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TTRA 2020 Extended Abstract
Mixing Community Capitals and Creative Placemaking for Craft-Beverage Tourism Development

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Abstract:

Craft-beverage tourism (CBT) is a growing segment in the USA and an attractive strategy for sustainable development. Hyperlocal strategies are suitable for this segment because the perception of craft beverages being authentic cultural representations is appealing to tourists. This study aims to identify the resources that facilitate this development by combining two theoretical models; determine the role of hyperlocal strategies in CBT development; and test the resulting model in a different context. A mixed-method approach in three phases will address these objectives. Data from the first phase revealed that creativity and meaning accelerated the growth of the community capitals needed for CBT, causing a spiraling up effect. The second phase will provide evidence of the impact of hyperlocal strategies in CBT experiences. Outcomes from the study's third phase will further improve CBT development efforts and consolidate CBT knowledge, and hyperlocality's role in different contexts and development stages.

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Development

Introduction

The cultural appeal of food and beverage has become an asset for tourist destinations, leading to an increase in food and beverage tourism activities (World Tourism Organization, 2017). This appeal has led to a trend that emphasizes hyperlocal aspects of food and beverage production and consumption. Hyperlocal refers to community-oriented strategies within a limited geographic space, such as blocks or streets (Eriksen, 2014), which include featuring “foods sourced from the restaurant’s own properties” (De Chabert-Rios & Deale, 2018, p. 389). This trend often promotes sustainable practices and serves as an educational tool for visitors and providers (De Chabert-Rios & Deale, 2018). Hyperlocality in food and beverage tourism aligns with current travelers’ search for authentic and meaningful experiences (Paulauskaite, Powell, Coca-Stefaniak, & Morrison, 2017). However, there has been a limited empirical examination of hyperlocality’s role in tourism, with most of the focus being on the application of strategies within the industry (Craft Brewing Business, 2019; Gil Zaldana, 2019).

Craft-beverage tourism (CBT) in particular, refers to travel motivated by tasting and learning about craft beverages such as beer, wine, and spirits (Kline, Slocum, & Cavaliere, 2017), and it’s a growing segment in the United States of America (USA). The benefits that host communities gain from offering CBT have made it an attractive strategy for sustainable development (Plummer, Telfer, Hashimoto, & Summers, 2005). For example, CBT can help preserve family traditions and businesses (Alonso & Liu, 2012) and can educate visitors on local agricultural products (Barbieri & Baggett, 2017). Hyperlocal strategies are suitable for CBT, as one of the main factors that attract tourists is the perception of craft beverages being authentic cultural representations of a particular place (Thurnell-Read, 2019).

Few studies have applied theoretical frameworks to empirically examine CBT development, with extant research focusing on travel motivations (Kraftchick, Byrd, Canziani, & Gladwell, 2014) and visitor profiles (Plummer, et al., 2005). Such studies often focus on one niche of CBT (e.g., beer or wine), and mainly from the tourist’s perspective (e.g., Getz & Brown, 2006; Gu, Zhang, King, & Huang, 2018). Theories such as the community capitals framework (CCF) and creative placemaking (CPM) could provide a more structured approach to understanding the factors facilitating CBT development. To improve the understanding of CBT and its development, further research is needed that examines the segment from multiple stakeholder perspectives. Therefore, this study has three objectives: (1) identify the resources that facilitate CBT development by combining the CCF and CPM models; (2) determine the role of hyperlocal strategies in CBT development; and (3) test the resulting theoretical model in a different context.

Literature Review

CBT development in the USA emphasizes wine (Boatto, Galletto, Barisan, & Bianchin, 2013; Popp & McCole, 2016) and beer (Murray & Kline, 2015; Pechlaner, Raich, & Fischer, 2009) tourism although it can be diversified with the development of other niche products such as cider and distilled spirits. Likewise, CBT research has been limited to specific niches, mainly wine (Byrd, Canziani, Hsieh, Debbage, & Sonmez, 2016) and whiskey (Spracklen, 2011). Often, this line of

research has focused on the perspectives of producers (Charters & Menival, 2011) and tourists (Cinelli Colombini, 2015; Marzo-Navarro & Pedraja-Iglesias, 2009). Failing to integrate other stakeholders' perspectives (e.g., residents, tourism service providers) can result in diminished tourism experience quality (Waligo, Clarke, & Hawkins, 2013) given that the capacities and interests of multiple stakeholders contribute to sustainable development (Byrd, 2007).

In addition to diversifying the knowledge of stakeholder perspectives on CBT, there is a need to improve the theoretical understanding of this phenomenon. The CCF supports sustainable community development and has been widely used to examine resource management and poverty alleviation (Kline, McGehee, & Delconte, 2018). The CCF identifies seven capitals that facilitate sustainable community development (Flora, Flora, & Gasteyer, 2018; Stone & Nyaupane, 2018) including: built (e.g., infrastructure), natural (e.g., agricultural products), human (e.g., skills), social (e.g., collaboration), cultural (e.g., heritage), financial (e.g., investments), and political (e.g., policies). CPM is another community development model that encourages asset evaluation to maximize their use (Markusen & Gadwa, 2010). It does so by fostering stakeholder collaboration through the establishment of physical spaces that integrate a community's unique cultural aspects (Kelkar & Spinelli, 2016). CPM includes three elements: resources (tangible or intangible), meanings (i.e., abstract representations and place attachments), and creativity which brings meaning to community resources (Markusen & Gadwa, 2010; Richards & Duif, 2018). In the context of CBT for example, historical buildings repurposed as taprooms bring attention to their cultural value and become sources of community pride.

Multiple studies (De Chabert-Rios & Deale, 2016; Legendre & Baker, 2019) have identified hyperlocal strategies as potential means to incorporate sustainable practices and add value to food tourism experiences. Hyperlocal strategies can foster sustainable community development by integrating activities and resources, such as breweries obtaining grains from local farmers (Greden Matthews, 2017). However, extant research has addressed hyperlocality only in the context of food tourism, therefore, its potential to be integrated into CBT remaining unexplored.

Methodology

The overarching study purpose is framed within a mixed-method approach composed of three independent –yet interconnected– efforts addressing the aforementioned research objectives. The research design is phased to build from previous findings and to expand geographically.

To identify the resources facilitating CBT development (*Objective 1*), 26 CBT stakeholders (i.e., producers, business support organizations, information curators, association representatives, retail businesses, tourist service providers) were interviewed using in-depth and semi-structured protocols. Data were collected in Wake County, North Carolina (NC, US) where CBT has recently developed (Brewers Association, 2018). A grounded theory approach guided this study phase allowing for the integration of CCF and CPM using open and axial coding in data analysis.

To determine the role of hyperlocal strategies in CBT development (*Objective 2*), the state of NC will be studied as a case study given its established CBT destinations (e.g., Asheville, Raleigh). An online survey will be conducted among craft beverage producers and tourists to identify their perceptions of hyperlocal strategies in CBT experiences. Study participants will be recruited using two strategies: (1) a purposive sample of craft beverage producers identified through industry organization databases (e.g., Distillers Association of NC, NC Craft Brewers Guild), and (2) a

panel survey to collect data from NC tourists (those who have traveled in the state for leisure purposes within the past year).

Testing the resulting theoretical model in a different context (*Objective 3*) will be operationalized through a qualitative and quantitative study in Peru given its emergence as a CBT destination. The study will focus on Pisco, a traditional Peruvian spirit, whose production as a craft beverage is growing (Vásquez-Rowe, Cáceres, Torres-García, Quispe, & Kahhat, 2017). Qualitative data will be collected using in-depth interviews with Pisco stakeholders. Quantitative data will be collected using intercept surveys to tourists that participate in CBT experiences (e.g., tastings, distillery tours). Protocols and instruments for this study will be based upon the findings from this study's previous phases.

Results and Expected Outcomes

This presentation will report on this investigation's first phase (*Objective 1*) that identified the resources facilitating CBT in Wake County. Data revealed that creativity and meaning accelerated the growth of the community capitals needed for CBT. This acceleration causes a spiraling up effect, where natural, built and human capitals act as the foundational elements. Investment in these capitals through CBT triggers the development of cultural and social capital. Subsequently, when integrated with creativity and meaning investment in cultural and social capital triggers the development of financial and political capital. Ultimately these findings support the integration of CCF and CPM as a theoretical framework to study CBT and as a community development strategy to maximize the benefits of CBT.

Study results also indicated that hyperlocal strategies play a role in CBT development. Craft-beverage producers emphasized the importance of a hyperlocal focus. However, further investigation is needed to identify how producers implement hyperlocal strategies and their effect on craft-beverage tourists. Building upon these findings, the second study phase (*Objective 2*) will provide evidence of the impact of hyperlocal strategies in CBT experiences and identify additional benefits to providers and tourists. It is expected that outcomes from the study's third phase (*Objective 3*) will further improve CBT development efforts and consolidate the existing knowledge related to CBT in terms of resources needed, benefits obtained, and the role of hyperlocality in different contexts and different development stages.

The continuous growth of CBT offers potential benefits to communities that offer it. Therefore, this investigation outlines theoretical constructs relevant to its development. The application of CCF and CPM in future CBT investigations can aid in the assessment of its impacts and sustainability. This investigation yields a framework that allows the assessment of resources, and the role of hyperlocal strategies for CBT development. Overall, this framework can provide a better understanding of how capitals grow and sustain CBT development in multiple contexts.

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