

Millenium, 2(Edição Especial Nº19)



COMUNICAÇÃO DIALÓGICA E PRINCÍPIO DO CICLO DIALÓGICO NOS SITES OFICIAIS DOS MELHORES RESTAURANTES PORTUGUESES PUBLICADOS NO GUIA BOA CAMA BOA MESA

DIALOGIC COMMUNICATION AND THE DIALOGIC LOOP PRINCIPLE IN OFFICIAL WEBSITES OF THE BEST PORTUGUESE RESTAURANTS ARE PUBLISHED IN THE BOA CAMA BOA MESA GUIDE

COMUNICACIÓN DIALÓGICA Y PRINCIPIO DEL BUCLE DIALÓGICO EN LOS SITIOS WEB OFICIALES DE LOS MEJORES RESTAURANTES PORTUGUESES PUBLICADOS EN LA GUÍA BOA CAMA BOA MESA

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RECEIVED: 28th March, 2025

REVIEWED: 07th June, 2025

ACCEPTED: 25th September, 2025

PUBLISHED: 22nd October, 2025

DOI: <https://doi.org/10.29352/mill0219e.41044>

RESUMO

Introdução: O Turismo tem estado intrinsecamente ligado ao desenvolvimento tecnológico, com a adoção de tecnologias digitais pelos restaurantes para aumentar a interação com os consumidores. Neste contexto, a comunicação dialógica, com enfoque no Loop Dialógico, assumiu um papel preponderante na forma como as organizações passaram a estabelecer uma relação com os seus públicos, nomeadamente os restaurantes e os seus clientes.

Objetivo: Analisar o grau de adoção do Loop Dialógico nos websites dos melhores restaurantes de Portugal, premiados na categoria “Boa Mesa” do Guia Boa Cama Boa Mesa 2024.

Métodos: Criou-se uma matriz de análise com os 16 identificados indicadores do Loop Dialógico. Foram selecionados os websites dos melhores restaurantes de Portugal, premiados na categoria “Boa Mesa” do Guia Boa Cama Boa Mesa 2024, cuja presença nos websites foi avaliada. Os dados foram recolhidos utilizando uma grelha validada pela revisão de literatura e analisados com recursos à estatística descritiva e de frequência.

Resultados: Os resultados mostram que a adoção não é significativa e que nove é o número máximo de indicadores adotados pelos websites, existindo indicadores que nunca são adotados por nenhum website.

Conclusão: Evidencia-se uma baixa adoção do Loop Dialógico, dificultando a realização de uma comunicação dialógica.

Palavras-chave: comunicação dialógica; loop dialógico; restaurantes; guia ‘boa cama boa mesa guide’; websites; Portugal

ABSTRACT

Introduction: Tourism has been intrinsically linked to technological development, with the adoption of digital technologies by restaurants increasing interaction with consumers. In this context, dialogic communication, with a focus on the Dialogic Loop, has taken on a leading role in the way organizations have come to establish a relationship with their audiences, namely, restaurants and their customers.

Objective: To analyze the degree of adoption of the Dialogic Loop on the websites of the best restaurants in Portugal, awarded in the ‘Boa Mesa’ category of the Boa Cama Boa Mesa Guide 2024.

Methods: An analysis matrix was created with the identified 16 Dialogic Loop indicators. We selected the websites of the best restaurants in Portugal, awarded in the ‘Boa Mesa’ category of the Boa Cama Boa Mesa 2024 Guide, whose presence on the websites was evaluated. The data was collected using a grid validated by the literature review and analyzed using descriptive and frequency statistics.

Results: The results show that adoption is not significant and that nine is the maximum number of indicators adopted by the websites, while there are indicators that are never adopted by any website.

Conclusion: There is a low level of adoption of the Dialogic Loop, making it difficult to carry out dialogic communication.

Keywords: dialogic communication; dialogic loop; restaurants; boa cama boa mesa guide; websites; Portugal

RESUMEN

Introducción: El turismo ha estado intrínsecamente ligado al desarrollo tecnológico, y la adopción de tecnologías digitales por parte de los restaurantes ha incrementado la interacción con los consumidores. En este contexto, la comunicación dialógica, centrada en el Bucle Dialógico, ha asumido un papel protagonista en la forma en que las organizaciones han llegado a establecer una relación con sus públicos, es decir, los restaurantes y sus clientes.

Objetivo: Analizar el grado de adopción del Bucle Dialógico en las páginas web de los mejores restaurantes de Portugal, premiados en la categoría «Boa Mesa» de la Guía Boa Cama Boa Mesa 2024.

Métodos: Se creó una matriz de análisis con los 16 indicadores de Dialogic Loop identificados. Se seleccionaron los sitios web de los mejores restaurantes de Portugal, premiados en la categoría «Boa Mesa» de la Guía Boa Cama Boa Mesa 2024, cuya presencia en los sitios web fue evaluada. Los datos se recogieron utilizando una cuadrícula validada por la revisión bibliográfica y se analizaron mediante estadísticas descriptivas y de frecuencia.

Resultados: Los resultados muestran que la adopción no es significativa y que nueve es el número máximo de indicadores adoptados por los sitios web, mientras que hay indicadores que nunca son adoptados por ningún websites.

Conclusión: Existe un bajo nivel de adopción del Bucle Dialógico, lo que dificulta la comunicación dialógica.

Palabras Clave: comunicación dialógica; bucle dialógico; restaurantes; guía boa cama boa mesa; webites; Portugal

DOI: <https://doi.org/10.29352/mill0219e.41044>

INTRODUCTION

Tourism is a major industry worldwide, accounting for 9.1% of global GDP in 2023, according to WTTC (2024). The evolution of the sector has been intrinsically linked to technological development. Industry 3.0, marked by the advent of computers and the internet, allowed the creation of booking and review platforms, such as TripAdvisor, Booking, and Airbnb, revolutionizing the relationship between supply and demand (Demir, Döven, and Sezen, 2019). Industry 4.0, which began in 2011, is characterized by the total integration between systems and platforms and the application of advanced technologies, such as the Internet of Things (IoT), Artificial Intelligence (AI), among others. In this context, tourism has driven the creation of more interactive and connected experiences for travelers, allowing for more efficient management of tourist destinations (Santhi & Muthuswamy, 2023). Studies show that the adoption of digital technologies by restaurants increases interaction with consumers (Skoultzos, Kontis, and Sarantakou, 2017), personalizes services and strengthens customer loyalty (Barashok et al., 2021), increases the competitiveness of companies (Pencarelli, 2020), and allows a more dynamic and interactive flow of communication with their stakeholders (Sivarethnamohan, 2023). In this context, digital communication assumes a strategic role for organizations. One of the central concepts of this evolution is the Theory of Dialogic Communication, developed by Kent and Taylor (1998), which highlights the importance, among other principles, of the Dialogic Loop as a fundamental element to strengthen the relationship between organizations and audiences through scenarios marked by feedback and interaction.

This study aims to analyze the degree of adoption of the Dialogical Loop on the websites of the best restaurants in Portugal, awarded in the "Boa Mesa" category of the Boa Cama Boa Mesa 2024 Guide. For this purpose, 16 indicators of interactive communication were identified, whose presence on the websites was evaluated, allowing us to understand the extent to which the award-winning restaurants in Portugal adopt dialogic communication on their websites, and how this practice can influence their competitiveness in the gastronomic and tourism sectors.

In this sense, the article begins with a brief literature review, and then presents the problem, research question, objectives, instrument for data collection, presentation, and discussion of the data. It ends with the conclusions, followed by the references.

1. LITERATURE REVIEW

1.1 Tourism, technology, and digital

Text Tourism is one of the largest industries in the world, accounting for 9.1% of global GDP in 2023 (WTTC, 2024). In the first three quarters of 2023, the number of international arrivals reached 975 million tourists. This figure, although reflecting an increase of almost 40% compared to the same period of the previous year, is still equivalent to 91% of international arrivals recorded before the pandemic (UNWTO, 2023). Regarding revenues, the same organization projected an amount of 1.4 trillion US dollars for 2023, representing, however, a value below that recorded in 2019, before the pandemic, when revenues reached 1.5 trillion US dollars (UNWTO, 2023). It is believed that these figures were also contributed to by the fact that tourism has managed to keep up with technological developments, particularly due to the need to coordinate the various stakeholders involved, such as tour operators, providers of a wide range of services, and tourists. And as technology developed, the tourism sector followed suit. Thus, Industry 3.0, driven by the advent of computers, by the introduction of transistors and microprocessors, infected the tourism sector that followed the process, introducing the internet and social networks into its context of action. This scenario had an impact on two aspects: on the demand side and on the supply side. On the demand side, it allowed tourists to research, plan, and book their trips online through platforms that have emerged for these purposes, such as TripAdvisor, Booking, or Airbnb (Demir, Döven, & Sezen, 2019; Santhi & Muthuswamy, 2023). On the supply side, computerized reservation systems (CRS) and global distribution systems (GDS) have translated into numerous and profitable benefits, particularly for tour operators and travel agencies (Matešić et al., 2022). However, these systems were not interconnected with other platforms, and this would only happen with the transition to tourism 4.0. Industry 4.0 (started in 2011) is characterized by the integration of digital technologies into physical systems, such as Internet of Things (IoT), Internet of Everything (IoE), Artificial Intelligence of Things (AloT), Artificial Intelligence (AI), cognitive computing, automation, and robotics (Nadkarni et al., 2019; Kim et al., 2020; Nayyar et al., 2018; Ivanov et al., 2017; Kuo et al., 2017). In the tourism industry, this technological revolution has driven the era of intelligence and connectivity, achieved by Industry 4.0 tools, resulting in a more personalized experience for tourists and more efficient management of destinations (Demir, Döven, & Sezen, 2019; Santhi & Muthuswamy, 2023). And in this line of thought, it is understood that digitalization has been a great driver and a competitive factor for the various actors in the tourism sector (Gunawan et al., 2024). In this sense, Skoultzos, Kontis, and Sarantakou (2017) consider that digitalization has led to different business models in the tourism industry being able to integrate and enhance communication between consumers. Lee (2017) and Pencarelli (2020) corroborate that digitalization encourages tourism innovation through the expansion of social networks and tourist information channels, leading to the growth of tourism and enhancing its competitiveness. For their part, Keerthan and Aithal (2018) observe that digitalization, by enabling digital payments, reducing service fees, and streamlining administrative processes, will promote and improve the experience of tourists, and allow companies to remain competitive in the rapidly evolving digital landscape (Sivarethnamohan, 2023). Barashok et al. (2021) found that digitalization promotes and makes tourism

DOI: <https://doi.org/10.29352/mill0219e.41044>

interaction more empathetic, building customer loyalty and consequently increasing profits and the perception of security. And from a more economic perspective, Adams (2017) found that the return on investment for digital technologies is almost seven times higher than the return found for traditional technologies (Adams, 2017). According to Boiko et al. (2022), digitalization in tourism creates an open information environment, driving innovation and optimizing resources. Additionally, it enables personalized and omnichannel interactions with customers and partners. These technologies favor the development of new services, expanding the positive impacts on the sector. And no less important is the use of technology to establish a dialogue with your customers, in the case of this article, between tourism organizations and tourists. That said, the next point addresses the issue of communication, focusing on dialogic communication and its principles.

1.2 Dialogic communication and websites

Over the years, industries in all sectors and almost everywhere in the world have been forced to transform themselves digitally, resulting in a significant change in their products and services, their production processes and, consequently, their business models (Alt, 2021). In the Portuguese hotel sector, external factors such as the COVID-19 pandemic accelerated this change, driving the rapid incorporation of digital tools in the hotel and restaurant industry (António and Rita, 2021). Restaurants have not been left out of this digital transformation. A study by Nüesch, Alt, and Puschmann (2015) mentions the importance of restaurants increasing their points of interaction with customers, making their services more personalized and adapting to consumer preferences. This is in line with new developments in Portugal, where digital platforms are being used to enhance engagement in dining establishments and lodgings by personalizing experiences for longer-stay tourists, such as digital nomads (Borges et al., 2022). This scenario gains relevance when placed in a context of globalization and technological revolution, where most companies find themselves needing to adapt traditional two-way symmetrical communication tools. Ilies (2018) points out that this process aims to offer an experience equivalent to that obtained through online social interactions, as digital techniques are introduced that have proven their efficiency. These technologies, particularly digital platforms, allow for a more dynamic and interactive interaction with customers, which makes the relationship more engaging, solid, and closer to the audience (Urdea, Constantin, and Purcaru, 2021). In this context, Urdea, Constantin, and Purcaru (2021) consider that the most frequently reported advantage of the overall digital experience is an improvement in consumer satisfaction. And from a more economic perspective, Morokhovych and Morokhovych (2023) argue that digital technologies are key to increasing the efficiency of the restaurant sector, attracting more customers, and optimizing service quality. In this context, websites have taken on particular importance in the digital transformation of restaurants, becoming key to communication, promotion and marketing, and interaction with customers. In this sense, they must be built in such a way as to positively influence the consumer experience. Rahman et al (2018) argue that aspects such as ease of navigation, visual quality, functionality, interactivity, personalization of content, and professional designs increase consumer confidence, create positive emotional responses, and, consequently, lead to consumer satisfaction. In the study carried out by Valdez-Juárez, Gallardo-Vázquez, and Ramos-Escobar (2021), the security factor was seen as fundamental for customers when browsing websites. Comparably, in the Portuguese context, interactive and safe websites are essential for increasing user satisfaction and fostering trust in restaurant promotions (Marques and Marques, 2023). And in this context, it is understood that the adoption of Dialogic communication, with a focus on the Dialogic Loop principle on websites, can make a difference to the way we communicate with customers, as can be seen in the following point.

1.3 The Concept of Dialogic Communication and the Principle of the Dialogic Loop

Text Communication can be unidirectional, when the flow of communication has only a single direction from sender to receiver, or bidirectional, when communication is two-way, allowing for negotiation and promoting relationships of trust between organizations and their customers. In the digital context, the evolution of two-way communication has influenced the emergence of more interactive and participatory models, such as dialogic communication. Digital communication fosters involvement and collaboration between the organization and its various stakeholders, namely customers. In the specific context of the catering sector, digital communication has had a significant impact, affecting products, processes, and business models (Alt, 2021) and redefining the process of choice and the customer experience in restaurants (Loh, Perdana & Lee, 2024). (Kumar & Rani, 2024). This is where the contribution of researchers Kent and Taylor comes in, in 1998, when they defined the Dialogic Communication Theory. This is the result of a bidirectional communication model, i.e., the flow of information in two directions is inherent to it, but it is also a tool that allows organizations to promote genuine interactions, leading to stronger relationships and commitment with stakeholders through online platforms, namely websites. In doing so, the organization will see the negotiation process facilitated and the commitment between the parties strengthened, as well as promoting the organization itself. The concept of the Dialogic Loop is the main one of the five principles of the Dialogic Communication Theory (Kent & Taylor, 1998), together with the usefulness of the information, the retention of visitors, the generation of return visits, and the intuitiveness/ease of the Interface. Also developed by Kent and Taylor (1998), this principle defines the organization's desire to ensure that communication between itself and its stakeholders takes place within an interactive process, where each party influences the other's responses on an ongoing basis, and where the organization has the space to respond to contributions and feedback appropriately (Vernuccio,

DOI: <https://doi.org/10.29352/mill0219e.41044>

2014; Nugraha & Irwansyah, 2022; Perez-Aranda, Vallespín & Molinillo, 2019; Capriotti, Zeler & Camilleri, 2021; Zainol et al., 2022). As mentioned above, websites should be developed to offer a set of tools that promote and boost interaction, which Safitri, Kriyantono, and Veronika (2022) refer to as sub-indicators. And in this line of thinking, the dialogue loop is one of the fundamental principles in the context of dialogue communication, as it allows for very direct interaction and therefore an effective exchange of ideas and opinions between organizations and their audiences (Kent & Taylor, 1998; Gonçalves, 2017). In this sense, it can be said that the adoption of the dialogic loop principle is more expressive when its indicators are present on the organization's websites. These indicators include the following: Chat (Hinson, Osabutey, & Kosiba, 2018); Space for comments (Kent & Taylor, 2002); Forum (Kent, Taylor and White, 2001); Sharing experiences of holidaymakers (texts) (Augusto, 2015); Sharing experiences of holidaymakers (photos) (Augusto, 2015); Possibility to send messages, comments (McAllister-Spooner, 2010); Links and contacts to directly contact employees, departments of the organisation (McAllister-Spooner & Kent, 2009); Possibility to subscribe to newsletter (Karkin & Janssen, 2014); Possibility of transactions, requesting services (Feeney & Brown, 2017); Links to social networks (Fietkiewicz, Mainka & Stock, 2017); Texts of response to the public (Kim & Reber, 2006); Possibility to request information (Ingenhoff and Koelling, 2009); Opportunity to vote on issues (McAllister-Spooner, 2010); Questionnaire (to give opinion on issues) (McAllister-Spooner, 2010); Engaging and interactive online environment (Hinson, Osabutey, & Kosiba, 2018); Possibilities for community interaction (Hinson, Osabutey, & Kosiba, 2018). In this context, it can be said that dialogic communication allows the organization to establish communication marked by dialogue with its audience. Having made these statements, the next point deals with the research carried out.

2. METHODS

2.1 The Research: Case study Best Portuguese restaurants published in the 'Boa Cama Boa Mesa Guide' official tourism websites

According to the literature review, the Dialogical Loop has been assumed as the most important in terms of the context of communication, and therefore, it was the principle analyzed in this research. Based on the bibliographic review, it was considered pertinent to formulate the following research question: What is the degree of adoption of the Dialogical Loop principle by the websites of the best Portuguese restaurants published in the "Guia Boa Cama Boa Mesa"?

To answer the question, the following specific objectives were formulated: to identify which of the sixteen indicators is most and least adopted by restaurant websites; identify the restaurant that adopts the most and least indicators on its website; and identify, by building category, the restaurant with the highest and lowest degree of adoption of the sixteen indicators.

2.2 Sample

In this article, we highlight the results regarding the adoption of the Dialogic Loop principles on the websites of the best restaurants in Portugal in the "Boa Mesa" category, published in the "Guia Boa Cama Boa Mesa" 2024, one of whose objectives is to be a guide for good experiences at the table. The selection is carried out annually by a team of journalists from *Jornal Expresso*, with the institutional support of Turismo de Portugal, a partnership with BPI Grupo CaixaBank, and high sponsorship from the Portuguese Republic Economy and Sea. Thus, in the "Good Food" aspect, the selection of the best restaurants was guided by 7 main criteria, namely: product; local food; service; wine cellar; quality/price ratio and sustainability. The results showed the existence of 35 restaurants, awarded in the "Good Food" category, with "Platinum Fork", "Silver Fork", and "Golden Fork". Of these 35 restaurants, four were awarded "Platinum Fork", 16 "Silver Fork", and 15 "Golden Fork". After analyzing the results, we found that out of 35, only 33 restaurants had websites. In this sense, we highlight the results related to the adoption of the Dialogic Loop principles on the websites of the 32 restaurants – see Table 1.

DOI: <https://doi.org/10.29352/mill0219e.41044>

Table 1 - Best Portuguese restaurants published in the 'Boa Cama Boa Mesa Guide'

	Portuguese Restaurants	Websites
Platina	BELCANTO	https://www.belcanto.pt/
	OCEAN	https://restauranteocean.com/pt
	THE YEATMAN	https://www.the-yeatman-hotel.com/en/
	VILA JOYA	https://www.vilajoya.com/pt-pt/restaurante/
Prata	AL SUD	https://palmaresliving.com/al-sud-restaurant/#general-contacts
	ANTIQUVM	https://www.antiquvm.pt/
	BOMFIM1896 WITH PEDRO LEMOS	https://pt.symington.com/bomfim1896-pedrolemos
	CASINHA VELHA	https://casinhavelha.com/
	COZINHA DAS FLORES	https://cozinhadasflores.com/
	CURA	https://www.fourseasons.com/lisbon/dining/restaurants/cura/
	DOC	https://www.docrestaurante.pt/
	FERRUGEM	https://www.ferrugem.pt/0
	KANAZAWA	https://kanazawa.com.pt/
	LE MONUMENT	https://www.maison-albar-hotels-le-monumental-palace.com/pt/page/le-monument.3809.html
	MARISCO NA PRAÇA	https://www.marisconapraça.com/
	MARLENE	https://marlene.pt/
	O GAVETO	https://ogaveto.com/
	PEDRO LEMOS	https://www.pedrolemos.net/
Ouro	PEQUENO MUNDO	https://www.pequeno-mundo.com/
	RESTAURANTE NOÉLIA	Sem site disponível
	A COZINHA POR ANTÓNIO LOUREIRO	https://restauranteacozinha.pt/
	ALMA	https://www.almalisboa.pt/pt
	CASA DE CHÁ DA BOA NOVA	https://www.casadechadaboanova.pt/
	EUSKALDUNA STUDIO	https://www.euskaldunastudio.pt/
	FORTALEZA DO GUINCHO	https://www.fortalezadoguinho.com/pt-pt/gastronomico/
	G RESTAURANTE	https://gpousada.com/
	IL GALO D'ORO	https://www.portobay.com/en/restaurants/restaurants-madeira/il-gallo-doro/
	JNCQUOI AVENIDA	https://www.jncquoi.com/en/restaurants/avenida/1746/
	LOCO	https://www.loco.pt/
	MESA DE LEMOS	https://mesadelemos.com/
	Ó BALCÃO	https://tabernaobalcao.com/
	REI DOS LEITÕES	Sem site disponível
	RESTAURANTE HERDADE DO ESPORÃO	https://esporao.com/pt/restaurante-da-herdade-do-esporao
	SOLAR DOS PRESUNTOS	https://www.solardospresuntos.com/
	VISTA RESTAURANTE	https://vistarestaurante.com/

2.3 Data collection instrument and procedure for data collection and analysis

As mentioned above, the Dialogical Loop is considered the most relevant dialogic principle in the field of dialogic communication. To carry out the grading and adoption of the Dialogical Loop, it is necessary to analyze whether these sixteen indicators that are part of the principle are adopted on the websites. To verify the data and prevent systematic errors, the analysis was conducted over three distinct periods: February 9–23, 2025; March 2–14, 2025; and March 16–30, 2025. In order to prevent website modifications from being impacted by seasonal marketing campaigns, the intervals were chosen to avoid holidays and busy times. Thus, for the study, an analysis matrix was constructed based on the literature review, and this matrix presents those indicated for analysis - see Table 2.

Table 2 - Dialogic Loop - sixteen indicators

	Indicators	Authors
Dialogic Loop	Chat	Hinson, Osabutey, & Kosiba, 2018
	Space for comments	Kent & Taylor, 2003
	Forum	Kent, Taylor and White, 2001
	Sharing experiences of holidaymakers (texts)	Augusto (2015)
	Sharing experiences of holidaymakers (photos)	Augusto (2015)
	Possibility to send messages, comments	McAllister-Spooner, 2010
	Links and contacts to directly contact employees, departments of the organisation	McAllister-Spooner & Kent, 2009
	Possibility to subscribe to newsletter	Karkin & Janssen (2014)
	Possibility of transactions, requesting services	Feeney & Brown (2017)
	Links to social networks	Fietkiewicz, Mainka & Stock (2017)
	Texts of response to the public	Reber & Kim (2006)
	Possibility to request information	Ingenhoff e Koelling (2009)
	Opportunity to vote on issues	McAllister-Spooner (2010)
	Questionnaire (to give opinion on issues)	McAllister-Spooner (2010)
	Engaging and interactive online environment	Hinson, Osabutey, & Kosiba, (2018)
	Possibilities for community interaction	Hinson, Osabutey, & Kosiba, (2018)

DOI: <https://doi.org/10.29352/mill0219e.41044>

3. RESULTS AND DISCUSSION

3.1 Data collection instrument and procedure for data collection and analysis

Regarding the degree of adoption of the Dialogic Loop principle (Kent & Taylor, 1998) on the websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Boa Cama Boa Mesa Guide' 2024, analysis of the data shows that, in general, the Dialogic Loop principle is adopted - see table 3. However, there is no website that adheres to all 16 indicators, with three being the minimum number and nine the maximum number of indicators adopted. In other words, of the 33 websites analyzed, only two use nine indicators (56%), and they are The Yeatman and Il Gallo d'oro. The websites of the restaurants Vila Joya, Al Sud, Bomfim1896 with Pedro Lemos and Fortaleza do Guincho use eight indicators (50 per cent) - see table 3. The results show that the websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Boa Cama Boa Mesa Guide' 2024, generally show evidence of adopting the Dialogic Loop principle, although this adoption is considered to be low. If we take into account that, according to the literature review, the Dialogic Loop is considered the most important in the context of dialogic communication (Kent & Taylor, 1998), it can be said that the results show a low degree of dialogue with their audiences. It is understood that this statement can be made because, according to the literature review, websites that have a high presence of indicators of the Dialogic Loop principle are enabling more direct communication with their stakeholders and are thus responding more quickly to public requests and promoting greater involvement with the product or service they have to offer their audiences (Gonçalves, 2017). And in this case, this thought is not found on the websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Boa Cama Boa Mesa Guide' 2024, thus jeopardizing communication with customers in the digital context.

Table 3 – Frequency of indicators by restaurant websites

Restaurants	Frequency of indicators	%
BELCANTO	5	31%
OCEAN	5	31%
THE YEATMAN	9	56%
VILA JOYA	8	50%
AL SUD	8	50%
ANTIQUVM	6	38%
BOMFIM1896 WITH PEDRO LEMOS	8	50%
CASINHA VELHA	5	31%
COZINHA DAS FLORES	4	25%
CURA	7	44%
DOC	6	38%
FERRUGEM	3	19%
KANAZAWA	7	44%
LE MONUMENT	6	38%
MARISCO NA PRAÇA	3	19%
MARLENE	7	44%
O GAVETO	7	44%
PEDRO LEMOS	4	25%
PEQUENO MUNDO	5	31%
A COZINHA POR ANTÓNIO LOUREIRO	5	31%
ALMA	5	31%
CASA DE CHÁ DA BOA NOVA	3	19%
EUSKALDUNA STUDIO	5	31%
FORTALEZA DO GUINCHO	8	50%
G RESTAURANTE	6	38%
IL GALO D'ORO	9	56%
JNCQUOI AVENIDA	6	38%
LOCO	6	38%
MESA DE LEMOS	6	38%
Ó BALCÃO	6	38%
RESTAURANTE HERDADE DO ESPORÃO	5	31%
SOLAR DOS PRESUNTOS	4	25%
VISTA RESTAURANTE	4	25%

3.2 Variable adoption of Dialogic Loop Indicators in Portuguese Restaurant Websites: insights from the 2024 Boa Cama boa Mesa Guide

When analyzing the degree of adoption of the 16 indicators that are part of the Dialogic Loop principle, the data shows that there are indicators that are not adopted by any of the 33 websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Boa Cama Boa Mesa Guide' 2024 - see table 4. The indicators Space for comments, Forum, Opportunity to vote on issues, Questionnaire (to give opinion on issues), and Possibilities for community interaction are not adopted by any of the restaurant websites analyzed. The indicator Sharing experiences of holidaymakers (photos) is adopted by only one website -

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Restaurante O Gaveto - and the indicator Sharing experiences of holidaymakers (texts) by only two websites - the restaurants Casinha Velha and G Restaurante. On the other hand, of the 16 indicators analyzed, only two restaurant websites use nine indicators (56%), and they are The Yeatman and Il Gallo d'oro. The websites of Vila Joya, Al Sud, Bomfim1896 with Pedro Lemos, and Fortaleza do Guincho use eight indicators (50 per cent) - see table 4. The two indicators used on all the websites are Texts of response to the public and an engaging and interactive online environment (100%). Also with a high percentage of adoption are the indicators Possibility of transactions, requesting services (88%), and the indicator Links to social networks (94%).

Table 4 – Frequency of indicators by restaurant websites

Sixteen indicators	Frequency of indicators	%
Chat	3	9%
Space for comments	0	0%
Forum	0	0%
Sharing experiences of holidaymakers (texts)	2	6%
Sharing experiences of holidaymakers (photos)	1	3%
Possibility to send messages, comments	15	45%
Links and contacts to directly contact employees, departments of the organisation	10	30%
Possibility to subscribe to newsletter	19	58%
Possibility of transactions, requesting services	29	88%
Links to social networks	31	94%
Texts of response to the public	33	100%
Possibility to request information	15	45%
Opportunity to vote on issues	0	0%
Questionnaire (to give opinion on issues)	0	0%
Engaging and interactive online environment	33	100%
Possibilities for community interaction	0	0%

The results obtained allow us to state that the websites of the restaurants under study do not make a profound adoption of the indicators, calling into question the existence of strong dialogic communication between the restaurants and their publics and, therefore, these restaurants are calling into question the improvement of the organisation's image with the publics (Vernuccio, 2014)and, in a way, not evidencing what the literature review states: communication between organisations and the different publics happens more directly and quickly, with greater interaction between the different stakeholders (Perez-Aranda, Vallespín & Molinillo, 2019; Capriotti, Zeler & Camilleri, 2021; Zainol et al., 2022).

3.3 Adoption of Dialogic Loop Indicators by Portuguese Restaurant Websites: A comparative analysis by Award Category in the 2024 Boa Cama Boa Mesa Guide.

In this section, we analyze the results regarding the adoption of the 16 indicators on the websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Boa Cama Boa Mesa Guide' 2024, considering the three award categories: Gold Key, Platinum Key, and Silver Key.

With regard to the Gold Key award, the website with the lowest level of adoption is the Casa de Chá da Boa Nova restaurant (3 indicators - 19%), the one with the highest level of adoption is the Il Galo D'oro restaurant (9 indicators - 56%), followed by the Fortaleza do Guincho restaurant with 8 (50%). As far as the Platinum Key is concerned, with nine indicators comes the website of The Yeatman restaurant (56%), followed by Vila Joya with eight (50%). The websites of the Belcanto and Ocean restaurants adopt five of the 16 indicators under study (31 per cent). When we analyze the results for the Silver Key award, the Ferrugem and Marisco na praça restaurants have only three indicators on their websites (19%), while the Al Sud and Bomfim1896 with Pedro Lemos restaurants have eight indicators each (50%). It should be noted that the websites of the restaurants with the highest number of indicators belong to the Gold Key - Il Galo D'oro restaurant - and another to the Platinum Key - The Yeatman restaurant. The websites with the lowest number of indicators are three: two belong to the Silver Key - Ferrugem and Marisco na praça restaurants - and one to the Other Key - Asa de Chá da Boa Nova restaurant - all with only three Dialogic Loop indicators (19%) - see Table 5.

Table 5 – Restaurant website with the highest and lowest degree of adoption of the sixteen indicators, by award category

	Restaurant	Frequency of indicators	%
Platinum Key	BELCANTO	5	31%
	OCEAN	5	31%
	THE YEATMAN	9	56%
	VILA JOYA	8	50%
Silver Key	AL SUD	8	50%
	ANTIQUVM	6	38%
	BOMFIM1896 WITH PEDRO LEMOS	8	50%
	CASINHA VELHA	5	31%
	COZINHA DAS FLORES	4	25%
	CURA	7	44%
	DOC	6	38%
	FERRUGEM	3	19%
	KANAZAWA	7	44%
	LE MONUMENT	6	38%
	MARISCO NA PRAÇA	3	19%
	MARLENE	7	44%
	O GAVETO	7	44%
	PEDRO LEMOS	4	25%
	PEQUENO MUNDO	5	31%
Gold Key	A COZINHA POR ANTÓNIO LOUREIRO	5	31%
	ALMA	5	31%
	CASA DE CHÁ DA BOA NOVA	3	19%
	EUSKALDUNA STUDIO	5	31%
	FORTALEZA DO GUINCHO	8	50%
	G RESTAURANTE	6	38%
	IL GALO D'ORO	9	56%
	JNCQUOI AVENIDA	6	38%
	LOCO	6	38%
	MESA DE LEMOS	6	38%
	Ó BALCÃO	6	38%
	RESTAURANTE HERDADE DO ESPORÃO	5	31%
	SOLAR DOS PRESUNTOS	4	25%
	VISTA RESTAURANTE	4	25%

CONCLUSION

As we have seen, tourism plays a leading role in society, and the evolution of the sector has been intrinsically linked to technological development. Studies show that the adoption of digital technologies by restaurants increases interaction with consumers (Skoultzos, Kontis, and Sarantakou, 2017). The literature review also highlighted the relevant role that dialogic communication, with a focus on the Dialogical Loop, has in the way organizations began to establish a relationship with their audiences, namely, restaurants and their customers. Taking this context into consideration, it was considered pertinent to carry out a study whose main objective was to analyze the degree of adoption of the Dialogical Loop on the websites of the best restaurants in Brazil, awarded in the "Boa Mesa" category of the Boa Cama Boa Mesa 2024 Guide. To this end, 16 indicators of interactive communication were identified, whose presence on the websites was evaluated. This research allows us to understand the extent to which award-winning restaurants in Portugal adopt dialogic communication on their websites, and how this practice can influence their competitiveness in the gastronomic and tourism sectors.

After collecting and analyzing the data, the results obtained allow us to conclude that the websites of the restaurants under study, despite loving Dialogic Loop indicators, do not have a strong adoption, because there is no website that adopts all 16 indicators, with 9 being the largest number of indicators adopted. Of the 33 sites analyzed, only two use nine indicators (56%), namely The Yeatman and Il Galo D'oro. The data also allows us to conclude that there are indicators that are not used by any of the 33 websites of the best restaurants in Portugal in the 'Boa Mesa' section, published in the 'Guia Boa Cama Boa Mesa' 2024, specifically Forum, Opportunity to vote on issues, Questionnaire (to give an opinion on issues) and Possibilities of interaction with the community. The two indicators used on all sites are Texts responding to the public and an engaging and interactive online environment (100%), followed by the Links to social networks indicator (94%) and the Possibility of transactions, request for services indicators (88%). Regarding the adoption of the Dialogical Loop indicators taking into account the three award categories - Golden Key; Platinum Key; and Silver Key -, it can be concluded that with regard to the Golden Key award, the website with the lowest level of adoption is the restaurant Casa de Chá da Boa Nova (3 indicators - 19%), the one with the highest level of adoption is the restaurant Il Galo D'oro (9 indicators - 56%), followed by the restaurant Fortaleza do Guincho with 8 (50%). Platinum Key, with nine indicators, reaches the website of The Yeatman restaurant (56%), followed by Vila Joya with eight (50%). Regarding the Silver Key award, the

DOI: <https://doi.org/10.29352/mill0219e.41044>

restaurants Al Sud and Bomfim1896, with Pedro Lemos, presented eight indicators each (50%). It is worth noting that the restaurant websites with the highest number of indicators belong to the Gold Key restaurant - Il Galo D'oro - and another to the Platinum Key restaurant - The Yeatman Restaurant.

These findings have significant implications for managers and marketing/communication managers. The limited implementation of the Dialogic Cycle indicates that many restaurants still adopt predominantly informative and transactional communication, missing opportunities to establish closer relationships and build loyalty with customers. The lack of interactive resources, such as forums, questionnaires, or comment sections, restricts feedback collection and the ability to actively engage consumers, which could aid in innovation and service improvement. Therefore, it is advisable for websites to move beyond being mere promotional channels and begin positioning themselves as platforms for dialogue, which will enhance brand image, increase customer trust, and create competitive advantages in the tourism and gastronomy sectors.

It is also worth mentioning that this work has its limitations, namely the fact that there is no comparison with restaurants at an international level, which would certainly provide access to a deeper understanding of the topic under study. In this sense, it is recommended that future work collect data at an international level and subsequently carry out an analysis also marked by comparison.

AUTHORS' CONTRIBUTION

Conceptualization, A.O., A.P. and M.C.L.; data curation, A.O. and A.P.; formal analysis, A.O. and M.C.L.; funding acquisition, A.O. and A.P.; investigation, A.O., A.P. and M.C.L.; methodology, A.O. and A.P.; project administration, A.O., A.P. and M.C.L.; resources, A.O., A.P. and M.C.L.; software, A.O. and A.P.; supervision, A.O., A.P. and M.C.L.; validation, A.O., A.P. and M.C.L.; visualization, A.O., A.P. and M.C.L.; writing- original draft, A.O. and M.C.L.; writing- review & editing, A.O. and M.C.L.

CONFLICT OF INTEREST

The authors declare no conflict of interest.

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