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TURISMO GASTRONÓMICO, UM FATOR DE DIFERENCIAÇÃO
GASTRONOMIC TOURISM, A DIFFERENTIAL FACTOR
TURISMO GASTRONÓMICO, UM FACTOR DE DIFERENCIACIÓN

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RESUMO

Introdução: O turismo gastronómico cresceu consideravelmente em todo o mundo tal como a nível europeu. De acordo com a Organização Mundial do Turismo (OMT, 2012), os destinos e empresas de turismo estão conscientes da importância da gastronomia para diversificar o turismo e estimular o desenvolvimento económico local, regional e nacional.

A gastronomia sempre faz parte da história de Portugal como um produto que lhe conferia autenticidade e glamour.

Objetivos: Divulgar o produto estratégico Gastronomia, como produto turístico de excelência com alto potencial de desenvolvimento para o Turismo Português.

Métodos: Analisou-se vários estudos publicados correlacionando as principais ideias e teorias, enfocando a importância do Turismo Gastronómico e eventos gastronómicos para o desenvolvimento de regiões e rotas gastronómicas como fator diferenciador. Além do perfil do turista gastronómico, foram analisadas as fases da experiência do turismo gastronómico e do comportamento dos turistas gastronómicos.

Resultados: Verificou-se algumas falhas significativas na revisão de literatura efetuada, pois não existem muitos estudos relativos ao contributo da gastronomia no desenvolvimento das regiões.

Conclusões: A gastronomia é um dos produtos turísticos que mais influência tem aquando da escolha do destino. Portugal deve tal como Espanha e França estruturar o produto gastronomia como um produto que confere a Portugal autenticidade e qualidade. A gastronomia e os vinhos são considerados ativos qualificadores da oferta turística portuguesa (Estratégia Turismo 2027, 2017).

Palavras-chaves: Turismo gastronómico, Gastronomia, Rotas gastronómicas.

ABSTRACT

Introduction: Gastronomic Tourism has grown considerably worldwide and even at European level. According to the World Tourism Organization (UNWTO, 2012), the destinations and tourism companies are aware of the importance of gastronomy to diversify tourism and stimulate local, regional and national economic development.

Gastronomy has always been part of the history of Portugal as a product that gave it authenticity and glamor.

Objectives: This article intends to make known the strategic product Gastronomy, as a tourist product of excellence with high development potential for Portuguese Tourism.

Methods: We have analyzed several published studies correlating the main ideas and doctrines, focusing the importance of Gastronomic Tourism and gastronomic events for the development of regions and gastronomic routes as a differentiating factor. As well as the profile of gastronomic tourist, the phases of the experience of gastronomic tourism and gastronomic tourists behavior were analyzed.

Results: there are some significant flaws in the literature review, since there are not many studies regarding the contribution of gastronomy to the development of the regions.

Conclusions: Gastronomy is one of the tourist products that has the most influence when choosing the destination. Portugal should, like Spain and France, structure the gastronomy product as a product that gives Portugal authenticity and quality. The gastronomy and the wines are considered qualifying assets of the portuguese tourist offer (Estratégia Turismo 2027, 2017).

Keywords: Gastronomic Tourism, Gastronomy, Gastronomic Routes.

RESUMEN

Introducción: El turismo gastronómico ha crecido considerablemente a nivel mundial e incluso a nivel europeo. Según la Organización Mundial del Turismo (OMT, 2012), los destinos y las empresas de turismo son conscientes de la importancia de la gastronomía para diversificar el turismo y estimular el desarrollo económico local, regional y nacional.

La gastronomía ha sido siempre parte de la historia de Portugal como un producto que le dió autenticidad y *glamour*.

Objetivos: Revelar el producto estratégico Gastronomía, como producto turístico de excelencia con alto potencial de desarrollo para el turismo portugués.

Métodos: Hemos analizado varios estudios publicados correlacionando las principales ideas y doctrinas, enfocando la importancia del Turismo Gastronómico y los eventos gastronómicos para el desarrollo de las regiones y rutas gastronómicas como factor diferenciador. De igual forma, además del perfil del turista gastronómico, se analizaron las fases de la experiencia del turismo gastronómico y el comportamiento de los turistas gastronómicos.

Resultados: Se observan algunas fallas significativas en la revisión de literatura efectuada, pues no existen muchos estudios relativos a la contribución de la gastronomía en el desarrollo de las regiones.

Conclusiones: La gastronomía es uno de los productos turísticos que más influencia tiene en la elección del destino. Portugal debe tal como España y Francia estructurar el producto gastronomía como un producto que confiere a Portugal autenticidad y calidad. La gastronomía y los vinos se consideran activos calificadores de la oferta turística portuguesa (Estrategia Turismo 2027, 2017).

Palabras Clave: Turismo gastronómico, Gastronomía, Rutas gastronómicas.

INTRODUCTION

According to the study conducted by Intercampus for *Turismo de Portugal, I.P.*, the level of satisfaction of tourists with their holidays in Portugal is very high, with 94% of "Very satisfied", with 51% considering that vacations exceeded their expectations 93% to return to Portugal in the next 3 years.

Compared to 2014, there is a significant increase in tourists' intention to return to Portugal in the next 3 years (+13 p.p. of tourists), with UK tourists showing a greater probability of returning to Portugal. This level of satisfaction is even higher when we give the tourism product the differentiating element, as Gastronomy confers (travelBI, 2015). The present article will analyze the importance of Gastronomic Tourism for the development of the regions, as well as the importance of gastronomic events and routes as a differential factor.

1. CONCEPT AND PROFILE OF GASTRONOMIC TOURIST

The term "gastronomic tourism", widely used, is defined as "being in search of a unique eating and drinking experience". Gastronomic tourism generally refers to the originality of a dish and to the authentic connection of that dish to a place, region or country (Gheorghe, Tudorache, & Nistoreanu, 2014). Cooking and manipulating food is nothing more than art, this art has acquired different modes in different peoples, giving food a character that goes beyond the supply of energy to the body (Possamai & Peccini, 2015). This covers the main areas of indigenous culinary and even wine tourism, in this way Literature is often seen using different terms such as "culinary tourism", "gastronomic tourism", "gastro tourism", "food tourism" and "gourmet tourism" (Sormaz, Akmes, Gunes, & Sercan, 2016).

The gastronomy has acquired different characteristics and has become a differentiating cultural element. Those who travel are more and more experienced people, with greater financial availability and more leisure time to travel (Possamai & Peccini, 2015).

Gastronomic Tourism allows them to escape from their usual environment and enter into a world of novelty. It can be concluded that more and more tourists are looking for concrete learning experiences, in which gastronomy plays a predominant and central role (Jong & Varley, 2016).

Individuals seeking this type of Tourism aren't necessarily the same individuals engaged in other non-gastronomic activities (UNWTO, 2012). This type of tourism attracts travelers with higher economic power, originating in the world of the so-called BRICS. Travelers with little experience / no travel culture; countries with economic power; travel to Europe with high growth in Central Portugal (travelBI, 2015).

Gastronomic Tourism is an emerging phenomenon that has been developed as a new tourist product, due to the fact that more than a third of tourists dedicate their spending to food. Therefore, the Destination Gastronomy is an aspect of extreme importance in the quality of the holiday experience (Quan & Wang, 2004).

Gastronomic Tourism is convened in an intangible heritage because it is associated with the valorization of the identity and uniqueness of the destinies. Thus, tourists who aim to have an experience, with the consumption of food, is in this article a reflection in the context of a globalized society (Henriques & Custódio, 2010).

2. THE IMPORTANCE OF GASTRONOMIC TOURISM FOR REGIONS DEVELOPMENT

Focusing on the relationship between destination image and gastronomy, a growing number of authors consider that the pleasure offered by life experiences adds an image of differential value to the destination (Folgado-Fernández, Hernández-Mogollón, & Duarte, 2016).

According to the report "Tourism Strategy 2027", the main goal is the fight against seasonality, with Gastronomic Tourism being a great enhancer to reduce this seasonality from 37.5% to 33.5% of Portugal, 2017). Portugal is identified as one of the best destinations of Gastronomy and Wine of Europe and is therefore considered a tourist product valuing the tourist offer of a region. This enrichment is all the more evident if we maintain that Portugal is identified by four of the tourist markets (France, Italy, Spain and the Netherlands) as the third best destination of Gastronomy and Wine, according to consumers. These results are all the more important if one retains the distinction between Spain, France, Germany, Brazil and Italy (Turismo

de Portugal, 2015) among the main tourist markets in the central region of Portugal. Gastronomy is an important factor to consider when talking about valuing the attractiveness and uniqueness and specificity of tourist destinations. Here, the importance of gastronomy and specifically of the so-called "gastronomic identity" of the destinations is highlighted (Seaman, 2008). Tannahill (1973) quoted in the book "Food Tourism Around the World" refers to the importance of gastronomic identity as an integral part of the culture, inserting itself in the creation / development processes of the different tourist destinations that consider Gastronomy as intangible heritage (Mitchell & Hall, 2003).

The Mediterranean diet, which is part of the list of Intangible Heritage of UNESCO, is thus taken to "sell" the cultural identity of Portugal. Food consumption tends to be perceived as a relevant factor in the development of marketing in a region as well as a factor that favors the valorization of local ingredients (UNESCO National Commission, 2013).

It should also be noted that when Gastronomy & Wine is the main reason for the trip, this represents approximately 25% of the total number of leisure trips made by European tourists (THR, 2013). The Portuguese Association of Tourism in Culinary and Economy (APTECE, 2014) mentions that the average expenditure of this type of Tourism varies between € 150 and € 450 and if we include "Culinary Tourism" here, spending may increase, workshops and other types of wine and food courses.

Gastronomy & Wine should be a product of excellence for Portugal, proof of this is the fact that tourists are staying longer and spending more money in Porto and Northern Portugal. Of all the activities practiced by tourists during the visit to Porto and North, more than 70% of respondents say they have tried local gastronomy, which represents an increase of 5% compared to the results of 2016. This fact clearly demonstrates the economic importance of this product tourist. It is therefore important don't lose the authenticity and to continue betting on local quality gastronomy, which is one of the most genuine attributes of Porto and North (IPDT, 2017).

2.1. Gastronomic events as a factor for the development of gastronomic tourism

Gastronomic tourism can be operationalized from attractions such as: regional cuisine, gastronomic events, itineraries, routes and gastronomic circuits (Quan & Wang, 2004). The experiential journey of Gastronomic Tourism is related to a particular lifestyle that includes experimentation, learning of different cultures, acquisition of knowledge and understanding of the qualities or attributes related to tourist products, as well as the culinary specialties produced in this region through consumption (Hall & Sharples, 2003). The gastronomic events constitute a differentiating hub for the Gourmet tourists, and for the Indigenous foodies. If we consider the stages of the Gastronomic Tourism experience, Gastronomists contemplate all people with high interest and involvement with gastronomy and Indigenous foodies contemplate all people with high and medium interest and involvement with gastronomy (Mitchell & Hall, 2003).

One of the main factors that have contributed to attracting tourists interested in gastronomic events is the lifestyle. Gastronomic Tourism is an authentic experience of a sophisticated lifestyle where gastronomic events must be related to high quality food and locally grown products (Kivela & Crotts, 2006). Other factors that influence tourism are socioeconomic variables. These variables help to build tourism profile of the gastronomic events, namely: age, sex, income and education. It is suggested thus that there are three segments of tourists of gastronomic events that can be distinguished as: event lovers, interested in events and curious tourist (Gheorghe, Tudorache, & Nistoreanu, 2014).

According to APTECE you could bet on "land-to-table" culinary events, using for example the fifth or production area for gastronomic events, to make more workshops using whenever possible to the chefs with international reputation or Michelin stars with the support of the Gastronomic Confraternities (APTECE, 2014).

Gastronomic festivals, food fairs, events, farmers' markets, shows and culinary demonstrations, tastings of quality food products or any food-related tourism activity take the form of an experiential trip to a gastronomically tending region for recreational or entertainment purposes (Hall & Sharples, 2003).

2.2. Gastronomic routes as a factor of cultural development

Firstly, the traditional strategies in the development of gastronomic tourism must give place to strategic tools to articulate the quality, variety and uniqueness of the local products and gastronomy of a territory. These offers, which must be presented authentically, should be based on the values of cultural identity, sustainability, quality of tourism products and services and consumer protection (UNWTO, 2012).

As pull factors one can point out the Gastronomic Routes that should be worked as topophile link. The Gastronomic Routes are alongside the Gastronomy product a niche tourism product when evaluated as primary motivation (KalksteinSilkes, Cai, & Lehto, 2008). The key factors regarding the image of the product Gastronomy are: to take the chefs on board as interpreters of the territory, the development of high quality and credible promotional tools such as gastronomic routes, organization of events, media and Internet use and social networks (UNWTO, 2012).

Whoever visits Portugal can not fail to drink coffee accompanied by a cream cake or any Portuguese pastry; taste the excellent Portuguese olives; to taste a simple grilled fish, seasoned with Portuguese olive oil; delight in the excellent Portuguese seafood; to taste for dessert one of the many convent candies: sweet rice, cream milk, sponge cake, nun's belly, angel paps, bacon from heaven and many others; to taste the pear rock of the west, the Apple of Bravo Esmolfe and the Apple of Alcobaça, the Plum of

Elvas, the cherries of Cova da Beira or the pineapple of the Azores. They are all PDO fruits; taste a green or white wine, fresh, in hot days (Turismo de Portugal, 2013). But where to find these products of excellence in an accessible and concentrated way in one place? The Gastronomic Routes will confer concentrated diversity, value as a value proposition, essential values and activation of the brand "Destino Portugal" (THR, 2013).

Cultural Tourism Routes, which include the Gastronomic Routes, are a resilient product, with an average annual growth of 4% in the coming years (Turismo de Portugal, 2015).

The main European markets for tourist circuits are France, Italy, Scandinavia, Germany, Russia, the United Kingdom and Spain, markets of strategic importance in product development in Portugal, outside the European continent, Brazil and the USA stand out.

Gastronomic Routes should promote the richness and quality of gastronomy as a complement to the tourist experience, stimulating the application of the "Prove Portugal" brand (Turismo de Portugal, 2013). These routes should promote the variety and richness of the national gastronomy, classified as immaterial good of the Portuguese cultural heritage, focusing on the endogenous products not certified in each region, also focusing on products certified with a quality seal: PDO, PGI and TSG products.

PDO Products - Protected Designation of Origin - identifies a product or a food with the name of the region, a specific place or, in exceptional cases of a country. Example of PDO products: Beiras Olive Oil and Serra da Estrela Lamb.

PGI products - Protected Geographical Indications - identifies an agricultural product or a foodstuff with the name of a region, a specific place or, in exceptional cases, a country. Example of PGI products: Beira's Kid and Beira Alta Apple.

Lastly, TSG products - Traditional Specialty Guaranteed - Agricultural product or foodstuff recognition of its specificity by the European Community, through its registration. Example of TSG products: Traditional Portuguese Cured Cod (Parlamento Europeu e do Conselho, 2012).

CONCLUSIONS

The appreciation of gastronomy is recognized by several socio-economic and cultural agents, in a series of studies carried out especially by Turismo de Portugal.

Increasingly, there is a need to focus more and more on the promotion of the values of intangible heritage, such as the gastronomy of a region, both residents and tourists. Due to interaction with other cultures, gastronomy must always be understood as part of the cultural experience of a country or region.

If the gastronomic richness is not supported by the competent local, regional and national authorities there are several values that will be lost in time.

Considering the importance of certified products for the gastronomic identity of a region, it is necessary to combat the extinction of several gastronomic traditions with the lack of product certification and / or the lack of support from the competent authorities.

Another line of thought would be to correlate the gastronomic tourism, the gastronomic routes with the fixation of the tourist in the Center of Portugal, namely in the Dão-Lafões region, encouraging the increase of the number of overnight stays.

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