



Universidade de  
Aveiro  
2021

**ANA ISABEL  
PINTO MOURA**

**AS PRINCIPAIS MOTIVAÇÕES DE TURISTAS  
GASTRONÓMICOS PARA O CONSUMO DE COMIDA  
LOCAL EM PORTUGAL**

**CULINARY TOURISTS' MOTIVATIONS FOR LOCAL  
FOOD CONSUMPTION IN PORTUGAL**





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Dissertação apresentada à Universidade de Aveiro para cumprimento dos requisitos necessários à obtenção do grau de Mestre em Gestão de Marketing e Negócios Internacionais, realizada sob a orientação científica da Professora Doutora Vera Teixeira Vale (Professora Auxiliar) do Departamento de Economia, Gestão e Engenharia Industrial da Universidade de Aveiro



“If more of us valued food and cheer and song above hoarded gold, it would be a merrier world.”

J.R.R. Tolkien

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**o júri / the jury**

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Turismo culinário, turismo gastronómico, turista culinário, turista gastronómico, motivação, Portugal, comida local, sustentabilidade.

**resumo**

O turismo culinário está a tornar-se uma alternativa emergente no turismo de massas. Na literatura, foram reconhecidas diferentes motivações que influenciam a escolha dos turistas a experimentar e provar a comida local. Tendo isto em consideração, este estudo propõe-se a compreender os fatores motivacionais que levam ao consumo de alimentos e bebidas locais no contexto geográfico de Portugal. Para testar isto, foi utilizada uma versão modificada da escala motivacional de Kim & Eves (2012). Os dados foram recolhidos através de um inquérito online administrado a turistas nacionais e internacionais que visitaram Portugal no passado, e foram obtidas 190 respostas, das quais 162 foram consideradas válidas. Os dados foram analisados utilizando o software estatístico IBM SPSS, e a análise de regressão multivariada foi utilizada para determinar se as sete variáveis em questão têm influência na frequência do consumo da gastronomia local em Portugal. Os resultados revelam que a experiência cultural, entusiasmo, relações interpessoais, apelo sensorial, preocupações de saúde e prestígio são fatores motivadores que levam ao consumo de alimentos locais, enquanto a sustentabilidade social e ambiental não é suportada como motivação para o consumo. O presente estudo tem implicações interessantes para os gestores e marketers que trabalham na indústria alimentar e turística.



**keywords**

Food tourism, culinary tourism, gastronomy tourism, gastronomic tourist, motivation, Portugal, local food, sustainability.

**abstract**

Culinary tourism is becoming an emergent alternative to mass tourism. In the literature, different motivations have been recognized to affect the choice of tourists to experience local food. Taking this into consideration, the purpose of this study is to understand the motivational factors that lead to the consumption of local food and beverages in the geographical setting of Portugal. To test this, a modified version of Kim and Eves (2012) motivational scale was used. Data was collected via an online survey from domestic and international tourists who have been to Portugal in the past, and 190 responses were obtained, from which 162 were considered valid. The data were analysed using the statistical software IBM SPSS, and multivariate regression analysis was used to determine if the seven variables in question influenced the frequency of consumption of local gastronomy in Portugal. The results revealed that cultural experience, excitement, interpersonal relationships, sensory appeal, health concerns and prestige are all motivational factors that lead to the consumption of local food, while social and environmental sustainability is not found to motivate tourists. The present study has interesting implications for managers and marketers working within the food and tourism industry.

# Table of Contents

|   |    |
|---|----|
| Chapter 1: Introduction .....                         | 1  |
| 1.1 – Work Context .....                              | 1  |
| 1.2 – Relevance and Research Goals .....              | 2  |
| 1.3 – Dissertation Layout .....                       | 3  |
| Chapter 2: Literature Review .....                    | 5  |
| 2.1 – Food Tourism State of the Art .....             | 5  |
| 2.2 – Motivations for Local Food Consumption .....    | 8  |
| 2.2.1 – Excitement .....                              | 9  |
| 2.2.2 – Sensory Appeal .....                          | 10 |
| 2.2.3 – Health Concerns .....                         | 11 |
| 2.2.4 – Culture .....                                 | 11 |
| 2.2.5 – Interpersonal Relations .....                 | 12 |
| 2.2.6 – Prestige .....                                | 12 |
| 2.2.7 – Social and Environmental Sustainability ..... | 13 |
| 2.3 – Geographical Setting – Portugal .....           | 14 |
| Chapter 3: Investigation Model .....                  | 17 |
| 3.1 – Conceptual Model Development .....              | 17 |
| 3.2 - Research Hypotheses .....                       | 18 |
| 3.3 – Conceptual Framework Development .....          | 21 |
| Chapter 4: Methodology .....                          | 23 |
| 4.1 – Research Design .....                           | 23 |
| 4.1.1 – Population and Sample .....                   | 24 |
| 4.1.2 - Data Collection Strategy .....                | 25 |
| Chapter 5: Results and Discussion .....               | 34 |
| 5.1 – Results .....                                   | 34 |
| 5.1.1 – Sample Characterization .....                 | 34 |
| 5.2.2 – Descriptive Analysis .....                    | 41 |
| 5.2.3 - Reliability analysis .....                    | 46 |
| 5.2.4 – Regression analysis .....                     | 48 |
| 5.3 – Results Discussion .....                        | 53 |
| 5.4 – Conclusion .....                                | 58 |
| Chapter 6: Final Considerations .....                 | 59 |
| 6.1 – Introduction .....                              | 59 |
| 6.2 – Expected Contributions .....                    | 59 |
| 6.3 – Limitations and Future Research .....           | 61 |
| References .....                                      | 62 |

|   |    |
|---|----|
| Appendixes.....                                       | 69 |
| Appendix 1 – Survey Structure – Auxiliary Table ..... | 69 |
| Appendix 2 – English version of the survey.....       | 70 |
| Appendix 3 – Portuguese Version of the survey .....   | 77 |

## List of Acronyms and Abbreviations

CE – Cultural Experience

E - Excitement

GDP – Gross Domestic Product

HC – Health Concerns

IBM SPSS – International Business Machines Statistical Package for the Social Sciences

IR – Interpersonal Relationships

K-S – Kolmogorov-Smirnov

N/A – Non-Applicable

P - Prestige

PENT – Plano Estratégico Nacional de Turismo (Portugal's National Strategic Tourism Plan)

R<sup>2</sup> – Coefficient of Determination

SA – Sensory Appeal

SDG – Sustainable Development Goals

SES – Social and Environmental Sustainability

SPSS – Statistical Package for the Social Sciences

UN – United Nations

UNESCO - United Nations Educational, Scientific and Cultural Organization

UNWTO – World Travel Organization

VIF – Variance Inflation Factor

## List of Figures

|  |    |
|--|----|
| Figure 1 - Food Tourism Model.....   | 6  |
| Figure 2 - Food tourism motivational factors from Kim and Eves' (2012) ..... | 9  |
| Figure 3 - Location of Portugal in Europe .....                              | 14 |
| Figure 4 - Conceptual Model. ....  | 21 |

## List of Tables

|   |    |
|---|----|
| Table 1 - Summary of the main categories and motivations for the consumption of local food and beverages.....                           | 18 |
| Table 2 - Constructs for the conceptual model.....  | 29 |
| Table 3 - Cronbach's Alpha reference values .....   | 32 |
| Table 4 - Total sample characterisation .....   | 35 |
| Table 5 - Total sample's country of origin .....  | 36 |
| Table 6 - Gastronomic tourist profile characterisation.....   | 37 |
| Table 7 - Portugal tourists filter questions .....  | 37 |
| Table 8 - Portugal sample characterisation .....  | 39 |
| Table 9 - Portugal tourists' country of origin .....  | 39 |
| Table 10 - Portugal gastronomic tourist profile characterisation .....  | 40 |
| Table 11 - Descriptive statistics - Cultural Experience.....  | 41 |
| Table 12 - Descriptive statistics - Excitement.....   | 42 |
| Table 13 - Descriptive statistics - Interpersonal Relations.....  | 43 |
| Table 14 - Descriptive statistics - Sensory Appeal.....   | 43 |
| Table 15 - Descriptive statistics - Health Concerns .....   | 44 |
| Table 16 - Descriptive statistics - Prestige .....  | 45 |
| Table 17 - Descriptive statistics - Social and Environmental Sustainability.....  | 45 |
| Table 18 - Scale Reliability (Cultural Experience) .....  | 46 |
| Table 19 - Scale Reliability (Excitement).....  | 46 |
| Table 20 - Scale Reliability (Interpersonal Relationships).....   | 47 |
| Table 21 - Scale Reliability (Sensory Appeal).....  | 47 |
| Table 22 - Scale Reliability (Health Concerns).....   | 47 |
| Table 23 - Scale Reliability (Prestige) .....   | 47 |
| Table 24 - Scale Reliability (Social and Environmental Sustainability).....   | 47 |
| Table 25 - Motivations for the consumption of local food and beverages: results from the models of multivariate linear regression ..... | 49 |
| Table 26 - Coefficients of the model Cultural Experience.....   | 50 |
| Table 27 - Coefficients of the model Excitement.....  | 50 |
| Table 28 - Coefficients of the model Interpersonal Relationships .....  | 51 |
| Table 29 - Coefficients for the model Sensory Appeal .....  | 51 |
| Table 30 - Coefficients for the model Health Concerns.....  | 52 |
| Table 31 - Coefficients for the model Prestige.....   | 52 |
| Table 32 - Coefficients for the model Social and Environmental Sustainability .....   | 53 |
| Table 33 - Summary of the hypotheses results.....   | 53 |

# Chapter 1: Introduction

## 1.1 – Work Context

The United Nations' Sustainable Development Goals (SDGs) are set to guide global development through to 2030. As one of the world's fastest-growing industries, tourism receives considerable attention in development discussions, being closely linked to the social, economic, and environmental well-being of many countries (United Nations, 2020b). The World Tourism Organization defines sustainable tourism as “tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities” (United Nations Environment Programme & World Tourism Organization, 2005, p. 11).

In the 2030 Agenda for Sustainable Development, SDG 8.9 aims to “by 2030, devise and implement policies to promote sustainable tourism that creates jobs and promotes local culture and products”. The importance of sustainable tourism is also highlighted in SDG 12.b that aims to “develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products”. Some researchers argue that food tourism has a lot of potential in light of both the commercial and social imperatives at a time when tourism is seeking to meet the UN Sustainable Development Goals while reducing its environmental consequences (Alonso et al., 2018; Hall, 2020).

Culinary tourism is becoming an emergent alternative to mass tourism, to a degree that culinary tourists increasingly try to gain new experiences in an active, differentiated, and unique manner rather than the choice of standardized touristic destinations (Beltrán et al., 2016). Food is an essential element of the tourist product (Reynolds, 1994) and this is not limited to the human basic necessity to feed, but the desire to eat interesting products in pleasant surroundings (Hjalager & Corigliano, 2000). The research problem of this phenomenon is to determine what are the main motivations of tourists when consuming local food (Hall & Sharples, 2003; Long, 2004).

In their systematic review on Food Tourism, Lee & Scott (2015) highlighted that research on this area needs to be undertaken to test specific theories and the growing number of academic papers in this area and government initiatives in food-related programs demonstrate the need to investigate the underlying motivations that affect tourists' food consumption behaviour. Ottenbacher & Harrington (2013) stated that future research should gain a better understanding of the perspectives and opinions of tourists as end-users of activities related to culinary tourism.

In a 2019 study, Silva et al. tried to identify the main touristic motivations to visit Porto, the second-largest city in Portugal, and the results showed that cultural and gastronomical variables were the main motivational factors. To date, some efforts have been made to understand culinary tourists' motivations to experience local foods and beverages in a tourist destination (Crompton & McKay, 1997; Fields, 2002; Y. G. Kim et al., 2009; Testa et al., 2019). Although Testa et al. (2019) attempted to study this question in the context of the Italian country, very few studies to date have tried to test the role of motivations on the consumption of local food and beverages in the geographical setting of Portugal. The current study aims to reduce this gap by contributing to understanding which motivational factors affect local food and beverage consumption of Portugal culinary tourists.

## **1.2 – Relevance and Research Goals**

Due to the Covid-19 pandemic, the world faces the worst economic recession since the depression, and tourism is facing unprecedented challenges (United Nations, 2020a). Tourism, and consequentially culinary tourism, was one of the most affected economic sectors by the COVID-19 pandemic due to the closure of borders, travel bans, and lockdown measures. The UNWTO (2021) estimated that there was an 87% fall in international tourist arrivals in January 2021 as compared to 2020.

Because food is one of the most significant attractive factors for tourists (Andersson & Mossberg, 2017; Getz et al., 2014; Kim et al., 2011) and governments increasingly use local food to promote tourist destinations (Seo & Yun, 2015), the importance of studying food tourism is heightened. Linking gastronomy to tourism attracts a very select tourist profile with a high economic potential (Ab Karim & Chi, 2010). Motivation is a key element for the design and creation of food tourism (Ellis et al., 2018). Thus, studying tourists' motivations for the consumption of local food and beverages can help governments improve their promotions for tourist destinations and boost the tourism economic sector back to pre-COVID19 times. This is especially needed in countries where the tourism sector is a fundamental economic activity for the generation of wealth and employment, such as Portugal.

Tourism is the biggest export economic activity in Portugal, responsible for 51.5% of service exports and 18.6% of total exports in 2018. The tourism revenues amounted to 19.1% of the country's Gross Domestic Product (GDP) in 2018 (World Travel and Tourism Council, 2018). In 2016, Portugal was internationally recognized as a tourism destination, receiving international prizes, and reached the Top 15 most competitive destinations in the world, according to the Travel Tourism Competitiveness Index by World Economic Forum (2015). In 2020, because of the Covid-19 pandemic, Portugal registered a 74.9% drop in international demand for overnight stays

in tourism accommodations, compared to 2019. This reflects a retrocession to the values of overnight stays observed in 1994. A decrease of 57.6% in revenue compared to 2019 meant a loss of 10 billion euros for the Portuguese economy in 2020 (Turismo de Portugal, 2020).

Manuel Caldeira Cabral, Portugal's previous Minister of the Economy, stated in 2017's Tourism Strategy for the time-space between 2017-2027 that tourism is a strategic activity for the economic and social development of the country, namely employment and export growth. 2016's results confirmed tourism as the biggest export activity of Portugal. This strategy's vision is to "affirm tourism as a hub for economic, social and environmental development in the whole territory, positioning Portugal as one of the most competitive and sustainable tourism destinations in the world" (Turismo de Portugal, 2017, p. 4). Portugal's National Strategic Tourism Plan (PENT) defines 10 strategic tourism products for Portugal, which are selected according to their market share, growth potential and the aptitude and competitive potential of the country, based on the analysis of international demand trends. Gastronomy and Wines are one of these strategic products and accordingly, strategic policies for the development and capacity building of Portuguese tourism supply should favour these products.

To better understand how to market and promote tourism destinations in a differentiating way, it is important for managers and marketers to understand what motivates tourists to consume local food and beverages. The current study aims to reduce this gap by contributing to understanding which motivational factors affect local food and beverage consumption of Portugal culinary tourists. Thus, the main research question that this dissertation aims to answer is:

**Q<sub>1</sub>:** What motivations lead to local food and beverage consumption in Portugal?

Bearing in mind the research question, and the existing conditions for data gathering, a mainly quantitative research approach was chosen. With the support of a literature review, a set of variables to be explored were established through the development of a conceptual model. This led to the development of a questionnaire by survey, allowing for data collection. The results obtained were analysed through the statistical software IBM SPSS which enabled the verification of the hypotheses proposed.

### **1.3 – Dissertation Layout**

This dissertation is divided into 6 chapters. This first chapter includes an introduction of the theme, its contextualization, the main research goal, the relevance of the investigation and the layout of the document.



The second chapter comprehends the literature review. It starts with a state-of-the-art analysis on culinary tourism, a review of the literature on motivations related to food tourism and a breakthrough of each motivational dimension, cultural experience, excitement, sensory appeal, health concerns, prestige, and social and environmental sustainability. Finally, contextualization of the geographical setting where the research is taking place – the country of Portugal - is made.

The third chapter introduces the conceptual model, with all the constructs and items that make up the model, as well as the hypotheses formulated.

The fourth chapter is the investigation methodology. It describes the quantitative methodologic approach chosen to carry out this investigation – the population and sample, the data collection method, the insertion of data in the IBM SPSS statistical software (IBM SPSS- International Business Machines Statistical Package for the Social Sciences) and the techniques statistics used for data processing.

In chapter five, the quantitative results are presented and discussed. This includes the characterization of the sample, descriptive analysis, reliability analysis and regression model analysis.

Finally, in the sixth chapter, a conclusive synthesis of the results is made, the theoretical and practical contributions of this investigation are pointed out, as well as the main limitations and suggestions for future research on this topic.

## **Chapter 2: Literature Review**

This chapter begins with a state of the art in the food tourism research field. This is followed by research on food tourism motivations and then a deeper analysis of each of the motivations that make up the variables being studied in this research. Lastly, an overview of the geographical setting in which the investigation takes place is made.

### **2.1 – Food Tourism State of the Art**

Tasting local food is an essential part of the tourism experience since it serves as both a cultural and entertainment activity (Fields, 2002; Kivela & Crofts, 2006). Food has behavioural and cognitive, psychological and cultural, individual and collective impacts on people (Fischler, 1988). Gastronomy is part of the social and cultural heritage of the people, reflecting a particular lifestyle in different geographical areas. Tourists, especially those who consider culture their primary motivation to visit a particular destination, find gastronomy the necessary reinforcement to understand, value, and learn from a destination (Pérez-Priego et al., 2019). Over a third of tourists' spending is devoted to food (Quan & Wang, 2004). For this reason, local food and drinks are becoming a major area of interest in the specialized literature on tourism (Long, 2004). These local food and beverages have grown from being a crucial need in a trip (the need to eat) to being valued as an important part of local culture that tourists consume (Kim et al., 2009; Kivela & Crofts, 2006).

The impact of food on tourism was first mentioned in general tourism publications in the 1970s (Brown, 1974). From the 1980s until the early 2000s food tourism research was slowly gaining popularity among scholars in research institutes and the tourism industry (Okumus, 2020), with significant research increasing over the last two decades (Lee & Scott, 2015; Vila et al., 2020). Okumus (2020) critically reviewed the current research on food tourism and found that several closely related and overlapping themes could be identified. They include research on offering unique food and beverage experiences, authenticity, culture and food, destination marketing through food tourism, segmentation of food tourists, molecular gastronomy and sustainability. In contrast, another critical review of the literature by Ellis et al. (2018) classified the main themes emerging from food tourism literature as motivation, culture, authenticity, management and marketing, and destination orientation, as shown in figure 1.



*Figure 1 - Food Tourism (adapted from Ellis et al. (2018))*

A variety of terms have been used to express the linkage between food and tourism, such as food tourism, culinary tourism, gastronomic tourism and gourmet tourism. Everett & Slocum (2013) argued that the vast array of food tourism initiatives makes defining it problematic. There are some distinguishing nuances between the terms, as “gastronomy” is often used when referring to the dishes, meals, methods, and techniques of food preparation in a specific region or area that shape its distinctive cuisine, while “culinary” is a broader term encompassing food, drink, and culinary experience (Kivela & Crofts, 2006). Culinary Tourism is defined as the intentional pursuit of appealing, authentic, and memorable culinary experiences of all kinds while travelling internationally, regionally, or even locally (Vrontis et al., 2020). This type of tourism emphasizes unique foods and dishes from the culture of a specific region (Long, 2004), and includes several areas such as wine tourism, beer tourism, gourmet tourism, and gastronomic tourism. One of the most utilized definitions found in the literature is proposed by Hall & Sharples (2003), according to which food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, in pursuit of a memorable eating and drinking experience, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmer’s markets, cooking shows and demonstrations, tastings of quality food or any tourism activity related to food. In addition, this experiential journey is related to a particular lifestyle that includes experimentation, learning from different cultures, the acquisition of knowledge, understanding the qualities or attributes related to tourism products, as well as culinary specialities produced in that region through its consumption.

Food tourism has become popular for several reasons. Firstly, local food can stimulate a destination's economy as a key component of tourist consumption by contributing to regional economic development, thereby creating jobs, increasing tax receipts and foreign exchange (Au

& Law, 2002). Secondly, food is an effective tool in positioning and promoting destinations (Hjalager & Corigliano, 2000) and thirdly, food has the capacity to enhance and effectively express the social, cultural, environmental, and geographical characteristics of a specific region (Hall & Sharples, 2003). Green & Dougherty (2008) conceptualized culinary tourism as a subset of cultural tourism, by asserting that food and beverages are expressions of specific cultures. This makes culinary tourism one of the few ways to get to know the culture of a destination in a participatory way, away from the contemplative nature that has traditionally characterized cultural tourism (visits to museums, historic sites, and art galleries) (Beltrán et al., 2016). Local food and beverages are perceived as guarantees of authenticity, since they emphasize unique regional dishes, telling a collective memory made of knowledge, flavours, and peasant rituals (Okumus et al., 2007). This was also supported by the UNTWO that recognized food as a key element of all cultures and a major component of global intangible heritage (UNTWO, 2012).

Trying certain dishes can be a pleasurable sensory experience that makes the cuisine of a destination a “pull” factor and a tourism marketing tool that should not be underestimated (Sanchez-Cañizares & Castillo-Canalejo, 2015). Food-related activities are considered to be a primary activity, an attraction, and an experience that can motivate tourists to travel and to visit a destination (Quan & Wang, 2004). Thanks to its potential to attract international tourists, culinary tourism has become a fundamental and strategic item in the tourism industry (Kivela & Crotts, 2006). Therefore, it is a distinctive sector beyond pure holiday tourism that combines sensations, feelings, and experiences around the memorable moments that food represents (Pérez-Priego et al., 2019).

Long (1998) defined culinary tourists as those who engage in exploring the foodways of others. Cohen & Avieli (2004) distinguished different tourist profiles in terms of their approach to food at the destination. “Recreational tourists” who are seeking to relax and enjoy themselves, care little about authenticity and will look for familiar foods or those who are easy to acquire without concern for the more authentic, typical, or traditional food of the destination. In contrast, MacCannell (1973) stated that “experiential tourists” seek to experience the authentic life of local residents, meaning that from a culinary standpoint they will be interested in local dishes and food habits. Boyne et al. (2003) classified tourists on a continuum ranging from the most committed to food as a primary reason for travel to tourists who have no interest in the local cuisine. A study by the Food Travel Monitor (2020) found that 96% of travellers can be considered “food travellers”. By food travellers it is understood that the travellers have participated in a food experience or beverage (that was not a dinner) in the past 12 months (UNTWO, 2012). These activities can be participating in a food tour; shopping at a local grocery store or gourmet store; visits to factories / food or beverage companies; participating in wine/beer/spirits tastings; eating

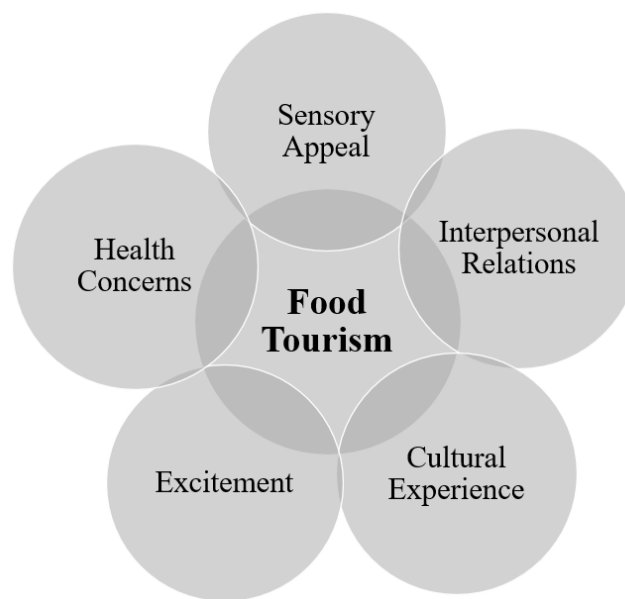
in unique or memorable restaurants and visiting a chocolatier, bakery, or ice cream parlour to sample what makes the destination known. According to some authors, a culinary tourist is characterized as having a medium-high level of income and education, and an age range between 35 and 45 years old (Abdelhamied, 2011; McKercher et al., 2008; Pérez-Priego et al., 2019). Pérez-Priego et al. (2019) argue that the majority of culinary tourists are women, hold a university degree, and have a household monthly net income higher than 2000 euros. Similarly, Fox (2007) described the profile of a culinary tourist as a professional with a salary above average and with an age range between 30 and 50 years.

## **2.2 – Motivations for Local Food Consumption**

When tourists travel or visit a destination, they are confronted with numerous travel motives, and these factors include food-related motivations (Kivela & Crofts, 2006). A study by Quan & Wang (2004) analysed the role of food in the tourism experience through a structural model and concluded that food in many circumstances can become one of the major motivations for travel. The desire to experience cuisine or food related experiences in a specific destination is an important motive for destination choice (Ellis et al., 2018; Hall & Sharples, 2003). But this relationship between local gastronomy and motivation can range from a decision motivation when choosing that destination in some cases to not giving it any importance in others (López-Guzmán et al., 2016).

Motivations are related to consumer satisfaction and are considered a key component in understanding the decision-making process of consumers (Prentice, 2008). In the context of tourism, motivation refers to a set of internal psychological needs that cause an individual to act in a certain way or stimulate their interest in travel and participation in a tourism activity (Crompton & McKay, 1997; Fodness, 1994). McIntosh et al. (1995) stated that tourist's motivation is fundamental to further understanding their behaviours. Fields (2002) suggested that food-related motivations in tourism can be conceptualized as a travel motivator within each of the four categories of McIntosh et al. (1995): physical or physiological need (sensory perception and hedonism), cultural and social needs, the need to belong or interpersonal needs, the need for prestige (local delicacies) and status or self-realization. Other authors divide motivation in a food tourism context between intrinsic and extrinsic motivations. Intrinsic motivations connect with the wishes of the tourist to escape routine, rest, achieve prestige, health, adventure and social interaction, whereas extrinsic motivations include tangible resources such as historic, cultural, natural, and culinary heritage (Antón et al., 2014). The motivations range from seeking authentic experiences to participating in food events (Ellis et al., 2018).

In the literature, different motivations have been recognized to affect the choice of tourists to experience local food. Fields (2002) proposed a conceptual framework of four major motivators for consumption of food and beverages in tourist destinations: physical motivators, cultural motivators, interpersonal motivators and status and prestige motivators. Kim et al. (2009) adopted a qualitative grounded theory approach using semi structured interviews with 20 residents in the UK and sought to uncover their interests in tasting local foods, and found nine motivational factors affecting local food consumption: an exciting experience, escape from routine, health concerns, acquiring knowledge, an authentic experience, togetherness, prestige, sensory appeal, and physical environment. In a more recent study, Kim & Eves (2012), using a quantitative approach, have developed a scale with five constructs according to which food motivators are about cultural experience (authentic experience and cultural learning), sensory appeal (sensory pleasure through taste, smell, touch, etc.), interpersonal relations (social interaction through experience), excitement (exciting and different experience), health concern (increasing wellbeing) and can be seen in Figure 2 (Ellis et al., 2018; Kim & Eves, 2012).



*Figure 2 - Food tourism motivational factors from Kim and Eves' (2012) scale  
Adapted from Testa et al. (2019)*

### **2.1.1 – Excitement**

Excitement is the search for an exciting experience and an escape from routine, created through the medium of undertaking activities involving unknown risks or unusual happening in leisure or travel activities (Kim et al., 2009; Mayo & Jarvis, 1982). Cohen & Avieli (2004) identify two main stances characteristic of vacation time: a recreational position, and a position in continuity with everyday routine. If the break with daily lives involves the discovery of new cuisines, it is

considered a memorable and exciting experience which influences the quality and success of the trip. Hjalager (2004) recognized that some tourists interested in tasting local food seek to escape from their everyday eating habits through activities such as food shopping.

Fields (2002) considers this variable as a physical motivator for tourism food consumption related to a person's needs, such as refreshment and relaxation, that cannot be fulfilled in their everyday life. Therefore, exciting experiences that allow the tourists to escape from their daily routines or experience different things are an important motivator factor related to food consumption (Fields, 2002; Kim et al., 2009; Kim & Eves, 2012). In their gastronomic motivations study, Cruz et al. (2020) found that excitement motivators are the most important for local food consumption, while Testa et al. (2019) argued that the excitement variable should be incorporated into the cultural experience motivational factor to emphasize that cultural motivators are associated with the desire to have an exciting experience.

### **2.2.2 – Sensory Appeal**

The sensory appeal relates to a need to experience tourism through sensation or feeling by tourists, perceived through specific sense modes, such as touch, smell, taste, sight, hearing or the sense of balance (Pollard et al., 1998; Urry, 2002). Urry (2002) argues that the tourist experience involves a variety of *sensescapes*, including *soundscapes*, *smellscapes*, *tastescapes*, and touch. Kivela & Crofts (2006) determined that sensory perception plays an important psychological and physiological role in the appraisal of food and food consumption, especially when it occurs outside the home.

Tourists experience the local cuisine by touch, in an attractive presentation, or the aroma of cooked products and dishes involving senses such as sight, taste, and smell (Long, 2004). Beyond appreciating the products and dishes of an area, tourists have the opportunity to become familiar with new and exciting flavours, textures, and aromas, as well as approaching the cultural and historical heritage of a place that provides new learning opportunities (Beltrán et al., 2016). Hence, the meaning of food goes beyond being a daily practice to offering tourists an emotional stimulus that contributes to the overall experience of the trip (Björk & Kauppinen-Räsänen, 2014; Smith & Costello, 2009).

Tourists are provided with opportunities to taste new and different foods and experience food and wine in an overseas country. Therefore, the taste of food can play a crucial role in tourists' appreciation of a food tourism destination, contributing to their satisfaction and intention of revisit (Araújo, 2014). This motivator is considered a key consideration for travellers to engage in food tourism activities such as traditional/ local food consumption, food festivals and events, culinary

tourism, or gourmet tourism (Kim & Eves, 2012). In a study of wine tourism destination choice, Brown & Getz (2005) found that tasting quality motivates visits to wineries. Similarly, tasting and buying wine were the most prevalent motivations in the study of motivations for wine regions and cellar doors by Alant & Bruwer (2004). Su et al. (2020) identified taste of food as the most important internal factor that motivates foodies to take a food trip. In contrast, Testa et al. (2019) found that sensory appeal is an important characteristic of local food consumption in holiday destinations, but it is not a motivator influencing the frequency of consumption of local food.

### **2.2.3 – Health Concerns**

Health concerns arise when tourists search to increase well-being and health, rather than relaxation through leisure or travel activities (Connell, 2006). Previously, travelling for health was simply about exploiting natural phenomena, such as sea water and mineral springs for their health benefits. Nowadays, these have developed into spas and health resorts. Food has been identified as having a significant relationship with health through nutrition and food safety considerations. Mooney & Walbourn (2001) investigated the importance of health benefits in relation to food concerns and found that people avoiding certain foods tended to worry about weight, health, and unnatural ingredients.

Kim et al. (2009) also found health concern to be a central motivational factor determining tourist interest in local food. These authors suggested that tourists consider tasting local food in the natural environment to be a means of improving their health either mentally or physically, and local food made with local ingredients was perceived to be fresher and better for health. Dimitrovski & Crespi-Vallbona (2017) considered health concerns one of the main dimensions under which to consider the gastronomic motivations of tourists. Similarly to the sensory appeal variable, Testa et al. (2019) did not find health concerns to be a motivator influencing the frequency of local gastronomy consumption.

### **2.2.4 – Culture**

Food represents the language, origin, and evolution of the place as food acts as the symbol of a place's culture (Ellis et al., 2018). Food is a cultural reference point which, within it, contains unique information about the production, culture, and geography of the destination from which it originates (Montanari, 2009), allowing tourists to access the cultural and historical heritage of destinations through tasting, experiencing and purchasing. Food is intrinsically linked to the place in which it is produced and located, and can be considered an expression of local ways of consumption and local growing or manufacturing practices linked to the territory and its history



(Ellis et al., 2018). Food heritage can promote the regional characteristics of an area and sustain some of the traditional meanings held within the community (Kim & Ellis, 2015; Long, 2004).

Kim et al. (2009) found that the cultural motivator is composed by learning knowledge and authentic experience. Gaining knowledge refer to study tours, performing arts, cultural tours, visits to festivals, historic sites and monuments, folklore and pilgrimages (Crompton & McKay, 1997; McIntosh et al., 1995). As food tourism includes learning from different cultures, the food tourist seeks experiences on local identity and authenticity, making it an authentic experience. From a cultural perspective, it is the behaviour, knowledge and customs of a location that combined create a sense of place and identity. Cultural motivations concentrate on the tourists' desire to interpret the destination visited through its local gastronomic culture (Fields, 2002). The design of any food tourism offering will not be viable if it does not take into account the cultural characteristics of the territory (Ellis et al., 2018). López-Guzmán et al. (2016) place gastronomy as an inescapable part of the culture heritage of the local or regional community. The cultural experience is identified as one of the most important intrinsic motives of food tourism in several studies (Beltrán et al., 2016; Su et al., 2020b; Testa et al., 2019).

### **2.2.5 – Interpersonal Relations**

Interpersonal relations, also mentioned in the literature as togetherness, is a desire and willingness to meet people and spend time with family beyond the normal circle of acquaintance (Crompton & McKay, 1997; Wang, 1999). This refers to the sociability function of meals, where tourists establish long bonds with family and/or friends and thus create new social relations (Fields, 2002). Food has the power to bring people together and it facilitates interaction. It is this need for interaction that is studied in interpersonal relations motivators (Fields, 2002).

Generally, people make travel decisions due to interpersonal motivators which are the demand to make friends, share experiences, exchange ideas with other, etc (Fields, 2002). At food tourism destinations, people with a common interest in food and tourism including food tourists, local people, chefs, food and wine experts and caterers are gathered together, which is a great opportunity to travel for socialization (Park et al., 2008). Therefore, it is not surprising that socialization has been indicated as a dimension in travel motivation in food tourism studies (Kim et al., 2013; Park et al., 2008). Testa et al. (2019) found interpersonal relationships to play a crucial role in tourists' behaviour to have a high frequency of consumption of local gastronomy.

### **2.2.6 – Prestige**

Prestige is a desire to have high standing in the eyes of surrounding people (Botha et al., 1999; Crompton & McKay, 1997). This motivation is associated with self-esteem and the desire to

attract attention, as food can help people stand out from each other and provide increased status (Fields, 2002). This can be related to a desire to gain attention or recognition and the tourists' willingness to share the details of their experiences with family and friends (Kim et al., 2009).

According to Fodness (1994), people sometimes use eating certain types of food to differentiate themselves from others, and this behaviour is linked to prestige status. Fox (2007) recognised that when people consume food, this can act as a powerful symbol or identity maker of who they really are. Eating nice food in a nice place can be recognised as a means to be distinguished from others in terms of social status (Fields, 2002; Kim et al., 2009). Pollard et al. (2002) stated that ordering a vegetarian meal, dining at a trendy restaurant, or eating exotic cuisine can be interpreted as a symbol of the individual's social status. These motivators play an important role in the decision-making process of many tourists, mainly when deciding the type of holiday or the destination (Dimitrovski & Crespi-Vallbona, 2017) and also in the frequency of local food consumption as, according to Testa et al. (2019) the local food experience has a role in conscience improvement.

### **2.2.7 – Social and Environmental Sustainability**

One of the key roles of local food in enhancing the value of a destination is its capacity to directly and indirectly influence sustainability in a destination (Everett & Slocum, 2013; Sims, 2009). Local food can expand tourism sustainability, acting as an engine of socio-economic and environmental development through revenue generation, support for local establishments, and can answer tourists' needs for local tourism experience. Besides, the increasingly active awareness of the environment is making new tourist activities more sustainable. (Moral-Cuadra et al., 2020; Sims, 2009).

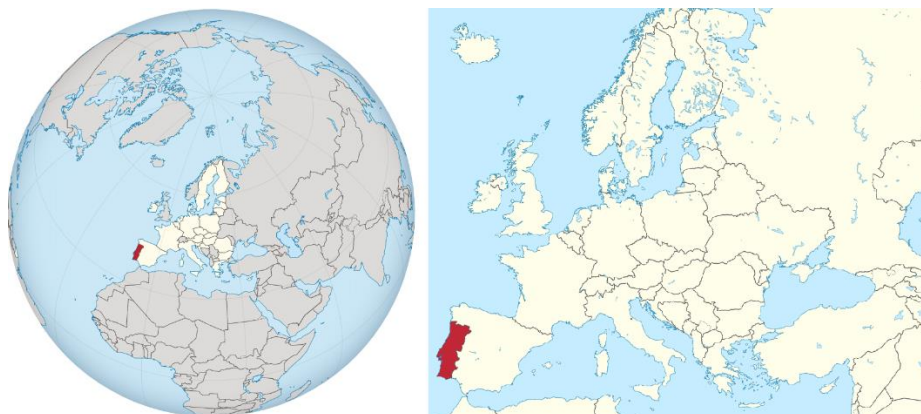
Sustainable development and management of food tourism is about sustainable management of food cultural resources. The gastronomy developed in prominently rural areas consists of the presentation of traditionally cooked typical dishes where local and natural elements play a very important role (Moral-Cuadra et al., 2020). The importance that existing consumers attach to health and the environment creates a demand for environmentally sustainable food made with pure, fresh, and healthy ingredients which are the result of mature and responsible agricultural practices (Beltrán et al., 2016). In 2013, the Mediterranean Diet was presented as a food sustainability model and includes in its definition by UNESCO (2013) the consumption of local and seasonal products and an indication of frugal food consumption (only what it necessary) (Real et al., 2021; UNESCO, 2013).

Local food is usually produced and consumed within a geographic boundary thus, food tourism business intuitively sounds like a small-scale business. However, an influx of tourists to a

destination requires an excessive volume of food consumption which impacts local food supply systems and can have negative sustainability effects, such as solid and liquid food waste volumes (Okumus, 2020), and other environmental issues (e.g., greenhouse gas emission, agricultural water use, farming fertilizers) (Testa et al., 2019). To avoid the negative impacts of food tourism, local resource management in terms of commercialization of food heritage, food supply and production and related human resources should be planned and established with wider stakeholders and the local government involvement. Not only production, but the way of consuming the cultural resources through food tourism is also part of sustainable food tourism management (Ellis, 2018). The development of activities such as wine and oleo tourism (olive oil tourism) or gastronomic tourism is carried out under the prism of sustainability, considering the economic, social, and environmental components. On these types of culinary tourism, sustainability has been found to be a valuable motivator that drives tourists to consume local food and beverages (Moral-Cuadra et al., 2020; Testa et al., 2019).

### 2.3 – Geographical Setting – Portugal

Portugal is located on the Iberian Peninsula, in Southwestern Europe. It is the westernmost country in mainland Europe, bordered to the west and south by the Atlantic Ocean and the north and east by Spain, which is the only country that borders with Portugal. Portugal's territory also includes the Atlantic archipelagos of the Azores and Madeira and the third largest exclusive marine economic zone of the European Union. The Tejo River splits the mainland country in two - the northern part of the country is mountainous and the south plainer. It is mainly characterized by a Mediterranean climate, with temperate maritime climate in the north and semi-arid climate in some regions of the South. Due to its geographical and climatic context - between the Mediterranean and the Atlantic - Portugal has a high level of biodiversity on land and at sea.



*Figure 3 - Location of Portugal in Europe*

*Source: Wikipedia Commons*

The country is one of the oldest nation states in Europe, with a rich history going back to prehistoric times. Until the 1970's, it was a typically agricultural country, but this changed since Portugal joined the European Union, which was associated with the modernization of agriculture, industry, and transport infrastructure. Nowadays Portugal's economy is highly dependent on tourism, representing 19.1% of the GDP in 2018, making it the 5<sup>th</sup> country with the highest tourism contribution to the GDP (World Travel and Tourism Council, 2018). The size of tourism traffic has been positively influenced by the well-developed transport infrastructure - consisting of a network of comfortable roads and highways, air connection, and also the natural conditions, the wealth of monuments and the level of the tourism infrastructure. In 2019, the number of non-resident tourists arriving in Portugal reached 24.6 million, corresponding to a growth of 7.9% over the previous year. The main markets for Portugal's tourism are the United Kingdom (with 18.8% of total overnight stays from non-residents), Germany (12.3% of the total), and Spain (11.0%). In terms of domestic tourists, 5.4 million residents in Portugal made at least one trip with overnight stays outside their usual environment, corresponding to 53.0% of the resident population (Instituto Nacional de Estatística, 2020).

Portugal can also offer a wealth of rich and diverse culinary culture, whose essential features are the Mediterranean diet and wine, which was classified as World Heritage by UNESCO in 2013. The country is usually associated with several flagship culinary products such as wine, cod fish (bacalhau) or olive oil, with each region offering the visitors their traditional dishes, desserts, cheese, and wine. Portuguese wines have enjoyed international recognition since the times of the Romans, who associated Portugal with their god of agriculture, fertility and wine Bacchus. Today, the country is known by wine lovers and its wines have won several international prizes. Some of the best Portuguese wines are Port and Madeira which are appreciated in a wide range of countries around the world. Besides this, there is a growing notoriety associated within Portuguese chefs such as Rui Paula, José Avillez, Henrique Sá Pessoa, Luís Suspiro and others gaining national and international prestige.

Many destinations now emphasise food tourism as a core product of the destination and Portugal is not an exception (Silva et al., 2018). The Resolution of the Council of Ministers no. 96/2000. published in Diário da República no. 171/2000. Series IB of 2000-07-26 considers that: "Portuguese gastronomy as an immaterial asset that is part of the cultural heritage of Portugal" (Diário da República Eletrónico, 2000). Portugal's Tourism Strategy for 2027, made by Turismo de Portugal (2017) aims to make Portugal a sustainable destination by developing tourism while preserving and improving the country's natural and cultural heritage. This is to be done by relying on strategic assets such as its history and culture, food, and wine (which are considered qualifying assets that enrich the tourism experience and add value to the tourism offering of the territory). A

report by Turismo do Porto e Norte de Portugal (2015) on the marketing strategy for the period between 2015-2020 states that the main motivations for the consumption of local food and beverages are the cultural experience and sensory appeal.

The physical, economic and social characteristics of the territory make Portugal a touristic historic country (Gusman et al., 2019). Due to these characteristics, the research was conducted in this geographical setting given that it is a perfect example of a gastronomically rich tourist destination.

## **Chapter 3: Investigation Model**

In this chapter, the investigation model is presented, starting with the conceptual model development which includes a brief reference to the authors who contribute to its formation, a brief description of the concepts presented which support the development of the hypotheses and, finally, the graphical representation of the model.

Bearing in mind the research question of this study - What motivations lead to local food and beverage consumption in the country of Portugal? – seven motivational variables were taken from the literature, studied and analysed in this context: cultural experience, excitement, sensory appeal, health concerns, interpersonal relations, prestige, and social and environmental sustainability.

With this set of variables under analysis, a conceptual model was developed based on pre-existing models. The model was built as a basis for structuring the research process that leads to the objective of this study, to document the system for future reference and provide a means for collaboration (Kung & Sölvberg, 1986). This study is built on models of authors such as Kim & Eves (2012) and Testa et al. (2019).

### **3.1 – Conceptual Model Development**

In a research context, a construct is a concept that can be measured or observed in some way. Construct validity has traditionally been defined as an experimental demonstration that a test is measuring the construct it claims to be measuring (Brown, 1996). To successfully operationalize a construct and turn it into a measurable variable, a strong construct validity is crucial. Considering this, Table 1 follows, to validate the variables of the study, supported by several authors.

Table 1 - Summary of the main categories and motivations for the consumption of local food and beverages.

| <b>Variable</b>                         | <b>Concept</b>  | <b>Author(s) and Year</b>   |
|---|---|---|
| Cultural Experience                     | Gaining knowledge, referring to study tours, performing arts, cultural tours, travel to festivals, visits to historic sites and monuments, folklore, and pilgrimages, and having real, unique, and un-manipulated tourism experiences | (Crompton & McKay, 1997; Fields, 2002; Kim et al., 2009; Kim & Eves, 2012; McIntosh et al., 1995) |
| Excitement                              | Seeking for an exciting experience, created by undertaking activities involving unknown risks or unusual happenings in leisure or travel activities   | (Kim et al., 2009; Kim & Eves, 2012; Mayo & Jarvis, 1982)   |
| Sensory Appeal                          | A need to experience tourism through sensation or feeling, perceived through specific sense modes, such as touch, smell, taste, sight, hearing or the sense of balance  | (Kim et al., 2009; Kim & Eves, 2012; Pollard et al., 1998; Urry, 2002)                            |
| Health Concerns                         | To increase well-being and health, rather than relaxation, through leisure or travel activities   | (Connell, 2006; Kim et al., 2009; Kim & Eves, 2012)   |
| Interpersonal Relations                 | A desire and willingness to meet people and have a time with family from beyond the normal circle of acquaintance   | (Crompton & McKay, 1997; Fields, 2002; Kim et al., 2009; Kim & Eves, 2012; Wang, 1999)            |
| Prestige                                | A desire to have high standing in the eyes of surrounding people  | (Botha et al., 1999; Crompton & McKay, 1997; Fields, 2002; Kim et al., 2009; Wang, 1999)          |
| Social and Environmental Sustainability | Consumption of local products related to environmental protection and support of the local economy  | (Okumus, 2020; Testa et al., 2019)  |

### 3.2 - Research Hypotheses

From the variables presented above, it was possible to formulate the hypotheses and build the proposed research model. To validate the hypotheses that make up the conceptual model, a quantitative research method (survey by questionnaire) was used.

Culture seems an important motivator that affects culinary tourism (Testa et al., 2019). McIntosh et al. (1995) consider the cultural aspect related to the need to experience different cultures (e.g., lifestyle, music, food, dance) and to gain knowledge about other countries in terms of cultural activities. Cultural motivation as the desire to experience different cultures has been considered a key motivator in various tourism studies (Crompton & McKay, 1997; McIntosh et al., 1995; Testa et al., 2019). This curiosity is associated with a need, a thirst, or a desire for knowledge and new cultural experiences (Loewenstein, 1994), and traveling can be a tool to satisfy this desire and

obtain cultural enrichment (Crompton & McKay, 1997). Food can be included among cultural motivators, as experiencing new local cuisines is also considered experiencing a new culture (Fields, 2002). Traditional cuisine is marked by differences among countries in the use of ingredients, method of preparation, cooking, and preserving food (Fields, 2002; Y. G. Kim et al., 2009). Synnott (1993) and Au & Law (2002) state that the culture of a region can be determined by experiencing rural specialties, such as local food and beverages.

- Hypothesis 1 (H1): The cultural experience of the destination's gastronomical experience is associated with the frequency of local food and beverage consumption.

In the literature, Excitement is a crucial factor in leisure activities (Mayo & Jarvis, 1982). In their study about the psychology of leisure travel, these authors argue that unpredictability can be viewed as a source of arousal which can attract tourists who need something exciting. Pizam et al. (2004) considered excitement as a motivation and important predictor in assessing the desire to engage in risky, impulsive, and adventurous activities offering individual unique sensations. In terms of food experiences as excitement, trying new foods seems to bring and reflect a general preference for engaging in exciting kinds of activities, such as trying foreign and unfamiliar foods (Lupton, 1998; Otis, 1984). Additionally, Kim et al. (2009) further indicated that eating local food for the first time is one of the exciting experiences in tourist destinations.

Related to Excitement is the escape from a perceived mundane environment that the vacation context provides (Crompton, 1979). Mayo and Jarvis (1982) added that the altered or different conditions of everyday life lead to feelings of enhanced freedom and satisfaction, transcending the feeling of routine life (Fields, 2002). Hjalager (2004) found that some tourists who show interest in tasting local food are seeking to escape their everyday eating habits (e.g., routine dining, food shopping, preparing a dish). Kim et al. (2009) also recognized that some tourists taste local food to escape from daily routines or experience something different. Based on these previous studies, the following hypotheses were formulated:

- Hypothesis 2 (H2): The Excitement of the food experience is associated with the frequency of local food and beverage consumption.

Interpersonal Relation is a motivator related to the desire to meet new people, spend time with family and friends, visit friends or relatives, and get away from routine relationships (McIntosh et al., 1995). Having a meal during a vacation is also considered a means of reproducing social relations (Fields, 2002). Tourism can reinforce unity among family members and friends (Crompton & McKay, 1997; Wang, 1999) and/or allow for external interaction with new people (Crompton & McKay, 1997). Mennell et al. (1992) argue that eating together can reflect and



develop the social relationships of individuals. Eating together satisfies a need for interaction with others, and holiday meals have a particular potential to strengthen these social bonds (Symons, 1994). Kim et al. (2009) also found that the chances to eat together make the pleasure of travel greater for tourists.

- Hypothesis 3 (H3): The interpersonal relationships developed during local food consumption are associated with the frequency of local food and beverages consumption.

Sensory Appeal plays a crucial part in the appreciation of food. Pollard et al. (1998) stated that sensory perceptions represent the considerations that people develop related to their taste in eating and drinking. The taste tends to be a key factor for most people considering food and drinking settings (Kim & Eves, 2012). Tourism is marked by sensory experiences, such as looking, touching, and feeling, and a new trend of tourism activities full of sensory experiences is becoming an important part of traveling pleasure (Urry, 2002). Boniface (2003) highlighted that tasting, one of the sensorial experiences, is a primary tourist motivation to travel. The taste of food in tourism contexts plays an important role in the destination image and experience and becomes a symbol of tourism consumption (Kim & Eves, 2012).

- Hypothesis 4 (H4): The sensory appeal of the local food is associated with the frequency of local food and beverage consumption.

Health Concern in tourism is related to increasing well-being and health (Connell, 2006). This author stressed the importance of this dimension as some tourists are becoming increasingly interested in a beneficial outcome for their health through travel experiences. Food has been identified as having a significant relationship with health through nutrition and food safety considerations (Dimitrovski & Vallbona, 2018; Glanz et al., 1998; Mooney & Walbourn, 2001). This was also observed by Kim et al. (2009) that found health concerns as a central motivational factor determining tourists' interest in local food.

- Hypothesis 5 (H5): The Health Concerns related to local food experiences are associated with the frequency of local food and beverage consumption.

Prestige as a motivator is related to status, self-esteem, personal development, and desire to attract attention from others (Fields, 2002; McIntosh et al., 1995). According to Fodness (1994), people use eating certain types of food as a means to differentiate themselves from others. Eating nice food in a nice place while on holiday can be recognized as a means to be distinguished from others in terms of social status (Fields, 2002; Kim et al., 2009).

- Hypothesis 6 (H6): The prestige of the food experience is associated with the frequency of local food and beverage consumption.

Social and Environmental Sustainability is a motivator factor that deals with ethical concerns related to the consumption of local food (Hashem et al., 2018). These motivations have been little explored in previous research, with particular emphasis on the role that environmental protection plays in affecting local food consumption (Kline et al., 2016). Migliore et al. (2015) claim that consumers are often driven to consume local food because they are motivated to reduce the environmental costs of food production and distribution. Kim et al. (2009) found that tourists perceived local food made with local ingredients to be fresher and better for health and the environment (Trobe, 2001). Testa et al. (2019) found that a segment of tourist are highly motivated to consume local food if it contributes to the social and environmental sustainability of the destination.

- Hypothesis 7 (H7): The social and environmental sustainability of the local food is associated with the frequency of local food and beverage consumption.

### 3.3 – Conceptual Framework Development

With the previous hypotheses in mind and to guide the research by providing a visual representation of the variables of interest, the following conceptual model was developed (Figure 9).

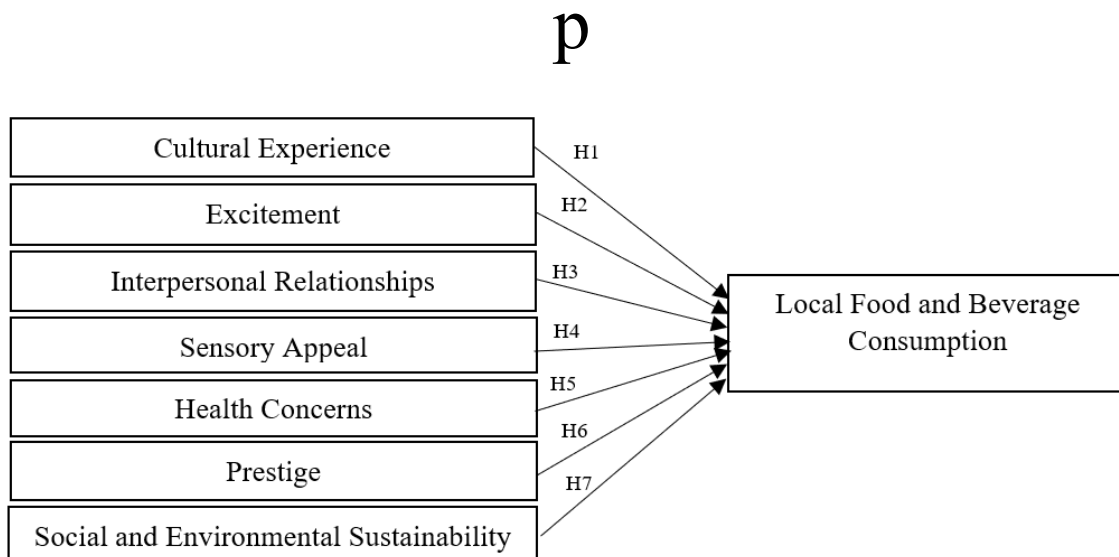


Figure 4 - Conceptual Model. Source: own elaboration

Independent variables are variables that are manipulated and whose effects are measured and compared. Dependent variables are variables that measure the effects of the independent variable, representing the behaviour and expected results (Saunders et al., 2019). In this conceptual framework we have seven independent variables, the motivations being studied whose effects we want to study in the dependent variable, local food, and beverage consumption. The dependent variable was constructed as the frequency of local food and beverages per stay while abroad.

## **Chapter 4: Methodology**

The key to successful and credible research lies in the proper selection of the methodology applied to achieve the research objectives (Ragab & Arisha, 2018). A methodology refers to a model to conduct a research within the context of a particular paradigm (Wahyuni, 2012).

In this research, a postpositivist paradigm was used. Ontologically, this paradigm views social reality as external and objective. Axiologically, it separates the researcher from the researched by taking the stance of the outsider perspective. Epistemologically, it advocates the use of a scientific approach by developing numeric measures to generate acceptable knowledge. This differs from the positivist paradigm as it challenges the belief in an absolute truth. This takes a critical realist stance, which means that understanding social reality needs to be framed in a certain context (Wahyuni, 2012).

This research follows a deductive approach, given that a clear theoretical position is developed before the collection of data (Saunders et al., 2019). This approach is characterized by a highly structured methodology to facilitate replication, an important aspect to ensure reliability (Gill & Johnson, 2002; Ragab & Arisha, 2018), which is the case with this research given that it replicates the methodology of another study to understand the phenomenon in a different context. An important characteristic of deduction is generalization, which consists of selecting samples of sufficient numerical size to generalize statistically (Saunders et al., 2019).

### **4.1 – Research Design**

Research methods are categorized as having a qualitative, quantitative, or mixed nature (Williams, 2007). Quantitative methods investigate phenomena through the collection of quantifiable data in numerical forms and apply mathematical models and statistical techniques for data analysis to study relationships between variables (Creswell, 2002). In contrast, qualitative methods rely more on words than numbers. It adopts an holistic view that seeks to provide an in-depth understanding of social phenomena by exploring and interpreting collected data (Williams, 2007). Considering the adoption of a postpositivist paradigm and a deductive approach in this investigation project, a quantitative methodology approach is undertaken given that the main goal of the research is to understand the relationship between variables.

To begin the research, a literature review was undertaken, and secondary literature sources were used, mainly in the form of journals. In this stage an effort was made to guarantee that the articles found were from refereed academic journals, as these are evaluated by academic peers prior to publication, to assess their quality and suitability (Saunders et al., 2019).

Tranfield et al. (2003) emphasized in their systematic review paper the importance of reporting the literature search strategy in sufficient detail to ensure that the search can be replicated. The databases Scopus and ISI Web of Science were used to conduct this search. The search parameters were the following: type of literature: articles; publication period: the last five years; literature type: refereed journals and articles. The search terms used to obtain relevant literature were “culinary tour\*”, “food tour\*”, “gastronomy tour\*” “cuisine tour\*”, “gourmet tour\*”. The truncation was used to pick up different word stems from the search. 653 articles resulted from this search on the 30<sup>th</sup> of October 2020. After removing duplicates, conference articles, and scanning the titles for relevance, 486 articles remained. After this, the articles’ abstracts were read. Articles in another language besides English and Portuguese were excluded, as well as articles whose abstracts did not match the scope of the investigation, and articles of low-quality journals were also removed.

#### **4.1.1 – Population and Sample**

The population is a group of people or elements that have common characteristics. The target population, in turn, is “the set of people who meet the selection criteria previously defined and that allow generalizations to be made” (Fortin, 2009, p.311). This research was aimed at national and international tourists that have visited Portugal in the past, although a section of the survey was ready to be answered by tourists that have not visited the country, to understand their food tourism behaviour in other destinations.

There are two types of sampling techniques to be used in a research project, probability (or representative) and non-probability (or judgemental) sampling (Saunders et al., 2019). In this research, a non-probabilistic sample of snowball and convenience was used. This is because a complete list of all domestic and international tourists that have visited the research setting cannot be obtained and therefore efforts were made to try to look for them through social networks, like Facebook, Reddit, LinkedIn, and e-mail. Besides, due to the difficulty in identifying all the members of the desired population, it was asked for some of the respondents to engage in snowball sampling and identify other food tourists that have visited Portugal.

The larger the absolute sample size, the lower the likely error in generalizing the population and the more robust it will be (Krejcie & Morgan, 1970). According to Hill (2000), the minimal sample size from a survey for a regression model to be carried out is 15 times the number of independent variables in the model. Given that this research has 7 independent variables being studied, the minimal sample size is 15 times 7, 105 respondents minimum.

## **4.1.2 - Data Collection Strategy**

### **4.1.2.1 – Survey Elaboration**

To gather primary data, a survey by questionnaire was employed as a research strategy. A questionnaire is a data collection technique in which each person is asked to respond to the same set of questions in a predetermined order (De Vaus, 2002). This method is used for sampling data from respondents that are representative of a population in a highly economical way and uses a closed-ended instrument or open-ended items (Saunders et al., 2009; Williams, 2007). This is an appropriate method for this research given that questionnaires with an explanatory purpose are able to gather data to test hypotheses and investigate the relationship between variables (Oppenheim, 1992). Besides, this is an efficient way of collecting responses from a large sample and because each respondent is asked to respond to the same set of questions, it makes it easier for quantitative analysis (Saunders et al., 2019).

This research used a self-administered questionnaire via the internet. This is justifiable given financial and time resources available, and the geographical reach that this type of survey allows for, which is ideal for reaching food tourists that have visited Portugal but have since returned to their home cities (Oppenheim, 1992).

The survey was developed in the Aveiro University's survey platform, FormsUA. This is an online platform that allows to edit, gather, and store data easily and effectively. The link for the survey was sent by private message, via social media and email to all respondents. The survey was made available in two languages (Portuguese and English) given that national and international tourists that had been to Portugal were eligible to answer the survey. The translation of the questionnaire was made through a back-translation technique. The survey was translated from English to Portuguese, then from Portuguese to English again and a comparison between the two versions was made to make sure the questions were understood equally in both languages (Saunders et al., 2019). The survey in English can be consulted in detail in the appendix (Appendix 2), as well as the Portuguese version (Appendix 3).

### **4.1.2.2 – Survey Structure**

All the questions posed were supported by literature (see Appendix 1) and closed-ended or of forced-choice to facilitate statistical analysis through the SPSS software (De Vaus, 2002). As Bourque and Clark (1994) state in their study, when designing individual questions, researchers often adopt and adapt questions used in other questionnaires. This is done in this study to compare the findings with another study by Testa et al. (2019) that studies the same phenomenon as this research in another setting.

The questionnaire (Appendix 2) included five sections: sociodemographic data, gastronomical tourist profile, Portugal visits, local food and beverage consumption in Portugal, and motivations for local food and beverage consumption.

The survey started with a front cover page introducing the research, identifying the author and institution, and included a confidentiality guarantee. In the first section, socio-demographic indicators were asked. This included age, gender, education, current professional situation, and country of origin.

In a second section the gastronomical consumer profile was studied. This included single-item questions about which activities the respondents look forward the most when travelling abroad: “Sport Activities”, “Cultural Activities”, “Gastronomical Activities” or “Nightlife” (Artal-Tur et al., 2018). Then, it was specifically enquired with a yes/no question if the respondents engaged in food tourism activities while abroad, and with a multiple-choice question which activities did they partake in - “Local Restaurants”, “Wine cellar visits”, “Vineyard visits”, “Wine/beer tastings”, “Food markets” or “Food Festivals” (Hall & Sharples, 2003). Lastly, to understand the interest in local gastronomy, a single-item question was posed about the frequency of local food and beverage consumption while abroad. This was subdivided into three categories in increasing size by level of consumption: low frequency of consumption “Less than 2 times per stay”; medium frequency of consumption “2 to 4 times per stay”; and high frequency of consumption “Higher than 4 times per stay” (Hall & Sharples, 2003; Testa et al., 2019).

Next, to guarantee that the right sample was being targeted - food tourists that have visited Portugal - a filter section was inserted questioning if the respondent had ever visited Portugal for leisure purposes. If the answer was no, the questionnaire would end. If the answer was yes, then the respondent qualified as a tourist who had visited Portugal in the past and could go through to section four.

In this section, the profile of the food tourist in Portugal is studied. The same questions as in the section 2 were repeated, but this time in the specific context of the country. Besides this, a multiple-choice question was posed for the respondents to select all the local food and beverages they had tasted in Portugal from a pre-defined list and an option to add dishes or beverages.

The fifth section of the questionnaire was reserved to gather information about the motivations leading tourists to taste local food and beverages in Portugal. For this purpose, a modified version of the scale Kim & Eves (2012) proposed to measure tourists’ motivations to consume local food and beverages was used. This scale was chosen because it is a comprehensive tool for inferring how tourists perceive local food and beverages in gastronomic destinations (Testa et al., 2019).

For each motivational item, participants were asked to rank the level of agreement that these motivational items had in their experience of local food and beverage. A Likert scale ranging from 1 to 7 was used, where 1 means “I completely disagree” and 7 means “I completely agree” (see Table 2).

The original scale is composed of five motivational dimensions (cultural experience, excitement, interpersonal relation, sensory appeal, and health concern), generated by 26 items.

Cultural experience is associated with the tourists’ desire to experience different cultures. This dimension includes 8 items: Experiencing local food gives me an opportunity to increase my knowledge about different local cultures; Tasting local food served by local people in its original place offers a unique opportunity to understand the local cultures; Experiencing local food enables me to learn what this local food really tastes like; Experiencing local food makes me see the things that I don’t normally see; Experiencing local food helps me see how other people live; Experiencing local food allows me to discover something new; Tasting local food in its traditional setting is a special experience; and Tasting local food in its original place is an authentic experience.

The Excitement dimension is associated with the need to practice exciting experiences during a holiday and the need to escape from routine. It includes 6 items: Experiencing local food in its original place makes me excited; When tasting local food, I have an expectation that it will be exciting; Tasting local food makes me feel exhilarated; Tasting local food on holiday helps me to relax; Tasting local food on holiday makes me not worry about routine; Tasting local food on holiday takes me away from the crowds and noise.

Interpersonal Relation is related to the desire to meet new people, spent time with family and friends, and get away from routine relationships. There are 5 items in this dimension: Tasting local food enables me to have an enjoyable time with friends and/or family; Having local food increases friendship or kinship; I want to give advice about local food experiences to people who want to travel; I like to talk to everybody about my local food experience; It is important to me to taste local food in its original regions.

Sensory Appeal is related to the sensory characteristics of food that can play an important role in culinary tourists’ choices. 4 items complete this dimension: It is important to me that the local food I eat on holiday tastes good; It is important to me that the local food I eat on holiday smells nice; It is important to me that the local food I eat on holiday looks nice; The taste of local food in its original countries/regions is different from the taste of the same food in my own country/region.



The fifth and final Kim and Eve's proposed dimension is the Health Concerns affecting local food and beverage consumption in touristic destinations. This is measured through 3 items: Local food is nutritious; Local food contains a lot of fresh ingredients produced in a local area; Tasting local food keeps me healthy.

Besides these 5 dimensions, Testa et al. (2018) have highlighted in their study the importance that 2 more dimensions play in the motivation of food tourists to consume local food and beverages: Prestige and Social and Environmental Sustainability.

Prestige, in the context of local food consumption, comes from the need to create a favourable impression on other people (Botha et al., 1999; Crompton & McKay, 1997; Kim et al., 2009). 4 items constitute this dimension: I like to take a picture of local food to show friends/family; I want to give advice about local food experiences to people who want to travel; Experiencing local food enriches me intellectually; I like to talk to everybody about my local food experiences.

Lastly, Social and Environmental Sustainability is related to the ethical aspect linked to the consumption of local food (Migliore et al., 2015; Trobe, 2001), and includes 7 items: Eating local food allows me to be in solidarity with local farmers; Eating local food allows me to contribute to the local economy; Eating local food allows me to contribute to maintaining agricultural landscape; I like to eat local food because it has not travelled long distances and is, therefore, more environmentally sustainable; By eating local food, I contribute to conserving the environment and its natural resources Local foods are more environmentally-friendly; It is important to me that the local food I eat is organically certified.

In total 37 questions were posed in this section of the questionnaire. To reduce the apparent length without reducing legibility, matrix questions were used to measure each dimension.

The items that make up each construct of the questionnaire are presented in Table 2 in a simplified way.

Table 2 - Constructs for the conceptual model.

| Construct               | Items   | Scale              | Author(s) and year |
|-------------------------|---|--------------------|--------------------|
| Cultural Experience     | Experiencing local food gives me an opportunity to increase my knowledge about different local cultures.                        | Likert Scale (1-7) | (Kim & Eves, 2012) |
|                         | Tasting local food served by local people in its original place offers a unique opportunity to understand the local cultures.   |                    |                    |
|                         | Experiencing local food enables me to learn what this local food really tastes like.  |                    |                    |
|                         | Experiencing local food makes me see the things that I do not normally see.   |                    |                    |
|                         | Experiencing local food helps me see how other people live.   |                    |                    |
|                         | Experiencing local food allows me to discover something new.  |                    |                    |
|                         | Tasting local food in its traditional setting is a special experience.  |                    |                    |
|                         | Tasting local food in its original place is an authentic experience.  |                    |                    |
| Excitement              | Experiencing local food in its original place makes me excited  | Likert Scale (1-7) | (Kim & Eves, 2012) |
|                         | When tasting local food, I have an expectation that it will be exciting   |                    |                    |
|                         | Tasting local food makes me feel exhilarated  |                    |                    |
|                         | Tasting local food on holiday helps me to relax   |                    |                    |
|                         | Tasting local food on holiday makes me not worry about routine  |                    |                    |
|                         | Tasting local food on holiday takes me away from the crowds and noise   |                    |                    |
| Interpersonal Relations | Tasting local food enables me to have an enjoyable time with friends and/or family  | Likert Scale (1-7) | (Kim & Eves, 2012) |
|                         | Having local food increases friendship or kinship   |                    |                    |
|                         | I want to give advice about local food experiences to people who want to travel   |                    |                    |
|                         | I like to talk to everybody about my local food experience  |                    |                    |
|                         | It is important to me to taste local food in its original regions   |                    |                    |
| Sensory Appeal          | It is important to me that the local food I eat on holiday tastes good  | Likert Scale (1-7) | (Kim & Eves, 2012) |
|                         | It is important to me that the local food I eat on holiday smells nice  |                    |                    |
|                         | It is important to me that the local food I eat on holiday looks nice   |                    |                    |
|                         | The taste of local food in its original countries/regions is different from the taste of the same food in my own country/region |                    |                    |

|  |  |                    |                      |
|--|--|--------------------|----------------------|
| <b>Health Concerns</b>                         | Local food is nutritious   | Likert Scale (1-7) | (Kim & Eves, 2012)   |
|  | Local food contains a lot of fresh ingredients produced in a local area  |                    |                      |
|  | Tasting local food keeps me healthy  |                    |                      |
| <b>Prestige</b>                                | I like to take a picture of local food to show friends/family  | Likert Scale (1-7) | (Kim et al., 2009)   |
|  | I want to give advice about local food experiences to people who want to travel  |                    |                      |
|  | Experiencing local food enriches me intellectually   |                    |                      |
|  | I like to talk to everybody about my local food experiences  |                    |                      |
| <b>Social and Environmental Sustainability</b> | Eating local food allows me to be in solidarity with local farmers   | Likert Scale (1-7) | (Testa et al., 2019) |
|  | Eating local food allows me to contribute to the local economy   |                    |                      |
|  | Eating local food allows me to contribute to maintaining agricultural landscape  |                    |                      |
|  | I like to eat local food because it has not travelled long distances and is, therefore, more environmentally sustainable |                    |                      |
|  | By eating local food, I contribute to conserving the environment and its natural resources                               |                    |                      |
|  | Local foods are more environmentally friendly  |                    |                      |
|  | It is important to me that the local food I eat is organically certified   |                    |                      |

#### **4.1.2.3 - Entering the data into statistical software and checking for Errors**

Once the data collection was completed, it was introduced in the statistical software IBM SPSS (Statistical Package for the Social Sciences). The questionnaires were screened to identify illegible, incomplete, inconsistent or ambiguous responses, and unsatisfactory responses were discarded. The transformation of the collected data was carried out using SPSS since this program is suitable for any type of quantitative information. The information was treated using mathematical-statistical techniques, which involved a process of identifying the underlying variables and coding them accordingly so that the categorical data extracted from the survey could be turned into numerical data and statistically analysed using the software.

After creating the database, the statistical analysis followed. Acronyms were created - which functioned as identifying codes in the database - to facilitate the visualization of the questions and their respective variables. Regarding the verification of errors, missing values were found in 13 cases. These missing values were identified as non-responses. Given that their number was high and affected an entire section of the questionnaire, the likelihood of them affecting the results of the statistical analysis was high, so a data set reduction was used, these cases were considered

invalid responses and eliminated from the database (Kaiser, 2014). No outliers were found, so the investigation was able to proceed to the next steps.

#### ***4.1.2.4 - Statistical techniques used for data processing***

To ensure consistency of the proposed conceptual model and measure the effects of each motivational dimension on local food and beverages consumption, several statistical analyses were performed on the database results.

This started with an analysis of the frequency distribution of the relevant variables that characterize the samples. The objective of frequency distribution is to obtain a count of the number of responses associated with different values of one variable and to express these counts in percentage terms.

This was followed by a descriptive analysis of the seven variables that make up the motivations being studied. Here, measures of location and variability were used. The measures of location are measures of central tendency which tend to describe the centre of the distribution, and it consisted of an analysis of the mean, the mode, and the median. The mean, or average value, is the most commonly used measure of central tendency obtained by summing all observed values and dividing them by the number of observations/sample size. The mode is the value that occurs most frequently, representing the highest peak of the distribution. The median is the middle value when the data are arranged in ascending order. According to Pestana (2014), in a symmetric distribution, the mode, median and the mean have the same value, while in skewed distributions, the mode is more distant from the mean than from the median.

The variance and standard deviation were the chosen measures of variability which consist of statistics that indicate the distribution's dispersion. The variance is the mean squared deviation of all the values from the mean. When the data points are clustered around the mean, the variance is small. When the data points are scattered, the variance is large. The standard deviation is the square root of the variance and has a minimum value of 0. The lower its value, the lower the variance and the closer the data points are to the mean (Malhotra, 2010; Pestana, 2014).

Before moving on to other statistical analyses, a reliability analysis is important to ensure the scales being used produce consistent results. This analysis is based on the verification of the scales and whether they are free of random errors that may lead to inconsistencies when testing the scales and is done by calculating Cronbach's Alpha. This statistic measures the internal consistency reliability of the scales, demonstrating that the scale adopted for a research project is fit for a certain purpose, and consists of an alpha coefficient with a value between 0 and 1 (Taber, 2018). A low value of alpha could be due to a low number of questions, poor inter-relatedness between

items or heterogeneous constructs, but if the alpha is too high it may suggest that some items are redundant as they are testing the same question but in a different guise (Tavakol & Dennick, 2011), with authors suggesting a maximum alpha value of 0.90 (Streiner, 2010).

Although the ideal values of Cronbach's Alpha are widely discussed, the reference values considered in this research can be observed in table 3.

*Table 3 - Cronbach's Alpha reference values*  
*Source: Pestana e Gageiro (2014)*

| <b>CRONBACH'S ALPHA INTERPRETATION</b> | <b>REFERENCE VALUES</b> |
|--|-------------------------|
| <b>Unacceptable</b>                    | < 0.6                   |
| <b>Weak</b>                            | [0.6 – 0.7[             |
| <b>Reasonable</b>                      | [0.7 – 0.8[             |
| <b>Good</b>                            | [0.8 – 0.9[             |
| <b>Very Good</b>                       | > 0.9                   |

Whenever Cronbach's Alpha values are low, that is, below 0.7, they do not support the reliability of the scales. When this happens, the items that are affecting the scale's reliability should be eliminated until the scale is shown to be reliable to proceed to the following analyses (Nunnally & Bernstein 1994).

Then, statistics to examine relationships between variables were undertaken, specifically a regression model was carried through. Regression is a statistical model used to predict the behaviour of one dependent variable from one or more independent variables while informing about the margin of error of those predictions. Multivariate regression analysis is done in the scope of this research to measure the effects of the motivational dimensions (independent variables) on the consumption of local food and beverages (dependent variable). When calculating a regression equation some assumptions need to be met and verified, such as the linearity, homoscedasticity, absence of multicollinearity, null covariance, and normality of the residuals.

Linearity and homoscedasticity, or constant variance, are verified by analysing the scatterplot. The absence of multicollinearity can be ensured by examining the correlation between the independent variables and the variance inflation factor (VIF) value. The correlation values between variables can be examined through Pearson's correlation coefficient which ranges from 0 to 1, 1 representing extreme collinearity. The presence of high correlations (0.9 and above) indicates substantial collinearity (Hair et al., 2010). For the VIF value, Hair et al. (2010) recommended that a very small tolerance value (0.10 or below) or a large value (10 or above) indicates high collinearity. Testing the null covariance ensures that the residuals are not correlated. The Durbin-Watson statistic will always have a value ranging between 0 and 4. A

value of 2 indicates there is no autocorrelation detected. Values from 0 to less than 2 point to positive autocorrelation and values from 2 to 4 mean negative autocorrelation (Fox, 1997). Lastly, the normality of the residuals is tested through the Kolmogorov-Smirnov test. This is done by recurring to the SPSS program and rejecting the null hypothesis of normal population distribution.

## Chapter 5: Results and Discussion

### 5.1 – Results

In this chapter, the data results from the survey by questionnaire administered are analysed and discussed. The data were analysed with the help of IBM SPSS Statistics 27.

#### 5.1.1 – Sample Characterization

The survey was distributed online in several social media channels, namely food tourism communities in Reddit, Porto, and Portugal tourism groups on Facebook, and through the author's personal network. The data was gathered from the 19<sup>th</sup> of April 2021 until the 1<sup>st</sup> of September 2021. and 190 responses were recorded. The research aimed to reach more respondents, however, the COVID-19 pandemic experienced in the world during the data collection period prevented this due to the obligation to maintain social and physical distance and affecting travel habits and food and beverage consumption. Of the 190 responses, one was considered invalid and 27 incomplete responses. 162 responses were considered valid for analysis.

##### 5.2.1.1 – Total Sample

At this stage, the total sample made up of Portugal tourists and residents are characterised to make a broad gastronomical tourist profile. The sample's demographic data is presented, such as age group, gender, literacy level, professional situation, and country of origin (Table 4). Results about the sample's favourite tourism and food tourism activities are also presented (Table 6).

Regarding the sociodemographic data, most of the 162 respondents are between 30 to 39 years old (24.07%). 23 is the most common age observed (10 respondents), followed by 30 (9 respondents). Respondents from the age ranges of 20 to 29, 40 to 49 and 50 to 59 years old are similarly represented, with 22.84%, 21.60% and 22.22% of the sample between these age ranges, respectively. The least represented age range is respondents above 60 years old, corresponding to 9.26% of the total sample.

Of the 162 respondents, 118 were female, making up 72.84% of the sample. 39 were male (24.07%) and 5 preferred not to divulge their gender.

With respect to the literacy level, most of the sample holds a bachelor's or master's degree, which makes almost 65% of the sample. The respondents holding a high school and postgraduate degree are similarly represented, representing 11.11% and 11.73% of the sample, respectively. 6.79% of the respondents have a PhD and 5.56% finished middle school.

Concerning the professional situation of the sample, most of the respondents are employees (103 individuals) making 63.58% of the sample. 11.11% of the respondents are self-employed and 9.26% are students. A less significant percentage are the retired workers corresponding to 11 respondents. 4.94% of the sample are unemployed, corresponding to 8 respondents and 4.32% are student workers. These literacy levels and professional situation results are in accordance with the age ranges found in the sample.

Table 4 - Total sample characterisation

| DEMOGRAPHIC DATA              |                     | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|-------------------------------|---------------------|-----------|--------------------|----------------------|
| <b>Age Group</b>              | 20 – 29 years old   | 37        | 22.84%             | 22.84%               |
|                               | 30 – 39 years old   | 39        | 24.07%             | 46.91%               |
|                               | 40 – 49 years old   | 35        | 21.60%             | 68.52%               |
|                               | 50 – 59 years old   | 36        | 22.22%             | 90.74%               |
|                               | Above 60 years old  | 15        | 9.26%              | 100.00%              |
|                               | <b>Total</b>        | 162       | 100.00%            |                      |
| <b>Gender</b>                 | Female              | 118       | 72.84%             | 72.84%               |
|                               | Male                | 39        | 24.07%             | 96.91%               |
|                               | N/A                 | 5         | 3.09%              | 100.00%              |
|                               | <b>Total</b>        | 162       | 100.00%            |                      |
| <b>Literacy Level</b>         | Primary School      | 0         | 0.00%              | 0.00%                |
|                               | Middle School       | 9         | 5.56%              | 5.56%                |
|                               | High School         | 18        | 11.11%             | 16.67%               |
|                               | Bachelor's Degree   | 66        | 40.74%             | 57.41%               |
|                               | Postgraduate Course | 19        | 11.73%             | 69.14%               |
|                               | Master's Degree     | 39        | 24.07%             | 93.21%               |
|                               | PhD                 | 11        | 6.79%              | 100.00%              |
|                               | <b>Total</b>        | 162       | 100.00%            |                      |
| <b>Professional Situation</b> | Employee            | 103       | 63.58%             | 63.58%               |
|                               | Self-Employed       | 18        | 11.11%             | 74.69%               |
|                               | Student             | 15        | 9.26%              | 83.95%               |
|                               | Retired             | 11        | 6.79%              | 90.74%               |
|                               | Unemployed          | 8         | 4.94%              | 95.68%               |
|                               | Student Worker      | 7         | 4.32%              | 100.00%              |
|                               | <b>Total</b>        | 162       | 100.00%            |                      |
| <b>Country of Origin</b>      | National            | 112       | 86.82%             | 86.82%               |
|                               | International       | 17        | 13.18%             | 100.00%              |
|                               | <b>Total</b>        | 129       | 100.00%            |                      |

Relating to the country of origin of the sample, 86.82% of the sample are from Portugal and only 13.18% of the sample are international respondents. Table 5 specifies the sample's main countries of origin. Brazil is the most common country after Portugal, with 5.56% of the sample being from here. This is followed by the Netherlands and Germany, containing 1.85% of the total sample each. Overall, there are responses from 10 different countries and 3 different continents (Europe,



America, and Asia). Within Portugal, most of the sample comes from Porto (82.14% of Portuguese tourists) with answers from 11 different districts.

*Table 5 - Total sample's country of origin*

| <b>COUNTRY OF ORIGIN</b> | <b>FREQUENCY</b> | <b>RELATIVE FREQUENCY</b> | <b>CUMULATIVE FREQUENCY</b> |
|--------------------------|------------------|---------------------------|-----------------------------|
| <b>Portugal</b>          | 140              | 87.04%                    | 87.04%                      |
| <b>Brazil</b>            | 9                | 5.56%                     | 92.60%                      |
| <b>Netherlands</b>       | 3                | 1.85%                     | 94.45%                      |
| <b>Germany</b>           | 3                | 1.85%                     | 96.30%                      |
| <b>France</b>            | 2                | 1.23%                     | 97.53%                      |
| <b>Venezuela</b>         | 1                | 0.62%                     | 98.15%                      |
| <b>Israel</b>            | 1                | 0.62%                     | 98.77%                      |
| <b>Bulgaria</b>          | 1                | 0.62%                     | 99.39%                      |
| <b>Spain</b>             | 1                | 0.62%                     | 100%                        |
| <b>Total</b>             | 162              | 100%                      |                             |

To make a gastronomical tourist profile, the respondents were asked some questions about their favourite tourism activities and food tourism activities in which they engage.

Regarding the favourite tourism activities, most respondents (62.96%) considered cultural activities such as cultural visits and events to be their favourite thing to do while abroad. After this, 19.75% of the sample preferred gastronomical activities such as going to local restaurants, food markets and food festivals. Sports activities like hiking, adventure sports and sports events are the favourite activities of 16.67% of respondents and nightlife had a residual value of 0.62%. The great majority of the sample admitted to engaging in food tourism activities while on holidays, with 78.40% of the respondents answering that they do. The most common food tourism activity that the respondents engage in is going to local restaurants (78.40%), followed by going to food markets (53.09%), going to food festivals (30.25%), going on wine/beer tastings (21.60%), visiting wine cellars (17.28%), and lastly visiting vineyards (9.26%).

The frequency of local food consumption while abroad is above 2 times per stay for 82.7% of the individuals, with only 28 respondents answering that they consume local food less than 2 times per stay. 42% of the sample consumes local food more than 4 times per stay. Table 6 describes in detail the characteristics of the gastronomical tourist profile obtained by the 162 individuals that made up the sample.

Table 6 - Gastronomic tourist profile characterisation

| GASTRONOMIC TOURIST PROFILE                |                            | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|--|----------------------------|-----------|--------------------|----------------------|
| <b>Favourite Tourism Activities</b>        | Cultural Activities        | 102       | 62.96%             | 62.96%               |
|  | Gastronomical Activities   | 32        | 19.75%             | 82.71%               |
|  | Sport Activities           | 27        | 16.67%             | 99.38%               |
|  | Nightlife                  | 1         | 0.62%              | 100.00%              |
|  | <b>Total</b>               | 162       | 100.00%            |                      |
| <b>Engaging in Food Tourism Activities</b> | Yes                        | 127       | 78.40%             | 78.40%               |
|  | No                         | 35        | 21.60%             | 100.00%              |
|  | <b>Total</b>               | 162       | 100.00%            |                      |
| <b>Frequency of local food consumption</b> | Less than 2 times per stay | 28        | 17.28%             | 17.28%               |
|  | 2-4 times per stay         | 66        | 40.74%             | 58.02%               |
|  | More than 4 times per stay | 68        | 41.98%             | 100%                 |
|  | <b>Total</b>               | 162       | 100%               |                      |
| <b>Food Tourism Activities</b>             | Local Restaurants          | 127       | 78.40%             |                      |
|  | Food markets               | 86        | 53.09%             |                      |
|  | Food festivals             | 49        | 30.25%             |                      |
|  | Wine/beer tastings         | 35        | 21.60%             |                      |
|  | Wine Cellar Visits         | 28        | 17.28%             |                      |
|  | Vineyard visits            | 15        | 9.26%              |                      |

### 5.2.1.2 – Portuguese Tourist Sample

Because the target respondents for this survey were tourists who visited Portugal, a filter question was posed to make sure that only people who have previously visited the country for leisure purposes went through to the next sections of the survey. 94.44% of the sample had visited Portugal for leisure purposes, which left 153 respondents apt to go through to the next stages of the survey. Due to invalid or incomplete submissions, 24 further responses had to be eliminated, leaving 129 individuals to be considered as the Portugal tourist sample.

Table 7 - Portugal tourists filter questions

| PORTUGAL TOURISTS   |              | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|---|--------------|-----------|--------------------|----------------------|
| <b>Have you ever visited Portugal for leisure purposes?</b> | Yes          | 153       | 94.44%             | 94.44%               |
|   | No           | 9         | 5.55%              | 100%                 |
|   | <b>Total</b> | 162       | 100%               |                      |

At this point, the Portuguese sample characterisation is made and can be found in greater detail in Table 8. The same demographic categories as the total sample are presented. Data from the

gastronomical tourist profile is also presented, and this differs from the total sample's responses because the respondents were asked to answer with their touristic experiences in Portugal in mind.

In contrast with the total sample, Portuguese tourists' sample lies mainly within the 40 to 49 and 50 to 59 age ranges, representing 24.03% and 24.81% of the sample, respectively. This is followed by 22.48% of the sample within 20 and 29 years old and 20.93% within 30 and 39 years old. Similarly, to the total sample, the least observed ages are above 60 years old, representing only 7.75% of the sample. The oldest age recorded is 71 years old. The sample is mainly composed of females (77.52%), with 2 respondents preferring not to answer this question (1.55%). Regarding the literacy level, once again the sample mainly holds superior education levels, with 76% of the sample having a bachelor's degree, a postgraduate course or a master's degree. Approximately 18% of the sample has a high school degree or lower, and 6.20% of the sample holds a PhD. Most of the sample is employed (78.52%), with over half of the total population being employees (63.79%), self-employed (10.08%) or student workers (4.65%). Regarding the non-employed population, 10.08% are students, 6.98% are retired and 5.43% are unemployed.

Most of the sample is from Portugal (86.82%), with 13.18% of the sample being international respondents. These come mainly from Brazil (4.65%), the Netherlands (2.33%), Germany and France (1.55%, respectively), as can be observed in Table 9.

As can be seen in Table 10, the Portugal sample's favourite tourism activities are cultural activities, with over half of the respondents (63.08%) stating that they look forward to cultural visits and events the most when visiting the country. This is followed by gastronomical activities, with 19.23% of the sample preferring to engage in food tourism activities over anything else when in Portugal. 16.92% of the sample considers sports activities their favourite tourism activity in Portugal and a residual 0.77% consider nightlife their favourite, which is a lower percentage than in the total sample.

Most of the Portugal tourists' sample (96.12%) engaged in food tourism activities such as going to local restaurants (91.47%), food markets (58.14%), going on wine cellar visits (38.76%), going to food festivals (35.66%), wine and beer tastings (24.03%), and visiting vineyards (19.38%). The most tried local dishes and beverages by the sample are conventual sweets (77.52%), Francesinha (75.97%), Pastel de Nata (74.42%) and ovos moles de Aveiro (65.12%). The least tried traditional dish is caldeirada de enguias (eel stew) with only 10.08% of the sample having tried it.

Table 8 - Portugal sample characterisation

| DEMOGRAPHIC DATA              |                     | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|-------------------------------|---------------------|-----------|--------------------|----------------------|
| <b>Age Group</b>              | 20 – 29 years old   | 29        | 22.48%             | 22.48%               |
|                               | 30 – 39 years old   | 27        | 20.93%             | 43.41%               |
|                               | 40 – 49 years old   | 31        | 24.03%             | 67.44%               |
|                               | 50 – 59 years old   | 32        | 24.81%             | 92.25%               |
|                               | Above 60 years old  | 10        | 7.75%              | 100.00%              |
|                               | <b>Total</b>        | 129       | 100.00%            |                      |
| <b>Gender</b>                 | Female              | 100       | 77.52%             | 77.52%               |
|                               | Male                | 27        | 20.93%             | 98.45%               |
|                               | N/A                 | 2         | 1.55%              | 100.00%              |
|                               | <b>Total</b>        | 129       | 100.00%            |                      |
| <b>Literacy Level</b>         | Primary School      | 0         | 0.00%              | 0.00%                |
|                               | Middle School       | 6         | 4.65%              | 4.65%                |
|                               | High School         | 17        | 13.18%             | 17.83%               |
|                               | Bachelor's Degree   | 49        | 37.98%             | 55.81%               |
|                               | Postgraduate Course | 16        | 12.40%             | 68.22%               |
|                               | Master's Degree     | 33        | 25.58%             | 93.80%               |
|                               | PhD                 | 8         | 6.20%              | 100.00%              |
| <b>Total</b>                  | 129                 | 100.00%   |                    |                      |
| <b>Professional Situation</b> | Employee            | 81        | 63.79%             | 63.79%               |
|                               | Student             | 13        | 10.08%             | 73.87%               |
|                               | Self-Employed       | 13        | 10.08%             | 83.95%               |
|                               | Retired             | 9         | 6.98%              | 100.00%              |
|                               | Unemployed          | 7         | 5.43%              | 5.43%                |
|                               | Student Worker      | 6         | 4.65%              | 93.02%               |
|                               | <b>Total</b>        | 129       | 100.00%            |                      |
| <b>Country of Origin</b>      | National            | 112       | 86.82%             | 86.82%               |
|                               | International       | 17        | 13.18%             | 100.00%              |
|                               | <b>Total</b>        | 129       | 100.00%            |                      |

Table 9 - Portugal tourists' country of origin

| COUNTRY OF ORIGIN  | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|--------------------|-----------|--------------------|----------------------|
| <b>Portugal</b>    | 112       | 86.82%             | 86.82%               |
| <b>Brazil</b>      | 6         | 4.65%              | 91.47%               |
| <b>Netherlands</b> | 3         | 2.33%              | 93.80%               |
| <b>Germany</b>     | 2         | 1.55%              | 95.35%               |
| <b>France</b>      | 2         | 1.55%              | 96.90%               |
| <b>Belgium</b>     | 1         | 0.78%              | 97.68%               |
| <b>Israel</b>      | 1         | 0.78%              | 98.46%               |
| <b>Bulgaria</b>    | 1         | 0.78%              | 99.24%               |
| <b>Spain</b>       | 1         | 0.78%              | 100%                 |
| <b>Total</b>       | 129       | 100%               |                      |

Table 10 - Portugal gastronomic tourist profile characterisation

| PORTUGAL GASTRONOMIC TOURIST PROFILE       |                             | FREQUENCY | RELATIVE FREQUENCY | CUMULATIVE FREQUENCY |
|--|-----------------------------|-----------|--------------------|----------------------|
| <b>Favourite Tourism Activities</b>        | Cultural Activities         | 82        | 63.57%             | 63.57%               |
|  | Gastronomical Activities    | 25        | 19.37%             | 82.94%               |
|  | Sport Activities            | 21        | 16.27%             | 99.22%               |
|  | Nightlife                   | 1         | 0.78%              | 100.00%              |
|  | <b>Total</b>                | 129       | 100.00%            |                      |
| <b>Engaging in Food Tourism Activities</b> | Yes                         | 124       | 96.12%             | 96.12%               |
|  | No                          | 5         | 3.88%              | 100.00%              |
|  | <b>Total</b>                | 129       | 100.00%            |                      |
| <b>Food Tourism Activities</b>             | Local Restaurants           | 118       | 91.47%             |                      |
|  | Food markets                | 75        | 58.14%             |                      |
|  | Wine Cellar Visits          | 50        | 38.76%             |                      |
|  | Food festivals              | 46        | 35.66%             |                      |
|  | Wine/beer tastings          | 31        | 24.03%             |                      |
|  | Vineyard visits             | 25        | 19.38%             |                      |
| <b>Portugal Local Foods and Beverages</b>  | Conventual sweets           | 100       | 77.52%             |                      |
|  | Francesinha                 | 98        | 75.97%             |                      |
|  | Pastel de Natal             | 96        | 74.42%             |                      |
|  | Ovos moles de Aveiro        | 84        | 65.12%             |                      |
|  | Sardinhas assadas           | 77        | 59.69%             |                      |
|  | Posta mirandesa             | 71        | 55.04%             |                      |
|  | Alheira                     | 69        | 53.49%             |                      |
|  | Carne de porco à alentejana | 66        | 51.16%             |                      |
|  | Port Wine                   | 65        | 50.39%             |                      |
|  | Super Bock                  | 63        | 48.84%             |                      |
|  | Vinho Verde                 | 63        | 48.84%             |                      |
|  | Bacalhau com natas          | 63        | 48.84%             |                      |
|  | Ginjinha                    | 60        | 46.51%             |                      |
|  | Bifana                      | 55        | 42.64%             |                      |
|  | Cozido à portuguesa         | 51        | 39.53%             |                      |
|  | Açorda                      | 50        | 38.76%             |                      |
|  | Feijoada                    | 42        | 32.56%             |                      |
|  | Tripas à moda do Porto      | 37        | 28.68%             |                      |
|  | Arroz de Cabidela           | 37        | 28.68%             |                      |
|  | Licor Beirão                | 31        | 24.03%             |                      |
| Sagres                                     | 29                          | 22.48%    |                    |                      |
| Caldeirada de Enguias                      | 13                          | 10.08%    |                    |                      |

### 5.2.2 – Descriptive Analysis

The tables that follow (11 to 18) show a descriptive analysis that allows for the detailed analysis of the behaviour of the sample. The statistics under study are the mean of each item and the entire variable, the median, mode, minimum and maximum values, standard deviation, and variance.

*Table 11 - Descriptive statistics - Cultural Experience*

| CULTURAL EXPERIENCE   |      |        |      |         |         |                    |          |
|---|------|--------|------|---------|---------|--------------------|----------|
|   | Mean | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| Experiencing local food gives me an opportunity to increase my knowledge about different local cultures.                      | 6.15 | 7      | 7    | 1       | 7       | 1.269              | 1.611    |
| Tasting local food served by local people in its original place offers a unique opportunity to understand the local cultures. | 6.28 | 7      | 7    | 1       | 7       | 1.172              | 1.375    |
| Experiencing local food enables me to learn what this local food really tastes like.  | 6.16 | 6      | 7    | 1       | 7       | 1.100              | 1.210    |
| Experiencing local food makes me see the things that I do not normally see.   | 5.84 | 6      | 7    | 1       | 7       | 1.333              | 1.778    |
| Experiencing local food helps me see how other people live.   | 5.67 | 6      | 7    | 1       | 7       | 1.405              | 1.974    |
| Experiencing local food allows me to discover something new.  | 6.16 | 7      | 7    | 1       | 7       | 1.137              | 1.294    |
| Tasting local food in its traditional setting is a special experience.  | 6.18 | 7      | 7    | 1       | 7       | 1.149              | 1.320    |
| Tasting local food in its original place is an authentic experience.  | 6.12 | 7      | 7    | 1       | 7       | 1.179              | 1.391    |

The mean for each of the items related to the Cultural Experience variable is between 5.67 and 6.28. Since the mean value of the scale is 4 (scale from 1 to 7), the mean is positive throughout the whole variable and close to the maximum value of the scale (Table 11). The mean of the whole variable is 6.07, the highest construct mean observed, showing that Portugal tourists find the consumption of local food and beverages very related to the cultural experience.

The median is 6 in three items, and 7 in five items, and the mode is 7 in all the items. These median values reveal that at least 50% of the sample completely or mostly agrees with the items in this construct.

The standard deviation is between 1.100 and 1.405. The item with the highest variance and standard deviation is “Experiencing local food helps me see how other people live.” which is also the item with the lowest mean value (5.63).

*Table 12 - Descriptive statistics - Excitement*

| EXCITEMENT  |      |      |        |      |         |         |                    |          |
|---|------|------|--------|------|---------|---------|--------------------|----------|
|   | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| Experiencing local food in its original place makes me excited          | 6.05 | 5.45 | 7      | 7    | 1       | 7       | 1.313              | 1.724    |
| When tasting local food, I have an expectation that it will be exciting | 5.78 |      | 6      | 7    | 1       | 7       | 1.393              | 1.941    |
| Tasting local food makes me feel exhilarated                            | 5.83 |      | 6      | 7    | 1       | 7       | 1.359              | 1.846    |
| Tasting local food on holiday helps me to relax                         | 5.21 |      | 5      | 7    | 1       | 7       | 1.708              | 2.917    |
| Tasting local food on holiday makes me not worry about routine          | 5.43 |      | 6      | 7    | 1       | 7       | 1.727              | 2.982    |
| Tasting local food on holiday takes me away from the crowds and noise   | 4.38 |      | 4      | 4    | 1       | 7       | 1.876              | 3.519    |

In terms of Excitement (Table 12), the mean values are between 4.38 and 6.05. The mean of the construct is 5.45 which is positive given that it is a 7-point scale, showing that excitement is also a relevant motivation for local food and beverage consumption in Portugal. The median varies throughout the scale, with 1 item with a median value of 7, 3 items with a median of 6, 1 item with a median of 5 and the last item “Tasting local food on holiday takes me away from the crowds and noise” with a median and mode of 4 showing that at least 50% of the sample does not agree that local food is an escape from large crowds and noise in Portugal. Interestingly, this item has very close values of mean, median and mode, revealing a very close normal distribution of answers.

The standard deviation values are between 1.313 and 1.876, showing some skewness of the observed values from the mean. This means that the answers throughout this construct are not very homogenous, especially in the last two items, “Tasting local food on holiday makes me not worry about routine” and “Tasting local food on holiday takes me away from the crowds and noise” which show the highest variance levels of 2.982 and 3.519, respectively.

Table 13 - Descriptive statistics - Interpersonal Relations

| INTERPERSONAL RELATIONS  |      |      |        |      |         |         |                    |          |
|--|------|------|--------|------|---------|---------|--------------------|----------|
|  | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| Tasting local food enables me to have an enjoyable time with friends and/or family | 6.05 | 5.69 | 7      | 7    | 1       | 7       | 1.334              | 1.779    |
| Having local food increases friendship or kinship                                  | 5.26 |      | 5      | 7    | 1       | 7       | 1.603              | 2.571    |
| I want to give advice about local food experiences to people who want to travel    | 5.54 |      | 6      | 7    | 1       | 7       | 1.516              | 2.297    |
| I like to talk to everybody about my local food experience                         | 5.64 |      | 6      | 7    | 1       | 7       | 1.535              | 2.356    |
| It is important to me to taste local food in its original regions                  | 5.98 |      | 6      | 7    | 1       | 7       | 1.323              | 1.750    |

The mean values from the Interpersonal Relations (Table 13) construct vary from 5.26 and 6.05, with a positive construct mean of 5.69. The median is 6 for three items, and 7 and 5 for the first and second items, respectively. The mode is 7 throughout the construct, showing that interpersonal relations are another important motive that leads to local food consumption in Portugal, especially because it leads to an enjoyable time with friends and/or family, as the item with the highest mean states.

The standard deviation of the construct goes from 1.323 to 1.603 showing some skewness in relation to the mean, and the item with the highest standard deviation and, consequently, the highest variance of 2.571 reveals a dispersion of answers to the statement “Having local food increases friendship or kinship”.

Table 14 - Descriptive statistics - Sensory Appeal

| SENSORY APPEAL  |      |      |        |      |         |         |                    |          |
|---|------|------|--------|------|---------|---------|--------------------|----------|
|   | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| It is important to me that the local food I eat on holiday tastes good  | 6.44 | 6.06 | 7      | 7    | 2       | 7       | 0.967              | 0.936    |
| It is important to me that the local food I eat on holiday smells nice  | 6.21 |      | 7      | 7    | 1       | 7       | 1.080              | 1.167    |
| It is important to me that the local food I eat on holiday looks nice   | 5.97 |      | 6      | 7    | 1       | 7       | 1.274              | 1.624    |
| The taste of local food in its original countries/regions is different from the taste of the same food in my own country/region | 5.60 |      | 6      | 7    | 1       | 7       | 1.277              | 1.632    |



Sensory Appeal (Table 14) has one of the highest construct means, 6.06, showing the importance that the appeal to the senses has when it comes to local food and beverage consumption in Portugal. The item means are between 5.60 and 6.44, all very close to the maximum value of the scale. The median is 6 for two items and 7 for the other two items.

This construct shows lower variance and standard deviation values, reinforcing that overall, the sample gave answers close to the positive means.

*Table 15 - Descriptive statistics - Health Concerns*

| HEALTH CONCERNS   |      |      |        |      |         |         |                    |          |
|---|------|------|--------|------|---------|---------|--------------------|----------|
|   | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| Local food is nutritious  | 4.95 | 4.91 | 5      | 4    | 2       | 7       | 1.374              | 1.888    |
| Local food contains a lot of fresh ingredients produced in a local area | 5.29 |      | 5      | 5    | 2       | 7       | 1.271              | 1.616    |
| Tasting local food keeps me healthy                                     | 4.48 |      | 4      | 4    | 1       | 7       | 1.420              | 2.017    |

Regarding health concerns (Table 15), this construct has means between 4.48 and 5.29, making it the lowest construct mean of 4.91 which is still positive in the 7-point scale used to measure the variable. The median is 5 for two items, and 4 for one item, while the mode is 4 for two items and 5 for one item.

The item “Tasting local food keeps me healthy” has mean, median and mode values very close to one another, revealing an approximate normal distribution of answers. This is also the item with the lowest mean value, revealing that the sample does not necessarily agree that Portugal’s local food and beverages are healthy.

The standard deviation goes from 1.271 to 1.374 which shows heterogeneous answers dispersed from the mean, revealing that overall, the sample has mixed feelings about the health benefits of local gastronomy in Portugal.

Prestige (Table 16) has a positive construct mean of 5.16. This four-item construct shows a median of 6 for two items and 5 for the other two and a mode of seven for all items. The standard deviation of the construct is between 1.468 and 1.943 which also reveals that the answers were not very homogenous and the high variance levels between 2.155 and 3.776, reveal that the values are very dispersed from the mean.

Table 16 - Descriptive statistics - Prestige

| PRESTIGE  |      |      |        |      |         |         |                    |          |
|---|------|------|--------|------|---------|---------|--------------------|----------|
|   | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| I like to take a picture of local food to show friends/family                   | 4.65 | 5.16 | 5      | 7    | 1       | 7       | 1.943              | 3.776    |
| I want to give advice about local food experiences to people who want to travel | 5.36 |      | 6      | 7    | 1       | 7       | 1.520              | 2.312    |
| Experiencing local food enriches me intellectually                              | 5.20 |      | 5      | 7    | 1       | 7       | 1.563              | 2.443    |
| I like to talk to everybody about my local food experiences                     | 5.44 |      | 6      | 7    | 1       | 7       | 1.468              | 2.155    |

Table 17 - Descriptive statistics - Social and Environmental Sustainability

| SOCIAL AND ENVIRONMENTAL SUSTAINABILITY  |      |      |        |      |         |         |                    |          |
|--|------|------|--------|------|---------|---------|--------------------|----------|
|  | Mean |      | Median | Mode | Minimum | Maximum | Standard Deviation | Variance |
| Eating local food allows me to be in solidarity with local farmers   | 5.56 | 5.28 | 6      | 7    | 1       | 7       | 1.441              | 2.077    |
| Eating local food allows me to contribute to the local economy   | 6.10 |      | 6      | 7    | 2       | 7       | 1.052              | 1.107    |
| Eating local food allows me to contribute to maintaining agricultural landscape  | 5.09 |      | 5      | 4    | 1       | 7       | 1.463              | 2.141    |
| I like to eat local food because it has not travelled long distances and is, therefore, more environmentally sustainable | 5.23 |      | 5      | 7    | 1       | 7       | 1.627              | 2.649    |
| By eating local food, I contribute to conserving the environment and its natural resources                               | 5.26 |      | 6      | 7    | 1       | 7       | 1.563              | 2.442    |
| Local foods are more environmentally friendly  | 5.06 |      | 5      | 4    | 1       | 7       | 1.555              | 2.418    |
| It is important to me that the local food I eat is organically certified   | 4.67 |      | 5      | 4    | 1       | 7       | 1.719              | 2.956    |

Finally, social, and environmental sustainability shows means from 4.67 to 6.10. with a positive construct mean of 5.28 (Table 17). The item “Eating local food allows me to contribute to the local economy” has the highest mean of 6.10 and lowest variance, showing that tourists recognize that local food consumption supports the local economy of Portugal. And the item with the lowest

mean level is “It is important to me that the local food I eat is organically certified”, revealing that the sample does not necessarily look for organically certified foods in Portugal.

The standard deviation levels are all above 1. with values ranging from 1.052 until 1.719 once again showing some heterogeneity in the sample’s answers.

### 5.2.3 - Reliability analysis

Following the proposed methodology, before moving on to the statistical analysis of the scales, a reliability analysis was carried on. This was done through the measurement of the scales’ Cronbach’s alpha, which indicates if the items of the scale are consistent with the concept they are measuring. This analysis is useful to infer if all the items of the scale are valuable or if any items should be deleted to improve the reliability of the construct’s measurement. The reference values to measure Cronbach’s Alpha are from Pestana e Gageiro (2014). These authors determined that a Cronbach’s Alpha value bigger than 0.7 is appropriate and indicates that the items in the scale are internally consistent and can be used.

*Table 18 - Scale Reliability (Cultural Experience)*

| <b>Cronbach’s Alpha</b> | <b>Cronbach’s Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.943                   | 0.945   | 8                      |

Given that the Cronbach’s Alpha values vary between 0 and 1. the  $\alpha$  value shown in the Cultural Experience construct is especially good (0.943), so the scale can be considered to have very good reliability of approximately 94%.

*Table 19 - Scale Reliability (Excitement)*

| <b>Cronbach’s Alpha</b> | <b>Cronbach’s Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.915                   | 0.922   | 6                      |

The Excitement construct shows an  $\alpha$  value of 0.915. This is a very good alpha value, making the scale close to excellent reliability of approximately 92%.

Table 20 - Scale Reliability (Interpersonal Relationships)

| <b>Cronbach's Alpha</b> | <b>Cronbach's Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.884                   | 0.887   | 5                      |

In terms of the Interpersonal Relationships construct, the  $\alpha$  is 0.884. This can be considered a good and reliable scale, given that the  $\alpha$  value is between 0.8 and 0.9.

Table 21 - Scale Reliability (Sensory Appeal)

| <b>Cronbach's Alpha</b> | <b>Cronbach's Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.732                   | 0.745   | 4                      |

In the case of the Sensory Appeal construct, the  $\alpha$  is 0.732. Because this value is above 0.7, it can be considered a reasonable and acceptable  $\alpha$  value, giving the scale a 73% reliability, approximately.

Table 22 - Scale Reliability (Health Concerns)

| <b>Cronbach's Alpha</b> | <b>Cronbach's Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.833                   | 0.834   | 3                      |

Table 23 - Scale Reliability (Prestige)

| <b>Cronbach's Alpha</b> | <b>Cronbach's Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.818                   | 0.835   | 4                      |

Both the Health Concerns and Prestige constructs have an  $\alpha$  value between 0.8 and 0.9. This is considered a good  $\alpha$  value, showing that these scales have reliability of approximately 83% and 82%, respectively.

Table 24 - Scale Reliability (Social and Environmental Sustainability)

| <b>Cronbach's Alpha</b> | <b>Cronbach's Alpha based on standardized items</b> | <b>Number of Items</b> |
|-------------------------|---|------------------------|
| 0.900                   | 0.904   | 7                      |

In this last construct, the  $\alpha$  shows a value of 0.900 which is considered very good. The scale has an excellent reliability of 90%. Because all the scales show good and acceptable reliability, no changes to the construct's items are necessary, and regression analysis can be carried out.

#### 5.2.4 – Regression analysis

As mentioned in the methodology, the multivariate linear regression analysis is used to determine to what extent the motivational dimensions of the research model have an impact on local food and beverage consumption within Portugal. The equation expected from the model will look like:

$$Y_i = B_0 + B_1X_1 + B_2X_2 + \dots + B_kX_k + \varepsilon_i$$

where,

$i = \text{CE, E, IR, SA, HC, P, SES}$

$Y =$  dependent variable (frequency of local food and beverage consumption)

$X =$  independent variables (construct items)

$B_0 =$  constant

$B_{1,2,\dots,k} =$  slope of the line of the mean value of  $F$  associated with a unitary increase of  $X$

$\varepsilon_i =$  random variable that describes the effects of  $F_i$  not explained by  $X_i$

*Multivariate Regression Equation. Source: Pestana & Gageiro (2003)*

Firstly, the basic principles of regression were verified to make sure the model can be estimated. The scatterplots showed a linear association between the dependent variable and each of the independent variables, and the residuals have a constant amplitude towards the null horizontal axis, showing homoscedasticity. The absence of multicollinearity is also verified within independent variables given that the Pearson correlations of all the construct items are below 0.9 and VIF values are all within 0.10 and 10 (Table 25). In terms of the normality of the residuals, the p-values obtained from the Kolmogorov-Smirnov test for all the variables are less than 5%, meaning that there is significant evidence to reject the null hypothesis that the variables follow a normal distribution. Lastly, given that the Durbin-Watson values for all variables are approximate to 2, it is concluded that there is no correlation between the residual values, so null covariance is also verified.

Thus, it is observed that all constructs have explanatory power. However, there are differences in the explanatory power of each model, as can be seen from the values of the coefficient of determination ( $R^2$ ). The values of this coefficient vary between 0.070 and 0.206. The Cultural Experience construct (CE) observes the highest explanatory power, while the Social and Environmental Sustainability (SES), Health Concerns (HC) and Prestige (P) have the lowest explanatory values (0.070, 0.088 and 0.093, respectively).

Table 25 - Motivations for the consumption of local food and beverages: results from the models of multivariate linear regression

| <b>Motivations for the consumption of local food and beverages</b> | <b>CE</b>              | <b>E</b>         | <b>IR</b>        | <b>SA</b>        | <b>HC</b>        | <b>P</b>         | <b>SES</b>       |
|--|------------------------|------------------|------------------|------------------|------------------|------------------|------------------|
| N  | 129                    | 129              | 129              | 129              | 129              | 129              | 129              |
| R  | 0.454                  | 0.345            | 0.371            | 0.322            | 0.297            | 0.305            | 0.264            |
| R <sup>2</sup>   | 0.206                  | 0.119            | 0.137            | 0.104            | 0.088            | 0.093            | 0.070            |
| F-test<br>(p-value)  | 3.900<br>( $< 0.001$ ) | 2.747<br>(0.016) | 3.915<br>(0.003) | 3.586<br>(0.008) | 4.040<br>(0.009) | 3.173<br>(0.016) | 1.296<br>(0.258) |
| K-S p-value  | $< 0.001$              | $< 0.001$        | $< 0.001$        | $< 0.001$        | $< 0.001$        | $< 0.001$        | $< 0.001$        |
| Durbin-Watson  | 2.059                  | 1.950            | 2.019            | 1.953            | 1.995            | 2.077            | 1.936            |
| VIF of all items   | $\leq 4.743$           | $\leq 5.559$     | $\leq 3.737$     | $\leq 2.792$     | $\leq 2.299$     | $\leq 4.853$     | $\leq 4.796$     |

Caption – CE: Cultural Experience; E: Excitement; IR: Interpersonal Relations; SA: Sensory Appeal; HC: Health Concerns; P: Prestige; SES: Social and Environmental Sustainability

The F-test values observed in Table 25 have associated to them various significance levels. The variables Cultural Experience, Interpersonal Relations, Sensory Appeal and Health Concerns have a p-value of less than 1%, which allows for the rejection of the null hypotheses that all the regression coefficients are equal to zero, with a confidence of 99%. The variables Excitement and Prestige have a p-value of less than 5%, which allows for the rejection of the null hypotheses that all the regression coefficients are equal to zero, with a confidence of 95%. This means that these models have predictive capability. However, the Social and Environmental Sustainability variable shows a p-value of 0.258 which is higher than the maximal  $\alpha$  value that can be used in the investigation (10%), so the null hypothesis cannot be rejected, and the model has no predictive capability.

In the case of the Cultural Experience model, the differences within the groups are considered statistically significant according to the F-test results, but the coefficient results (Table 26) show that only one item of the model is considered statistically significant (CE1) with a confidence of 90%, which relates to the increase of knowledge about different cultures when experiencing local food.

Table 26 - Coefficients of the model Cultural Experience

| <b>Coefficients – CE model</b> | <b>β</b> | <b>P-value</b> |
|--------------------------------|----------|----------------|
| Constant                       | 0.510    | 0.161          |
| CE1                            | 0.144    | 0.067          |
| CE2                            | 0.143    | 0.189          |
| CE3                            | 0.000    | 0.998          |
| CE4                            | -0.026   | 0.716          |
| CE5                            | -0.020   | 0.766          |
| CE6                            | 0.045    | 0.682          |
| CE7                            | 0.051    | 0.634          |
| CE8                            | -0.062   | 0.503          |

The Cultural Experience regression equation looks like

$$Y_{CE} = 0.144 * CE1$$

The positive value of the coefficient related to this item means that the gain of cultural knowledge stemming from the consumption of a region’s local food is positively related to the frequency of consumption of said local food.

Even though results of the F-test for the Excitement model showed differences between the means of the groups with a confidence of 95%, when examining the coefficient results of the model, besides the constant, there is no other item with statistical significance to be considered. This means that although there are differences between the groups of high, medium, or low frequency of local food consumption, they are not significant when it comes to Excitement factors.

Table 27 - Coefficients of the model Excitement

| <b>Coefficients – E model</b> | <b>β</b> | <b>P-value</b> |
|-------------------------------|----------|----------------|
| Constant                      | 1.344    | < 0.001        |
| E1                            | 0.023    | 0.828          |
| E2                            | 0.054    | 0.602          |
| E3                            | 0.157    | 0.104          |
| E4                            | 0.047    | 0.501          |
| E5                            | -0.104   | 0.142          |
| E6                            | -0.032   | 0.480          |

The coefficient results for the Interpersonal Relationships model (Table 28) show that item IR1 is statistically significant, with a confidence of 90%. This item relates to the fact that experimenting local food and beverages enables tourists to have an enjoyable time with friends and/or family. This means that these positive experiences are connected to a higher frequency of consumption of local food.

Table 28 - Coefficients of the model Interpersonal Relationships

| <b>Coefficients – IR model</b> | <b>β</b> | <b>P-value</b> |
|--------------------------------|----------|----------------|
| Constant                       | 1.330    | < 0.001        |
| IR1                            | 0.133    | 0.056          |
| IR2                            | -0.085   | 0.103          |
| IR3                            | 0.056    | 0.442          |
| IR4                            | 0.117    | 0.124          |
| IR5                            | -0.069   | 0.324          |

The regression equation for the Interpersonal Relationships model looks like:

$$Y_{IR} = 1.330 + 0.133 * IR1$$

The sensory appeal model was also considered to have predictive capabilities according to the F-test results. The only item in the model that has a statistically significant coefficient is SA1, with a confidence level of 95%, related to the taste of the local food, meaning that the better the taste of local food, the higher the frequency of the consumption.

Table 29 - Coefficients for the model Sensory Appeal

| <b>Coefficients – SA model</b> | <b>β</b> | <b>P-value</b> |
|--------------------------------|----------|----------------|
| Constant                       | 0.777    | 0.092          |
| SA1                            | 0.193    | 0.017          |
| SA2                            | 0.106    | 0.265          |
| SA3                            | -0.088   | 0.217          |
| SA4                            | -0.017   | 0.734          |

The regression equation for the Sensory Appeal model is:

$$Y_{SA} = 0.777 + 0.193 * SA1$$

The Health Concerns model has two statistically significant items. The first one is HC2, with a confidence level of 99% which shows a positive impact on the frequency of local food consumption and is related to the fresh ingredients produced in a local area that are used in local food, meaning that the utilization of fresh and local ingredients in the local food will increase its consumption by tourists. The item HC3 is also statistically significant with a confidence level of 90% and shows a negative impact on the frequency of local food consumption. This is related to the health benefits of local food for the consumer. The fact that local food is healthy will not lead to an increase in its consumption.



Table 30 - Coefficients for the model Health Concerns

| <b>Coefficients – HC model</b> | <b>β</b> | <b>P-value</b> |
|--------------------------------|----------|----------------|
| Constant                       | 1.620    | < 0.001        |
| HC1                            | 0.027    | 0.687          |
| HC2                            | 0.188    | 0.005          |
| HC3                            | -0.112   | 0.061          |

Summarily, the regression equation for the Health Concerns model:

$$Y_{HC} = 1.620 + 0.188 * HC2 - 0.112 * HC3$$

The prestige model is the last one that was verified by the F-test results. This model has two statistically significant items. The first one is P2 with a confidence level of 90% and is related to giving advice about local food to people who want to travel. Being able to advise others on local food based on one's personal experience has a positive impact on tourists. P3 also shows statistical significance with a confidence level of 90% and this item is related to the intellectual enrichment that the consumption of local food enables on tourists. This knowledge gain positively impacts the frequency of local food consumption.

Table 31 - Coefficients for the model Prestige

| <b>Coefficients – P model</b> | <b>β</b> | <b>P-value</b> |
|-------------------------------|----------|----------------|
| Constant                      | 1.464    | < 0.001        |
| P1                            | -0.008   | 0.821          |
| P2                            | 0.137    | 0.074          |
| P3                            | 0.099    | 0.090          |
| P4                            | -0.079   | 0.394          |

The Prestige regression equation looks like:

$$Y_p = 1.464 + 0.137 * P2 + 0.099 * P3$$

The F-test p-value for the Social and Environmental Sustainability regression model did not allow for the null hypothesis of equality within the group means to be rejected, meaning that there is insufficient evidence to conclude that there is an effect at the group level. This could mean that it is not the food's sustainability impact that leads tourists to consume local food in Portugal. However, even though H7 is not verified, there is one item in the construct, besides the constant, that was considered statistically significant (SES2) which related to the consumption of local food and beverages contributing to the local economy, with a positive impact (0.199).

Table 32 - Coefficients for the model Social and Environmental Sustainability

| <b>Coefficients – SES model</b> | <b>β</b> | <b>P-value</b> |
|---------------------------------|----------|----------------|
| Constant                        | 1.189    | 0.003          |
| SES1                            | 0.006    | 0.994          |
| SES2                            | 0.199    | 0.026          |
| SES3                            | -0.034   | 0.617          |
| SES4                            | -0.002   | 0.976          |
| SES5                            | -0.004   | 0.967          |
| SES6                            | -0.005   | 0.948          |
| SES7                            | 0.010    | 0.821          |

The regression equation for this model would look like:

$$Y_{SES} = 1.189 + 0.199 * SES2$$

To conclude, all the hypotheses (except for H7) were partially accepted, but the scale in its totality was not, given that the items that measure each variable were not all considered statistically significant, as can be seen in Tables 26 to 32.

Table 33 - Summary of the hypotheses results

| <b>HYPOTHESIS</b>  | <b>CONCLUSION</b> |
|--------------------|-------------------|
| <b>H1 (M: CE)</b>  | Verified          |
| <b>H2 (M: E)</b>   | Verified          |
| <b>H3 (M: IR)</b>  | Verified          |
| <b>H4 (M: SA)</b>  | Verified          |
| <b>H5 (M: HC)</b>  | Verified          |
| <b>H6 (M: P)</b>   | Verified          |
| <b>H7 (M: SES)</b> | Not verified      |

Caption – CE: Cultural Experience; E: Excitement; IR: Interpersonal Relations; SA: Sensory Appeal; HC: Health Concerns; P: Prestige; SES: Social and Environmental Sustainability

### 5.3 – Results Discussion

In terms of the broad tourist profile, they are mainly 30- to 39-year-old women who hold a higher degree diploma and are employed by others. Most of them are from Portugal, they consider cultural activities to be their favourite thing to do while abroad and engage in food tourism activities such as going to local restaurants. The Portugal tourist profile is similar, with mainly 50- to 59-year-old females with bachelor's degrees and employed, therefore with financial security. They are mainly domestic tourists coming from the city of Porto whose favourite tourism activities are cultural, and they engage in food tourism activities such as local restaurants and food markets. Most of them have tried Portuguese local dishes such as conventual sweets, Francesinha, Pastéis de Nata and ovos moles de Aveiro. The tourist sample obtained is older than that observed by Pérez-Priego et al. (2019) who considers culinary tourists as being mainly between 35 and 45

years old. In this research, Portuguese culinary tourists are primarily between 40 to 59 years old, which is a similar age range as a study of Évora tourists by Amaral et al. (2015) which is a district in Portugal. This could be evidence that the Portuguese culinary tourist is older than in other gastronomic destinations and could call for a specific segmentation and attention to this market segment. Nicoletti et al. (2019) found that tourists with a higher age present a more favourable attitude towards local gastronomy, making it a valuable segment for this type of product. Other characterization aspects of the sample are according to literature, including the majority of culinary tourists being females, holding a university degree and with a salary above average (Correia et al., 2013; Fox, 2007; Pérez-Priego et al., 2019).

Most of the tourists studied in this research preferred engaging in cultural activities above gastronomic activities while travelling in Portugal, and this phenomenon happens in other culinary tourism studies (Nicoletti et al., 2019). This could point to a non-culinary tourist sample. Even so, tourism is a way of knowing and understanding other cultures, and there are few ways to do so in such an authentic way as through gastronomy (Araújo, 2021; UNTWO, 2012). Schlüter (2006) and Pérez-Priego et al. (2019) state that even if gastronomy is not the primary motivation for travelling, there will always be a need to engage in local alimentation services, and most of the tourists will be able to perceive the local culture through its gastronomy. Several authors go so far as to consider gastronomic tourism a sub-division of cultural tourism (Fields, 2002; Hjalager, 2004; Kivela & Crofts, 2006). Nevertheless, when comparing the answers from total sample to the Portuguese sample, who were focusing their answers on their experience in Portugal, a higher percentage of the Portuguese tourists revealed to engage in food tourism activities (96.12%) than the total sample (78.40%), which shows that Portugal is, in fact, a gastronomic destination.

In terms of the regression analysis results, through the regression models, six of the seven hypotheses were verified (H1: The culture of the food tourism destination is associated with the frequency of local food and beverage consumption; H2: The Excitement of the food experience is associated to the frequency of local food and beverage consumption; H3: The Interpersonal relations during local food consumption are associated with the frequency of local food and beverages consumption; H4: The sensory appeal of the local food is associated with the frequency of local food and beverage consumption; H5: The Health Concerns related to local food experiences are associated with the frequency of local food and beverage consumption; H6: The prestige of the food experience is associated with the frequency of local food and beverage consumption), and one was rejected (H7: The social and environmental sustainability of the local food is associated with the frequency of local food and beverage consumption). Kim & Eve's (2012) scale was verified in the context of culinary tourists in the geographical setting of Portugal,

but the additional variable by Testa et al. (2019) regarding social and environmental sustainability as a motivation for visiting Portugal was not confirmed in this setting.

Regarding the Cultural Experience variable, the hypothesis that this variable influences the frequency of local food and beverage consumption was verified, as suggested by Crompton & McKay (1997), Fields (2002), Kim et al. (2009), Kim & Eves (2012) and McIntosh et al. (1995). This model has the highest explanatory power of the frequency of local food and beverage consumption out of all the models, so it is safe to admit that this is the most important motivation for Portugal tourists to engage in traditional gastronomy. Within this variable, the most agreed statement was “Tasting local food served by local people in its original place offers a unique opportunity to understand the local cultures” and this is also the sole factor directly affecting the frequency of consumption according to the regression model results. This is in line with what Cruz et al. (2020) found in their methodologically similar motivational study. Barroco & Augusto (2016) state in their work that the gastronomical tourist travels not only to drink and eat but to get to know the regions through these acts, allowing them to discover a way of living different from what they are used to. This finding allows for the establishment of strategies and action plans for the formation of a tourist offer, which combines cultural and gastronomic activities. Even if food is not a main motivational factor for tourism in Portugal, it is clearly an important factor for the Portugal tourist, so it should be treated as a strategic product and associated with culture as this is the most important motivational factor for the consumption of local gastronomy. Some marketing strategies could be implemented to connect food with Portuguese culture in the minds of tourists. This could be easily achieved with storytelling campaigns promoting local dishes connected to their regions of origin. Traditions and local stories should be taken advantage of and developed to provide authentic and unforgettable experiences to tourists.

The Excitement variable was also proved to influence the consumption of local gastronomy by the regression model, as expected by Kim et al. (2009); Kim & Eves (2012) and Mayo & Jarvis (1982). In this construct, it was found that the Portugal tourist feels excited by experiencing local food in its original place, which was also a big motivational factor found by Cruz et al. (2020). Interestingly, the Portugal tourist did not particularly agree with the statement “Tasting local food on holiday takes me away from the crowds and noise”. In Testa et al. (2019) the excitement variable was incorporated into the cultural experience dimension as the desire to have an exciting experience is associated with cultural motivations and in this research the excitement variable benefits from the same strategies of storytelling as the cultural experience.

In terms of Interpersonal Relations, the hypothesis that this variable has an impact on the consumption of local food and beverages was confirmed which was expected based on Crompton & McKay (1997), Fields (2002), Kim et al. (2009), Kim & Eves (2012), and Wang (1999). The

tourists feel like tasting local food enables them to have an enjoyable time with friends and/or family, and this factor has a positive impact on the frequency of local gastronomy consumption. Portugal's cuisine is based on feelings of sharing and conviviality habits (Araújo, 2021), so it makes sense that the tourist appreciates these moments of sociability while sharing a meal, which is very typical of Portuguese culture. This is consistent with Kim and Eves (2012) who pointed out that socializing and being together with family is recognized to be an important factor in tourists' motivation to experience local gastronomy. However, they don't particularly feel like this activity increases friendship, and this phenomenon is also observed in Cruz et al. (2020), meaning that although getting together and sharing a meal is a good and joyful moment, it is not related to the growth of relationships.

Sensory Appeal was also proven to have an impact on the frequency of consumption of local gastronomy, as expected by Kim et al. (2009), Kim & Eves (2012), Pollard et al. (1998) and Urry (2002). Taste seems to be the most important factor for the tourists and has a direct and positive influence on the consumption of local food. Araújo (2014) found in her study of Porto tourists that taste and flavour are determinant factors that contribute to satisfaction, revisit intentions and destination recommendation. Smell is considered important to tourists but is not directly connected to the frequency of consumption. The aesthetic appeal of the food was not found to have an impact on the increase of local food consumption, contrary to the findings of Araújo (2014) whose results showed the food's presentation as the third most important factor for tourists' satisfaction. Cruz et al. (2020) also found the presentation of the food is more important for foreign tourists in Bolivia. This discrepancy could be due to the high majority of Portuguese residents that compose the sample who are familiar with the traditional dishes of other regions within the country and do not expect to be surprised by the aesthetics of the dishes when they consume them, meaning that this will not influence their frequency of consumption.

Although Health Concerns were found to impact the frequency of consumption of local food and beverages according to the regression model, this aspect is not considered important for the tourist when it comes to eating traditional dishes which goes against what Connell (2006), Kim et al. (2009) and Kim & Eves (2012) expected. The fact that the food is nutritious or good for their health does not make tourists increase their consumption, in the same way that if the food is not nutritious or unhealthy it will not keep them from eating it. However, the fact that traditional dishes contain local ingredients produced in a local area has a positive and direct impact on the frequency of consumption, which is also found by Cruz et al. (2020), while the health benefits of the local food have a negative impact on the frequency of consumption. Even though Portugal's cuisine is strongly influenced by the Mediterranean diet, considered one of the healthiest in the world, the food to which tourists are exposed is not particularly the most nutritionally rich or

healthy, as can be seen by the most tried traditional dishes by the sample – conventual sweets, francesinha, pastéis de nata, etc. The fact that these dishes are unhealthy does not keep the tourist from engaging in experiencing local food and this is also observed in the results of the food tourism motivational study by Testa et al. (2019).

Regarding the Prestige variable, just like supported by Botha et al. (1999), Crompton & McKay (1997), Fields (2002), Kim et al. (2009) and Wang (1999) it was found to be a motivational factor for local food consumption. The Portugal tourist does not particularly consider taking pictures of local dishes to show others as a prestigious action. They do feel like being able to talk about their local food experiences with people who have not yet been to Portugal increases their prestige and these experiences enrich them intellectually. Both these factors positively impact the frequency of consumption of local gastronomy. Interestingly, these tourists find talking to others who have not yet visited Portugal about their local food experiences there prestigious, but they do not enjoy talking to any person about these experiences, a phenomenon also observed by Cruz et al. (2020). Portugal's notoriety which has been growing abroad thanks to the number of best travel destination awards it has been receiving in the last years makes the country a destination that could communicate something about the tourist's status.

Lastly, social and environmental sustainability was not found to have an impact on the frequency of local food and beverages consumption, contrary to what was expected by Okumus (2020) and Testa et al. (2019), as the regression model rejected this hypothesis. Regarding the environmental sustainability, this could be because they are unaware of it, or because there is a lack of offer in this department, creating a gap in the market. In 2017, there were 230 agro-tourism units in Portugal, representing an increase of 94 units since 2007 (Real et al., 2021), but within main cities such as Porto or Lisbon, tourists may not be aware of sustainable efforts made in the food industry. Portugal tourists show that they do not particularly care if the local food they are eating is organically certified and they do not completely agree that consuming local gastronomy is more environmentally friendly. Once again, this might be connected to the food tourists are mainly exposed to, given that dishes such as Francesinha from Porto are made with ingredients that are rarely locally sourced. Allaying the Mediterranean diet to tourism offers could be a way to promote the awareness of sustainability in traditional dishes. The Mediterranean diet is frequently associated with food sustainability as an example of a sustainable diet (Dernini et al., 2017), and Real et al. (2021) found that although Portugal has a large tourist offer within the scope of gastronomic routes, not enough references to the Mediterranean diet are made. This alliance could be made through a quality seal, but the lack of interest in certified local food that the sample showed makes this suggestion inviable. An effort by Portuguese chefs to insert the concept of the Mediterranean diet in their gastronomical offerings and Horeca establishments to ensure that

ingredients are locally sourced and food supply chains are short, could help enhance the environmental sustainability motivator (Rinaldi, 2017).

Contrary to environmental concerns, Portugal tourists found social sustainability a considerable motivator for local food consumption, given that they agree that eating local food will contribute to the local economy, which is true given that local establishments that produce local gastronomy and tourism can support this market and help rural development. This is consistent with Zepeda & Levited-Reid (2004) who emphasised that consumers are motivated to purchase local food as a way to sustain the social and economic conditions of a region. Thus, culinary tourism plays a crucial role in the sustainable development of territories, as it allows to improve its economy. The strong linkage between local food and tourism could stimulate entrepreneurship in a territory, strengthening the whole economy and increasing the quality of life of residents (Hjalager, 2004). In this context, culinary tourism can represent a solution to the growing problem of sustainability in tourism, by ensuring the socio-economic development of communities in Portugal.

#### **5.4 – Conclusion**

At the beginning of this chapter the sample characterization obtained by this research was presented, followed by the descriptive analysis results of the conceptual model's variables. Then, the reliability of every scale of the model was confirmed and a multivariate regression model for each of the variables at stake was gone through. The resulting regression equations were presented, and conclusions were drawn from the results.

In the end, six of the seven hypotheses of the model were verified while one was rejected. These results were discussed and suggestions for management and tourism fields were made based on the insights gathered.

## **Chapter 6: Final Considerations**

### **6.1 – Introduction**

This research was carried through to better understand the main motivations that lead to the consumption of local food and beverages in the case of Portugal. The variables being studied and present in the conceptual model for this study were the cultural experience, excitement, interpersonal relationships, sensory appeal, health concerns, prestige, and social and environmental sustainability. Given the lack of research about this matter in the country of Portugal, the study focused on this geographical setting.

The data collection was done through a quantitative methodology, using a questionnaire by survey for this purpose. The survey data was collected from the 19<sup>th</sup> of April 2021 until the 1<sup>st</sup> of September 2021 gathering 190 responses. 162 were considered valid responses and 129 were within the target of the research – tourists who had visited any Portugal region for leisure purposes in the past. The survey was elaborated based on a pre-verified scale by Kim & Eve (2012) with the addition of two variables that were found to be in the interest of the research and supported by the literature. The data were analysed with the statistical software IBM SPSS where the sample characterization, the descriptive analysis of the variables, the reliability of the scales were carried through. To verify the conceptual model and the hypotheses established, a multivariate regression analysis was done for each of the variables.

It was found that the motivational factors that lead and have an impact on local food and beverage consumption, in importance order, are the cultural experience, the interpersonal relationships, the excitement, the sensory appeal, the prestige and health concerns, as supported by the literature. Social and environmental sustainability was found not to have an impact on the higher or lower frequency of consumption of local food. Thus, it is possible to conclude that the objective initially presented was achieved by verifying the main motivations that have an impact on local gastronomy consumption in Portugal. It should also be noted that out of the seven hypotheses proposed in this research, only one was not verified: social and environmental sustainability was not found to be a motivator for local food consumption.

### **6.2 – Expected Contributions**

Saunders et al. (2019) argue that the main purpose of academic management research is to develop valid knowledge to support organizational problem-solving in the field.



Considering the importance of the role played by food in the choice of a tourist destination, findings of the present study contribute both to enriching the literature on culinary tourism, which is sparse in the geographical setting of Portugal, and to drive gastronomic-tourism operations who want to shape their business model to satisfy the customers' expectations. Understanding the demand in terms of motivation that drives tourists to consume local food and beverages allows identification of strengths and opportunities for promoting tourism in Portugal, contributes to effective positioning, and consequently creates a unique image. Marketing that targets speciality products perceived as authentic and linked to local culture and heritage can work as an effective tool to boost the economic and environmental sustainability of both tourism and support to the host community (Sidali et al., 2015; Sims, 2009)

This study provides a quantitative approach to culinary tourists' motivations to consume local goods in a developed tourism destination, helping to analyse the tourists' perceptions of gastronomy and the potential of those perceptions to improve a destination's competitive market position. It also contributes to the understanding that gastronomy is a booster for tourism, essential for the development of place-based strategies, and its maintenance is fundamental for the touristic attractiveness of urban spaces.

The research also provides valuable information for the tourism sector to be applied in practice. The main contribution to the sector must be seen in the achievement of a better understanding of the characteristics of the tourist segment identified and how they view local gastronomy, as this allows the sector to design tourism products according to the current demands and needs of modern tourists. Restaurateurs, hospitality associations, and other public or private stakeholders engaged in culinary tourism can benefit from this type of analysis as successful strategies to promote culinary tourism must take into account the views of its main target group - tourists (Sanchez-Cañizares & Castillo-Canalejo, 2015).

Besides this, given the recent impact of COVID-19 in the tourism industry, and the need to accomplish the United Nations Sustainable Development Goals (SDG's), the findings of this study can potentially provide tourism businesses with insights and strategies to deliver on the SDGs particularly regarding sustainable tourism development goals. Moreover, the findings can help realize how food tourism experiences of the future can contribute to the accomplishment of the SDG 8 (promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all) and SDG 12 (sustainable consumption and production patterns).

### **6.3 – Limitations and Future Research**

This study has some limitations that should be pointed out. First, there are several studies on this topic, Gastronomical Tourism, but very few have studied the motivational factors of tourists at the date of this study in Portugal. This means that the limited literature in this area limits solid research in the Portuguese context.

The major limitation of the study is its lack of generalizability, given the sample size. The sample was, as previously noted, limited to individuals within the researcher's social network and so a non-probabilistic convenience sample that does not allow for the complete generalizability of the data gathered. Although the sample size was sufficient for statistical analysis to be carried through with success, it might not be enough to be representative of the Portugal tourist. Given the effect of the COVID-19 pandemic in Portugal's tourism and the measurements to fight the virus which forced the temporary closure of tourism establishments and prevented international and domestic tourists to travel (Instituto Nacional de Estatística, 2021) the target sample for the study was harder to reach. Portugal's borders were closed from the 16<sup>th</sup> of March until the 1<sup>st</sup> of July 2020 and closed again from the 31<sup>st</sup> of January until the 17<sup>th</sup> of May 2021. Besides this, restaurants and other forms of gastronomical activities were closed. This decline in tourism activity can be associated with the sample size obtained for this study. This generalizability problem could be solved by replicating the research model with other samples. It would be especially interesting to replicate the research design in the various areas of Portugal, i.e., the northern region, central region, the Alentejo, Algarve, etc., to find out if there are different motivations for gastronomic tourism in different areas of the country. This could be useful for the personalization of the tourism offer in these regions and would enable comparison with the results found here.

It should also be noted that because the study was carried out in a pandemic context that deeply affected the worldwide population, this might have led to different behavioural patterns in tourists, influencing their consumption choices and, consequently, the results found in the present study.

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## Appendixes

### Appendix 1 – Survey Structure – Auxiliary Table

| Construct                           | Theoretical Support        | Author(s) and Year       |
|-------------------------------------|----------------------------|--------------------------|
| Tourism Activities                  | Sport Activities           | (Artal-Tur et al., 2018) |
|                                     | Cultural Activities        | (Artal-Tur et al., 2018) |
|                                     | Gastronomical Activities   | (Artal-Tur et al., 2018) |
|                                     | Nightlife                  | (Artal-Tur et al., 2018) |
| Food Tourism Activities             | Local Restaurants          | (Hall & Sharples, 2003)  |
|                                     | Wine Cellar Visits         | (Hall & Sharples, 2003)  |
|                                     | Vineyard Visits            | (Hall & Sharples, 2003)  |
|                                     | Wine/beer tastings         | (Hall & Sharples, 2003)  |
|                                     | Food Markets               | (Hall & Sharples, 2003)  |
|                                     | Food Festivals             | (Hall & Sharples, 2003)  |
| Local food and beverage consumption | Less than 1 time per stay  | (Testa et al., 2019)     |
|                                     | 2 – 4 times per stay       | (Testa et al., 2019)     |
|                                     | More than 4 times per stay | (Testa et al., 2019)     |

| Construct   | Theoretical Support                     | Author(s) and Year       |
|-------------|---|--------------------------|
| Motivations | Cultural Experience                     | (Kim & Eves, 2012)       |
|             | Excitement                              | (Kim & Eves, 2012)       |
|             | Sensory Appeal                          | (Kim & Eves, 2012)       |
|             | Interpersonal Relations                 | (Kim & Eves, 2012)       |
|             | Health Concerns                         | (Kim & Eves, 2012)       |
|             | Prestige                                | (Y. G. Kim et al., 2009) |
|             | Social and Environmental Sustainability | (Testa et al., 2019)     |

## Appendix 2 – English version of the survey

Language: English  [Change the language](#)

### Motivations for Local Food Consumption in Portugal

This survey aims to study the motivations of tourists when consuming local food and beverages while visiting **Portugal**.

This study is part of the Master's in Management in the University of Aveiro, under supervision by Prof. Drª Vera Teixeira Vale (v.c.vale@ua.pt).

The estimated duration of this survey is 8 minutes.

Sociodemographic, tourist consumer profile and motivations for local food and beverage consumption data will be gathered.


The survey is anonymous, and your participation is voluntary.

If you wish to contact the author of the survey (Ana Moura), you can use the email: [anaismoura@ua.pt](mailto:anaismoura@ua.pt)

[Next](#)

#### Sociodemographic Data

\*What is your age?

 Only numbers may be entered in this field.

What's your gender?

  
Female

  
Male

\*What is your literacy level?

 Choose one of the following answers

- Primary School
- 9th grade / Middle School
- Secondary School / High School
- Bachelor's Degree
- Postgraduate Course
- Master's Degree
- PhD

\*What is your current professional situation?

Choose one of the following answers

- Unemployed
- Student
- Self-employed
- Employee
- Student Worker
- Retired

\*What is your country of origin?

Choose one of the following answers

- Portugal
- Other:

Next

## Gastronomic Consumer Profile

\*When you travel, which activity do you look forward the most?

Choose one of the following answers

- Sport activities (hiking, adventure sports, sport events, etc.)
- Cultural activities (cultural visits, cultural events, etc.)
- Gastronomic activities (going to local restaurants, food markets, food festivals, etc.)
- Nightlife
- Other:

\*While abroad, do you engage in food tourism activities?

For example: going to local restaurants, wineries, breweries, food markets, food festivals, etc.

Yes

No

If yes, which ones?

📌 Check all that apply

Local restaurants

Wine cellar visits

Vineyard visits

Wine/beer tastings

Food markets

Food festivals

Other:

★ While abroad, how often do you eat or drink local food and beverages?

📌 Choose one of the following answers

Less than 2 times per stay

2 to 4 times per stay

Higher than 4 times per stay

📌 Please use pre-pandemic times as a reference.

Next

## Oporto

★ Have you ever visited Portugal for leisure purposes?



Yes



No

Next

## Local Food and Beverage Consumption

\*While visiting Portugal, did you engage in food tourism activities?

For example: visits to local restaurants, wineries, vineyard visits, wine/beer tastings, food markets, food festivals, etc.



Yes



No

If yes, which ones?

📌 Check all that apply

Local restaurants

Wine cellar visits

Vineyard visits

Wine/beer tastings

Food markets

Food festivals

Other:

\*When you visited Portugal, which activities were you looking forward the most?

📌 Choose one of the following answers

Sport activities (hiking, adventure sports, sport events, etc.)

Cultural activities (cultural visits, cultural events, etc.)

Gastronomic activities (going to local restaurants, food markets, food festivals, etc.)

Nightlife

Other:

\*Please, select all the local food/beverages you tried while in Portugal.

📌 Check all that apply

Francesinha (sandwich made with bread, ham, sausages and steak. Typically covered with melted cheese and an egg on top and sauce)

Super Bock (pale lager beer, more common in the north of Portugal)

Port Wine

Tripas à moda do Porto (stew of cow tripe, beans, sausage, vegetables and herbs)

Sardinhas Assadas (grilled sardines)

Cozido à portuguesa (stew with meat, sausages and vegetables)

Açorda (bread soup with garlic, and poached eggs)

Pastel de Nata (egg custard tart)

Feijoada (bean stew with meats and vegetables)

- Alheira (sausages filled with bread and meat)
- Bifana (pork sandwich with spicy marinade)
- Caldeirada de enguias (eel stew)
- Posta mirandesa (grilled thick tenderloin with sliced potatoes and sautéed greens)
- Carne de porco à alentejana (fried pork with clams)
- Arroz de cabidela (rice with chicken and blood)
- Vinho verde ("green" wine)
- Licor Beirão (liqueur)
- Ginjinha (liqueur with ginja berries)
- Sagres (pale lager beer, more common in the south of Portugal)
- Conventional sweets (Pão de Ló, toucinho do céu, pudim abade de priscos, queijada)
- Ovos moles de Aveiro (egg yolks and sugar inside a case similar to a communion wafer)
- Bacalhau com natas (oven-baked cod, onion, diced fried potato and cream)
- Other:

Next

### Motivations for local gastronomy consumption

Rate the following sentences from 1 - "Completely disagree" to 7 - "Completely agree".  
Please refer to your time spent in Portugal when answering.

**\*Cultural Experience**

Please refer to your experiences with local food/beverages in Portugal.

|  | 1 -<br>"Completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 -<br>"Completely agree" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Experiencing local food gives me an opportunity to increase my knowledge about different local cultures                      | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food served by local people in its original place offers a unique opportunity to understand the local cultures | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Experiencing local food enables me to learn what this local food really tastes like  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Experiencing local food makes me see the things that I don't normally see  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Experiencing local food helps me see how other people live   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Experiencing local food allows me to discover something new  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food in its traditional setting is a special experience  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food in its original place is an authentic experience  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**\*Excitement**

Please refer to your experiences with local food/beverages in Portugal.

|   | 1 -<br>"Completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 -<br>"Completely agree" |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Experiencing local food in its original place makes me excited          | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| When tasting local food, I have an expectation that it will be exciting | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food makes me feel exhilarated                            | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food on holiday helps me to relax                         | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food on holiday makes me not worry about routine          | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Tasting local food on holiday takes me away from the crowds and noise   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**\*Interpersonal Relationships**

Please refer to your experiences with local food/beverages in Portugal.

|  | 1 -<br>"Completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 -<br>"Completely agree" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| Tasting local food enables me to have an enjoyable time with friends and/or family | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| Having local food increases friendship or kinship                                  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| I want to give advice about local food experiences to people who want to travel    | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| I like to talk to everybody about my local food experience                         | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| It is important to me to taste local food in its original regions                  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**\*Sensory Appeal**

Please refer to your experiences with local food/beverages in Portugal.

|   | 1 -<br>"Completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 -<br>"Completely agree" |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|---------------------------|
| It is important to me that the local food I eat on holiday tastes good  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| It is important to me that the local food I eat on holiday smells nice  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| It is important to me that the local food I eat on holiday looks nice   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |
| The taste of local food in its original countries/regions is different from the taste of the same food in my own country/region | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>     |

**\*Health Concerns**

Please refer to your experiences with local food/beverages in Portugal.

|   | 1 - "I completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "I completely agree" |
|---|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Local food is nutritious  | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Local food contains a lot of fresh ingredients produced in a local area | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Tasting local food keeps me healthy                                     | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |



**\*Prestige**

Please refer to your **experiences with local food and beverages in Portugal.**

|   | 1 - "I completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "I completely agree" |
|---|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| I like to take a picture of local food to show friends/family                   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| I want to give advice about local food experiences to people who want to travel | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Experiencing local food enriches me intellectually                              | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| I like to talk to everybody about my local food experiences                     | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |

**\*Social and Environmental Sustainability**

Please refer to your **experiences with local food/beverages in Portugal.**

|  | 1 - "I completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "I completely agree" |
|--|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Eating local food allows me to be in solidarity with local farmers   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Eating local food allows me to contribute to the local economy   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Eating local food allows me to contribute to maintaining agricultural landscape  | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| I like to eat local food because it has not travelled long distances and is, therefore, more environmentally sustainable | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| By eating local food, I contribute to conserving the environment and its natural resources                               | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Local foods are more environmentally-friendly  | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| It is important to me that the local food I eat is organically certified   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |

**\*Social and Environmental Sustainability**

|  | 1 - "I completely disagree" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "I completely agree" |
|--|-----------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------------|
| Eating local food allows me to be in solidarity with local farmers   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Eating local food allows me to contribute to the local economy   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Eating local food allows me to contribute to maintaining agricultural landscape  | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| I like to eat local food because it has not travelled long distances and is, therefore, more environmentally sustainable | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| By eating local food, I contribute to conserving the environment and its natural resources                               | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| Local foods are more environmentally-friendly  | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |
| It is important to me that the local food I eat is organically certified   | <input type="radio"/>       | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>    |

Would you like to make any comments about the previous questions?

Submit

## Appendix 3 – Portuguese Version of the survey

Idioma Português Alterar o idioma

### Motivações para o consumo de comida local em Portugal

Este inquérito tem como objetivo estudar as motivações de **turistas** em relação ao consumo de comida e bebidas locais em **Portugal**.

Esta investigação faz parte do Mestrado em Gestão na Universidade de Aveiro, sob a supervisão da Profª Drª Vera Teixeira Vale (v.c.vale@ua.pt).

A duração estimada do inquérito é de 8 minutos. Serão recolhidos dados sociodemográficos, o perfil do consumidor turístico e motivações para o consumo de alimentos e bebidas locais.

O inquérito é anónimo, e a sua participação é voluntária.

Se desejar contactar a autora do inquérito (Ana Moura), pode utilizar o e-mail: anaismoura@ua.pt

[Seguinte](#)

#### Dados Sociodemográficos

\*Qual é a sua idade?

! Neste campo só é possível introduzir números.

Qual é o seu género?

Feminino

Masculino

\*Qual é o seu nível literário?

! Escolher uma das seguintes respostas

- Escola Primária (4º ano)
- 3º Ciclo (9º ano)
- Escola Secundária (12º ano)
- Licenciatura
- Pós-Graduação
- Mestrado
- Doutoramento

\*Qual é a sua situação profissional atual?

Escolher uma das seguintes respostas

- Desempregado/a
- Estudante
- Trabalhador(a) por conta própria
- Trabalhador(a) por conta de outrem
- Trabalhador(a)-estudante
- Reformado/a

\*Qual é o seu país de origem?

Escolher uma das seguintes respostas

- Portugal
- Outro:

Seguinte

## Perfil do Consumidor Gastronómico

\*Quando viaja, qual a atividade que gosta mais de fazer?

Escolher uma das seguintes respostas

- Atividades desportivas (trilhos/caminhadas, desportos de aventura, eventos desportivos, etc.)
- Atividades culturais (visitas culturais, eventos culturais, etc.)
- Atividades gastronómicas (ir a restaurantes locais, mercados de comida, festivais de comida, etc.)
- Vida noturna
- Outro:

\*No estrangeiro, costuma participar em atividades gastronómicas?

Por exemplo: ir a restaurantes locais, provas de vinho, provas de cerveja, mercados de comida, festivais de comida, etc.

✓  
Sim

⊘  
Não

Se sim, quais?

📌 Seleccione todas as opções que se apliquem

Ir a restaurantes locais

Visitas a caves de vinho

Visitas a vinhas

Provas de vinho/cerveja

Mercados de comida

Festivais de comida

Outro:

📌 No estrangeiro, com que frequência come ou bebe comidas ou bebidas locais?

📌 Escolher uma das seguintes respostas

Menos de 2 vezes por estadia

Entre 2 a 4 vezes por estadia

Mais do que 4 vezes por estadia

📌 Por favor, utilize como referência anos anteriores à pandemia atual.

Seguinte

## Portugal

📌 Já alguma vez fez turismo dentro de Portugal?



Sim



Não

Seguinte

## Consumo de Comida e Bebidas Locais

\*Durante as férias em Portugal, participou em alguma atividade gastronómica?

Por exemplo, ir a um restaurante local, visitas a caves de vinho, visitas a vinhas, provas de cerveja/vinho, visitas a mercados de comida, festivais de comida



Sim



Não

Se sim, quais?

● Selecione todas as opções que se apliquem

Ir a restaurantes locais

Visitas a caves de vinho

Visitas a vinhas

Provas de vinho/cerveja

Mercados de Comida

Festivais de comida

Outro:

\*Durante as férias em Portugal, quais as atividades para as quais estava mais entusiasmado/a?

● Escolher uma das seguintes respostas

Atividades desportivas (trilhos/caminhadas, desportos de aventura, eventos desportivos, etc.)

Atividades culturais (visitas culturais, eventos culturais, etc.)

Atividades gastronómicas (ir a restaurantes locais, mercados de comida, festivais de comida, etc.)

Vida noturna

Outro:

\*Por favor, selecione todas as comidas/bebidas locais que provou durante férias em Portugal.

● Selecione todas as opções que se apliquem

Francesinha

Super Bock

Vinho do Porto

Tripas à moda do Porto

Sardinhas Assadas

Cozido à Portuguesa

Açorda

Pastel de Nata

Feijoada

Alheira

- Bifanas
- Caldeirada de enguias
- Posta Mirandesa
- Carne de porco à alentejana
- Arroz de cabidela
- Vinho verde
- Licor Beirão
- Ginjinha
- Sagres
- Doces conventuais (Pão de ló, toucinho do céu, pudim abade de priscos, queijada)
- Ovos moles
- Bacalhau com natas
- Outro:

Seguinte

### Motivações para o consumo de gastronomia local

Classifique as seguintes frases de 1 - "Discordo completamente" até 7 - "Concordo completamente".  
 Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

**\*Experiência Cultural**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|  | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Experimentar comida local dá-me uma oportunidade de aumentar o meu conhecimento sobre outras culturas                                  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local servida por pessoas locais no seu local de origem é uma experiência única e uma oportunidade de conhecer a cultura | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local permite-me aprender o sabor original desta comida  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Experimentar comida local permite-me ver coisas que normalmente não vejo   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Experimentar comida local permite-me perceber como outras pessoas vivem  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Experimentar comida local permite-me descobrir algo novo   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local no seu local de origem é uma experiência especial  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local no seu local de origem é uma experiência autêntica   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Entusiasmo**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|   | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Provar comida local no seu lugar de origem entusiasma-me                            | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Quando vou provar comida local, tenho uma expectativa de que irá ser entusiasmante  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local deixa-me animado/a  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local durante as férias ajuda-me a relaxar                            | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local durante as férias ajuda-me a esquecer a rotina                  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local durante as férias ajuda-me a afastar-me das multidões e barulho | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Relações Interpessoais**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|  | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Provar comida local permite-me ter um momento agradável com os meus amigos/família                       | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Provar comida local aumenta a amizade/afinidade com o outro  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Eu quero dar conselhos sobre as minhas experiências com comida local a outras pessoas que queiram viajar | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Eu gosto de falar acerca das minhas experiências com comida local  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| É importante para mim provar comida local no seu lugar de origem   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Apelo Sensorial**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|  | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| É importante para mim que a comida local que como durante as férias tenha um sabor agradável                             | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| É importante para mim que a comida local que como durante as férias tenha um cheiro agradável                            | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| É importante para mim que a comida local que como durante as férias tenha um bom aspeto                                  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| O sabor da comida local no seu país/região de origem tem um sabor diferente da mesma comida no meu país/região de origem | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Preocupações de Saúde**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|   | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| A comida local é nutritiva  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| A comida local contém muitos ingredientes frescos e produzidos localmente | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Comer comida local mantém-me saudável                                     | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Prestígio**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|  | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|--|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Eu gosto de tirar fotos à comida local para mostrar aos meus amigos/família  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Eu quero dar conselhos acerca de comida local a pessoas que queiram viajar   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Experienciar comida local enriquece-me intelectualmente                      | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Eu gosto de falar com outros acerca das minhas experiências com comida local | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |

**\*Sustentabilidade Social e Ambiental**

Tenha em conta as suas experiências com gastronomia local em Portugal ao responder.

|   | 1 - "Discordo completamente" | 2                     | 3                     | 4                     | 5                     | 6                     | 7 - "Concordo completamente" |
|---|------------------------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|------------------------------|
| Comer comida local permite-me ser solidário para com os agricultores locais                                       | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Comer comida local permite-me apoiar a economia local   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Comer comida local permite-me contribuir para a manutenção da paisagem agrícola                                   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Eu gosto de comer comida local porque não viajei longas distâncias e é, por isso, mais sustentável ambientalmente | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Ao comer comida local, estou a contribuir para a conservação do ambiente e dos seus recursos naturais             | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| Comidas locais são mais amigas do ambiente  | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |
| É importante para mim que a comida local seja certificada organicamente   | <input type="radio"/>        | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/> | <input type="radio"/>        |