on talking about their food experiences in Portugal, detailing their opinions and debating side themes, complementary to the key theme. There was a clear group dynamics saturation in the subcategory of ‘Challenges and answers in food tourism’, producing much data. The table below shows their sociodemographic characterization (see Table 8):

Table 8 - Participants of the Portuguese tourism market FG

Participants	Gender	Place of birth/ Current residence	Date of birth	Current professional activity
P1	Female	Coimbra, Portugal	1963	Consultant, Chemical engineer
P2	Female	Mozambique, Portugal	1972	Professional trainer and entrepreneur, Hotel & Tourism Consultant
P3	Female	Matosinhos, Portugal	1964	Professional trainer in vegan food
P4	Male	Porto, Portugal	1961	Entrepreneur in companies’ management of food distribution channels
P5	Male	Vila do Conde, Portugal	1959	Consultant in business marketing
P6	Male	Porto, Portugal	1960	Real estate developer
P7	Male	Mozambique, Portugal	1955	Consultant architect
P8	Female	Santo Tirso, Portugal	1965	Teacher, Professional institute
P9	Female	Angola, Portugal	1975	Bank employee

Source: own authorship

4.2.1 Eating habits

The subcategory ‘Diets’ had five references and it was clear for the participants who talked about it that the most identified was the omnivorous diet. P6 in fact stated he was proudly omnivorous. This same participant also recognized the Mediterranean diet, and another interesting aspect introduced by this participant was the case of our typical cuisine being sometimes strange or even revolting for people from different regions or even countries: “We have dishes that sometimes, for foreigners are very strange, and even for us, from region to region, some even cause revulsion.”

P7 talked about the macrobiotic diet, indicating that he has been having lunch for 40 years in a macrobiotic restaurant in Porto.

The other subcategory, ‘New trends in food’ had bigger dynamics, with P3 having identified the following foodways: ovolactovegetarian, ovovegetarian, lactovegetarian, strictly vegetarian and flexitarian. This last food trend caused much debate: P7 said that this designation was new to him, P6 argued that it was a case of ‘food fashion’ and P8 informed she was introducing herself to this new food trend, because of her adolescent daughter’s new food options.

4.2.2 Food identity

This category’s subtheme, ‘Portuguese cuisine’s attributes’, was one of the most talked about during the session, with consensual participation. P6 said the overall traditional image for Portuguese cuisine was that of the Mediterranean diet, concluding that for many years this diet was underrated. P3 underlined that Portuguese gastronomy is very rich, diverse, and well known abroad:

“We have a rich gastronomy in Portugal, much varied, according to each region. Each region has its own offer. In a country that, after all, comparing to other countries in Europe, is smaller. But we have a wide variety of dishes, which attracts many foreigners. I think it’s one of those things that they expect to have in terms of experiences: a good gastronomic experience.”

P5 reinforced this statement, saying that the foreigner clients he works with “(...) are impressed not only by the quality of our menus, but especially with the way we cook”,

focusing on our endogenous products' quality and professional cooking techniques. On the other hand, P7 said that our food culture's basis is simplicity and purity, without a sophisticated conception but, in his opinion, resulting in an amazing gastronomy.

In fact, the 'simplicity' attribute was referred to more than once, and other attributes were also talked about, like creativity, flavour, freshness, variety, seasonings, but those that stood out were 'authenticity' and 'genuineness'. P2 furthermore expressed that the food authenticity attribute is part of a general tourism demand for cultural experiences:

“Authentic, no doubt, yes! The real thing in this region. And the fact that they [the tourists] could go inland to the villages, to these places with few touristic restaurants, made them really want to try, in addition to the dishes, the local know how, or seeing local people preparing these dishes. And that's where you find the real thing, because in addition to eating, they wanted to know everything about local history and tradition. It is exciting to see this interest and demand on the tourists' behalf.”

To this aspect, P2 complemented later in the debate the authenticity attribute with the current Portuguese chefs' demand for local producers and local products. P1 referred to this point as being some sort of a nowadays fashion but agreeing that this connection between chefs and producers is very important to reinforce both the authenticity attribute of the Portuguese cuisine, and this sector's economic sustainability, recognizing it as one of the main assets. On the other hand, P4 pointed out one general notion that, in his opinion, is lacking on the Portuguese cuisine's image: a strengthened cultural identity. Another attribute that came to discussion, with general agreeance, was the ratio food quantity/price of the restaurants' servings, as referred by P3, and agreed by the other participants: “The amount of food, spoken earlier, and those foreigners appreciate very much. The difference, when comparing to other countries, of our servings, which they like very much. Those countries have smaller servings and I think we offer bigger ones.” Finally, P6 talked about 'survival gastronomy', in his opinion an historical attribute of the Portuguese cuisine, consisting in the zero-waste tradition, applied both to plant based and animal ingredients.

In the 'Typical dishes' subsection, P2 informed that she has been working for several years with international tourists, and one of the main things they want to know, when in

Portugal, aside from the places they must visit, is where to eat the typical Portuguese food. Several typical dishes were listed by all participants: *francesinha*, *tripas*, *cozido à portuguesa*, grilled fish from our coast, sardines, codfish presented in several dishes, roasted lamb, *açorda alentejana*, *rojões*, *papas de Sarrabulho*, several traditional smoked sausages, snails, *arroz de cabidela* and other kinds of rice, namely with lamprey and shad, *leitão*, *pastéis de nata* and barbecue chicken (see Figure 8).

Figure 8 – Word cloud relating to the Food Identity category, addressed throughout the Portuguese Tourists Focus Group



Source: own authorship with the CAQDAS WebQDA

As far as ‘Endogenous products’ was concerned, the most talked about and presenting overall agreement and, in fact, showing much pride from the participants, was the fish from the Portuguese coast, where the sardines were highlighted, followed by white rice, olive oil, bread, and Oporto wine. It must be referred that several participants also listed codfish has being an endogenous product.

4.2.3 Food tourism market

As the corresponding category in the Portuguese food experts FG, 'Food tourism market' was the category most talked about in the Portuguese tourists focus group. It was in this section of the debate that Moment I of visual stimuli was introduced, and the need to subcode the subcategory 'Food tourism demand' came up, suggestion made by the second invented peer reviewer, as already mentioned in Part 3.2.2.2.

This subcategory was divided into 1) 'Internal market', and 2) 'International market' for more in-depth knowledge of tourism demand behaviors, concerning the participants' point of view while internal tourists (1), and the general conceptions they have towards international tourists, when on vacation in Portugal (2). It should be underlined that this section also contains the subcategory with the most coded references, thus representing the most debated one, which was 'Challenges and answers in food tourism'.

In the subsection of 'Tourist food products', Portuguese Gastronomy was acknowledged as a tourist product, as stated by P2: "Portuguese gastronomy is not its typical dishes, it is the product..." This opinion was supported by P9, attaching this product to cultural activities: "(...) gastronomy is a way of getting to know the culture and, particularly in Portugal, it is a way to get to know the locality we are visiting. To know the place, to know the people, to know its local gastronomy, these are things that really make the trip's experience."

On the other hand, when discussing the possibility of autonomous food tourism demand and consequently naming it gastronomy tourism or other denominations, P2, P4, P5 and P6 did not consider that there is an autonomous search for this tourist product in Portugal. In fact, P5 believes that this product is not self-sufficient, and that Portuguese gastronomy should, therefore, be treated as a product bundle for international tourism demand. Consequently, suggestions like 'culinary tourism' or 'food tourism' did not have acceptance, with P6 stating that if there was a real necessity to name this kind of tourism demand, it should be 'gastronomy tourism'. P3 returned to the first idea of this part of the debate (food tourism being a part of cultural tourism) and finished it with the subsequent testimony:

"I think about the dimension of food, that's precisely it. I try not to get stuck exclusively on food. That is, food cannot be merely nutrition, so food is a set of

things, an experience, it has to do with culture, with history and, mainly, it has to do with people. So, when we talk about gastronomy tourism, I think about this concept of food value very much, concerning what we want to convey and offer.”

Regarding debated food related tourist products, two examples arose from the participants’ discussion: 1) tailor made food tourism supply, as is the case of healthy menus in restaurants of thermal regions, namely the designed menus for Chaves and Luso restaurants, near these thermal facilities, as for complementary activities, such as yoga, meditation, nature walking, among others; 2) the cultural tourism product, with the gastronomy subproduct, and corresponding attributes such as ‘history’ and ‘heritage’, as already presented above.

The subcategory, ‘Food tourism demand’, was divided into ‘Internal market’ and ‘International market’ as explained earlier. It should be stated that, once more, the autonomous food tourism demand was not recognized, in P3’ words:

“I think about gastronomy tourism as a consequence of the geographical location where we are, in my opinion. And not as a cause, that is: ‘I’m going to that place because of its gastronomy’. No. I go to that region for a set of factors, so it’s a consequence, not a cause.” As far as the ‘Internal market’ is concerned, we highlight the overall food tourism related demands, presented by the group’s participants:

- 1) Food demand based on the desire to know the TD through its local gastronomy and endogenous products, as quoted by P1:

“Personally, I have been a fan of having holidays in Portugal for many years now, and I love that, in every place I go, I can enjoy the things related to that region, both in terms of Gastronomy and Wines. For instance, if I go to Minho, I rarely stop drinking the local wines, the *vinhão*, which is so characteristic of that region. And I’m really looking for the dishes that are typical of these TDs.”

- 2) Food demand built on local informants, based on the search for the ‘existential authenticity’, as exemplified through P2 tourist behavior:

“I also love to travel inland and go the hidden places. And I have a habit, when I'm passing by a village to ask someone who's by the window or passing by, even old people, "Where do you eat, here?" In fact, it is in these smallest villages that I ask someone from that place where they eat, and usually they indicate us local restaurants, bars, or *tascas* [typical and informal Portuguese food establishment]. And why do I do this? To experience the real thing.”

- 3) Diversified food demand of the TD, based on the intent to try several local food consumption places’, as stated more than once by P1 “That's what I mentioned right from the beginning, I like to go from the *tasca* to the Michelin star restaurant.” It must be mentioned that nearly all the participants stated that they would often try several food restaurant typologies, while on vacation.
- 4) New food trends demand, mainly based on vegetarian food restaurants of the TD, as referred by P3:

“I've been a vegetarian for 16 years, and before that I used to go for miles to eat anything special, when I ate everything, and now it's also no exception! As I am also very interested in traditional Portuguese gastronomy, I try to look for places where this is present. That is, the so-called normal, traditional restaurants that have already done their job and already have on their menus vegetarian options, with traditional flavours.”

Concerning the ‘International market’, the participants expressed their opinions regarding food demand from international tourists as based on traditional, authentic, typical and Portuguese quality food. Overall, all the participants think that these are the main food attributes international tourists search for while on vacation in Portugal. P6 shared his concern related to ‘overtourism’ in Portugal, which can undermine the Portuguese food authenticity, using the TD Algarve as an example, that sometimes compromises local identity regarding massive tourism flows. Finally, P2 stated that despite maintaining food authenticity, Portugal should accept the new food trends demand as a main tourism requirement:

“Increasingly, our visitors, both Portuguese and foreigners, ask where they can eat vegetarian food. They ask for restaurants that have that food. And it was

amazing, I noticed in recent years that restaurants saw that they had no other choice but to include too many dishes! It's not just one or two, but several vegetarian food options, because they are very sought after. I will never forget an American tourist, who went to the cafeteria next to the hostel we had, and asked just out of curiosity, because he was not going to eat it, but just out of curiosity, he asked if we had vegetarian food. We said no, and he replied, "It's essential, it's essential!" I mean, nowadays there are people looking for vacation spots based on it, it's essential!"

Regarding 'Food tourism segments' this subcategory stirred a debate between participants, producing much data, matching generally the opinions participants had already expressed in the 'Food tourism demand' subcategory, and producing other food tourism segments, emerging from the Moment I of visual stimuli.

P7 mentioned two specific segments, that in his opinion, although contrasting, express a minority of the food tourism demand in Portugal: 1) The highly demanding and informed food tourists segment, according to the same participant: "International tourists, more educated or more informed, coming from countries that are very proud of their gastronomy, and that often come to Portugal to analyze food in a critical way, what things are done better or worse, and who travel gastronomically to know food regions."; 2) The international food tourists segment, that search for fish and chips, or hamburgers in spite of the TDs gastronomy, P7 exemplifying again with Algarve's food tourist offer. Once more, the 'diversified food experiences' tourist profile came to discussion, with several participants acknowledging that they usually go to several food consumption places, while on vacations, as mentioned by P1:

"I like to try everything, as long as things have quality, I think there are excellent places, from the cheapest restaurant to the most expensive one. Of course, all this depends on the economic capacity of each one, especially at the present moment, but I think that diversity is always a very good thing, because it allows us to know, in a much wider scope, what is being done in this country."

In fact, five main types of food tourism demand consumption places were recognized, and are presented in the following section, 'Restaurant industry in Portugal' (see Table 9). Nevertheless, the vegetarian demand segment was very much acknowledged, with

attached values like sustainability and healthy food, and P3 stating that she looks forward to her vacation time to explore the vegetarian gastronomy the country has to offer. In this point, both P3, P4, P5, P6 and P7 recognized that they fit the consumers' profile of someone that can go for more than 100 or even 200 kilometres to try a new a restaurant, or even repeat a memorable gastronomic experience.

In comparison with the Portuguese food experts FG and having used the same four visual stimuli images (see Annexes N, O, P, Q, R, S, T and U), the emerging of another food tourism demand establishment was clear, representing an additional kind of informal food consumption place, like the 'Dish of the day' restaurant, but to what P6 called the "(...) typical adulterated". The general FG's participants agreed that this food consumption place would stand for the search of coastal restaurants and bar, naming it of beach bar/restaurant, as explored in the following category.

Nevertheless, it was acknowledged by P2 that she commonly utilizes this kind of food consumption place while on vacations, eating many times what was represented in the image (see Annexes P and T), in spite of P6 showing overall disgust for combining in a same platter sardines and chips. In P2's words:

"It really shows a beach environment, this is really a summer setting, and actually I wouldn't choose beer, because I don't like beer, but I'd probably order a sparkling wine, or a fresh white wine, and probably my daughter would be eating the fries, because I'd be eating the sardines, in a beach environment."

As formerly indicated, the subcategory 'Challenges and answers in food tourism', gathered the most data from the debate, with three key concepts shared by several FG participants:

- 1) The question of internal acknowledgment of the Portuguese gastronomy, with two main thoughts:
 - a) the lack of in-depth knowledge on the Portuguese cuisine, as indicated by P7:
"About the Portuguese dishes, there is a certain misinformation, a lack of information. Because we have dishes that can pair up with the renowned gastronomy of other European countries." P6 agreed on this subject, affirming

that Portuguese people and Portuguese organizations don't know, and therefore, don't value the richness of the Portuguese gastronomy.

- b) the concerns involving the authenticity and genuity attributes of the Portuguese cuisine, which, in P6's opinion, are not being maintained, and according to P4: "It's absolutely decisive, to have specialized knowledge of our Portuguese identity! Because nowadays, with globalization and open borders (well, apart from COVID), this all tends to disperse a little. So that's it: more cultural identity and genuity. And this will deliver us more diversity and quality of promotion proposals for the Portuguese gastronomy"
- 2) The identity issues regarding Portuguese food products and dishes. On this matter, the FG considered that the identity of certain Portuguese food products and dishes could be compromised due to either:
- a) international food demand, as referred by P7: "For me it's difficult to go to some vegetarian restaurants, which adapt a vegetarian *francesinha*, and that's not even a *francesinha*, A *francesinha* is a *francesinha*, or else it doesn't taste good. It should be called something else, not necessarily this connection with the existing dish"; To this subject, P6 added that sardines with fries or *bolinhos de bacalhau* with *queijo da serra* are clear examples of Portuguese food 'touristification'
 - b) internal management issues related to food products protection and promotion: P2 mentioned the difficulty that the creators of *bolo de Ança* had on qualifying this regional food product, in terms of budget and international promotion. This participant also talked about the white rice from Mondego not being properly know in the Portuguese internal market as a premium endogenous product.
- 3) Effectiveness in management strategies concerning Portuguese cuisine's tourist image. P5 stated the maintenance of assigned marketing strategies as a core issue to the management of TD Portugal, where the lack of continuity in tailored made tourist products can undermine any long-term sustainable goals. This quote was exemplified whit the Belmonte city, being designated some years ago as the

alheira's capital city of Portugal, with considerable public investment, and nowadays with nothing specific to offer on this matter. P7 also talked about the fact that Portuguese stakeholders don't know how to work in a collaborative way, and this, in the end, weakens the international projection of the Portuguese business image, which was agreed upon by P4.

One specific subgroup emerged from this part of the debate, concerning suitable digital marketing strategies, very much talked about by P4, P5 and P7 as the answer to the challenges listed above. In P4's words:

“Up until a few years ago, Mediterranean cuisine was a cuisine like any other, in fact it was seen as second rated! Today this cuisine is in vogue, although poorly publicized, quite poorly advertized... I think it was P7 that referred it, because of its potential. The truth is that we are facing difficult times, but once the situation improves, I think we'll achieve good branding results, with very positive growth. Through digital marketing, I think we have everything to move on forward, and it will be through the genuity attribute. Also, there can be some informal dishes arising, as for instance the *francesinha*...”

4.2.4 Restaurant industry in Portugal

As discussed in the first section of the present Chapter, the tourists FGs added another typology of food tourism demand to the previous four of the Portuguese food experts FG. The following subcategory of ‘Main types of restaurants in Portugal’ now presents five typologies, structured in the following Table (see Table 9).

The subcategory “Restaurant industry supply” debate was mainly centred on the diversified offer of this professional sector in Portugal, including traditional Portuguese gastronomy. An endogenous product was very much talked about, fresh fish from the Portuguese coastal areas.

The innovation and creativity attributes were focused on the capability to adapt Portuguese cuisine to the vegetarian and sustainable trends, quoting P3:

“The inclusion of vegetarian options is already transversal to all kinds of restaurants and other food consumption places. From the *tasquinha*, to the most familiar restaurant, or the Michelin-starred restaurant. Let me give you an example, here in Porto, where I'm from: we have the Boa Nova' Tea House,

everyone knows the two Michelin-starred restaurant here in northern Portugal!
And it has a set menu with more than 20 strictly vegetarian dishes.”

Table 9 - Coding of visual stimulus Moment I applied to main issuing tourism markets FGs

Main types of tourist demand restaurants and their characteristics	References FG2	References FG3
SIGNATURE CUISINE RESTAURANT		
Exquisite ambience	1	4
Innovative cuisine	9	3
Local and exclusive ingredients	5	5
Artistic plating	3	4
Pricing for high financial capability customers	5	5
Sophisticated customers (domestic and international)	4	4
Fine dining service	3	3
PORTUGUESE REGIONAL CUISINE RESTAURANT		
Traditional ambience	5	4
Regional cuisine	3	7
Endogenous and flagship ingredients	1	4
Plating on platter	1	2
Average Price	3	3
Local, national, and international customers	2	5
Professional service	1	2
BEACH/BAR RESTAURANT		
Beach ambience	8	4
Simple cuisine	1	4
Ingredients preferably from the sea	2	6
Uncompromised plating on platter	1	3
Low, medium price	5	2
Informal customers (domestic and foreign)	1	7
Semi-professional service	2	2
DISH OF THE DAY RESTAURANT		
Informal ambience	2	8
Comfort food	1	5
Typical ingredients	1	5
Uncompromised plating on platter	1	3
Low price	2	4
Informal customers (domestic and international)	1	6
Semi-professional service	1	3

Main types of tourist demand restaurants and their characteristics	References FG2	References FG3
VEGETARIAN TRENDS RESTAURANT		
Casual ambience	1	1
Alternative cuisine	2	4
Plant based ingredients	1	1
Creative plating	2	5
Customers in search of a healthy lifestyle	2	2
Medium price	1	3

Source: own authorship with the CAQDAS WebQDA

Concerning the “Professionalization in the restaurant industry”, some topics were debated, including the importance of properly educating this area’s future professionals, as quoted by P8. This participant underlined the importance of teaching content related to entrepreneurship and new food trends to the younger generations.

On the other hand, P1, P2 and P6 referred two chefs’ specific professional paths: Chef Nuno Dinis and Chef João d’Eça Lima. Both, according to these participants, are role models in this sector because they have specialized knowledge and decide to privilege the regions’ food heritage, their products, and producers.

Finally, the healthy tourist food product of the previously mentioned Chaves-Verín thermal region was, once more, alluded to, here presented as a successful case study of food product tailoring.

Ultimately, the “Restaurant industry and COVID-19” subcategory produced the following main topics:

- 1) Adaptability, innovation, and creativity as features that generated new strategies during the pandemics. P2 talked about a special hamburger some restaurant created in Algarve during the pandemic and that currently is very successful. P8 stressed the capability of sales marketing and self-business promotion she witnessed during the pandemic, in restaurant owners, chefs and other food professionals. On the adaptability side, takeaway services and terraces were mentioned;

- 2) The returning to local products, local food businesses (restaurants, shops, and others) and local producers, according to P2, and summarized by P9: “I believe that the future will rely on us taking advantage of what the pandemic has brought us: to look inside, to disclose our food essence, to improve the service provided and to captivate through the authentic and characteristic of each place”;
- 3) The point of no return to some businesses. P1 shared how sad it was for her not to see any event related to Coimbra’s attribution of European Gastronomy Region for 2021:

“If I may, I would like to share something that makes me very sad about the Centro’s region, which is where I am from. This year, Coimbra is the European Region of Gastronomy, and we are already at the end of February and, unfortunately, nothing is happening. And it is with great sadness on my behalf that I express this feeling, because I think we received an award that should be enjoyed and celebrated, and nothing happens!”

4.3 The Spanish tourists focus group analyzed by context units

The Spanish tourists FG was held on the 23rd of April, on an online synchronous format, counting with the participation of 6 interviewees, as show on the ‘Global characterization of the three FGs’ table (see Table 5).

We must underline that the recruitment of these participants, followed the same methodological process of the previous Portuguese tourists FGs (people unknown to the researcher, usual tourists in Portugal, willing to participate, anonymously, in the debate) was, in fact, difficult.

The participants’ selection happened in two phases: a first date for this FG session was set on the 10th of April, but according to Coutinho (2019) and Goodson and Phillimore's (2004) suggestion to this kind of group dynamics, the minimum number of participants should be 6, so another date was set until 6 confirmed participants were reached.

Table 10 - Participants of Spanish tourism market FG

Participants	Gender	Place of birth	Date of birth	Current professional activity
S1	Female	Salvaterra de Miño, Spain	1985	Secretary, receptionist, translator
S2	Female	Madrid, Spain	1972	Professor and higher education researcher, Communications and Education
S3	Female	Guecho-Vizcaya, Spain	1974	Professor and higher education researcher Marketing
S4	Male	La Rioja, Spain	1985	Entrepreneur, ecommerce
S5	Male	La Rioja, Spain	1981	Academic researcher, Arts and Media
S6	Male	Pontevedra, Spain	1978	Director of European territory cooperation group

Source: own authorship

Despite this first set back, this group’s interaction revealed itself to be rich: all the participants were very much informed about the Portuguese cuisine, most of them being recurrent tourists to TD Portugal, overall showing a high level of satisfaction on the food

offer of TD Portugal, and very willing to participate in the debate. The table 10 shows their sociodemographic characterizations.

4.3.1. Eating habits

This category, with subcategories ‘Diets’ and ‘New trends in food’, generated much debate and contrasting opinions, in its first subcategory, ‘Diets’, to the moderator and supervisor’s surprise. The fact is that when asked about the typical Portuguese diet, S1, S3, S4 and S5 did not, immediately, agree that the Mediterranean diet was representative of the Portuguese food identity. S1 started the debate by saying it seems to her that the Portuguese food identity is very similar to the Galician diet: “That is, more or less the same vegetables’ usage, this base with fresh fish plus the potato, and more or less bread. I wouldn't know how to explain it, that's what I think. Well, I don't know, but can't we call it Atlantic?”

This notion was complemented by S3 that confirmed that these two food identities (Portuguese and Galician) are Atlantic Diets. On the other hand, S5 stated that although he considers both diets can be called Atlantic, the fact is they differentiate themselves in several aspects:

“I think that despite the proximity, Portuguese diet has very little to do with Galician food. As Galician food and Portuguese gastronomy are very much separated, although culturally you can... But there is no such thing... Surely there is an Atlantic cuisine, isn't there? Very fish-based too. But beyond that, the rest of the food characteristics differ quite a bit.”

In contrast with the rest of the participants, S6 argued that, overall, in his opinion, he considers that both countries can be included in the Mediterranean diet’s definition: “I think the grilled, grilled fish, the olive oil tradition is shared between Spain and Portugal, both counties leading European Union’s best olive oil production, and that is a cross-cutting component of the Mediterranean diet, alongside with Italy and Greece. Also, the use of fruits and vegetables, no?”

To this point, S5 underlined his former idea, reinforcing that the Mediterranean diet is a construct that may not represent the real food identity of a country:

“The Mediterranean diet is something very global, isn't it? It's so generic and so global... it can include the Greek feta cheese and everything... And there are elements of the Mediterranean diet that have been incorporated, for instance, from the Greek Hellenic world or Antient Italy, for example, in other non-Mediterranean cultures. Italian pasta too. So, the Mediterranean diet's concept is simply a way of defining the gastronomy that takes place throughout the Mediterranean countries but that have very little in common.”

Regarding the subcategory ‘New trends in food’ there was a general identification concerning the vegetarian and overall healthy food options. Tough S4 pointed out a new food trend food product in Portugal, vegan *natas*, he considers that Portugal is still behind other European countries, as far as the vegetarian food offer is concerned. On the other hand, S2 said that nowadays, foodways are perceived as some sort of a fashion: “Now we are all half celiac, half of us are gluten affected, we all have food related symptoms, when in the past these same symptoms didn't exist.”

S6 affirmed that, throughout the European countries, we can witness a global change, with vegetarian and healthy food options included in everyday food consumption, or Asian and raw food, with plenty of vegetables.

4.3.2 Food identity

In the first subcode of this category, ‘Portuguese cuisine's attributes’, the previous debated theme, concerning the Portuguese diet's identity arose once more, from Mediterranean to Atlantic, and a consensus was not reached.

On the other hand, S4 stated that, in his opinion, the thing that identified Portuguese cuisine the most was barbecue chicken [*frango no churrasco*] “(...) because you eat it all day long.” S2 and S3 agreed, and S4 continued his statement, adding fries to the chicken. In contrast, the quality and lower prices of the Portuguese pastry were much talked about by S2, S3 and S5. S1 also referred the quality of the savoury Portuguese pastry, and S6 added to the discussion:

“(...) after eating a *bola de Berlim* at Natário' pastry shop in Viana do Castelo you no longer want to eat that anywhere else. Just like the *ovos moles* de Aveiro and the *Cristas de galo* of Vila Real. The truth is that Portugal has, in general, much

better pastry than Spain. I think that's one of the biggest differences. They bet on a much more varied and quality pastry.”

Other attributes like diversity, variety and maintenance of traditional foodways were very much positively referred to. S4 said that the preservation of the “(...) old times” can be seen and tasted, both in the landscape, the monuments and in the Portuguese food. S2 agreed with this statement, exemplifying that whenever she goes to Italy everyone would imagine she would enjoy this country’s food, but to this participant, Italian food after a few days, can disgust her because it’s always the same kind of food.

In fact, S2 emphasized the diversity and quality attributes of the Portuguese cuisine very much, especially because, and according to this participant, Portugal is a small country that knows how to maintain its traditional food identity. The Portuguese Macdonald’s shops serving *caldo verde* for several years now were such an example.

To add to the traditional food characteristics of the Portuguese cuisine, S1 quoted the following: “It has that something of our grandmother's food, and for me, I identify it with the food I used to eat at my grandmother's house in Galicia, which is super appetizing. It is the most familiar image that I identify with Portuguese food: wine, potatoes, and codfish.”

Another attribute that S2 introduced to the debate was the one of the servings’ quantity ratio and food pricing. To this matter, there was total agreement that Portugal has the best ratio, by far, comparing to Spain and several other European countries, and that the food quality is never at risk, despite this ratio.

Another key aspect that S6 talked about was the regional cuisine’s attribute, referring to the *fumeiros*’ tradition in Trás-os-Montes.

The ‘Typical dishes’ discussion section, was very much debated, showing great knowledge from the participants towards several Portuguese dishes: *arroz de cabidela*, *arroz de lampreia*, *arroz de tamboril*, *papas de sarrabulho*, *rojões*, *francesinha*, *caldo verde*, *covilhetes de Vila Real*, *bolos de bacalhau*, *pregos*, *croquetes*, *ovos moles*, *broa de Avintes*, *alheiras e moiras*, *napoleão de chocolate*, *cristas de galo*, *leitão*, *farinheira*, *serradura*, *tripas à moda do Porto*, *frango no churrasco*, *bacalhau com natas*, *bacalhau na brasa*, *vinho do Porto*. Also, S6 pointed out that there is a difference between *pastéis de Belém* and *pastéis de nata*, both being several times listed by the participants (see Figure 9).

Figure 9 – Word cloud relating to the Food Identity category, addressed throughout the Spanish Tourists Focus Group



Source: own authorship with the CAQDAS WebQDA

Concerning ‘Endogenous products’, rice, the sardines and codfish were recognized as being part of the Portuguese territory, although the last one comes from the north Atlantic Ocean.

4.3.3 Food tourism market

As far as ‘Tourist food products’ is concerned, S2 and S4 debated on the cultural attributes of TD Portugal that reinforce the country’s gastronomic image. It should be mentioned that S4 presented the Algarve as being too touristic, in contrast with the northern region of Portugal, highlighting several cultural attributes.

On the other hand, S6 talked about three specific tourist food products: 1) the success of the tailored-made healthy menus for the thermal region of Chaves, discussing the need for such a specific product for that region, as the tourist demand had shown; 2) the difference between *Pastéis de nata* e *Pastéis de Belém*, and the added value it is to eat a fresh out of the oven *pastel de Belém* in Lisbon; 3) the difficulty for certain food products with origin qualifications, like the D.O.C. Trás-os-Montes and the D.O. Monterrei, highly

ranked in their origin countries, that strive to enter the competing market. Highlighting the healthy food tourist offer S6 concerns for Chaves-Verín:

“I am not talking about tourists who go to Portugal to spend a weekend or even to have a lunch or a dinner and then go back home, but this demand was identified by senior tourists looking for thermal services, that spend between fifteen to twenty days at the destination. They cannot eat meat and smoked sausages for twenty days, right? Particularly, if they spend four hours per day in thermal treatments and then go back to the hotel and the hotel restaurant does not have a healthy offer.”

Still regarding this subcategory, S4 introduced a very consensual theme: the Spanish appropriation of both current and typical Portuguese pastry products, sold in Spain in big chain supermarkets, reinventing original recipes, like the chocolate *Bola de Berlim*, without any origin reference:

“You know that Mercadona has opened in Portugal too and they sell the *pastel de nata* here in Spain for € 0.39 per unit. So, Mercadona, little by little is copying things, in the end even *bolas de Berlim* are recreated, for instance, chocolate ones. Finding this particular chocolate *bola de Berlim* in Portugal isn't always easy, it depends on the area. But in Mercadona there you have them. Without notice, they are copying these products.”

Finally, and according to S2, Portugal is already a premium food tourist product, a country that this participant goes to/visits, firstly, to enjoy its gastronomy. A complementary attribute, which she enhances as very important, is the service quality by all people working in the restaurant and tourism sector:

“I'm going to say the second thing that makes me go to Portugal, because I think that, by now, all of you know the first one is food. Portugal does gain a lot with the way Portuguese people are and the way they treat us. I haven't been to a country where they have been so kind, and I have been in many countries, but that easy flowing thing that Portuguese people have... I try to speak a little Portuguese and quickly they talk back at me in Spanish so that I don't have to worry, they simplify everything.”

As mentioned in the former chapter (see Part 4.2 ‘The Portuguese focus group analyzed by context units’) and in its corresponding section ‘Food tourism market’, the subcategory ‘Food tourism demand’ was divided into ‘Internal market’, and ‘International market’.

The ‘Internal Market’ debate has shown that, when Spanish tourists visit their own country, they like to have prolonged eating hours in food consumption places, and overall appreciate something they identify as being part of their food culture: eating tapas in an informal way, standing up, at bar counters or in the street, next to the chosen food consumption stand. In this section, S2 also talked about her experience of going to a Portuguese restaurant in Madrid, because she was missing Portuguese food very much. This participant concluded that she ate very well, but expensively, and that she would rather eat in a *tasca* in Portugal.

Regarding the ‘International market’, this was the theme that, overall, generated more debate throughout the session, with general participation. Nevertheless, it should be highlighted that participant S2 stood out, because of her assumed passion for Portuguese food:

“I like Portugal for the food, above all, and I always go to Portuguese restaurants. I’m a super fan of Portuguese food. Well, so much so that every year, when I spend my summer holidays in Sanabria, I do all my food shopping in Portugal, in Bragança. I drive 50 km to sneak in and buy everything there. (...) And, for instance, being in Porto, being in the Taberninha do Manel, which is one of my favourite bars, and not ordering a *bacalhau com natas*, seems to me to be plain stupid. I mean, that’s the reason I’m traveling for!”

S2 and S3 also debated about not undergoing their everyday healthy regimens when on holidays, stating that they eat whatever locals eat, paying no attention to calories but enjoying the typical food. S1 agreed with this.

Participant S2 also introduced the key of ‘privileged informants’ and the ‘word-of-mouth’ effect, consisting of the role she plays, as an expert informant of Portuguese food, to inform her Spanish friends and family, when going to Portugal, what food consumption place they must go to. This participant also underlined that this concept presents a two way stream: in fact, most of the participants stated that they favour this privileged

information strategy, rather than visiting official sites, or relying on tourist operators' information.

On the other hand, S5 talked about the transformative role tourists have on a tourist destination, whether or not being aware of this phenomenon, when ordering certain kinds of food, exemplifying with the tourist restaurant typology created in Canary Islands due to British demand:

“The *Guachinche* is a type of restaurant in Canárias, not of typical food, but more, well... When English tourists arrived on these islands in the 19th century, locals didn't know how to speak English, and when British people started to say: 'I'm watching you', mainly intending to say 'go along and show me your food stand', the fact is it was translated to this term, now referring to tourists restaurants in Canárias.”

To this point, S2 recalled that many tourists like to eat as they do at home. According to this participant, this is one of the main reasons why the most visited countries have so much international food offer, concluding that these food value adjustments are inevitable side effects.

Nevertheless, S4 pointed out that, in his opinion, Portugal is doing a very good job in maintaining its food traditions, declaring that Portuguese people are very proud of the country's gastronomic heritage.

In contrast, S6 shared that, to his knowledge, Portuguese people generically think that Spain is not a good food TD, regretting what he considers to be, mostly, a lack of knowledge and overall, first bad experiences. Nonetheless, this participant also stated that in the Chaves-Verín region, the tourist food demand is very well studied, concerning both markets, focusing on the Spanish one:

“The food that Portuguese people eat in Verín and the food that people from Verín eat in Portugal is very well identified. And, in fact, people from Galicia eat, basically, codfish in Portugal. It is also true that they are unaware of many other dishes, sometimes not even showing interest in expanding their food culture. So, *bacalhau* and *natas*. And nothing more, that's what they're focused on.”

Another key aspect of this ‘International market’ food tourist demand was that of the ‘diversified food experiences’ tourist profile, a theme that had already emerged in the ‘Internal market’ subcategory, of the same tree node coding, in the Portuguese tourists FG.

Still concerning this section, S1, S5 and S6 said that they were very glad about a new food tourist offer in Portugal, that being the food markets, overall appreciating the concept of food diversity concentrated in one place.

‘Food tourism segments’ was, like in the two other FGs, the moment for the first visual stimulus dynamics. This subcode represented one of the debate’s moments with most data production. It also revealed similarities of emerging themes with the previous FG:

- 1) The search for the typical food identity of Portuguese gastronomy, through its food products and food consumption places, very much discussed by S2, S3, S4 and S6. Quoting this last participant:

“I get in a bad mood, especially with people who set off from Spain and come to Lisbon and ask for the same things they eat in Spain. That’s why I believe that maintaining the typical dishes’ identity of each country is important, not adapting to tourists needs. Come on, if I had a restaurant in Portugal, I wouldn’t serve any Spanish dish. If you want a Spanish dish, go to Spain to eat it!”

- 2) The ‘existential authenticity’ seekers, very much attached to the notion of *tascas* and dish of the day restaurants, by S2:

“I also look a lot at restaurants where I see workers, construction builders. I think: ‘Here you have to eat well because these people have to eat well, so let’s go inside, and see what happens’. And you get pleasant surprises! You eat great food at very low prices. Not only do I do that, as said before by S1, but I also like to go to that posh restaurant in Ribeira, and so on. But yes, the food from that first restaurant... it’s like I experience it even more because it’s more down to earth, it seems. I don’t know if I can explain myself. You see how they do it, how food should be served, now you have the rice portion, now you have the ... is more authentic.”

- 3) The diversified food experiences' tourist profile, as cited above, by S2, and in S6 words: "I could eat any dish, of those you know there are in Portugal. They have specific restaurants, to eat many things, and I know they are all very good";
- 4) The international food tourists, and this notion was reinforced by S3, specially concerning the transformative factor these tourists can cause in the food of TDs:

"It is true that in practice there are tourists who want to continue eating as they eat at home, that's why we can explain Italian and American food everywhere... I try not to. If I go to Portugal, as S2 said before, I want to enjoy Portuguese cuisine, and if I'm in Denmark, I'll try the food from that country... And I try to experience local produce. But we are not all the same when we travel, that must be considered as well. I think that mix in the end is a bit inevitable. What S5 said a moment ago about the Canary Islands [the *guachinche* tourist restaurants], right? In the end, the tourist arrives and relates to the local population and over time can end up changing local culinary customs..."

- 5) The need for other food consumption place – the *petisqueira*
The need for more informal, in terms of food and service, consumption places arose in this section, when debating other typologies. This one, according to S4 and S6 would have typical Portuguese finger food offer, to accompany a glass of wine or a beer, where you would be eating, drinking and socializing standing up, near the counter or in the street, as already presented above, in the 'Internal market' section, of the 'Food tourism market' category.

In addition to these particular themes, the main core of this debate's section matched, overall, with the 'Main types of restaurants in Portugal' subcategory (see Table 9).

The sub code 'Challenges and answers in food tourism' produced much discussion between the participants, listed below:

- 1) The lack of each member country food representativeness in the Mediterranean diet classification: S5 expressed his opinion, concerning the identity problems the Mediterranean diet UNESCO's classification can cause to the singularities of each member country food heritage: "This attribute is larger than the Portuguese food

identity and, therefore, lacks Portuguese representativeness. It doesn't allow each member country to distinguish its food heritage”;

- 2) The identity concerns over Portuguese food tourist products: S4 presented an example related to the copy of *pastéis de nata* and *bolas de Berlim* that is being made at a Spanish supermarket chain, with no origin reference; on the other hand, S6 talked about the difficulty in acknowledging Portuguese cheeses as the best in Europe, and on extending the wine markets abroad, between these two countries:

“But in the case of wines, other than port wine, we talk about Douro's wine, Dão's, *vinho Verde*, wine from Alentejo, and it's difficult to find them in Spain, at least in restaurants. The same goes for Spanish wines in Portuguese restaurants, very difficult to find them too. And the fact is that we have been working on that for years. In *Eurocidade Chaves-Verín* we have two origin denominations: D.O.C. Trás-os-Montes and D.O. Monterrei, and it is costing us a lot for Monterrei to position its wines in Portugal and the same with the opposite. And I'm talking about the Horeca channel: hotels, restaurants and catering, not supermarkets.”

- 3) The tourists' transformative role in food demand of TD Portugal, as previously mentioned in the subcategory of 'Food tourism segments'(see Part 4.3.3), with given examples by S3 and S5 concerning the different tourists' profiles concerning food demand on a TD;
- 4) The issues relating to TD Portugal as a diversified food tourism destination: a) to S2 Portuguese food is the main motivation to travel to Portugal: “I admit it! It's sad, I know, but the main reason why I come to Portugal on holidays is because of its food! And when I'm there, I like to try everything”; b) to S4 and S6 Portugal is a business tourism destination, enjoying overall the cultural attributes, and eating preferably in what they designate as dish of the day restaurants; c) S1, S3 and S5 underlined the cultural attributes of Portugal as the main reason to visit this TD, looking for typical restaurants, like the Portuguese regional cuisine restaurant, the Beach Bar / Restaurant, but the Dish of the day restaurant;

- 5) The lack of promotion strategies for food tourism in TD Portugal: all the participants stated that the best way for them to choose food consumption places in Portugal is through word-of-mouth advertising, not acknowledging official tailored made branding strategies from TD Portugal. S6 added that the official DMO is lacking on proper marketing strategies for this tourism segment in Portugal:

“The external promotion should be improved. I believe that more and better use must be made of the Portuguese embassies, which are being misrepresented. And the Portuguese ambassadors, whom I also know, like very much to be in their embassies abroad, and do little to promote their country. And that shouldn't be the case!”

This challenge was very much recognized by S4, naming Portugal as the great unknown tourist destination for the Spanish people, and concluding that Portugal would benefit very much from tailored made food branding strategies for the Spanish tourist market:

“Portugal has always been there but for some reason, we have always looked to the other side of Europe. And then at the end when you know it, what a shame not to have known Portugal before! I think a lot of people have the same thing happening to them: since they don't know it, they have a pretty wrong idea of what it really is... If I wanted to advertize Portugal, I would make many videos showing Portugal and then through paid advertizing campaigns, through Facebook or social networks, I would promote those videos, to show what Portugal really is! And I would show a little of everything: tourism, architecture, history, because Portugal has a lot of history... Well, I would do that to promote a little bit of tourism in Portugal.”

4.3.4 Restaurant industry in Portugal

As previously stated, in the corresponding section, of the Portuguese tourists FG (see Part 4.2.4), the subcategory ‘Main types of restaurants in Portugal’ delivered another typology from these two FGs: the Beach Bar/Restaurant (see Table 9). However, it should be mentioned that in this specific group, the typology most referred to as preferential food consumption place when in Portugal, on vacation, was the ‘Dish of the Day restaurant’.

S1, S2, S4 and S6 indicated that this was clearly a preference, because of the very good ratio of food quality/ quantity/price and because, generally, they think this ambience is more authentic. S6 underlined that, when he comes to Portugal on business tourism, this kind of restaurant represents is preference:

“if you make a comparison of the menu of the day, I mean the *prato do dia*, the quality-price ratio is much better in Portugal than in Spain. I, for example, every time I go to Vila Verde from Raia, eat there and the menu of the day has soup, there’s always soup, the dish of the day, dessert, beverage and coffee, for €6. And it’s a big serving, there’s a very large quantity of food. And in Spain it is very difficult nowadays, or almost impossible, to find something of this quality for 6-8 €.”

When asked about the most representative food image of the Portuguese gastronomy, all participants referred to Image 2 (see Annexes O and S), listing several positive attributes, and identifying codfish, wine and the ceramics plating as premium food product. When replying to which kind of restaurants, chosen from the images presented during the session, they would go when in Portugal, images 2 (‘Portuguese regional cuisine restaurant’) and 3 (‘Dish of the day restaurant’) received overall agreement. According to S2:

“Image 2, 2 and 3 are my lifetime love for Portuguese food. That is, a straightforward dish, image 2. The Portuguese tableware too, that ceramics that stands for everything that is good about Portuguese dishes. These are more elaborate dishes, comparing to correspondent Spanish restaurants, and you can find them in any Portuguese city, on a daily basis menu. Image 3, Matosinhos, I only miss the smoked food scent and eating *sardinhas* there.”

Finally, another aspect that came up in the conversation was the fact that most of these participants, when on vacation, go to more than one type of restaurant, and enjoy eating more than one kind of food, has previously mentioned.

Concerning Signature cuisine restaurants, the participants described this kind of Portuguese cuisine has being innovative and sophisticated, something they also have in

Spain, thus not being representative of the Portuguese food culture, according to S1 and S2.

Concerning the ‘Restaurant industry supply’, S4 pointed out that many times he thought that, as in Spain, finger food entries in a bar or restaurant, like tapas in his country, would be for free and, that, in the end, he used to pay more for a meal because of this.

On the other hand, the Portuguese food markets, were once again pointed out as a good example of professional food offer, by S5:

“There's that variety, a bit between what's fusion food and traditional food... Here in Spain, these food markets are a little simpler, but also very good places. But good in Lisbon too. There, they have fusion Portuguese food, very well paired up with dishes from other countries, and finished, for instance, with *francesinha* sauce, or a Portuguese cheese. It varies a lot, and the products are all very good quality. It's a thing that has caught my attention because they've improved products that they had previously incorporated from other places.”

S1 agreed, referring to the experience she had in a Porto food market, which consisted of a hamburger with *queijo da Serra*.

When asked if there was anything to improve in the Portuguese food offer, there was a consensus that everything was perfect, to which S2 added that the only thing needing current improvement was for the frontiers to open, or for her to have Portuguese food delivered at home, in Spain. Nevertheless, later in the debate, two improvement aspects emerged by S2, S4 and S6: 1) extending opening hours in food consumption places, mainly during lunch and dinner hours; 2) to diversify the offer for informal bars, with free finger food and no seating places.

In the subcategory ‘Professionalization in the restaurant industry’, the healthy restaurants’ menu for the Chaves-Verín thermal region was, once more, talked about.

Ultimately, the “Restaurant industry and COVID-19” subcategory produced two main topics:

- 1) Negative impacts on this sector: limited opening hours, fear of eating out, overpricing because of the sanitary measures, as stated by S3; local restaurants and bars closing because they don't have enough customers, even when using the

takeaway system, the impossibility of touching and physically socializing, which, according to S2, is part of the DNA of every Spanish person; customers not spending money in restaurants and many other services, statement by S4:

“People prefer to eat at home, which is cheaper, and have become accustomed to being more at home, eating in. Before the pandemic it was more common to eat out, but we have become accustomed to not eating out, not only out of fear, but also for economic reasons. In fact, economists say that money is being kept in banks. And economists also say that maybe not until 2024 will we again start spending money like we did before the pandemic.”

- 2) Positive strategies for this sector: the creativity of the business, even in the takeaway system, on S2's opinion: “I think that a lot of creativity from restaurant professionals was evident, in an attempt to overcome the pandemic, both here and in Portugal”; the adaptation of the Portuguese sector by selling takeaway food by purposely made restaurants' front doors, something S6 had never heard of before; the adaptation of the Spanish customers that started to use restaurant terraces in the winter time, although S2 considered it a positive aspect, she also stated it is too cold to be outdoors: “So we had to adapt to something that would be unthinkable in the middle of winter at -2°, to go out to eat on a terrace and, in fact, witness that all the terraces were full”; S5 said that he hopes to see in the future the continuous use of the sanitary measures implemented during the pandemics, in the restaurant sector, and that food consumption places should be, in future, cleaner. This participant also considered that the usage of terraces during wintertime is something very positive that came out of the pandemic, hoping for this to continue throughout the years.

The debate was concluded with a group of integrated strategies, by S3: “Send messages guaranteeing health safety to customers and tourists, continue encouraging takeaway, and temporary adaptation of food consumption spaces. When the situation normalizes, I see the future of gastronomy in Portugal as very promising.”

CHAPTER 5 - FOOD TOURISM IN PORTUGAL: MAIN FINDINGS

5.1 Discussion and main findings

The present thesis aimed to characterize the current food tourism market in Portugal. For that purpose, two key objectives underlined this qualitative research: 1) to identify the most representative designation for this economic market; and 2) to clarify potential emergent food segments on the tourists' demand side, particularly through the Portuguese restaurants' offer.

According to international tourists' questionnaires undertaken by Cunha et al. (2019), only three out of 261, indicated Portuguese gastronomy as a main reason to visit this country. These authors concluded that gastronomy is not (yet, we add) the main reason for visiting Portugal. However, this represents a positive leap forward if compared to the survey conducted by Henriques and Custódio (2010), indicating that most of the tourists visiting Algarve would prefer international cuisine, then with a 94% representativeness in that region's local menus.

As already mentioned in the 'The Portuguese food tourism market' Part 2.12., Chapter 2, the actions of Tourism of Portugal and its national strategic plans (Turismo de Portugal, 2007, 2011, 2013, 2017b), are solidly contributing to a global strategic repositioning of Portugal as a food destination.

These actions are being implemented in parallel with a strong and effective overall promotion of Portugal as leading tourist destination in Europe, winning since 2017 up until 2020, continuously, the World Travel Awards in this category (Araújo, 2021; *Europe's Leading Destination 2017*; *Europe's Leading Destination 2018*; *Europe's Leading Destination 2019*; *Europe's Leading Destination 2020*).

On the other hand, these three FGs underlined, among other things, that "(...) peoples' perceptions about what they eat and what others eat are complex and shaped by a background of socio-cultural, economic, and environmental factors." (Hiamey et al., 2021, p. 192). Nonetheless, we should also point out that the general opinion regarding Portuguese food offer was highly rated and, in fact, approved with honours by the Spanish tourists FG.

5.1.1. Gastronomy tourism: the FGs designation for food tourism in TD Portugal

According to Hiamey et al. (2021), the lack of agreement on the term that describes the association between food and tourism might be due to the dominance of social sciences academic research.

Nevertheless, this theme did not generate consensus in the three FGs, with two tourist FGs agreeing that the term to be used is ‘Turismo gastronómico’ (Gastronomy tourism). In the food experts FG, participants E1 and E2 recognized the need to rename these 7 food activities to a broader notion, to expand this market demand to broader tourism needs, suggesting that the term should be ‘Turismo alimentar’ (Food Tourism). Other interviewees of this FG stated that ‘Turismo gastronómico’ (Gastronomy Tourism) is the Portuguese food identity exclusive model. Indeed, this was the term that thrived throughout the three FGs. Likewise, the proposed terms for the four food tourism segmentations did not prevail (see Annexes V and X).

It might be the case this terminology confusion derives from different continents’ publications, according to Batat (2021) and Rachão et al. (2019a). These authors state that the term ‘culinary tourism’ emerges from North American studies, whereas in Asia-Pacific publications most of the scholars use ‘food tourism’, and in Europe the consensual term used is ‘gastronomy tourism’. In fact, all FGs participants are European, and could therefore implicitly accept this definition.

Moreover, authors Tsai and Wang (2017) already proposed different names for different tourists’ food demand in TDs, as previously presented (see Table 2) which, in our opinion, reveals an emergent segmentation within this particular market. Indeed, Okumus et al. (2021) recognized that there is a growing tendency for food segmentation demand in this tourism sector, and that proper and tailored made strategies for each food segment should be implemented by TDs’ official DMOs.

Despite the official promotion by Turismo de Portugal (Turismo de Portugal, 2013, 2017b), the tourist products Gastronomy and Wines and the Portuguese Mediterranean diet classification, (world intangible heritage, by UNESCO, *Dieta Mediterrânica*, 2013), were not recognized as main attributes of the Portuguese food identity by the Spanish tourists FG. In fact, the three FGs concluded that the official promotion of gastronomy tourism in TD Portugal does not reflect other food tourism consumption needs and demand for diversified foodways.

5.1.2. Gastronomy tourism as a cultural and bundled up product in TD Portugal

The main attributes that construct a TDs food image are often bundled up with the cultural components of that TD, as underlined by Baah et al. (2020). Indeed, although food offer in TD Portugal overall presented high satisfaction levels by all FGs participants, gastronomy tourism was not recognized as a self-sufficient product. The three FGs participants global viewpoints connected food demand to broader cultural and experiential tourism activities.

In fact, P4, P5, P6, P9, S1 and S4 underlined that Portugal does not yet have proper conditions to manage food related activities by tourists as an independent tourism typology, overall acknowledging this food demand as part of cultural tourism. P5 highlighted that this product is not self-sufficient, and that Portuguese gastronomy should, therefore, be treated as a product bundle for international tourism demand.

Concerning the food experts FG, E6 presented two main motivations to visit a country: its food, its culture (where food can also be attached to this motivation). On the other hand, E2, E3 and E5 identified food tourism market in Portugal connected to what they perceived as its leading product, Gastronomy and Wines.

Nevertheless, from all the 22 participants from the three FGs, only S3, participant from the Spanish FG, confessed that the main reason why she visits Portugal is because of its food. Also, E2, a food tourism specialist, from the food experts FG, and P2, working in tourism and hospitality, recognized food tourism as an autonomous product.

5.1.3. Food tourism in TD Portugal: a diversified demand market

As referred by Araújo (2021) and Batat (2021), we are what we eat, but also with whom, where and how do we eat. Thus, these characteristics are also mandatory for tourists, concerning their food demand. Likewise, tourists judge food and cuisine from a TD according to their sociocultural background, hence affecting both the tangible and the intangible meaning of that TD's culinary heritage (Hiamey et al., 2021).

The 'Food tourism market' was the category most talked about in these FGs, presenting concurrent data and conclusions. The food experts FG recognized the four images used in the Moment I of visual stimuli (see Annexes N, O, P, Q, R, S T and U) as main types of

food consumption demand places, used by tourists when in Portugal. Participants E3, E4, E5 and E6 also acknowledged that there is an increasing diversified food tourism demand in TD Portugal, which, in their opinion, is both enriching for the Portuguese cuisine, and challenging for the Portuguese food authenticity.

Participant E5 identified the Gastronomy and Wines product mainly segmented towards the internal tourism market, and E2 said that part of this increasing food tourism demand can be testified through the rising of the Portuguese Michelin star restaurants.

On the tourists FGs viewpoint, participants P1, P2, P6, P7, S1, S2, S3, S4 and S6 affirmed that when visiting a TD, they like to diversify the food offer and corresponding consumption places. P1 referred more than once that she wants to try everything while on vacation, from the *tasca* to the Michelin star restaurant. In fact, these tourists' food consumption behaviors were already pointed out by Universidade do Algarve (2018), quoting the 2016 food report by the World Food Travel Association.

All 22 participants acknowledged several food tourism segments within tourism demand in TD Portugal (see Tables 7 and 9). Likewise, the category 'Food identity', showed diversified recognition on the key attributes of the Portuguese cuisine, as presented on Table 11.

The divergent attribute that stood out was the Atlantic diet, identified as the main Portuguese food identity feature by the Spanish FG, in contrast with the Mediterranean diet, globally identified by both the food experts and the Portuguese tourists FGs.

Table 11 - Characteristics of the Portuguese Food identity, according to the three FGs

FG	Portuguese cuisine attributes	Typical dishes	Endogenous products
FG1	Authenticity Creative products that privilege the tourist experience Endogenous products Local markets Mediterranean diet Restaurant industry and chefs	Codfish Fish cataplana Caldeirada de Peixe Cozido à Portuguesa Sardines	Beans Chickpeas Coastal fish Sausage-meat products Plant based products

FG	Portuguese cuisine attributes	Typical dishes	Endogenous products
FG2	<p>Authenticity Creativity Flavour Freshness Genuineness Mediterranean diet Quality of the endogenous products Simplicity Seasonings Variety</p>	<p>Açorda alentejana Arroz de cabidela Arroz de lampreia Arroz de tamboril Barbecue chicken Codfish presented in several dishes Cozido à Portuguesa Francesinha Grilled coastal fish Leitão Pastéis de nata Papas à Sarrabulho Roasted lamb Rojões Sardines Several traditional smoked sausages Snails Tripas à moda do Porto</p>	<p>White rice (carolino) Codfish Coastal fish in general Sardines Olive oil Port wine</p>
FG3	<p>Atlantic diet Diversity Food pricing Mediterranean diet Quality food Regional cuisines Servings' quantity Traditional foodways Variety</p>	<p>Alheiras Arroz de cabidela Arroz de lampreia Arroz de tamboril Barbecue chicken Bolos de bacalhau Broa de Avintes Caldo verde Codfish with cream Covilhetes de Vila Real Cristas de galo Croquetes Farinheira Francesinha Grilled codfish Leitão Moiras Napoleão de chocolate Ovos moles Port wine Pastéis de Belém Pastéis de nata Papas de sarrabulho Pregos Rojões Serradura Tripas à moda do Porto</p>	<p>Codfish Rice Sardines</p>

Source: Own authorship

Nevertheless, it is this author's belief that overall, the main aspects of the Mediterranean diet prevail, and that "it can therefore be said that there is not an unique Mediterranean diet, but several." (Araújo, 2021, p. 247).

This author also considers that the major benefit from Mediterranean diet is its intangible feature, like the preservation of the traditional food values, the maintenance of culinary heritage, among others. In our perspective, this intangible attribute may not be recognized by the Spanish tourist market, as the Spanish tourists FG did not mention it. Participant S5 more than once referred that the Mediterranean diet classification is too global to have actual representativeness of a particular country's food identity.

5.1.4. Informal foodways in TD Portugal: the current tourism demand

In a recent research, Okumus et al. (2021, p. 220) concluded that "although many academic articles and industry reports lump food, gastronomy, and culinary tourism under one monolithic, words like 'gastronomy' and 'culinary' nuance food tourism as something more 'elitist'".

In fact, the previous literature review had identified the search for more informal foodways, and demand for informal food consumption places, partially based on the search for the 'existential authenticity' (Özdemir and Seyitoğlu, 2017), as focused on the 'Food tourism and informal food consumption' section (see Chapter 2, Part 2.2.4).

The Dish of the day restaurant, with its daily informal menus, was identified and characterized by the three FGs (see Tables 7 and 9) and, indeed, this was the preferred food consumption place by S1, S2, S4 and S6, of the Spanish FG. These participants also indicated this typology as a clear preference, because of its very good food quality/quantity/price ratios and because, generally, they think this ambience is more authentic. S2 underlined that she actively searches for restaurants where she believes construction builders will have their lunch, because these are the places, she will get the most rewarding food surprises.

Although the Portuguese regional cuisine restaurant (see Annexes O and S) was identified by the three FGs as the most representative of the Portuguese food identity, the fact is that it was acknowledged as a preferred consumption place mainly by the food experts and the Portuguese tourists FGs. Again, we highlight that E5 revealed that this segment was mostly used by the internal tourism market, even though the Spanish

tourists FG recognized several positive attributes to this typology and showed very high satisfaction levels when experiencing that kind of food.

On the other hand, and in spite E5 and P6 revulsion for image 3 of Moment I of visual stimuli (see Annexes P and T), presenting sardines with fries and a beer, the truth is that P2 shared that this is a common food option for her, while on holidays, where she will be eating the sardines and her daughter the fries. The Spanish tourists also indicated this food consumption place as a common option for them, when in Portugal or in other coastal TDs, but underlining that for them, this image is not exclusive to the Portuguese food identity.

The most iconic dish was for S2, S3 and S4 barbecue chicken [*frango no churrasco*] and P6 also mentioned this informal dish, talking about the international projection it has achieved in the United States of America. Also, E7, referred in the food experts debate that he had just had a barbecue chicken rissole prepared by one of the chefs from his discussion groups. Nonetheless, global consensus on the three FGs identified codfish dishes [*bacalhau*], as the most representative of TD Portugal food image.

To this point, we must add that it was pre-established with the FGs participants that their answers would generically reflect overall tourists' behaviors pre-pandemics, except those obviously related to COVID-19 current concerns (see Annexes I, J, K, L and M).

It is Taheri and Gannon (2021, p. 220) understanding that food tourism has flourished these past few years, embracing tourists needs for either traditional, new, and/or differentiating food heritage, representative of the visited TD. These authors also consider that tourists have a transformative role in how culinary traditions and eating values are perceived in the host society.

The image perception of the internationally recognized street food product, deep-fried *Mars* chocolate bar, was analyzed by Jong and Varley (2017) and its impact as a food tourism product in Scotland. Although this popular food product was not paired up with Scottish DMO official discourse for healthy and premium foodways, the authors concluded that culinary practices not aligned with DMOs can still generate great benefits. This study also revealed different cultural and economic dimensions in food tourist market that should be encouraged and properly embraced by DMO's and their official marketing narratives.

5.1.5. Tourist information on the Portuguese food offer: word-of-mouth and nonprofessional informants

According to recent studies, Baah et al. (2020) believe tourists more and more visit and revisit a TD for its culinary attributes, as main motivations, and use the ‘word-of-mouth’ effect to recommend specific food consumption places to friends and relatives. The privileged and/or local informant and the word-of-mouth effect were mentioned by these participants as the only way of getting information on the Portuguese foodscape, and making their decisions relating food activities in TD Portugal.

Indeed, P2 shared with the rest of the Portuguese tourists FG that to ensure the food authenticity attribute that she looks for while on vacation in Portugal, particularly in inland villages and small places, she always asks local people where they usually eat. Moreover, S2 from the Spanish FG underlined the same aspect, but in her case acting as the privileged informant, both herself as the person who shares privileged food tourism information to her friends and relatives, and as the tourist that seeks that information with people who had visited Portugal.

In fact, Ellis et al. (2018) and Liberato et al. (2020) concluded that there is a particular tourist profile that seeks food authenticity when eating in local places, with local people, overall searching for informal and real foodways of a TD. This tourist profile uses local informants to access those daily food consumption places. This outline characterization seems to fit some of the three FGs’ participants.

According to Okumus et al. (2021, p. 222), nowadays, both the food industry and the tourism sector possess countless communication strategies, such as industry magazines and social media platforms, continuously promoting food trends and practices. In these authors’ opinion, “social media allows millions to view movies and ads, thus generating high numbers of hits, impressive sales, and profit gains around food”.

Nonetheless, the truth is that official Portuguese tourism sites or other professional DMO’s were not acknowledged as data resources by these tourists. We would like to underline S6’s statement that official DMOs in TD Portugal are lacking proper marketing strategies for this tourism segment in Portugal, pointing out the absence of initiative he came to know from the Portuguese embassies abroad.

Finally, Baah et al. (2020) highlight the importance of in-depth studies concerning the three components that construct TDs images (the cognitive, the affective and the

conative) and, in this case, their food offer. We add that the pre-image tourists create before visiting a TD, is paramount, and point out that this subject was already discussed, in Lai et al. (2019) research conclusions (see Figure 1).

5.1.6 Portuguese food tourism: an urgent need for tailored marketing strategies

Virtual experiences in food tourism, identified by authors Matwick and Matwick (2018) as 'food media', which use the elaboration of interactive and virtual digital pages, through enhanced graphics, videos, sound clips, sharing of digital cookbooks and, above all, with recurrent use of image, a universal means of communication, are currently on-trend. Images represent much of the power in sites' retention and, according to these researchers, all these aspects contribute to TD's food image, both construction and projection-wise.

According to Barroco and Amaro (2020), websites and specialized online information function as direct bridges for tourism organizations and tourists, this being the main source tourists use to plan their visits.

On the other hand, TD's promotion life cycle and its branding process are crucial for tourist food products. For tourists who have not yet visited a TD, tourist food products are considered intangible, and, in this sense, the strategies of digital branding are crucial for the advertisement of TDs food images (Liberato et al., 2021).

It should be mentioned that the theme of marketing strategies for TD Portugal was considerably discussed by the three FGs, and much debated in the category 'Challenges and answers' of the tourists FGs.

Concerning the food experts FG, E3 stated it is very important to properly know Portuguese food products and culinary traditions, to effectively create differentiating food branding narratives for TD Portugal. Concerning the category of 'Professionalization of the restaurant industry', participants E5 and E7 agreed on the lack of in-depth market studies concerning this sector, which undermines accurate knowledge of this industry and, thus, does not allow tailored marketing strategies.

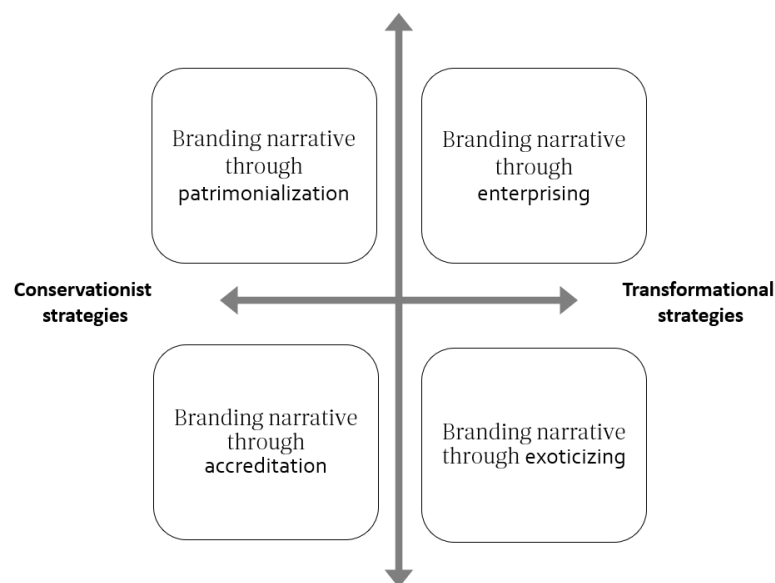
Effectiveness in management strategies concerning Portuguese cuisine's tourist image is something P5 underlined more than once, identifying this as a core issue to marketing management of TD Portugal. In fact, P4, P5 and P7 discussed this matter in-depth: the

urgent need for suitable digital marketing strategies. P8 also stressed the importance of professionally preparing future workers in the subjects of entrepreneurship, sales marketing, and self-business promotion.

In the Spanish FG, participant S4, called Portugal the great unknown TD for Spanish people, concluding that this country would benefit very much from tailored made food branding strategies for the Spanish tourist market.

In fact, Gyimóthy (2017) concluded in her research on Danish new foodways, that a food region's branding is an instrument of persuasive communication, and its many rhetorical approaches (from the conservative to the 'transformationist' spectrum) are used to seduce market perceptions, both of individual products and of complex experiences in TDs. These approaches should be tailored made and respect the identity of that foodscape, as this author presents in a theoretical model (see Figure 10).

Figure 10 - Model for four branding narrative strategies for food regions



Source: adapted from Gyimóthy (2017)

These strategies, according to Kim et al. (2018) can be carried out through promotional videos on the official sites of TDs, monitorization and interaction in personal blogs, specialized content online about TD, customer loyalty to the image of TD with restricted access to digital platforms through registration and, among others, the use of actors and well-known chefs' media projection.

Finally, Baah et al. (2020) state that no tourist should be left out of trying and enjoying local cuisine from TDs, be it a neophiliac or neophobic, and that policy makers, official DMOs and other players should design proper marketing strategies, mainly through digital media, in order to reinforce TDs food image, particularly concerning the food neophobic tourists. Indeed, it is our belief that segmented food related tourism demand campaigns have everything to succeed.

5.1.7. Food tourism in TD Portugal during COVID-19

The fifth block of the three sessions' scripts embraced the 'Perceptions concerning food tourism market and COVID-19'. This theme was included on the FGs debates, because of the unparalleled impact this pandemic is causing on the international tourism market (Romagosa, 2020).

The fact is that Jamal and Budke (2020) and Romagosa (2020) state that the current pandemic presented an opportunity to reflect on the pre-COVID unsustainability of the tourism sector, considerations also stated by some of the FGs participants.

On the food experts FG, four key aspects were identified: the crisis of this sector, the capability of reinvention of tourism and restaurant industry, the trust factor as main concept for the economic recovery and the opportunity, in EI's opinion, to grasp this period as a transformative moment.

In the second FG, P2 identified what she considered to be Portuguese characteristics, adaptability, innovation, and creativity, that will create new outcomes for this sector, after the pandemics. This participant and P9 also recognized that there were positive impacts, such as the return to the 'local' food feature (products, businesses, and producers) and built-in sustainable strategies. The negative impacts were listed as a point of no return to some businesses, and an example was shared by P1, concerning the lack of related events after the nomination of Coimbra as European Gastronomy Region for 2021 (European Regions of Gastronomy, 2019).

The third FG debated this subject at length, underlining the difficulties concerning socializing during food related activities, because of limited opening hours and social distancing. S3 and S4 focused on the economic aspects, and S3 on the adaptation of winter terraces. As far as TD Portugal is concerned, S6 listed the creativity and adaptability characteristics of Portuguese professionals. S5 concluded that it is crucial to

maintain certain acquired sanitary habits in food consumption places, such as hand cleansing by staff between customers, and overall better disinfection of restaurants. This part of the debate was concluded by S3, that highlighted that once the pandemic ends, she perceives the future of food tourism in Portugal as grand.

Furthermore, tourism should take this opportunity to review internal practices to reduce its ecological and social impact on a global scale. According to Bertella (2020), Bertella and Vidmar (2019) and Romagosa (2020) tourism cannot keep on promoting massive travelling by the richest segment of the planet to developing countries, thus contributing to economic asymmetries, social problems and irreparable ecological damage, on a global scale.

CHAPTER 6 - CONCLUSIONS

6.1 Conclusions

This research shows that ‘Gastronomy tourism’ is the term recognized by the three interviewed focus group, for food related activities in TD Portugal. Although there were two food experts from the first FG that stated the need for a broader designation, Batat (2021) and Rachão et al. (2019a) state that academic research in Europe consensually uses this term.

This study also characterized five types of restaurants most sought after by the Portuguese and Spanish tourists, when on vacation in Portugal (see Table 9):

1. The Signature cuisine restaurant

Overall acknowledged as premium product promotion for TD Portugal, this concept was underlined by the first FG. Authors Barrère et al. (2009), Chen et al. (2017), Liberato et al. (2021), Peng et al. (2020), Rachão et al. (2019a) matched these FGs conclusions. On the other hand, Seongseop et al. (2021) came to understand that, contrarily to previous studies, tourists nowadays seem to not privilege high-quality restaurants as a main core attribute for the food image construct of a TD. Indeed, this restaurant type was the one revealing less demand by both tourists FGs. Moreover, the third FG revealed that this type of food consumption place is not exclusive and, therefore, not representative of the Portuguese food identity.

2. The Portuguese regional cuisine restaurant

Results showed that assets as the Gastronomy and Wines product and the Mediterranean diet classification were identified as fundamental for this country food identity, by both the food experts and the Portuguese tourists FG. General positive attributes of the Portuguese cuisine were also acknowledged by the three FGs (see Table 11). These notions had been previously identified by Cunha et al. (2019), Duralia (2017), Ellis et al. (2018), Henriques and Custódio (2010), Kim et al. (2018), Pearson and Pearson (2017), Sorcaru (2019), Turismo de Portugal (2013, 2017b). Nevertheless, the Mediterranean diet was not recognized as main attribute of Portuguese food identity by the Spanish tourists’ group, instead the Atlantic diet was.

Indeed, Araújo (2021) underlined that the Portuguese foodscape is diversified and that its northern inland and coastal region show certain characteristics that could be perceived as representative of the Atlantic diet.

3. The Beach Bar/Restaurant

This food consumption typology was distinguished as an autonomous one by both the tourists FGs, in contrast with the food experts FG. Several participants from the food experts and the Portuguese tourists FG were disturbed when talking about the pairing of sardines, fries, and beer, thus representing a threat to the Portuguese culinary heritage. Notwithstanding, a participant from the Portuguese tourists FG stated that she sometimes eats this kind of touristy food. In fact, the Spanish tourists also indicated choosing this kind of food frequently when on holiday, but they did not consider it to be representative of the Portuguese cuisine. The tourist as a TD's foodscape co-creator has already been analyzed by Liberato et al. (2020), Mitchell and Shannon (2018) and Rachão, (2020), and acknowledged by the three FGs.

4. The Dish of the day restaurant

This restaurant typology presented the higher demand by the Spanish tourists FG, and by several of the Portuguese tourists FG participants. These participants referred that this food consumption place shows solid attributes of 'existential authenticity' (Özdemir and Seyitoğlu, 2017), with local food, residents frequency and overall informal ambience. Previous authors, Baah et al. (2020), Liberato et al. (2020), Mitchell and Shannon (2018), and Tsai and Wang (2017) had already pointed out this growing tourist demand, as most of the tourists FGs participants.

5. The Vegetarian trends restaurant

This food consumption place was very much referred to in the first FG, identified as a key new food trend. The Portuguese tourists FG pointed out the importance of presenting this offer to tourists in TD Portugal, and some of these participants informed that they sometimes eat in this kind of restaurants. One of this group participants revealed she was demanding in her food options, being vegan. Bertan (2020), Bertella (2020), Higgins-Desbiolles and Wijesinghe (2019) had previously

concluded that there is an emergent tourist search for these food options, and these customers ask for specific requirements, concerning sustainability. The Spanish FG recognized the importance of having this food offer for tourists nowadays in TDs but did not reveal specific interest in this restaurant typology.

On the other hand, none of the 22 participants mentioned using digital platforms or other means of tourism promotion of Portuguese destination organizations as a source of information. In fact, the theme with highest scored consensus among the three FGs was that Portugal needs to urgently create marketing and digital branding strategies, to promote itself as a gastronomy tourism destination, according to the various food demand segments. In fact, Okumus et al. (2021, p. 230) recently concluded the same considerations:

“Results highlight the crucial role of offering unique culinary experiences as an attraction for food service businesses and destinations. This can be achieved through finding and designing authentic food and beverage experiences and marketing them to the right segments (...) food businesses and destinations should work along with scholars with food and beverage backgrounds not only in designing culinary experiences and identifying the right segments but also promoting them to these segments”.

This research delivered key conclusions on how tourists from the two main issuing markets perceive Portuguese food and cuisine. The main findings were that gastronomy tourism is not globally perceived as an autonomous tourism product; food tourism in TD Portugal shows a diversified demand and segmentation by both the Portuguese and the Spanish market; the current tourism demand presented a clear preference for informal foodways in TD Portugal, in particular by the Spanish FG; the tourists food information is mainly obtained by the word-of-mouth effect and nonprofessional informants; there is an urgent need for tailored marketing strategies for this sector in TD Portugal. Some considerations were also revealed, concerning food tourism during COVID-19, in Portugal (see Part 5.1.7).

Due to the thick description strategy used to analyze the context units of the FGs data, and though not directly corresponding to this research main objectives, several complementary findings should be taken into consideration for proceeding research.

Other relevant subjects were brought to discussion, such as those concerning food products qualification and their origin protection (as being or not positive and/or effective); the demand for other food consumption places, namely from the Spanish tourists FG (food markets and the *petisqueiras*); the extended opening hours during holidays of restaurants and other food places; the globalization as an enriching aspect for food diversity or a threat for food identity, among others.

In general, Portuguese food offer is recognized as being highly satisfying in terms of culinary quality, servings' quantity, diversity and variety, pricing, and service, by both tourists FGs. On the other hand, the perceived food image of TD Portugal presented deviations from the officially communicated food identity: the Spanish FG did not recognize Mediterranean diet as its key concept.

In fact, Hiamey et al. (2021) underlined that when visiting a TD, tourists usually do it for the first time, thus first impressions on local cuisine and genuity representativeness are paramount. These authors also concluded from their qualitative research on food tourism destinations, that collaborative DMOs management is crucial, involving food service industry players, official DMOs, local stakeholders, among others. Indeed, Batat (2021) concludes that there should be more dialogue between food stakeholders, including the academia, contributing for the development of a wider range of both practical and theoretical approaches towards food tourism, and a higher level of engagement with incorporated sustainability issues.

In conclusion, this area of research can be a powerful economic recovery tool for TDs (United Nations World Tourism Organization and Basque Culinary Center, 2019), by allowing, among other specific actions, the creation of tailored-made promotion strategies for several segments within tourist food demand, particularly in a moment where COVID-19 will, undoubtedly, modify global tourist purchasing power and socioeconomic needs.

6.2 Limitations and further research

Younger tourists were not properly represented in this research: the youngest participants in the third FGs were born in 1985, leaving out the youngest traveller generations, born after the 1990s. According to Baah et al. (2020), these generations currently embody the fastest growing travellers statistics, representing 23% of tourists worldwide.

The usage of a CAQDAS strongly contributed to the quality of the data analysis and to the trustworthiness of this research results, as stated by Costa and Amado (2018), Coutinho (2019) and Korstjens and Moser (2018). On the other hand, two limitations occurred using this data software: 1) the need for the invited peer reviewers to have this product's subscription and corresponding training; 2) the inconsistent management of this online-based software, which resulted in frequent internal software updates, temporary access denials, and coded data misplacement, having conditioned the researcher's work.

The current pandemic caused several constraints, altering time availability and emotional disposition to other issues, such as survival and recovery, pointed out by Perkins et al. (2021).

One of the biggest limitations of this thesis was FGs members willingness to participate, after April 2021, the same occurring with peer reviewers. Therefore, the limited sampling of the FGs could lead to generalizations. To this point, an immediate suggestion to this research proceedings is the continuity of the 'theoretical saturation' strategy (Hiamey et al., 2021), continuing to explore the two other main issuing tourist markets in TD Portugal: United Kingdom and France (Turismo de Portugal, 2020b). For instance, the need to analyze other tourist food consumption places other than the restaurant industry, and their potential corresponding tourism demand, was already pointed out by Rachão et al. (2019b).

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ANNEXES

Annex A – Recruitment form: Portuguese experts FG (Portuguese)

FOCUS GROUP SOBRE TURISMOS DE EXPRESSÃO ALIMENTAR – ESPECIALISTAS PORTUGUESES

A. Caracterização sociodemográfica: Informação Pessoal

1. Endereço de E-mail

2. Nome

3. Género

Feminino

Masculino

4. Data de Nascimento

5. Naturalidade/Nacionalidade

6. Formação Profissional

7. Profissão Atual

8. Anos de Experiência

Até 5 anos

Até 10 anos

Até 15 anos

Até 20 anos ou mais

9. Principais Áreas de Interesse

10. Ações, projetos, e/ou momentos mais revelantes para a área profissional que tem vindo a desenvolver

Annex B – Recruitment form: Portuguese experts FG (English)

FOCUS GROUP ON FOOD TOURISM - PORTUGUESE EXPERTS

B. Socio-demographic characterisation: Personal Information

1. E-mail address

2. Name

3. Gender

Female

Male

4. Date of Birth

5. Place of Birth/Nationality

6. Professional Training

7. Current Profession

8. Years of Experience

Up to 5 years

Up to 10 years

Up to 15 years

Up to 20 years or more

9. Main Areas of Interest

10. Most relevant actions, projects and/or moments for the professional area that you have been developing

Annex C – Recruitment form: Portuguese tourists FG (Portuguese)

GRUPO DE DISCUSSÃO SOBRE TURISMO ALIMENTAR: MERCADO INTERNO
PORTUGUÊS

A. Caracterização sociodemográfica: Informação Pessoal

1. Endereço de email

2. Nome

3. Género

Feminino

Masculino

4. Ano de nascimento

5. Naturalidade / Nacionalidade

6. Concelho atual de residência

B. Caracterização profissional: Informação sobre percurso profissional

7. Formação profissional

8. Profissão atual

9. Principais áreas de interesse profissional

C. Caracterização de perfil alimentar: Informação sobre hábitos alimentares, no dia-a-dia

10. Qual a sua dieta alimentar predominante, no dia a dia?

11. Quais são os dois locais de consumo alimentar preferencial, durante a semana, ao almoço (pré-COVID 19)?

Emprego (refeições fornecidas no local)	Emprego (com marmita)	Restaurante	Casa	Casa de familiares
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Quais são os dois locais de consumo alimentar preferencial, durante a semana, ao jantar (pré-COVID 19)

Emprego (refeições fornecidas no local)	Emprego (com marmita)	Restaurante	Casa	Casa de familiares
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. Quais são os dois locais de consumo alimentar preferencial, ao fim de semana (pré-COVID 19)?

Casa	Casa de familiares	Restaurante (consumo presencial)	Restaurante (take away)	Emprego
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Portugal como destino turístico: Confirmação de turista de mercado interno

14. Portugal é para si um destino turístico de férias e lazer?

- Sim (avançar para a pergunta 15)
- Não (avançar para a secção 7)

E. Caracterização de perfil turístico de mercado interno: Informação sobre comportamentos em viagem

15. Com que frequência costuma utilizar Portugal como destino turístico (pré-COVID 19)?

- 1 vez ao ano
- 2 vezes ao ano
- 3 ou mais vezes ao ano

16. Com que frequência utilizou Portugal como destino turístico (pré-COVID 19)?

- 1 vez ao ano
- 2 vezes ao ano
- 3 ou mais vezes ao ano

17. Qual o destino turístico em território nacional que repete com maior frequência (pré-COVID 19)? Liste apenas um local.

18. Com quem costuma viajar em férias ou lazer (pré-COVID 19)? Escolha até duas opções.

- | Cônjuge | Familiares | Amigos | Sozinho/a | Colegas de trabalho | Outros |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. Costuma pernoitar nos destinos escolhidos para férias ou lazer?

- Sim
- Não (avançar para a pergunta 21)

20. Qual a tipologia de estadia que utiliza com mais frequência (pré-COVID 19)?

- Estabelecimento hoteleiro
- Alojamento local

Residência Privada (de familiares, amigos, outros.)

Outra

F. **Caracterização de perfil turístico alimentar: Informação sobre comportamentos alimentares em viagem pré-COVID 19**

21. Qual a sua dieta alimentar preferencial, durante as férias?

22. Quais são os dois locais de consumo preferencial, durante as férias (pré-COVID19)?

Refeições que o local onde estou alojado/a ofereça	Restauração local	Refeições preparadas por mim ou por pessoas com quem viajo, no local de alojamento	Residências privadas (visita a casa de amigos ou familiares, de entre outros)	Residência própria (residência pessoal no destino)
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

FIM DO FORMULÁRIO: Muito agradecemos o seu contributo dado ao apoio neste estudo realizado por Teresa Mendes. O mesmo pretende, no âmbito de uma dissertação de mestrado em Gestão do Turismo da ESHT, do P. Porto, traçar uma caracterização de potenciais segmentos turísticos dentro do turismo de expressão alimentar em Portugal.

Annex D – Recruitment form: Spanish tourists (Spanish)

GRUPO DE DEBATE SOBRE TURISMO GASTRONÓMICO EN PORTUGAL: TURISTAS DEL MERCADO ESPAÑOL

A. Caracterización socio-demográfica: Información personal

1. Dirección de correo electrónico

2. Nombre

3. Género

Mujer

Hombre

4. Año de nacimiento

5. Nacionalidad/ región

6. Lugar de residencia actual

B. Caracterización profesional: Información sobre su carrera

7. Formación profesional

8. Profesión actual

9. Principales áreas de interés profesional

C. Caracterización del perfil alimentario: Información sobre hábitos de comida, en lo cotidiano

10. ¿Cuál es su dieta predominante en la vida diaria?

11. ¿Cuáles son los dos lugares preferidos para el consumo de comida, durante la semana (antes del COVID 19)?

Trabajo (comidas adquiridas en el lugar de trabajo)	Trabajo (comida llevada por mí)	Restaurante	Casa	Casa de familiares
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. ¿Cuáles son los dos lugares de consumo preferente para la cena, durante la semana (antes del COVID 19)?

Trabajo (comidas adquiridas en el lugar de trabajo)	Trabajo (comida llevada por mí)	Restaurante	Casa	Casa de familiares
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. ¿Cuáles son los dos sitios preferentes para comer los fines de semana (pre-COVID 19)?

Casa	Casa de familiares	Restaurante (consumo presencial)	Restaurante (para llevar)	Trabajo
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Portugal como destino turístico: Confirmación de turista español

14. ¿Es Portugal un destino turístico de vacaciones y ocio para usted?

- Sí (ir a la pregunta 15)
 No (ir a la sección 7)

E. Caracterización del perfil turístico del mercado interior: Información sobre los comportamientos en las vacaciones

15. ¿Con qué frecuencia eligió Portugal como destino turístico (antes de COVID 19)?

- 0
 1 vez al año
 2 veces al año
 3 veces al año

16. ¿Con qué frecuencia escogió Portugal como destino turístico durante COVID 19?

- 0
 1 vez al año
 2 veces al año
 3 o más veces al año

17. ¿Cuál es el destino turístico en Portugal que repite? Enumere 1.

18. ¿Con quién suele usted ir de vacaciones (antes de COVID 19)? Elija hasta dos opciones.

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| Pareja | Familia | Amigos | Solo/a | Compañeros
de trabajo | Otro |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. ¿Pasa una o más noches en los destinos elegidos para vacaciones?

- Sí
- No (ir a la pregunta 21)

20. ¿Qué tipo de estancia utiliza con más frecuencia (pre-COVID 19)?

- Establecimiento hotelero
- Alojamiento local
- Residencia privada (de familia, amigos, otros)
- Otra

F. Caracterización del perfil del turismo gastronómico: Información sobre el consumo de comida en viajes previos al COVID 19

21. ¿Cuál es su dieta preferida durante las vacaciones?

22. ¿Cuáles son los dos lugares preferidos de consumo de comida durante las vacaciones (pre-COVID 19)?

- | | | | | |
|--|-------------------------|--|--|--|
| Comidas
que el lugar
donde me
hospedo
ofrece | Restaurantes
locales | Comidas
preparadas
por mí o por
personas con
las que viajo,
en el lugar de
alojamiento | Residencias
privadas (visita
a la casa de
amigos o
familiares,
entre otros) | Residencia
propia
(residencia
personal en
destino) |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

FIN DEL CUESTIONARIO: Muchas gracias por su contribución en este estudio realizado por Teresa Mendes. Este estudio forma parte de su tesis de Máster en Gestión de Turismo, de la Escuela Superior de Hostelería y Turismo, del Instituto Politécnico de Porto, Portugal, que pretende identificar y caracterizar posibles segmentos turísticos en el turismo gastronómico, en Portugal.

Annex E – Recruitment form: model (English)

FOOD TOURISM DISCUSSION GROUP (Model form)

A. Sociodemographic characterization: Personal Information

1. Email address

2. Name

3. Gender

Female

Male

4. Date of birth

5. Nationality/ region

6. Current country of residence

B. Professional characterization: Career information

7. Professional training

8. Current profession

9. Main areas of professional interest

C. Characterization of food profile: Information on eating habits, on a daily life

10. What is your predominant diet, in daily life?

11. What are the two places of preferential food consumption, during weekdays, at lunch time (pre-COVID 19)?

Employment (meals provided on site)	Employment (personal meal box)	Restaurant	Personal residence	Family's residence
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. What are the two places of preferential food consumption, during weekdays, at dinner (pre-COVID 19)?

Employment (meals provided on site)	Employment (personal meal box)	Restaurant	Personal residence	Family's residence
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13. What are the two preferred food consumption places, on weekends (pre-COVID 19)?

Personal residence	Family's residence	Restaurant (in place consumption)	Restaurant (take away)	Employment
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

D. Portugal as a tourism destination: Confirmation of tourist from the internal market

14. Is Portugal a holiday and leisure tourist destination for you?

- Yes (go to question 15)
- No (go to question 7)

E. Characterization of tourist profile of internal market: Information on behaviors on the go

15. How often do you usually come to Portugal on vacations (pre-COVID 19)?

- Once a year
- Twice a year
- 3 or more times a year

16. How often have you used Portugal as a tourist destination (pre-COVID 19)?

- Once a year
- Twice a year
- 3 or more times a year

17. In Portugal, which tourist destination do you go to more often (pre-COVID 19)? List only one place.

18. With whom do you usually travel on holiday (pre-COVID 19)? Choose up to two options.

- | | | | | | |
|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|
| Spouse | Family | Friends | Alone | Co-workers | Others |
| <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> |

19. While on holiday, do you usually spend one or more nights on a tourist destination?

- Yes
- No (go to question 21)

20. Which of the following typologies do you use more frequently, when you stay at a tourist destination (pre-COVID 19)?

- Hotel
- Local accommodation
- Private residence (of family, friends, others)
- Other

F. Characterization of food tourism profile: Information on food behaviors in pre-COVID travel 19

21. What is your preferred diet during the holidays?

22. What are the two preferred places for food consumption during holidays (pre-COVID19)?

Meals prepared
by the
accommodation
where I am
staying

Local
restaurants

Meals prepared
by me or by
people with
whom I travel, at
the
accommodation

Private
residences
(visit to friends
or family
houses)

Personal
residence at
destination

END OF FORM: We thank you very much for your contribution on this study, conducted by Teresa Mendes. The study intends to trace a characterization of potential food tourist segments in Portugal, as a master's thesis in Tourism Management of ESHT, P. Porto.

Annex F – Informed consent (Portuguese)

Consentimento informado

Focus group sobre Turismos de Expressão Alimentar no Destino Turístico Portugal

A sessão de discussão temática está a ser elaborada pela estudante de mestrado em Gestão de Turismo, da Escola Superior de Hotelaria e Turismo, do Instituto Politécnico do Porto, e baseia-se na análise da segmentação do mercado turístico alimentar em Portugal. Tem como finalidade explorar as principais tipologias para o turismo de expressão alimentar, bem como aprofundar o conhecimento sobre as componentes que a definirão, nomeadamente através da restauração.

A sua participação será através deste focus group (grupo de discussão temática), numa sessão conjunta, com duração de 1h30m, onde os participantes, turistas de mercado interno em Portugal, responderão a questões previamente preparadas e apresentadas, dando lugar ao debate entre pares.

A sessão será realizada dia **20.2.21**, pelas **10h30**, e gravada em suporte audiovisual, sendo realizada via síncrona, na plataforma zoom colibri. Todos os dados pessoais recolhidos serão confidenciais, sendo apenas tratados pela investigadora e analisados pelo/as professor(es) envolvidos no processo recorrente da investigação.

Nas semanas seguintes à sessão, poderão ser devolvidos aos participantes dados extraídos da sessão, de rápida validação de conteúdos criados após o focus group.

Os resultados da sessão contribuirão para um melhor direcionamento do trabalho de investigação, tratando-se de uma recolha de informação especializada, a ser posteriormente partilhada com os participantes e a comunidade científica.

Para qualquer informação adicional, contatar a mestranda Teresa Mendes: teresamendes@esht.ipp.pt

Agradecemos desde já a sua preciosa colaboração.

Vila do Conde, 17 de fevereiro de 2020

Annex G - Informed consent (Spanish)

Consentimiento informado

Focus group de turismo de expresión gastronómica en destino turístico Portugal

Esta sesión de debate temático forma parte del Máster en Gestión de Turismo, de la estudiante Teresa Mendes, de la Escuela Superior de Hostelería y Turismo, del Politécnico de Oporto, y se basa en el análisis de la segmentación del mercado del turismo gastronómico en Portugal.

Su propósito es explorar los principales segmentos para el turismo gastronómico, y profundizar conocimiento sobre los componentes que los definirán, en particular a través de la restauración.

Su participación en este grupo de debate será con otros participantes, turistas españoles, y con una duración de 1 h 30 m. Todos responderán a preguntas previamente preparadas y presentadas sobre sus experiencias cuando de vacaciones en Portugal, dando lugar a un debate entre pares.

La sesión, **16:00** (uso de España) del viernes **23.4.21**, será grabada en soporte audiovisual, en formato sincrónico, en plataforma de Zoom. Todos los datos personales recogidos serán confidenciales, siendo procesados únicamente por la investigadora y analizados por los profesores, orientadores en este proceso de investigación.

En las semanas siguientes a la sesión, es probable que los datos extraídos se devuelvan a los participantes, para una validación rápida de contenidos creados después del grupo de debate. Los resultados de la sesión contribuirán a una mejor dirección del trabajo de investigación, como compilación de información especializada, que posteriormente se compartirá con los participantes y la comunidad científica.

Para más información, póngase en contacto con la estudiante Teresa Mendes: teresamendes@esht.ipp.pt

¡Le agradecemos su preciada cooperación!

Vila do Conde, 19 de abril de 2021

Annex H – Informed consent: model (English)

Informed Consent

Focus group on Food Tourism in Tourist Destination Portugal

This thematic discussion session is being prepared by master's student Teresa Mendes in Tourism Management, from the Higher School of Hospitality and Tourism, of the Polytechnic Institute of Porto, and is based on the analysis of food tourism market segmentation, in Portugal.

Its purpose is to explore the main typologies for food tourism, as well as to deepen knowledge about the components that will define them, namely through restoration.

Your participation will be through this focus group (thematic discussion group), in a joint session, lasting 1h30m, where participants, tourists from the Portuguese market / tourists from the Spanish market, will answer previously prepared questions, thus contributing to peer discussion.

The session will be held on the 20th of February, at 10h30 am, and recorded in audio-visual support, synchronously, on zoom colibri platform. All personal data collected will be confidential, only processed by the researcher and analyzed by the professor involved in the present investigation.

In the weeks following the session, data extracted from the session can be reverted to participants, for quick validation of content, created after the focus group.

The results of this session will contribute to a better direction of the research, such as a compilation of specialised information, to be subsequently communicated with both participants and the scientific community.

For any additional information, contact the student Teresa Mendes:
teresamendes@esht.ipp.pt

We thank you for your precious collaboration.

Vila do Conde, the 18th of February 2021

Annex I – Focus Group Food Experts Session Script (Portuguese)

GUIÃO DE SESSÃO - TURISMOS DE EXPRESSÃO ALIMENTAR FOCUS GROUP DE ESPECIALISTAS

Blocos Temáticos	Objetivos Gerais	Objetivos Específicos	Exemplos de Questões (estrutura com cronograma)
<p>I. Informação prévia à sessão (por email e no início da sessão)</p>	<p>1. Pedir permissão para a gravação audiovisual da sessão</p> <p>2. Apresentação</p> <p>3. Explicar objetivos da sessão</p> <p>4. Aspetos deontológicos</p>	<p>2.1. Fazer a apresentação da moderadora, da orientadora e do/as participantes</p> <p>3.1. Informar sobre os objetivos, finalidade, duração e conteúdo da sessão</p> <p>4.1. Agradecer a colaboração</p> <p>4.2. Informar o/as participantes sobre as questões de confidencialidade e direito à não resposta</p>	<p>Declaração de consentimento previamente assinada</p>

		4.3. Esclarecimento de possíveis dúvidas por parte dos mesmos	
II. Dados Sociodemográficos e profissionais	<p>1. Obter dados sobre cada um/a do/as participantes</p> <p>2. Obter dados sobre o percurso e experiência profissional de cada entrevistado/a</p>	<p>1.1. Datas de nascimento, naturalidade, nível de escolaridade, atividade profissional</p> <p>2.1. Saber há quanto tempo trabalham na atual área</p> <p>2.2. Saber que tipo de experiências profissionais tiveram anteriormente à atual</p>	<p>PIII 1 – Pode-nos fazer uma breve apresentação sua, indicando nome, idade, local de nascimento e formação profissional?</p>

<p>III. Apresentações individuais</p>	<p>1. Obter dados sobre a ligação à área da alimentação</p> <p>2. Obter dados sobre a informação atualizada e privilegiada que o/as entrevistado/as possuem sobre a área em análise</p>	<p>1.1. Saber em que áreas trabalham ou trabalharam, relacionadas com Alimentação, Turismo, Restauração e Sustentabilidade</p> <p>1.2. Saber de eventuais parcerias profissionais dentro desta área</p> <p>2.1. Saber se têm visibilidade e retorno nas suas ações relacionadas com as áreas em análise</p> <p>2.2. Saber se estão envolvidos em algum projeto relacionado alimentação e turismo</p> <p>2.3. Saber de projetos futuros que têm pensados para a(s) área(s) da Alimentação, Restauração, Turismo</p>	<p>PIII 2 – Que ações, projetos, momentos gostaria de indicar como contributo para a área profissional que tem vindo a assumir e desenvolver?</p>
	<p>1. Recolher dados sobre as perceções que cada um/a tem sobre a Alimentação em geral</p>	<p>1.1. Averiguar que tipos de dietas e opções alimentares conhecem</p>	<p>PIV 1.1 – Que tipos de dietas alimentares conhece? E opções?</p>

<p>IV. Perceções sobre Alimentação (início da sessão)</p>	<p>2. Obter dados sobre os atributos da identidade alimentar portuguesa</p> <p>3. Recolher dados sobre novas formas de alimentação e novos alimentos</p>	<p>2.1. Listar os alimentos que consideram mais representativos da identidade alimentar portuguesa</p> <p>2.2. Listar os pratos mais icónicos da alimentação portuguesa</p> <p>2.3. Perceber que perceções têm sobre a alimentação dos portugueses e portuguesas</p> <p>2.4. Averiguar como caracterizam a alimentação quotidiano atual dos portugueses</p> <p>3.1. Identificar que novos tipos de dietas e/ou regimes o/as entrevistado/as nomeiam e que atributos lhes dão</p> <p>3.2. Identificar que novos tipos de alimentos conhecem no mercado e indústria alimentar e, se já os experimentaram</p>	<p>PIV 2.1 – Que alimentos considera mais representativos do nosso país?</p> <p>PIV 2.2 – Na sua perceção, quais são os pratos mais icónicos do país?</p> <p>PIV 2.3. – Como descreve a dieta portuguesa?</p> <p>PIV 2.4. – E no dia a dia, como se alimentarão os portugueses, pelo país fora?</p> <p>PIV 3.1 – Que novos tipos de alimentação conhece? E como os podemos caracterizar?</p> <p>PIV 3.2 – Conhece novos produtos da indústria alimentar? Já os experimentou? E outro tipo de produtos, pela via não industrial?</p>
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<p>V. Perceções sobre Restauração e Sustentabilidade na Restauração</p>	<p>1. Recolher dados sobre as perceções que cada um/a tem sobre a Restauração</p> <p>2. Obter dados sobre os atributos da restauração portuguesa</p>	<p>1.1. Averiguar que tipos de restauração e restaurantes conhecem</p> <p>1.2. Listar que atributos mais significativos nomeiam para a caracterização de cada tipologia – introdução de 4 imagens, representativas de 4 potenciais segmentos de turismo de expressão alimentar em Portugal (v. quadro 2)</p> <p>2.1. Obter informação sobre a tipologia dos restaurantes que consideram mais representativos da identidade alimentar portuguesa</p> <p>2.2. Averiguar como caracterizam os padrões de consumo quotidiano na restauração atual dos portugueses</p>	<p>PV 1.1 – Que tipologias podemos encontrar na restauração, a nível de espaços abertos a consumo?</p> <p>Introdução de 4 imagens, a exploração</p> <p>PV 1.2 – Que características específicas encontramos para diferenciar e definir cada uma destas imagens e tipologia de restauração?</p> <p>PV 2.1 – Que tipologia de restaurante é mais representativo da nossa identidade e património alimentar?</p> <p>PV 2.2 – Que tipo de restaurante considera o mais utilizado pelos portugueses, no dia a dia? E que tipo de refeições consumirão?</p> <p>PV 3.1. – Conhece algum exemplo de restaurante, em Portugal ou noutro</p>
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	<p>3. Recolher informação sobre novas formas de restauração</p> <p>4. Recolher informação sobre a sustentabilidade na restauração</p>	<p>3.1. Listar novas formas de restauração que conheçam, em território português, ou estrangeiro</p> <p>3.2. Identificar que atributos específicos estas novas formas de restauração têm</p> <p>4.1. Averiguar como enquadram a sustentabilidade na restauração e no turismo de expressão alimentar</p>	<p>país, que pertença a uma nova forma de se praticar a restauração? Conhece mais? Já comeu num desses locais?</p> <p>PV 3.2 – Que tipo de características têm estes novos locais que os tornem diferentes das outras tipologias?</p> <p>PV 4.1 – E a sustentabilidade, é um conceito importante à restauração atual?</p> <p>PV 4.2 – Do ponto de vista dos turistas, este será um conceito importante na escolha de um restaurante ou mesmo de um destino turístico?</p> <p>PV 4.3 – Que exemplos podemos encontrar da incorporação da sustentabilidade na restauração e no turismo de expressão alimentar?</p>
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<p>VI. Perceções sobre a ligação entre Alimentação, Restauração e Turismo</p>	<p>1. Recolher informações sobre o atual mercado do turismo alimentar em Portugal</p> <p>2. Obter dados sobre o mercado do turismo de expressão alimentar</p>	<p>1.1. Perceber que noções têm sobre o fluxo turístico de caráter alimentar em Portugal, entre 2017 e 2020</p> <p>1.2. Obter informação sobre a perceção que têm da identidade alimentar do território português face ao aumento da procura turística, a nível mundial</p> <p>2.1. Averiguar que noções têm o/as entrevistado/as sobre turismo alimentar e as suas múltiplas nomeações</p> <p>2.2. Listar atributos para cada potencial segmento de turismo de expressão alimentar</p> <p>2.3. Explorar as componentes do modelo de turismo culinário</p> <p>2.4. Aferir que imagem deve comunicar Portugal, em termos de estratégia de marketing turística, relativamente à sua alimentação</p>	<p>PVI 1.1. – Como caracteriza, numa frase, o mercado turístico alimentar português, entre 2017 e 2020 (pré-COVID-19)?</p> <p>PV 1.2 – Que aspetos positivos e negativos podem ter os fluxos turísticos na identidade alimentar do território?</p> <p>PVI 2.1 – Relativamente ao turismo de expressão alimentar, haverá mais que um segmento? Quais?</p> <p>PVI 2.2 – Que características utilizaria para definir cada um destes segmentos?</p> <p>PVI 2.3 – É habitual os turistas escolherem comer num ambiente informal, junto dos residentes? Pode</p>
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		<p>2.5. Recolher informação sobre se essa(s) imagem(ns) é (são) representa(m) com autenticidade a identidade alimentar da população portuguesa</p> <p>2.6. Aferir a importância do segmento de luxo na restauração e no turismo</p> <p>3.1. Obter informação sobre a relação desta(s) imagem(ns) e o papel da restauração em Portugal, enquanto destino turístico</p>	<p>ser considerada uma procura de autenticidade não construída?</p> <p>PVI 2.4 – E qual dos potenciais segmentos melhor definiria o património alimentar português, como imagem a divulgar externamente?</p> <p>PVI 2.5 – É esta expressão alimentar a única forma de representar a autenticidade e identidade da população portuguesa?</p> <p>PVI 2.6 – E a restauração de segmento de luxo, é importante para o turismo em Portugal?</p> <p>PVI 3.1 – Considera que a alimentação e sua restauração podem ser embaixadores de um país e contribuir para a sua promoção turística?</p>
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	<p>3. Recolher dados sobre a alimentação e restauração face aos fluxos turísticos</p>	<p>3.2. Averiguar se o destino turístico é alterado na sua identidade e património alimentar devido aos fluxos turísticos</p> <p>3.3. Aferir se a restauração frequentada por turistas deve ter oferta de novos tipos de dietas e produtos alimentares</p> <p>3.4. Listar as potenciais diferenças na restauração frequentada quotidianamente por portugueses e a frequentada por turistas estrangeiros</p> <p>3.5. Obter opinião sobre a restauração de luxo e o seu consumo no mercado turístico interno</p>	<p>PVI 3.2. – Pode dar 3 exemplos de como reage o país, em termos alimentares, às solicitações que os turistas trazem por novas alternativas de regimes e produtos alimentares?</p> <p>PVI 3.3 – O património alimentar português, mantém-se intacto na sua identidade, ou é alterado? É importante manter esta herança alimentar dentro do turismo deste segmento?</p> <p>PVI 3.4 – E os espaços onde os turistas estrangeiros comerão, serão os mesmos onde comem os portugueses?</p> <p>PVI 3.5 – Os residentes, escolherão os restaurantes de luxo como parte de uma experiência turística de mercado interno?</p>
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	<p>4. Obter informação sobre a postura adotada face à alimentação, enquanto turistas</p>	<p>4.1. Obter dados sobre possíveis motivações na procura de turismo alimentar, em território nacional e estrangeiro</p>	<p>PVI 4.1 – Enquanto turista, quais são os seus hábitos alimentares quando está em turismo, em Portugal e no estrangeiro?</p>
<p>VII. Perceções sobre o mercado turístico alimentar e o COVID-19</p>	<p>1. Recolher informações sobre o atual mercado turístico alimentar face à COVID-19</p>	<p>1.1. Averiguar impactos da pandemia no turismo de expressão alimentar</p> <p>1.2. Listar propostas de mitigação deste impacto</p> <p>1.3. Aferir sobre o futuro desta indústria, pós-pandemia</p>	<p>PVII 1.1 – Pode indicar 3 exemplos de impactos que a pandemia tem para a restauração e o turismo de expressão alimentar?</p> <p>PVII 1.2 – Que estratégias se podem adotar para mitigar este impacto?</p> <p>PVII 1.3 – Como vê, numa frase, o futuro da restauração e do turismo de expressão alimentar, pós-COVID-19?</p>
<p>VIII. Apresentação do modelo de turismos de expressão alimentar e do modelo de turismo culinário</p>	<p>1. Obter informações sobre os modelos teóricos propostos</p>	<p>1.1. Obter opiniões especializadas sobre os modelos e sua operacionalização</p>	<p>PVIII 1.1 – No final do nosso grupo de discussão, que opiniões podem dar sobre potenciais segmentos de mercado, dentro do turismo de expressão alimentar? Que opiniões</p>

			têm sobre o modelo teórico que propomos para o turismo culinário?
IX. Finalização	<p>1. Fazer um agradecimento aos participantes</p> <p>2. Obter informações ou observações que não tenham sido abordadas</p>	<p>1.1. Agradecer a colaboração, disponibilidade e o contributo para o trabalho</p> <p>2.1. Perguntar se querem acrescentar algo</p> <p>2.2. Saber se têm alguma dúvida ou questão que queiram esclarecer</p>	

Annex J – Focus Group Food Experts Session Script: model (English)

SESSION GUIDE - FOOD TOURISM EXPERT FOCUS GROUP

Thematic Blocks	General Objectives	Specific Objectives	Sample Questions (structure with schedule)
<p>I. Pre-session information (by email and at the beginning of the session)</p>	<p>1. Ask permission for audiovisual recording of the session</p> <p>2. Presentation</p> <p>3. Explain session objectives</p> <p>4. Deontological aspects</p>	<p>2.1 Introduce the moderator, the supervisor and the participants</p> <p>3.1 Inform about the session's objectives, purpose, duration and content</p> <p>4.1. To thank for the collaboration</p> <p>4.2 Inform the participants about confidentiality and the right of non-response</p>	<p>Pre-signed declaration of consent</p>

		4.3 Clarification of possible doubts on their part	
II. Sociodemographic and professional data	<p>1. Obtain data on each of the participants</p> <p>2. Obtaining data on the professional background and experience of each interviewee</p>	<p>1.1 Dates of birth, place of birth, level of education, professional activity</p> <p>2.1 Knowing how long they have been working in their current area</p> <p>2.2 Knowing what kind of professional experiences they have had prior to the current one</p>	<p>QIII 1 - Can you briefly introduce yourself, stating your name, age, place of birth and professional training?</p>

<p>III. Individual presentations</p>	<p>1. Obtain data about the connection to the supply area</p> <p>2. Obtain data on the up-to-date and privileged information that the interviewees have on the area under analysis</p>	<p>1.1 Knowing in which areas they work or have worked, related to Food, Tourism, Catering and Sustainability</p> <p>1.2 Knowing of possible professional partnerships within this area</p> <p>2.1 To know if they have visibility and return on their actions related to the areas under analysis</p> <p>2.2 Knowing if they are involved in any projects related to food and tourism</p> <p>2.3 Knowing about future projects they have in mind for the Food, Restaurant and Tourism sector(s)</p>	<p>PIII 2 - What actions, projects, moments would you like to indicate as a contribution to the professional area that you have been assuming and developing?</p>
	<p>1. To collect data on one's perceptions of Food in general</p>	<p>1.1 Find out what kinds of diets and food options they know</p>	<p>PIV 1.1 - What types of diets do you know? And options?</p>

<p>IV. Perceptions on Food (start of session)</p>	<p>2. Obtain data on the attributes of the Portuguese food identity</p> <p>3. Collect data on new ways of eating and novel foods</p>	<p>2.1 List the foods they consider most representative of Portuguese food identity</p> <p>2.2 List the most iconic dishes of Portuguese food</p> <p>2.3 To understand what perceptions they have about Portuguese people's food</p> <p>2.4 To find out how they characterise the current Portuguese daily diet</p> <p>3.1 Identify what new types of diets and/or diets respondents name and what attributes they give to them</p> <p>Identify what new types of food they know about in the market and food industry, and if they have tried them</p>	<p>PIV 2.1 - What foods do you consider most representative of our country?</p> <p>PIV 2.2 - In your perception, what are the country's most iconic dishes?</p> <p>PIV 2.3. - How would you describe the Portuguese diet?</p> <p>PIV 2.4. - And on a day-to-day basis, how will the Portuguese feed themselves throughout the country?</p> <p>PIV 3.1 - What new types of food do you know? And how can we characterise them?</p> <p>PIV 3.2 - Do you know new products from the food industry? Have you tried them? And other types of products, by non-industrial means?</p>
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<p>V. Perceptions on Catering and Sustainability in Catering</p>	<p>1. Collect data on the perceptions that each person has about the restaurant industry</p> <p>2. Obtain data on the attributes of Portuguese restaurants</p>	<p>1.1 Find out what types of restaurants and catering they know</p> <p>1.2 List the most significant attributes they name for the characterisation of each typology - introduction of 4 images, representing 4 potential segments of food-related tourism in Portugal (see table 2)</p> <p>2.1. Obtain information on the type of restaurants they consider most representative of Portuguese food identity</p> <p>2.2 To find out how they characterise the daily consumption patterns in the current Portuguese restaurant business</p>	<p>QL 1.1 - What types of open spaces for consumption can be found in restaurants?</p> <p>Introduction of 4 images, exploration</p> <p>QL 1.2 - What specific characteristics can we find to differentiate and define each of these images and types of restoration?</p> <p>QL 2.1 - Which type of restaurant is more representative of our identity and food heritage?</p> <p>QL 2.2 - What type of restaurant do you consider to be the most used by the Portuguese, on a daily basis? And what type of meals do they eat?</p> <p>QL 3.1. - Do you know of an example of a restaurant, in Portugal or in</p>
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	<p>3. Gather information on new forms of catering</p> <p>4. Gather information on sustainability in catering</p>	<p>3.1 List new forms of restaurants that you know of, in Portugal or abroad</p> <p>3.2 Identify what specific attributes these new forms of restoration have</p> <p>4.1. Ascertain how they frame sustainability in catering and food tourism</p>	<p>another country, which belongs to a new way of practising catering? Do you know of any others? Have you ever eaten in one of these places?</p> <p>QL 3.2 - What kind of characteristics do these new sites have that make them different from the other typologies?</p> <p>PV 4.1 - And is sustainability an important concept in today's restoration?</p> <p>QL 4.2 - From the tourists' point of view, is this an important concept when choosing a restaurant or even a tourist destination?</p> <p>QL 4.3 - What examples can we find of the incorporation of sustainability in catering and food tourism?</p>
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<p>VI. Perceptions on the link between Food, Restaurant and Tourism</p>	<p>1. To collect information on the current food tourism market in Portugal</p> <p>2. Obtain data on the food tourism market</p>	<p>1.1 To understand what notions they have about the tourist flow of food in Portugal, between 2017 and 2020</p> <p>1.2 Obtaining information on their perception of the food identity of the Portuguese territory in the light of the increase in tourism demand at world level</p> <p>2.1 To find out what notions the interviewees have about food tourism and its multiple names</p> <p>2.2 List attributes for each potential food tourism segment</p> <p>2.3 Exploring the components of the culinary tourism model</p> <p>2.4 To assess what image Portugal should communicate, in terms of tourism marketing strategy, regarding its food</p> <p>2.5 Gathering information on whether this (these) image(s) is (are) an authentic</p>	<p>PVI 1.1. - How would you characterise, in one sentence, the Portuguese food tourism market between 2017 and 2020 (pre-COVID-19)?</p> <p>QL 1.2 - What positive and negative aspects can tourism flows have on the territory's food identity?</p> <p>PVI 2.1 - Concerning food tourism, is there more than one segment? Which ones?</p> <p>PVI 2.2 - What characteristics would you use to define each of these segments?</p> <p>QIP 2.3 - Is it usual for tourists to choose to eat in an informal setting with residents? Can it be considered as a search for unbuild authenticity?</p>
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	<p>3. Collect data on food and restaurants in relation to tourism flows</p> <p>4. Obtain information on the attitude adopted towards food as tourists</p>	<p>3.3 Assessing whether restaurants frequented by tourists should offer new types of diets and food products</p> <p>3.4 List the potential differences between restaurants frequented daily by the Portuguese and those frequented by foreign tourists</p> <p>3.5. Obtain opinion on luxury catering and its consumption in the domestic tourism market</p> <p>4.1. To obtain data on possible motivations in the demand for food tourism, both in Portugal and abroad</p>	<p>QIP 3.3 - Does the Portuguese food heritage, remain intact in its identity, or is it changed? Is it important to maintain this food heritage within tourism in this segment?</p> <p>QIP 3.4 - And the places where foreign tourists will eat, will they be the same places where the Portuguese eat?</p> <p>PVI 3.5 - Will residents, choose luxury restaurants as part of a domestic market tourism experience?</p> <p>QLIP 4.1 - As a tourist, what are your eating habits when you are in tourism, in Portugal and abroad?</p>
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<p>VII. Perceptions on the food tourism market and COVID-19</p>	<p>1. Gather information on the current food tourism market vis-à-vis COVID-19</p>	<p>1.1 Assess pandemic impacts on food tourism</p> <p>1.2 List proposals to mitigate this impact</p> <p>1.3 Assessing the future of this industry, post-pandemic</p>	<p>QP11 1.1 - Can you give 3 examples of the impacts that the pandemic has on the catering and food tourism industry?</p> <p>PV11 1.2 - What strategies can be adopted to mitigate this impact?</p> <p>PV11 1.3 - How do you see, in one sentence, the future of food-speaking restaurants and tourism, post-COVID-19?</p>
<p>VIII. Presentation of the food tourism model and the culinary tourism model</p>	<p>1. Obtain information on the proposed theoretical models</p>	<p>1.1 Obtain expert opinions on the models and their operationalisation</p>	<p>PV11 1.1 - At the end of our focus group, what opinions can you give on potential market segments, within food expression tourism? What opinions do you have on the theoretical model we propose for culinary tourism?</p>

<p>IX. Finalisation</p>	<p>1. Thank the participants</p> <p>2. Obtain information or observations that have not been addressed</p>	<p>1.1 To thank for their collaboration, availability and contribution to the work</p> <p>2.1 Asking if they want to add anything</p> <p>2.2 To know if they have any doubts or questions they would like to clarify</p>	
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Annex K – Focus Group Tourists Session Script (Portuguese)

GUIÃO DE SESSÃO - TURISMOS DE EXPRESSÃO ALIMENTAR NO DT PORTUGAL FOCUS GROUP DE TURISTAS

Blocos Temáticos	Objetivos Gerais	Objetivos Específicos	Exemplos de Questões para sessão (estrutura com cronograma)
<p>A. <u>Informação prévia à sessão:</u> <u>Dados Sociodemográficos,</u> <u>Profissionais e hábitos de</u> <u>viagem em Portugal</u></p>	<ol style="list-style-type: none"> 1. Obter dados sobre cada um/a do/as participantes 2. Obter dados sobre hábitos de viagem no destino turístico Portugal 3. Extrair informação sobre hábitos alimentares quando em turismo em Portugal 	<ol style="list-style-type: none"> 1.1. Datas de nascimento, naturalidade, nível de escolaridade, atividade profissional 2.1. Saber que costumam utilizar Portugal como um destino turístico 2.2. Saber com que periodicidade aproximada o fazem 3.1. Saber se consomem refeições quando em viagem de lazer ou em férias em Portugal 3.2. Saber se estas refeições envolvem estabelecimentos de restauração e outros, ou se alimentação é exclusivamente doméstica/ privada 	<p>POR FORMULÁRIO ONLINE, PRÉVIO À SESSÃO</p>

<p>B. <u>Percepções sobre hábitos alimentares dos participantes</u></p>	<ol style="list-style-type: none"> 1. Recolher dados sobre as percepções que cada um/a tem sobre a Alimentação em geral 2. Adquirir dados sobre hábitos alimentares de cada participante 	<ol style="list-style-type: none"> 1. Averiguar que tipos de dietas e opções alimentares conhecem 2.1. Indagar sobre as rotinas e preferências alimentares de cada participante 2.2. Percecionar se frequentam habitualmente restaurantes e, se sim, quais 	<p>POR FORMULÁRIO ONLINE, PRÉVIO À SESSÃO</p>
<p>C. <u>Informação prévia à sessão: logística da sessão</u></p>	<ol style="list-style-type: none"> 1. Pedir permissão para a gravação audiovisual da sessão 2. Apresentação 3. Explicar objetivos da sessão 	<ol style="list-style-type: none"> 2.1. Fazer a apresentação da moderadora, da orientadora e do/as participantes 3.1. Informar sobre os objetivos, finalidade, duração e conteúdo da sessão 4.1. Agradecer a colaboração 	<p>DECLARAÇÃO DE CONSENTIMENTO ASSINADA (ENVIADA POR EMAIL)</p>

	4. Aspectos deontológicos	<p>4.2. Informar o/as participantes sobre as questões de confidencialidade e direito à não resposta</p> <p>4.3. Esclarecimento de possíveis dúvidas por parte dos mesmos</p>	
I. <u>Perceções sobre a identidade alimentar portuguesa</u>	<p>1. Obter dados sobre os atributos da identidade alimentar portuguesa</p> <p>2. Recolher dados sobre novas formas de alimentação</p>	<p>1.1. Listar os alimentos que consideram mais representativos da identidade alimentar portuguesa</p> <p>1.2. Listar os pratos mais icónicos da alimentação portuguesa</p> <p>1.3. Perceber que perceções têm sobre a alimentação dos portugueses e portuguesas</p> <p>1.4. Averiguar como caracterizam a alimentação quotidiano atual dos portugueses</p> <p>2.1. Identificar que novos tipos de dietas e/ou regimes o/as entrevistado/as nomeiam e que atributos lhes dão</p> <p>2.2. Identificar locais de consumo para estas opções alimentares emergentes</p>	<p>PI 1.1. - Que alimentos considera mais representativos do nosso país? Liste 5.</p> <p>PI 1.2. - Na sua perceção, quais são os pratos mais icónicos do país? Liste 5.</p> <p>PI 1.3. - Como descreve a dieta portuguesa?</p> <p>PI 1.4. - E no dia a dia, como se alimentarão os portugueses, pelo país fora?</p>

			<p>PI 2.1. – Apresente 3 novos tipos de alimentação. Como os podemos caracterizar?</p> <p>PI 2.2. – Pode listar 3 exemplos de locais de consumo pode fornecer sobre estas novas opções alimentares?</p>
<p>II. <u>Perceções sobre comportamentos alimentares enquanto turistas no DT Portugal</u></p>	<p>1. Obter informação sobre a perceção que têm da identidade alimentar do DT Portugal</p> <p>2. Recolher informações sobre comportamentos alimentares dos turistas portugueses em Portugal</p>	<p>1.1. Identificação da imagem alimentar do DT Portugal</p> <p>1.2. Identificação dos atributos do DT Portugal</p> <p>1.3. Perceber que noções têm sobre o fluxo turístico de carácter alimentar em Portugal, entre 2017 e 2020</p> <p>2.1. Obter dados sobre comportamentos de turismo alimentar, em território nacional e estrangeiro</p>	<p>PII 1.1. – Descreva, em 30 segundos, a imagem alimentar do DT Portugal.</p> <p>PII 1.2. - Liste 3 atributos principais que contribuem para essa imagem</p> <p>PII 1.3. - Como caracteriza, numa frase, o mercado turístico alimentar português, entre 2017 e 2020 (pré-COVID-19)?</p> <p>PII 2.1. - Enquanto turista, quais são os seus hábitos alimentares quando está em turismo, em Portugal?</p> <p>PII 2.1.1. – E no estrangeiro?</p>

<p>III. <u>Perceções sobre correlação entre turismo e restauração</u></p>	<p>1. Recolher dados sobre as perceções que cada um/a tem sobre a Restauração (Introdução do momento 1 de estímulo visual, descrevendo as segundas imagens os critérios: ambiente, cozinha, ingredientes, empratamento, preço, clientes, serviço)</p> <p>2. Obter dados sobre os atributos da restauração portuguesa, do ponto de vista turístico</p> <p>3. Recolher informação sobre novas formas de restauração</p>	<p>1.1. Averiguar que tipos de restauração e restaurantes conhecem</p> <p>1.2. Listar que atributos mais significativos nomeiam para a caracterização de cada tipologia</p> <p>2.1. Obter informação sobre a tipologia dos restaurantes que consideram mais representativos da identidade alimentar portuguesa</p> <p>2.2. Averiguar como caracterizam os padrões de consumo alimentar do mercado de turismo interno e internacional</p> <p>3.1. Listar novas formas de restauração que conheçam, em território português, ou estrangeiro</p>	<p>PIII 1.1 – Que tipologias podemos encontrar na restauração, a nível de espaços abertos a consumo?</p> <p>PIII 1.2 - Que características específicas encontramos para diferenciar e definir cada uma destas imagens e tipologia de restauração?</p> <p>PIII 2.1 – Que tipologia de restaurante é mais representativo da nossa identidade e património alimentar?</p> <p>PIII 2.2 – Que tipo de restaurante considera o mais utilizado pelos portugueses, em turismo, e pelos turistas internacionais?</p> <p>PIII 3.1. – Conhece algum exemplo de restaurante, em Portugal ou noutra país, que pertença a uma nova forma de se praticar a restauração? Conhece mais? Já comeu num desses locais?</p>
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	4. Recolher informação sobre a sustentabilidade na restauração	<p>3.2. Identificar que atributos específicos estas novas formas de restauração têm</p> <p>4.1. Averiguar como enquadram a sustentabilidade na restauração e no turismo de expressão alimentar</p>	<p>PIII 3.2 – Que tipo de características têm estes novos locais que os tornem diferentes das outras tipologias?</p> <p>PIII 4.1 – E a sustentabilidade, é um conceito importante à restauração atual?</p> <p>PIII 4.2 – Do ponto de vista dos turistas, este será um conceito importante na escolha de um restaurante ou mesmo de um destino turístico?</p>
IV. <u>Perceções sobre o mercado turístico alimentar e o COVID-19</u>	1. Recolher informações sobre o atual mercado turístico alimentar face à COVID-19	<p>1.1. Averiguar impactos da pandemia no turismo de expressão alimentar</p> <p>1.2. Listar propostas de mitigação deste impacto</p> <p>1.3. Aferir sobre o futuro desta indústria, pós-pandemia</p>	<p>PIV 1.1 – Pode indicar 3 exemplos de impactos que a pandemia tem para a restauração e o turismo de expressão alimentar?</p> <p>PIV 1.2 – Que estratégias se podem adotar para mitigar este impacto?</p> <p>PIV 1.3 – Como vê, numa frase, o futuro da restauração e do turismo de expressão alimentar, pós-COVID-19, em Portugal?</p>

<p>V. <u>Apresentação do modelo de turismos de expressão alimentar e do modelo de turismo culinário e considerações finais</u></p>	<p>1. Recolher opiniões finais sobre o debate</p> <p>2. Obter informações sobre os modelos teóricos propostos (Introdução dos momentos 2 e 3 de estímulo visual)</p>	<p>1.1. Sistematizar opiniões sobre possíveis segmentos do mercado turístico de expressão alimentar em Portugal</p> <p>2.1. Obter opiniões especializadas sobre os modelos e sua operacionalização</p>	<p>PV 1.1 – No final do nosso grupo de discussão, que opiniões podem dar sobre potenciais segmentos de mercado, dentro do turismo de expressão alimentar?</p> <p>PV 1.2 – Na sua opinião, há alguma tipologia específica de espaço de consumo alimentar em Portugal que falta na oferta turística?</p> <p>PV 2.1 – Que opiniões têm sobre o modelo teórico que propomos para o turismo culinário?</p>
<p>VI. Finalização</p>	<p>1. Fazer um agradecimento aos participantes</p> <p>2. Obter informações ou observações que não tenham sido abordadas</p>	<p>1.1. Agradecer a colaboração, disponibilidade e o contributo para o trabalho</p> <p>2.1. Perguntar se querem acrescentar algo</p> <p>2.2. Saber se têm alguma dúvida ou questão que queiram esclarecer</p>	

Annex L – Focus Group Tourists Session Script (Spanish)

GUIÓN DE SESIÓN – TURISMO GASTRONÓMICO EN DT PORTUGAL FOCUS GROUP DE TURISTAS

Bloques Temáticos	Objetivos generales	Objetivos específicos	Ejemplos de preguntas para la sesión (estructura programada)
<p>A. <u>Información previa a la sesión: Datos socio-demográficos, profesionales y hábitos de viaje en Portugal</u></p>	<ol style="list-style-type: none"> 1. Obtener datos sobre cada participante 2. Obtener datos sobre los hábitos de viaje en el destino turístico Portugal 3. Extraer información sobre hábitos de comida cuando están de turismo en Portugal 	<ol style="list-style-type: none"> 1.1. Fechas de nacimiento, nacionalidad, nivel de educación, actividad profesional 2.1. Saber si suelen escoger Portugal como destino turístico 2.2. Indagar cuántas veces al año visitan Portugal 3.1. Saber si consumen comidas cuando están de viaje de ocio o de vacaciones en Portugal 3.2. Saber si estas comidas implican restaurantes, <i>catering</i> y otros establecimientos, o si la comida es 	<p>POR FORMULARIO EN LÍNEA, PREVIO A LA SESIÓN</p>

		exclusivamente preparada por estos turistas	
<u>B. Percepciones sobre los hábitos alimenticios de los participantes en su país</u>	<ol style="list-style-type: none"> 1. Recoger datos sobre las percepciones que cada uno tiene sobre los alimentos en general 2. Adquirir datos sobre los hábitos alimenticios de cada participante 	<ol style="list-style-type: none"> 1. Averiguar qué tipos de dietas y opciones alimentarias conocen 2.1. Percibir las rutinas y preferencias alimentarias de cada participante 2.2. Descubrir si suelen frecuentar restaurantes y, en caso afirmativo, cuáles 	POR FORMULARIO EN LÍNEA, PREVIO A LA SESIÓN
<u>C. Información previa a la sesión: logística de la sesión</u>	<ol style="list-style-type: none"> 1. Pedir permiso para la grabación audiovisual de la sesión 2. Explicar los objetivos de la sesión 3. Aspectos deontológicos 	<ol style="list-style-type: none"> 2.1. Informar sobre los objetivos, propósito, duración y contenido de la sesión 3.1. Agradecer la colaboración 	CONSENTIMIENTO INFORMADO FIRMADO (POR CORREO ELETRÓNICO)

		<p>3.2. Informar a los/as participantes de la confidencialidad y del derecho a no responder</p> <p>3.3. Esclarecimiento de posibles dudas que los participantes puedan tener</p>	
<p><u>I. Percepciones de la identidad alimentaria portuguesa</u></p>	<p>1. Obtener datos sobre los atributos de la identidad alimentaria portuguesa</p> <p>2. Recopilar datos sobre nuevas formas de alimentación</p>	<p>1.1. Enumerar los alimentos que consideran más representativos de la identidad alimentaria portuguesa</p> <p>1.2. Detallar los platos/ comidas más icónicas de la alimentación portuguesa</p> <p>1.3. Indagar qué percepciones tienen sobre la comida de los portugueses y portuguesas</p> <p>1.4. Investigar cómo caracterizan la comida diaria de los portugueses y portuguesas</p> <p>2.1. Identificar qué nuevos tipos de dietas y/o regímenes conocen y qué cualidades les dan</p> <p>2.2. Identificar sitios de consumo para estas opciones emergentes de comida</p>	<p>PI 1.1. - ¿Qué alimentos considera más representativos de nuestro país? Enumere 5.</p> <p>PI 1.2. - Según su percepción, ¿cuáles son los platos más icónicos de Portugal? Enumere 5.</p> <p>PI 1.3. - ¿Cómo describe la dieta portuguesa?</p> <p>PI 1.4. - Y en el día a día, ¿cómo se alimentan los portugueses?</p> <p>PI 2.1. - Enumere 3 nuevos tipos de comida. ¿Cómo los describe?</p> <p>PI 2.2. - ¿Puede enumerar 2 lugares en Portugal donde comer ese nuevo tipo de comida?</p>

<p>II. <u>Percepciones sobre los comportamientos alimenticios de los participantes cuando son turistas en Portugal</u></p>	<ol style="list-style-type: none"> 1. Obtener información sobre las percepciones de la identidad alimentaria de Portugal 2. Recopilar información sobre los comportamientos alimenticios de los turistas españoles en Portugal 	<ol style="list-style-type: none"> 1.1. Identificación de la imagen alimentaria de Portugal 1.2. Identificación de estas cualidades en Portugal 1.3. Darse cuenta de la comprensión del flujo turismo gastronómico en Portugal entre 2017 y 2020 2.1. Obtener datos sobre comportamientos de turismo gastronómico, en Portugal y el extranjero 	<p>PII 1.1. – Describa, en 30 segundos, la imagen que tiene de la comida en Portugal.</p> <p>PII 1.2. – Enumere 3 características clave que contribuyen a esta imagen.</p> <p>PII 1.3. – ¿Cómo caracterizaría, en una frase, el mercado del turismo gastronómico portugués, entre 2017 y 2020 (anterior al COVID-19)?</p> <p>PII 2.1. – Como turista, ¿cuáles son sus hábitos de comida cuando está en Portugal?</p> <p>PII 2.1.1. – ¿Y en el extranjero? ¿Y en España, como turista?</p>
	<ol style="list-style-type: none"> 1. Recoger datos sobre las percepciones que cada persona tiene sobre la oferta profesional de comida portuguesa 	<ol style="list-style-type: none"> 1.1. Averiguar qué tipo de restaurantes y otros espacios de consumo de comida conocen 1.2. Enumera las características más significativas para la caracterización de cada tipología 	<p>PIII 1.1 – ¿Qué tipos de restaurantes conoce en Portugal? Enumere 3.</p> <p>PIII 1.2. – ¿Qué características específicas encontramos para diferenciar y definir cada una de estas imágenes y sus tipologías de restaurantes?</p>

<p><u>III. Percepciones sobre la correlación entre el turismo y la oferta de comida en Portugal</u></p>	<p>2. Obtener datos sobre los atributos de los restaurantes portugueses desde el punto de vista turístico (Introducción del momento 1 de estímulo visual, describiendo las imágenes segundo los criterios: <u>entorno, cocina, ingredientes, aspecto visual del plato, precio, clientes, servicio</u>)</p> <p>3. Recopilar información sobre nuevos espacios profesionales de comida</p>	<p>2.1. Obtener información sobre la tipología de restaurantes más representativos de la identidad alimentaria portuguesa</p> <p>2.2. Investigar cómo caracterizan los patrones de consumo de alimentos del mercado turístico en Portugal e internacional</p> <p>3.1. Enumerar nuevos tipos de restaurantes que conozcan, en Portugal y otros países</p> <p>3.2. Identificar qué características específicas tienen estas nuevas tipologías</p>	<p>PIII 2.1. – ¿Cuál de las imágenes es más representativa de nuestra identidad y patrimonio alimentario?</p> <p>PIII 2.2. – ¿Qué tipo de restaurante considera que sea el más utilizado por los españoles, y por los portugueses, cuando están de vacaciones?</p> <p>PIII 2.3. – ¿Cuándo está de vacaciones, come siempre en los mismos sitios?</p> <p>PIII 2.4. – ¿Para usted, Portugal tiene como principal motivación de vacaciones su comida? ¿Sí, por qué? No, ¿qué falta?</p> <p>PIII 3.1. – ¿Conoce algún ejemplo de restaurante, en Portugal o en otro país, que pertenezca a un nuevo tipo de restaurante? ¿Y en Portugal, hay alguna tipología para estos espacios de comida?</p>
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	<p>4. Recopilar información sobre la sostenibilidad en el sector profesional de comidas</p>	<p>4.1. Investigar cómo encuadran la sostenibilidad en los restaurantes y en el turismo gastronómico</p>	<p>PIII 3.2. – Y la comida de cada día, con menús diarios, ¿cree que sea utilizada también mientras está de vacaciones?</p> <p>PIII 4.1. – Y la sostenibilidad, ¿es un concepto importante para los espacios de consumo de alimentos, actualmente?</p> <p>PIII 4.2. – Desde el punto de vista de los turistas, ¿será este un concepto importante en la elección de un restaurante o incluso un destino turístico?</p>
<p><u>IV. Percepciones en el mercado del turismo gastronómico y COVID-19</u></p>	<p>1. Obtener información sobre el actual mercado de turismo gastronómico frente al COVID-19</p>	<p>1.1. Investigar los impactos de la pandemia en el turismo gastronómico</p> <p>1.2. Enumerar propuestas para mitigar este impacto</p> <p>1.3. Tantear el futuro de esta industria, después de la pandemia</p>	<p>PIV 1.1. – ¿Puede señalar 3 ejemplos de los impactos que la pandemia tiene en el sector profesional de comidas y el turismo?</p> <p>PIV 1.2. – ¿Qué estrategias se pueden adoptar para mitigar este impacto? Enumere 3.</p> <p>PIV 1.3. – ¿Cómo ve, en una frase, el futuro de los restaurantes y el</p>

			<p>turismo, después del COVID-19, en Portugal?</p> <p>PIV 1.4. – ¿Le gustaría que algo cambiase en la oferta de turismo gastronómico en Portugal?</p>
<p><u>V. Presentación del modelo de turismo gastronómico y del modelo de turismo culinario y consideraciones finales</u></p>	<p>1. Recopilar opiniones finales sobre el debate</p> <p>2. Obtener información sobre los modelos teóricos propuestos (Introducción de los momentos 2 e 3 de estímulo visual)</p>	<p>1.1. Sistematizar opiniones acerca de posibles segmentos de mercado en el turismo gastronómico</p> <p>2.1. Obtener opiniones sobre los modelos y su operacionalización</p>	<p>PV 1.1. – Al final de nuestro grupo de discusión, ¿qué opiniones pueden dar sobre posibles segmentos de mercado dentro del turismo gastronómico?</p> <p>PV 1.2. – En su opinión, ¿hay alguna tipología específica o, incluso, otros tipos de espacios para comer, que faltan en la oferta portuguesa?</p> <p>PV 2.1. – ¿Qué opiniones tiene sobre el modelo teórico que proponemos para el turismo culinario?</p>
<p><u>VI. Final</u></p>	<p>1. Dar las gracias a los participantes</p>	<p>1.1. Agradecer la colaboración, disponibilidad y contribución al trabajo</p>	

	2. Obtener información u observaciones que no se hayan abordado	2.1. Preguntar si quieren añadir algo 2.2. Averiguar si tienen alguna pregunta o duda que deseen aclarar	
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Annex M – Focus Group Tourists Session Script: model (English)

SESSION SCRIPT - FOOD TOURISM IN TD PORTUGAL FOCUS GROUP ON TOURISTS

Theme areas	General Objectives	Specific Objectives	Examples of Session Questions (scheduled structure)
<p>A. <u>Pre-session information: Sociodemographic and professional data, and travel habits in Portugal (online form)</u></p>	<p>4. Secure data on each participant</p> <p>5. Obtain data on the professional experience of each interviewee</p> <p>6. Get data on travel habits in tourist destination Portugal</p> <p>7. 4. Extract information about eating habits when in tourism in Portugal</p>	<p>1.1. Dates of birth, country and region of birth, level of education, professional activity</p> <p>2.1. Know for how long they have been working in the current area</p> <p>2.2. Know what kind of professional experiences they have had prior to the current</p> <p>3.1. Realize if they usually use Portugal as a tourist destination</p> <p>3.2 Understand how often they do it</p> <p>4.1. Know if they eat meals when on holiday in Portugal</p>	<p>BY ONLINE FORM, PRIOR TO THE SESSION</p>

		4.2. Know if these meals involve restaurants and other establishments, or if food is exclusively domestic/private	
<u>B. Perceptions about participants' eating habits</u>	<p>3. Collect data on the perceptions that each one has about Food in general</p> <p>4. Acquire data on each participant's eating habits</p>	<p>1. Find out what types of diets and food options they know</p> <p>2.1. Learn about routines and food preferences of each participant</p> <p>2.2. Understand if they usually go to restaurants and, if so, what kind</p>	BY ONLINE FORM, PRIOR TO THE SESSION
<u>C. Pre-session information: session logistics</u>	<p>1. Ask permission for audio-visual recording of the session</p> <p>2. Explain session objectives</p> <p>3. Deontological aspects</p>	<p>2.1. Inform about the objectives, purpose, duration and content of the session</p> <p>3.1. Thank the collaboration</p> <p>3.2. Inform participants of confidentiality issues and right to non-reply</p> <p>3.3. Clarification of possible doubts</p>	SIGNED CONSENT STATEMENT (SENT BY EMAIL)

<p>I. <u>Perceptions of Portuguese food identity</u></p>	<p>1. Get data on the attributes of Portuguese food</p> <p>2. Collect data on new foodways</p>	<p>1.1. List foods that they consider most representative of Portuguese food identity</p> <p>1.2. List the most iconic dishes of Portuguese food</p> <p>1.3. Realize what perceptions participants have about the food Portuguese people eat</p> <p>1.4. Investigate how they characterize Portuguese daily food habits</p> <p>2.1. Identify which new diets and/or regimens interviewees name and what attributes give to them.</p> <p>2.2. Identify consumption places for these emerging food options</p>	<p>PI 1.1. - Which foods do you consider most representative of our country? List 5.</p> <p>PI 1.2. - In your perception, what are the most iconic dishes in the country? List 5.</p> <p>PI 1.3. - How do you describe the Portuguese diet?</p> <p>PI 1.4. - On a daily basis, how do Portuguese people feed itself, throughout the country?</p> <p>PI 2.1. - Introduce 3 new types of foodways. How can we characterize them?</p> <p>PI 2.2. - Can you list 3 kinds of food consumption places for these new foodways?</p>
		<p>1.1. Identification of the food image of DT Portugal</p>	<p>PII 1.1. - Describe, in 30 seconds, the food image of Portugal, has a tourist destination</p>

<p><u>II. Perceptions about eating behaviors while tourists in DT Portugal</u></p>	<p>1. Get information about their perception of DT Portugal's food identity</p> <p>2. Collect information on tourists' eating habits in Portugal</p>	<p>1.2. Identification of the attributes of tourist destination Portugal</p> <p>1.3. Realize what understanding the participants have of the food tourist flow in Portugal, between 2017 and 2020</p> <p>2.1. Obtain data on food tourism behaviors, in national and foreign territory.</p>	<p>PII 1.2. - List 3 key attributes that contribute to this image</p> <p>PII 1.3. - How do you characterise, in one sentence, the Portuguese food tourism market, between 2017 and 2020 (pre-COVID-19)?</p> <p>PII 2.1. - As a tourist, what are your eating habits when you are on vacation in Portugal?</p> <p>PII 2.2. - And on other countries?</p>
<p><u>III. Perceptions on the correlation between tourism and the restaurant industry</u></p>	<p>1. Collect data about the perceptions each person has about the restaurant industry</p>	<p>1.1. Find out what types of restaurants and other food consumption places participants know.</p> <p>1.2. Collect the most significant attributes participants name for each restaurant</p>	<p>PIII 1.1 - What typologies can we find in the restaurant industry, according to consumption spaces?</p> <p>PIII 1.2 - What specific features do we find to differentiate and define</p>

	<p>2. Get data on the attributes of Portuguese restaurants, from a tourist point of view</p> <p>3. Collect information about new typologies in the restaurant industry</p>	<p>typology (Introduction of moment 1 of visual stimulus, describing the following images according to the criteria: environment, cuisine, ingredients, plating, price, customers, service)</p> <p>2.1. Obtain information on which type of restaurants they consider most representative of Portuguese food identity</p> <p>2.2. Investigate how participants characterize food consumption patterns on tourism market</p> <p>3.1. Gather information on new typologies in the restaurant industry, in Portugal and abroad</p> <p>3.2. Identify what specific attributes these new typologies in the restaurant industry have</p>	<p>different restaurants typologies, via these images?</p> <p>PIII 2.1 – Which restaurant typology is most representative of our food identity and heritage?</p> <p>PIII 2.2 – What kind of restaurant do you consider the most used by both Portuguese and international tourists?</p> <p>PIII 3.1. – Do you know any example of a restaurant, in Portugal or in another country, that belongs to a new way of food consumption? Do you know any others, and have you been in one of those places?</p> <p>PIII 3.2 – What kind of characteristics do these new places have that make them different from other typologies?</p>
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	4. Collect information on sustainability in the restaurant industry	4.1. Investigate how participants frame sustainability in food tourism and restaurant industry	<p>PIII 4.1 – And sustainability, is it an important concept to this industry, nowadays?</p> <p>PIII 4.2 – From the tourists' point of view, will this be an important concept in choosing a restaurant or even a tourist destination?</p>
<u>IV. Perceptions on the food tourism market and COVID-19</u>	1. Gather information on the current food tourism market facing COVID-19	<p>1.1. Investigate the impacts of the pandemic on food tourism</p> <p>1.2. Gather proposals to mitigate this impact</p> <p>1.3. Assess the future of this industry, post-pandemic</p>	<p>PIV 1.1 – Can you point 3 examples of the pandemic impacts on food restoration and tourism?</p> <p>PIV 1.2 – What strategies can be adopted to mitigate this impact?</p> <p>PIV 1.3 – How do you describe, in one sentence, the future of food tourism, post-COVID-19, in Portugal?</p>
<u>V. Presentation of the food tourism model and the culinary tourism model, and final considerations</u>	<p>1. Gather final opinions on the debate</p> <p>2. Obtain information about the proposed theoretical models (Introduction of moments 2 and 3 of visual stimulus)</p>	1.1. Systematize opinions on possible segments in food tourism market	<p>PV 1.1 – At the end of our discussion group, what opinions can you give about possible market segments in food tourism?</p> <p>PV 1.1 – In your opinion, is there any specific typology of dining spaces</p>

		<p>2.1. Get expert opinions on the models and their operationalization</p>	<p>that are missing from the Portuguese offer?</p> <p>PV 2.1 – What opinions do you have about the theoretical model we propose for culinary tourism?</p>
<p>VI. <u>Ending</u></p>	<p>1. Thank the participants</p> <p>2. Get information or observations that have not been addressed</p>	<p>1.1. Express Thanks for the participants collaboration, availability, and contribution to the work</p> <p>2.1. Ask if they want to add any final considerations.</p> <p>2.2. Find out if they have any final questions or notions to clarify</p>	

Annex N – Focus Groups Image 1 coding through webQDA CAQDAS

(Portuguese)

Focus group 16.10.20

Emitido por Teresa



1 - Imagem de turismo de restauração de luxo



#1

Comensalidade: criatividade, inovação e tecnologia (Rachão et al., 2019; Bertan, 2020); forte aposta nas componentes estéticas e artísticas da apresentação da comida (Cunha et al., 2019; Polat & Aktaş-Polat, 2020; Liberato et al., 2021); usufruto das tradições alimentares locais, de entre elas produtos típicos e únicos, bem como de experiências exclusivas, preparadas por chefs (Chen et al., 2017; Williams et al., 2018; Cunha et al., 2019); chefs reconhecidos internacionalmente e/ou com estrelas Michelin (Barrère et al., 2009; PENT, 2017; Cunha et al., 2019; Liberato et al., 2021).

#2

Ambiente: consumo alimentar em locais socioeconómicos privilegiados (Barrère et al., 2009; PENT, 2017; Özdemir & Seyitoğlu, 2017; Everett, 2019; Higgins-Desbiolles & Wijesinghe, 2019; Liberato et al., 2021); grau elevado de importância dados às competências profissionais do restaurante, nomeadamente: execução técnica do chef, hospitalidade, pessoal e ambiente (Chen et al., 2017; Ellis et al., 2018; Bertan, 2020).

Annex O – Focus Groups Image 2 coding through webQDA CAQDAS

(Portuguese)

Focus group 16.10.20

Emitido por Teresa



2 - Imagem de turismo gastronómico



#1

Comensalidade: harmonização dos produtos alimentares com vinhos (Henriques & Custódio, 2010; Duralia, 2017; PENT, 2017; Ellis et al., 2018; Kim al. 2018; Cunha et al., 2019; Liberato et al., 2020); alimentação inserida em classificações patrimoniais (PENT, 2013; Pearson & Pearson, 2017; Sorcaru, 2019; Cunha et al., 2019; Rachão et al., 2019; Bertan, 2020); pratos típicos portugueses, onde o bacalhau, o vinho e o azeite são dos produtos mais nomeados pelos turistas de mercado externo (Cunha et al., 2019).

#2

Ambiente: hospitalidade e competências profissionais dos anfitriões (Ellis et al., 2018; Bertan, 2020); produtos exclusivos, marcas e qualificações de produtos (PENT, 2013; Duralia, 2017; Madaleno et al., 2018; Cunha et al., 2019); imagem e discurso oficial da DMO do DT (de Jong & Varley, 2017; Ellis et al., 2018; Everett, 2019).

Annex P – Focus Groups Image 3 coding through webQDA CAQDAS

(Portuguese)

Focus group 16.10.20

Emitido por Teresa



3 - Imagem de turismo culinário



#1

Comensalidade: comida local (Ji et al., 2016; Okumus et al., 2018; Liberato et al., 2020); consumo quotidiano informal (Özdemir & Seyitoğlu, 2017; Liberato et al., 2020); procura de experiências alimentares genuínas nessa região turística (Ellis et al., 2018; Liberato et al., 2020).

#2

Ambiente: autenticidade não construída dum restaurante (Özdemir & Seyitoğlu, 2017; Ellis et al., 2018; Liberato et al., 2020); segmento de baixo preço, mas onde turistas são exigentes na procura por uma boa relação qualidade / preço da comida de um DT (Ji et al., 2016).

Annex Q – Focus Groups Image 4 coding through webQDA CAQDAS

(Portuguese)

Focus group 16.10.20

Emitido por Teresa



4 - Imagem de turismo de novas tendências na restauração



#1

Comensalidade: alimentação vegetariana, vegan e saudável (Terry, 2014; Mitchell & Shannon, 2018; Polat & Aktaş-Polat, 2020); Tipo de turistas que contribuem intencionalmente para a sustentabilidade ambiental do DT, evitando consumir produtos de origem animal, nomeadamente carne (Bertella, 2020). Alimentação vegetariana, vegan e saudável (Terry, 2014; Mitchell & Shannon, 2018; Polat & Aktaş-Polat, 2020); Alimentação 'glocal' (Ji et al., 2016; Mitchell, et al., 2018; Liberato et al., 2020).

#2

Ambiente: utilização de materiais naturais nos espaços de comensalidade (Sarmiento & El Hanandedh, 2018; Bertan, 2020); Sustentabilidade ambiental (Terry, 2014; Gurâu & Dana, 2018; Higgins-Desbiolles & Wijesinghe, 2019; Bertella, 2020); Restaurantes 'verdes' (Sarmiento & El Hanandedh, 2018; Polat & Aktaş-Polat, 2020)

Annex R – Focus Groups Image 1 coding through webQDA CAQDAS

(English)

Focus group 16.10.20

Emitido por Teresa_Mendes



1 - ENG



#1 ■

Commensality: innovation and technology (Rachão et al., 2019; Bertan, 2020); strong focus on aesthetic and artistic components of food presentation (Cunha et al., 2019; Polat & Aktaş-Polat, 2020; Liberato et al., 2021); local food enjoyment, including typical and unique products, as well as exclusive experiences prepared by chefs (Chen et al., 2017; Williams et al., 2018; Cunha et al., 2019); internationally recognized and/or Michelin-starred chefs (Barrère et al., 2009; PENT, 2017; Cunha et al., 2019; Liberato et al., 2021).

#2 ■

Ambience: food consumption in privileged socio-economic places (Barrère et al., 2009; PENT, 2017; Özdemir & Seyitoğlu, 2017; Everett, 2019; Higgins-Desbiolles & Wijesinghe, 2019; Liberato et al., 2021); high importance given to the restaurants' professional skills, namely: chef's technical execution, hospitality, staff and ambience (Chen et al., 2017; Ellis et al., 2018; Bertan, 2020).

Annex S – Focus Groups Image 2 coding through webQDA CAQDAS

(English)

Focus group 16.10.20

Emitido por Teresa_Mendes



2 - ENG



#1

Commensality: food and harmonisation (Henriques & Custódio, 2010; Duralia, 2017; PENT, 2017; Ellis et al., 2018; Kim al. 2018; Cunha et al., 2019; Liberato et al., 2020); food with heritage classifications (PENT, 2013; Pearson & Pearson, 2017; Sorcaru, 2019; Cunha et al., 2019; Rachão et al., 2019; Bertan, 2020); typical Portuguese dishes, where cod, wine and olive oil are among the most talked about products by foreign market tourists (Cunha et al., 2019).

#2

Ambience: hosts' hospitality and professional skills (Ellis et al., 2018; Bertan, 2020); exclusive products, brands and product qualifications (PENT, 2013; Duralia, 2017; Madaleno et al., 2018; Cunha et al., 2019); DT's image and official speech from DMO's strategy (de Jong & Varley, 2017; Ellis et al., 2018; Everett, 2019).

Annex T – Focus Groups Image 3 coding through webQDA CAQDAS

(English)

Focus group 16.10.20

Emitido por Teresa_Mendes



3 - ENG



#1

Commensality: local food (Ji et al., 2016; Okumus et al., 2018; Liberato et al., 2020); informal everyday food consumption (Özdemir & Seyitoğlu, 2017; Liberato et al., 2020); genuine food experiences' demand in tourist destinations (Ellis et al., 2018; Liberato et al., 2020).

#2

Ambience: existencial restaurants' authenticity (Özdemir & Seyitoğlu, 2017; Ellis et al., 2018; Liberato et al., 2020); low price segment, but where tourists are demanding for a TD's good food quality / price ratio (Ji et al., 2016).

Annex U – Focus Groups Image 4 coding through webQDA CAQDAS

(English)

Focus group 16.10.20

Emitido por Teresa_Mendes



4 - ENG



#1

Commensality: vegan and healthy food (Terry, 2014; Mitchell & Shannon, 2018; Polat & Aktaş-Polat, 2020); Type of tourists who intentionally contribute to the TD's environmental sustainability, avoiding consuming animal origin products, namely meat (Bertella, 2020). Vegetarian, vegan and healthy food (Terry, 2014; Mitchell & Shannon, 2018; Polat & Aktaş-Polat, 2020); 'Glocal' food (Ji et al., 2016; Mitchell, et al., 2018; Liberato et al., 2020).

#2

Ambience: use of natural materials in food consumption places (Sarmiento & El Hanandedh, 2018; Bertan, 2020); Environmental sustainability (Terry, 2014; Gurău & Dana, 2018; Higgins-Desbiolles & Wijesinghe, 2019; Bertella, 2020); 'Green' restaurants (Sarmiento & El Hanandedh, 2018; Polat & Aktaş-Polat, 2020)

Annex V – Focus Groups Food tourism chart with its proposed four segments

(Portuguese)



Annex X – Focus Groups Food tourism chart with its proposed four segments

(English)

