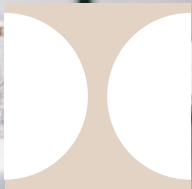
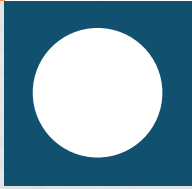
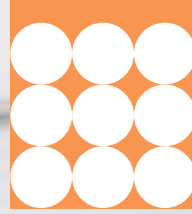




# Gastronomy innovation, Experiences and Sustainability

---

Find out more at [hostlab.pt](https://hostlab.pt)



*HostLab* is an innovative research lab that brings together the worlds of culinary tourism and eno-gastronomic experiences. Our mission is to create new and exciting products and services that showcase the beauty and diversity of the Mediterranean Diet while promoting sustainability and local heritage.



### Alexandra Gonçalves

- Responsible Researcher;
- Escola Sup. Gestão, Hotelaria e Turismo;
- CinTurs-Research Centre for Tourism, Sustainability and Well-Being



### Célia Ramos

- Responsible Co-Researcher;
- Escola Sup. Gestão, Hotelaria e Turismo;
- CinTurs-Research Centre for Tourism, Sustainability and Well-Being



### Célia Quintas

- Researcher Instituto Superior de Engenharia;
- Mediterranean Institute for Agriculture, Environment and Development (MED) & Global Change and Sustainability Institute (CHANGE)



### Ana Isabel Martins

- Researcher/Teacher;
- Escola Sup. Gestão, Hotelaria e Turismo



### Manuel Serra

- Researcher/Teacher;
- Escola Sup. Gestão, Hotelaria e Turismo;
- Centro de investigação;
- CiTUR - Centre for Tourism Research, Development and Innovation;
- <https://orcid.org/0000-0002-0432-6345>



### Carina Viegas

- Research Fellow (Researcher);
- Escola Sup. Gestão, Hotelaria e Turismo



**Patrícia Nunes**

- Researcher Instituto Superior de Engenharia;
- Mediterranean Institute for Agriculture, Environment and Development (MED) & Global Change and Sustainability Institute (CHANGE)



**Isabel Ratão**

- Researcher Instituto Superior de Engenharia;
- Mediterranean Institute for Agriculture, Environment and Development (MED) & Global Change and Sustainability Institute (CHANGE)



**Carimo Rassal**

- Researcher/Teacher Escola Sup. Gestão, Hotelaria e Turismo;
- Centro de investigação KIPT Colab | CEFAGE - Centro de Estudos e Formação Avançada em Gestão e Economia



**Carlos Monteiro**



**Beatriz Silva**

- Research Fellow;
- Instituto Superior de Engenharia

Our multidisciplinary *team* conducts traditional and digital research to gain a deep understanding of the emotions and sensations associated with eno-gastronomic experiences in the Algarve region.

## *Research*

---

Our investigation of the emotions and sensations associated with the Mediterranean Diet is driving our mission to create innovative products, services, and experiences that promote well-being and sustainability.

## *Methodology*

---

The research methodology, used at HostLab, involves a multi-faceted approach that combines both qualitative and quantitative data collection methods. Our team collects primary data through focus groups, surveys, and other means to gain a deeper understanding of the experiences and perceptions of our target audience, while also conducting literature reviews and secondary data collection to gain insight into best practices and innovations in the field of gastronomy and sustainable tourism.

## *Results*

---

HostLab's innovative research efforts have produced a comprehensive system for evaluating and tracking the sustainability of new experiences, products, and services associated with the Mediterranean Diet. We developed a set of reference indicators for measuring these new offers, such as the creation of economic nutrition labels. The use of sentiment analysis has been instrumental in identifying new opportunities for innovation in the tourism sector and managing the reputation associated with it. Through investigations of the consumers' feelings, expressed in the digital environment, the project has gained valuable insights into the behaviors of potential customers towards new products and services. The creative labs and digital solutions, such as a dedicated webpage, digital survey, and sentiment analysis, have facilitated the sharing of research results, and the positive outcomes are paving the way for healthier and sustainable lifestyles in the Mediterranean region.

## Products

---

*Innovative experiences* using food, wine and other elements associated with the Mediterranean Diet standard (Task 4.1)



### Cream Cheese

Cream cheese was obtained from goat cheese and locust bean gum, in an attempt to obtain a product whose texture could be more appreciated by younger people. This product can be consumed as it is, or used as an ingredient in other culinary preparations.



### Cold Desert

The cold dessert was obtained from previously developed cream cheese, giving it a characteristic Algarve flavor through the addition of carob flour and using olive oil as fat, which is healthy and is part of the Mediterranean diet. A pinch of “flor de sal” added at serving time enhances the flavor of this dessert.





### Hydrogel Olives

Hydrogel olives were produced with juice extracted from crushed table olives, typical of the Algarve, in an alginate solution. This product is characterized by containing an external alginate film and olive juice inside.



### Spreadable Olive Oil

The spreadable olive oil was produced by mixing methylcellulose in water with olive oil from Algarve. The product obtained has a suitable texture being an alternative to olive oil itself.



### Wine Pearls

Wine pearls are obtained using alginate as a gelling agent that allows the formation of alginate spheres containing wine. These pearls can be used in desserts or drinks.



### Vinegar Pearls

Fig vinegar pearls are obtained using alginate as a gelling agent that allows the formation of alginate spheres, containing the vinegar. These pearls can be applied in salad dressings.

## Events

The events took place at the *Escola Superior de Gestão Hotelaria e Turismo* where students had the opportunity to taste the products developed by hostlab, understand the development and were invited to answer a questionnaire about Hostlab.



## Conference

---

The session was part of the *International Tourism Day Celebrations* and took place on September 26th, starting at 2pm, at the Professor Ludgero Sequeira Amphitheatre, Escola Superior de Gestão, Hotelaria e Turismo, Campus da Penha, Faro.

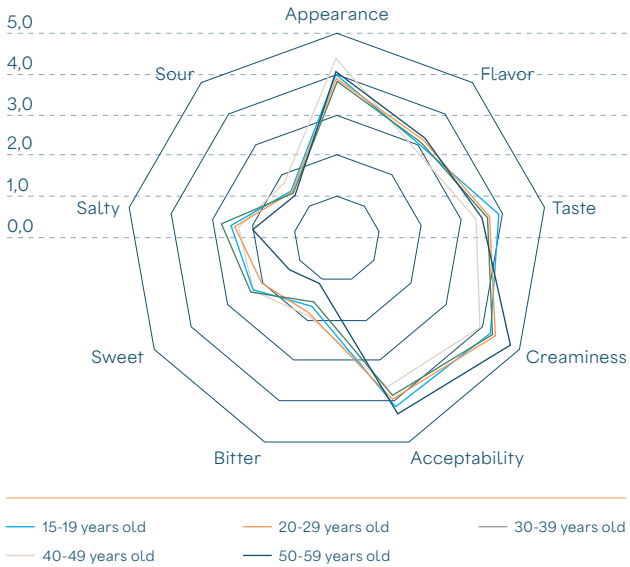
## *Sensorial analysis of products based on goat milk*

---

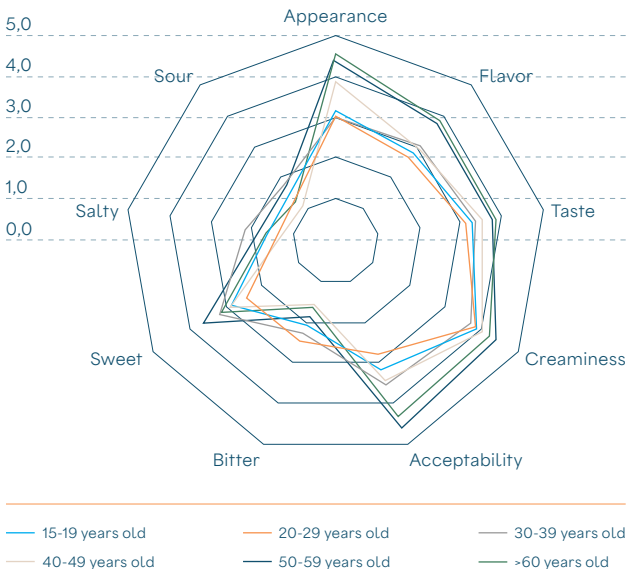
The cream cheese and the cold dessert were subjected to organoleptical tests involving 110 final consumers, 55 women and 55 men, 80 Portuguese and 30 foreigners, over 15 years old, the majority being between 20 and 29 years old.

The answers were in line with expectations, with good acceptability of both products, especially the dessert, which means that they have a huge potential to be served at restaurants in the region.

Graphic 1 Sensory Analysis of Cream Cheese



Graphic 2 Sensory Analysis of Cold Dessert



## Resource Mapping

### *Mapping Varieties VS Diagnosis of Traditional Products (DOP | IGP | ETG)*

—

Food products are used to protect and promote local identity as source of knowledge and a contribution to a sustainable development strategy.

The results of the investigation show that it is possible to promote short circuits marketing, contributing to the sustainability of the destination, with regard to the SDGs and, therefore, increase the quality of the product and the tourist experience.

(See diagram on next page.)



**INVESTIGATION TEAM**

Alexandra Gonçalves | ESGHT UAlg (Responsible Investigator)

Célia Ramos | ESGHT UAlg (Co-IR)

Ana Isabel Martins | ESGHT UAlg

Manuel Serra | ESGHT UAlg

Carimo Rassal | ESGHT UAlg

Carlos Monteiro | ESGHT UAlg

Paula Martins | ESGHT UAlg

Célia Quintas | ISE UAlg

Isabel Ratão | ISE UAlg

Patrícia Nunes | ISE UAlg

**RESEARCH FELLOWS**

Beatriz Silva | ISE UAlg

Carina Viegas | ESGHT UAlg

**TECHNICAL IMPLEMENTATION BROCHURE**

Ana Catarina Neto | Epopeia Brands™

Luís Caracinha | Epopeia Brands™

Print Edition: 200 copies ISBN 978-989-9127-66-1

ALG-01-0145-FEDER-072592

DOI- Digital Object Identifier:

<https://doi.org/10.34623/yadn-y047>

Handle do Sapiientia:

<http://hdl.handle.net/10400.1/20214>

Innovating through traditional products and resources is the main aim of HoST Lab Project located at the School of Management, Hospitality and Tourism of the University of the Algarve. A new Lab and new multidisciplinary way of working, that which to be a reference for research and development applied to Culinary Tourism and Eno-gastronomic experiences associated with the Mediterranean Diet (MD). A very enriching proposal was built to study the determinants of experience and the atmosphere of places, promoting sensory evaluation with tourists and stakeholders, of new products and services (based on local resources and products, such as cereals, olive trees, vines, and other foods), enhancing the qualification and diversification of the Algarve as a sustainable tourist destination. We hope that this new partnerships and stakeholders involved will help sharing this common vision, the knowledge delivered and continue promoting innovation around the Mediterranean Diet.

**Alexandra Gonçalves**

*ESGHT Ualg (Investigadora Responsável)*



FINANCIAMENTO

