# Measurement of Tourists Perception and Preferences towards Culinary Tourism: An Empirical Investigation

**[1]Subir Kumar Malakar, [2]G Ramanaiah, [3]Ruchika Kulshrestha**

[1]Associate Professor, [2]Professor, [3]Assistant Professor
Amity School of Hospitality,
Amity University Haryana, Gurugram, India

*Abstract*- **Culinary tourism, also known as food tourism, is a type of tourism that focuses on the exploration of food and drink in a particular region or country. It involves experiencing local cuisine, visiting markets, farms, and wineries, and learning about food culture and traditions. The impact of culinary tourism on tourism development can be significant, as it can attract more visitors, enhance the local economy, and promote cultural exchange. Here are some of the ways culinary tourism can impact tourism development: Increased tourism revenue: culinary tourism can attract more visitors to a destination, leading to increased tourism revenue. Tourists are often willing to pay a premium to experience local cuisine and culinary traditions, which can generate additional income for local businesses and restaurants. Development of food-related infrastructure: The growth of culinary tourism can lead to the development of new food-related infrastructure, such as restaurants, food markets, cooking schools, and food tours. In this context, present study investigates perception and preferences of tourists about different aspects of tourism in West Bengal. Findings suggested that tourists have varied positive perception and preferences towards different components of culinary tourism and in favour of branding and promoting of food in the area.**

*Keywords*: **Tourists, Perception, Preferences, Culinary Tourism, Independent sample t-test.**

## I. INTRODUCTION

India has a rich and diverse culinary heritage that is influenced by its geography, history, and culture. Indian cuisine is known for its variety of spices and flavors, and it is popular all over the world. The cuisine of India can be broadly categorized into four regions - North, South, East, and West. Each region has its own unique style of cooking and distinct flavors. In the North, the food is influenced by Mughlai cuisine and is known for its rich, creamy curries and kebabs. Some popular dishes from this region include butter chicken, tandoori chicken, biryani, and naan. In the South, the cuisine is characterized by the use of coconut, curry leaves, and tamarind. Rice is a staple in this region, and some popular dishes include dosa, idli, sambar, and rasam. In the East, the cuisine is known for its use of mustard oil, fish, and rice. Some popular dishes from this region include macher jhol (fish curry), cholar dal (chana dal), and luchi (deep-fried bread). In the West, the cuisine is influenced by Gujarati, Rajasthani, and Maharashtrian cuisine. Some popular dishes from this region include vada pav, pav bhaji, dhokla, and thepla. Overall, Indian cuisine is a reflection of the country's diverse cultural and regional influences, and it continues to evolve and innovate with time. There have been several recent developments in the food industry in India, reflecting the changing tastes and preferences of consumers. Here are a few notable ones:

(1) Health and wellness: With an increasing focus on healthy living, there has been a rise in demand for healthier food options. This has led to the introduction of new food products and ingredients, such as millets, quinoa, and plant-based meat substitutes.

(2) Sustainability: Consumers are becoming more aware of the impact of food production on the environment and are seeking sustainable food options. This has led to the popularity of locally sourced and organic food, and a growing interest in plant-based diets.

(3) Fusion cuisine: Indian chefs are increasingly experimenting with fusion cuisine, blending traditional Indian flavors with global ingredients and cooking techniques. This has led to the popularity of dishes such as butter chicken pizza, biryani burritos, and Indian-style burgers.

(4) Online food delivery: With the rise of food delivery apps such as Swiggy and Zomato, consumers can order food from a wide range of restaurants and cuisines, from the comfort of their homes. This has led to a boom in the food delivery industry, with new players entering the market and offering innovative services such as meal subscriptions and curated food experiences.

Overall, the food industry in India is evolving rapidly, driven by changing consumer preferences and technological advancements. West Bengal, located in the eastern region of India, has a rich culinary heritage that reflects its history, geography, and culture. The cuisine of West Bengal is heavily influenced by its proximity to the sea and the fertile alluvial plains of the Ganges river. One of the defining features of Bengali cuisine is its emphasis on vegetarian and non-vegetarian dishes, with a wide variety of seafood, vegetables, and meats. Rice is the staple food, and is often accompanied by lentils or vegetables. Some popular dishes from West Bengal include:

(1) Fish curry: Fish is a staple in Bengali cuisine, and fish curry or macher jhol is a popular dish. It is typically made with mustard oil, onions, tomatoes, and a blend of spices, and is served with rice.

(2) Prawn malai curry: This is a creamy and mildly spiced dish made with coconut milk and prawns, and is a popular dish in the coastal regions of West Bengal.

(3) Luchi and cholar dal: Luchi is a deep-fried bread made with flour, while cholar dal is a lentil-based dish that is spiced with cinnamon, bay leaves, and ginger. This is a popular breakfast dish in West Bengal.

(4) Rasgulla: This is a famous Bengali sweet made with cottage cheese and sugar syrup, and is a popular dessert across India.

## II. Literature Review

Culinary tourism, also known as food tourism, is a type of tourism that focuses on the exploration of food and drink in a particular region or country. It involves experiencing local cuisine, visiting markets, farms, and wineries, and learning about food culture and traditions. The impact of culinary tourism on tourism development can be significant, as it can attract more visitors, enhance the local economy, and promote cultural exchange. Here are some of the ways culinary tourism can impact tourism development: Increased tourism revenue: Culinary tourism can attract more visitors to a destination, leading to increased tourism revenue. Tourists are often willing to pay a premium to experience local cuisine and culinary traditions, which can generate additional income for local businesses and restaurants (Doolin et al., 2002; Zadeh and Sharda, 2014). Development of food-related infrastructure: The growth of culinary tourism can lead to the development of new food-related infrastructure, such as restaurants, food markets, cooking schools, and food tours. This can create new job opportunities, and contribute to the overall economic development of the region. Promotion of local food culture: Culinary tourism can help promote and preserve local food culture and traditions, which can be a valuable asset for a destination. Local cuisine can also become a source of pride for the local community and can help to distinguish a destination from others. Promotion of sustainable agriculture: Culinary tourism can also promote sustainable agriculture and food production. By showcasing local farmers and producers, culinary tourism can support sustainable practices and help to preserve the environment. Cultural exchange: Culinary tourism can promote cultural exchange and understanding. By experiencing local cuisine, tourists can learn about the history, traditions, and values of a destination, which can lead to a deeper appreciation and understanding of local culture ((Sabate et al., 2014; Mariani et al., 2016; Fong et al., 2017). Overall, culinary tourism can have a positive impact on tourism development by attracting more visitors, enhancing the local economy, and promoting cultural exchange and understanding. It can also help to preserve and promote local food culture and traditions, and support sustainable agriculture and food production. West Bengal is a state in eastern India that has a rich culinary tradition and a diverse range of cuisine. From street food to fine dining, there are many opportunities for culinary tourism in the state. Here are some perspectives on culinary tourism in West Bengal: Bengali Cuisine: Bengali cuisine is one of the major attractions for culinary tourism in West Bengal. It is known for its unique blend of spices, flavors, and cooking techniques. Some of the popular dishes include fish curry, vegetable dishes, and sweets like rasgulla and sandesh. Kolkata, the capital of West Bengal, is known for its street food, which includes rolls, chops, and cutlets. Tea Tourism: West Bengal is also known for its tea plantations, particularly in the Darjeeling and Dooars regions. Tea tourism has become a popular attraction in recent years, with visitors being able to visit tea gardens, learn about tea production, and taste different types of tea. Food Festivals: West Bengal hosts many food festivals throughout the year, which showcase the state's culinary traditions. Some of the popular food festivals include Durga Puja food festival, Kolkata Food Festival, and Poush Mela. Cooking Classes: There are many opportunities for visitors to learn about Bengali cuisine by taking cooking classes. These classes can be found in restaurants, cooking schools, and in private homes. Cultural Significance: Bengali cuisine is not only about the food, but also about the cultural significance. Many of the dishes are associated with festivals and rituals, such as sweets during Durga Puja and Holi, and fish curry during weddings. Overall, West Bengal has a lot to offer for culinary tourism. With its rich Bengali cuisine, tea plantations, food festivals, cooking classes, and cultural significance, it can be a unique and exciting destination for food lovers. Developing food tourism involves creating an environment that is conducive to experiencing local cuisine, highlighting the cultural significance of food, and promoting food-related activities and events. Here are some steps that can be taken to develop food tourism. Identify Local Food Specialties: Identify the local food specialties that are unique to the region or destination. This can include traditional dishes, street food, and local produce. Highlighting these specialties can create a sense of pride and identity for the local community and attract visitors who are interested in experiencing authentic cuisine. Create Food Trails and Tours: Create food trails and tours that take visitors on a journey through local markets, restaurants, and farms. These tours can include cooking classes, wine and cheese tastings, and visits to food festivals and events. Promote Local Food Culture: Promote the local food culture by highlighting the history and cultural significance of local cuisine. This can involve showcasing the traditional techniques and ingredients used in cooking, as well as the rituals and festivals that are associated with food. Support Local Producers: Support local food producers by featuring their products in restaurants, markets, and events. This can help to build a sustainable local food system, and ensure that visitors have access to fresh, locally sourced food. Collaborate with Local Businesses and Organizations: Collaborate with local businesses and organizations to create food-related events and activities. This can include food festivals, cooking competitions, and farm-to-table dinners. Use Social Media to Promote Food Tourism: Use social media platforms to promote food tourism by sharing pictures and stories of local cuisine, restaurants, and events. This can help to generate buzz and interest in the destination, and attract visitors who are looking for unique food experiences (Mangold and Faulds, 2009; Krsti_c andĐurd_evi_c, 2017; Chaney and Ryan, 2012). Zhou andWang (2014). Overall, developing food tourism involves creating an environment that supports local food culture and promotes authentic food experiences. By highlighting local food specialties, creating food trails and tours, supporting local producers, and collaborating with local businesses and organizations, a destination can attract visitors who are interested in experiencing local cuisine and learning about the cultural significance of food.

## III. Data Analysis and Results

In order to measure responses and level of agreement of tourists (domestic and international) towards their perception and preferences while visiting the study area and to test the proposed alternative hypothesis "**H1** Tourists have positive culinary

perception before visiting the study area" and its corresponding objective **"**To assess the culinary preferences and perception of tourist arriving in West Bengal" . Culinary tourism refers to the travel experience that involves the exploration of food and drink culture in a particular region or country. The perception of culinary tourists towards a destination can be influenced by a variety of factors, including: Authenticity: Culinary tourists often seek authentic and unique food experiences that reflect the local culture and history. They may perceive a destination positively if they feel that the food and drink offerings are genuine and not overly commercialized. Diversity: Culinary tourists may be interested in exploring a range of different cuisines and local specialties. A destination that offers a diverse range of food and drink options may be perceived more positively. Quality: The quality of food and drink offerings can significantly impact a culinary tourist's perception of a destination. High-quality, fresh, and locally sourced ingredients, as well as skilled preparation and presentation, can contribute to a positive perception. Accessibility: Culinary tourists may prefer destinations that are easily accessible and offer a range of accommodation and transportation options to facilitate their food exploration. Price: The cost of food and drink offerings can also influence a culinary tourist's perception of a destination. They may perceive a destination negatively if the prices are too high or feel that they are not getting value for their money. Overall, the perception of culinary tourists towards a destination is influenced by the authenticity, diversity, quality, accessibility, and price of the food and drink offerings. A destination that is perceived positively by culinary tourists can benefit from increased tourism and economic benefits.

**Table 1 Responses and agreement of tourists towards their perception and preference about culinary tourism**

| Group | N | Hypothesize Mean | Mean | S.D | Mean Difference | t-ratio | p-value |
|---|---|---|---|---|---|---|---|
| Tourists | 500 | 50 | 38.29 | 05.34 | 11.71 | 34.01 | 0.000** |

**Source- Primary Data**

Table 1 shows that sample mean of total tourists' (N=500) responses and agreements levels are listed in above table which significant different from each other. The proposed mean is the value that is suggested or hypothesized as the average of a given population. It is usually based on prior knowledge or assumptions about the population, such as past data or theoretical expectations. The actual mean, on the other hand, is the true average value of a sample or population. It is calculated by summing up all the values and dividing by the number of observations. The difference between the proposed mean and the actual mean can provide insight into the accuracy of the proposed hypothesis or assumptions. If the proposed mean is close to the actual mean, it suggests that the assumptions were reasonable and the data supports the hypothesis. If the proposed mean is significantly different from the actual mean, it may indicate that the initial assumptions were incorrect, and further investigation or analysis is required. Therefore, the proposed alternative hypothesis "**H1** Tourists have positive culinary perception before visiting the study area" got accepted and its corresponding objective **"**To assess the culinary preferences and perception of tourist arriving in West Bengal" has been achieved.

**Table 2 Level of agreement category of tourists towards culinary perception and preferences while visiting the study area**

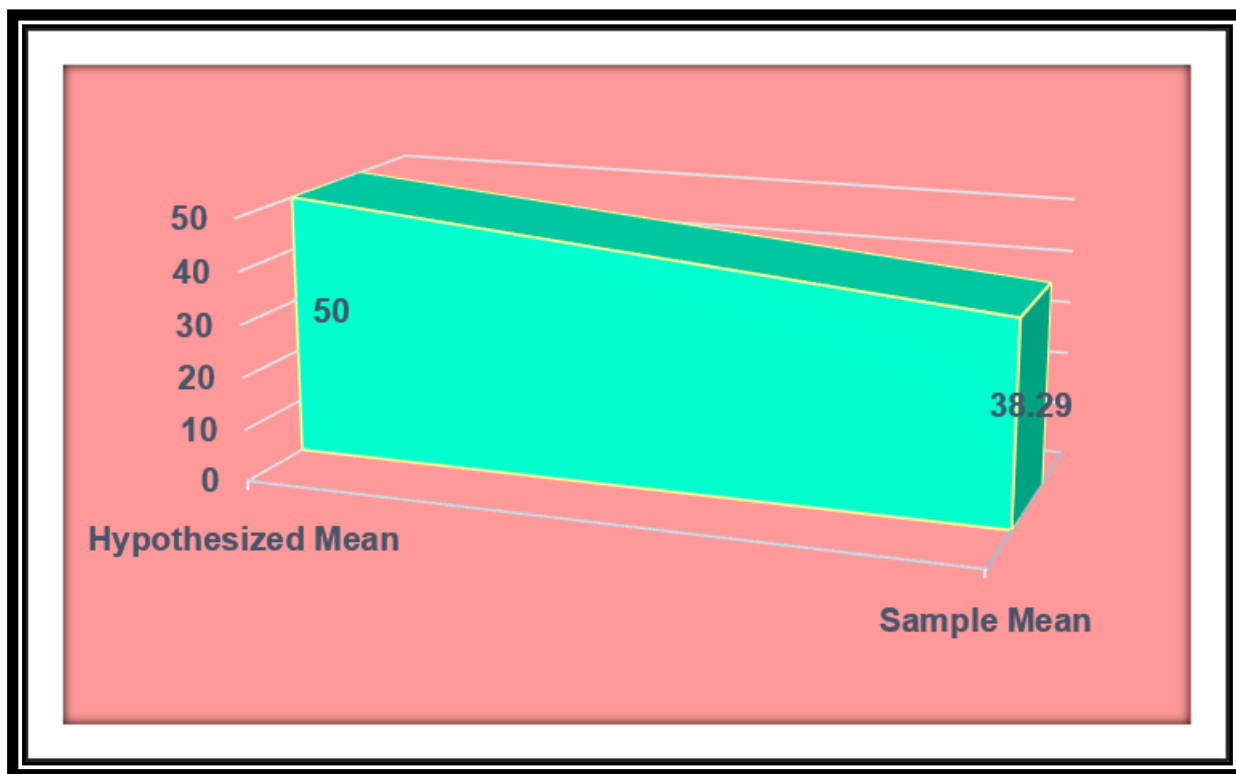| Mean Scores | Level  of Agreement |
|---|---|
| 10-20 | Low |
| 21-30 | Average |
| 31-40 | High |
| 41-50 | Very High |

**Figure 1 Area Graph of agreement of tourists towards culinary perception and preference**

From table 2 and Graph 1, it is clear that tourists have high level of agreement towards culinary perception and preferences, as sample mean (38.39) fall under high level of agreement category (31-40).

In order to measure responses and level of agreement of domestic tourists towards perception and preference while visiting the study area and to test the proposed alternative hypothesis "**H1.1** Domestic tourists have positive culinary perception before visiting the study area "and its corresponding objective **"**To assess the culinary preferences and perception of tourist arriving in West Bengal" Culinary tourism refers to the travel experience that involves the exploration of food and drink culture in a particular region or country. The perception of culinary tourists towards a destination can be influenced by a variety of factors, including: Authenticity: Culinary tourists often seek authentic and unique food experiences that reflect the local culture and history. They may perceive a destination positively if they feel that the food and drink offerings are genuine and not overly commercialized. Diversity: Culinary tourists may be interested in exploring a range of different cuisines and local specialties. A destination that offers a diverse range of food and drink options may be perceived more positively. Quality: The quality of food and drink offerings can significantly impact a culinary tourist's perception of a destination. High-quality, fresh, and locally sourced ingredients, as well as skilled preparation and presentation, can contribute to a positive perception. Accessibility: Culinary tourists may prefer destinations that are easily accessible and offer a range of accommodation and transportation options to facilitate their food exploration. Price: The cost of food and drink offerings can also influence a culinary tourist's perception of a destination. They may perceive a destination negatively if the prices are too high or feel that they are not getting value for their money. Overall, the perception of culinary tourists towards a destination is influenced by the authenticity, diversity, quality, accessibility, and price of the food and drink offerings. A destination that is perceived positively by culinary tourists can benefit from increased tourism and economic benefits.

**Table 3 Responses and agreement of domestic tourists towards culinary perception and preference**

| Group | N | Hypothesize Mean | Mean | S.D | Mean Difference | t-ratio | p-value |
|---|---|---|---|---|---|---|---|
| Domestic Tourists | 400 | 50 | 41.73 | 07.81 | 08.27 | 32.83 | 0.000** |

**Source- Primary Data**

Table 3 shows that sample mean of domestic tourists' (N=400) responses and agreements levels are listed in above table which significant different from each other. The proposed mean is the value that is suggested or hypothesized as the average of a given population. It is usually based on prior knowledge or assumptions about the population, such as past data or theoretical expectations. The actual mean, on the other hand, is the true average value of a sample or population. It is calculated by summing up all the values

and dividing by the number of observations. The difference between the proposed mean and the actual mean can provide insight into the accuracy of the proposed hypothesis or assumptions. If the proposed mean is close to the actual mean, it suggests that the assumptions were reasonable and the data supports the hypothesis. If the proposed mean is significantly different from the actual mean, it may indicate that the initial assumptions were incorrect, and further investigation or analysis is required. Therefore, the proposed alternative hypothesis "**H1.1** Domestic tourists have positive culinary perception before visiting the study area" got accepted and its corresponding objective **"**To assess the culinary preferences and perception of tourist arriving in West Bengal" has been achieved.

**Table 4 Level of agreement category of domestic tourists towards culinary perception and preferences**

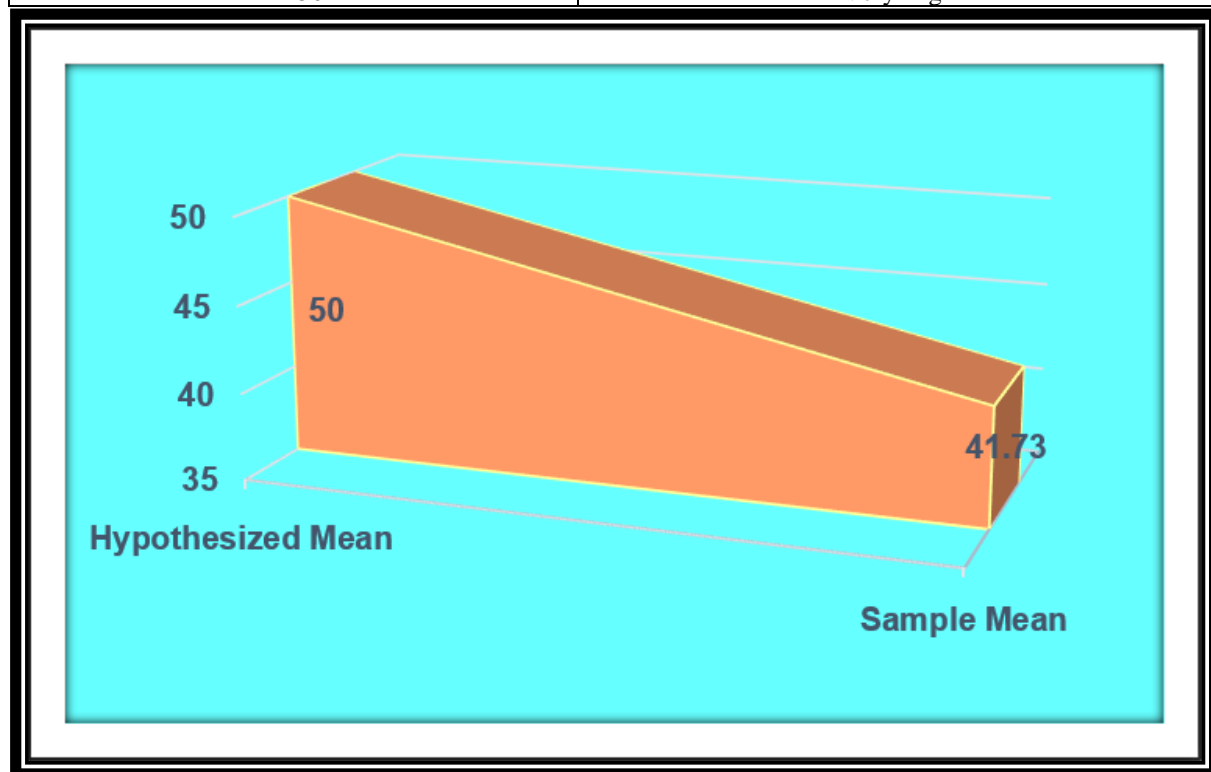| Mean Scores | Level of Agreement |
|---|---|
| 10-20 | Low |
| 21-30 | Average |
| 31-40 | High |
| 41-50 | Very High |



**Figure 2 Area Graph of agreement of domestic tourists towards culinary perception and presences while visiting the study area.**

From table 4 and Graph 2, it is clear that domestic tourists have very high level of agreement towards culinary preference and perception while visiting the study area, as sample mean (41.73) fall under very high level of agreement category (41-50).

In order to measure responses and level of agreement of international tourists towards culinary perception and preferences while visiting the study area and to test the proposed alternative hypothesis "**H1.2** international tourists have positive culinary perception before visiting the study area "and its corresponding objective **"**To assess the culinary preferences and perception of tourist arriving in West Bengal" Culinary tourism refers to the travel experience that involves the exploration of food and drink culture in a particular region or country. The perception of culinary tourists towards a destination can be influenced by a variety of factors, including: Authenticity: Culinary tourists often seek authentic and unique food experiences that reflect the local culture and history. They may perceive a destination positively if they feel that the food and drink offerings are genuine and not overly commercialized. Diversity: Culinary tourists may be interested in exploring a range of different cuisines and local specialties. A destination that offers a diverse range of food and drink options may be perceived more positively. Quality: The quality of food and drink offerings can significantly impact a culinary tourist's perception of a destination. High-quality, fresh, and locally sourced ingredients, as well as skilled preparation and presentation, can contribute to a positive perception. Accessibility: Culinary tourists may prefer destinations that are easily accessible and offer a range of accommodation and transportation options to facilitate their food exploration. Price: The cost of food and drink offerings can also influence a culinary tourist's perception of a destination. They may perceive a destination negatively if the prices are too high or feel that they are not getting value for their money. Overall, the perception of culinary tourists towards a destination is influenced by the authenticity, diversity, quality, accessibility, and price of the food and drink offerings. A destination that is perceived positively by culinary tourists can benefit from increased tourism and economic benefits.

**Table 5 Responses and agreement of international tourists towards culinary perception and preferences**

| Group | N | Hypothesize Mean | Mean | S.D | Mean Difference | t-ratio | p-value |
|---|---|---|---|---|---|---|---|
| International Tourists | 100 | 50 | 35.29 | 4.72 | 14.71 | 52.18 | 0.000** |

**Source- Primary Data**

Table 5 shows that sample mean of international tourists' (N=100) responses and agreements levels are listed in above table which significant different from each other. The proposed mean is the value that is suggested or hypothesized as the average of a given population. It is usually based on prior knowledge or assumptions about the population, such as past data or theoretical expectations. The actual mean, on the other hand, is the true average value of a sample or population. It is calculated by summing up all the values and dividing by the number of observations. The difference between the proposed mean and the actual mean can provide insight into the accuracy of the proposed hypothesis or assumptions. If the proposed mean is close to the actual mean, it suggests that the assumptions were reasonable and the data supports the hypothesis. If the proposed mean is significantly different from the actual mean, it may indicate that the initial assumptions were incorrect, and further investigation or analysis is required. Therefore, the proposed alternative hypothesis "**H1.2** international tourists have positive culinary perception before visiting the study area" got accepted and its corresponding objective "To assess the culinary preferences and perception of tourist arriving in West Bengal" **has been achieved.**

**Table 6. Level of agreement category of international tourists toward culinary perception and preferences**

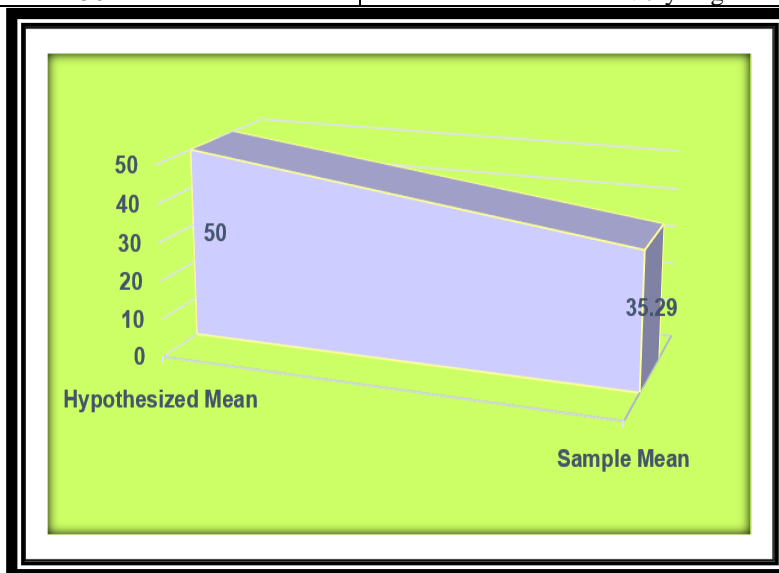| Mean Scores | Level of Agreement |
|---|---|
| 10-20 | Low |
| 21-30 | Average |
| 31-40 | High |
| 41-50 | Very High |



**Figure 3 Area Graph of agreement of international tourists toward culinary tourism perception and preferences**

From table 6 and Graph 3, it is clear that international tourists have high level of agreement towards their culinary preferences while visiting the study area, as sample mean (16.75) fall under high level of agreement category (16-20).

For testing the proposed sub-alternative hypothesis **H1.3** "There is no significant difference between agreement level of domestic and international tourists towards the culinary perception and preferences" and for achieving its corresponding objective "To assess the culinary preferences and perception of tourist arriving in West Bengal",

**Table 7 Difference between domestic and international tourists towards culinary perception and preferences**

| Variable | Group | N | Mean | S.D | Mean Difference | t- ratio | p-value |
|---|---|---|---|---|---|---|---|
| Tourists | Domestic Tourists | 400 | 41.73 | 07.81 | 06.44 | 22.38 | 0.000** |
| | International Tourists | 100 | 35.29 | 4.72 | | | |

**\*\*0.01 level of significance**                                                                  **Primary Data**

Table 7 depicts that the mean and S.D. for agreement level of Domestic and International tourists agreements levels are listed in above table which significant different from each other. The proposed mean is the value that is suggested or hypothesized as the average of a given population. It is usually based on prior knowledge or assumptions about the population, such as past data or theoretical expectations. The actual mean, on the other hand, is the true average value of a sample or population. It is calculated by summing up all the values and dividing by the number of observations. The difference between the proposed mean and the actual mean can provide insight into the accuracy of the proposed hypothesis or assumptions. If the proposed mean is close to the actual mean, it suggests that the assumptions were reasonable and the data supports the hypothesis. If the proposed mean is significantly different from the actual mean, it may indicate that the initial assumptions were incorrect, and further investigation or analysis is required. Hence, the proposed sub-null hypothesis proposed sub-alternative hypothesis **H1.3** "There is no significant difference between agreements level of domestic and international tourists towards the culinary perception and preferences" has rejected and its corresponding objective "To assess the culinary preferences and perception of tourist arriving in West Bengal" has been achieved.
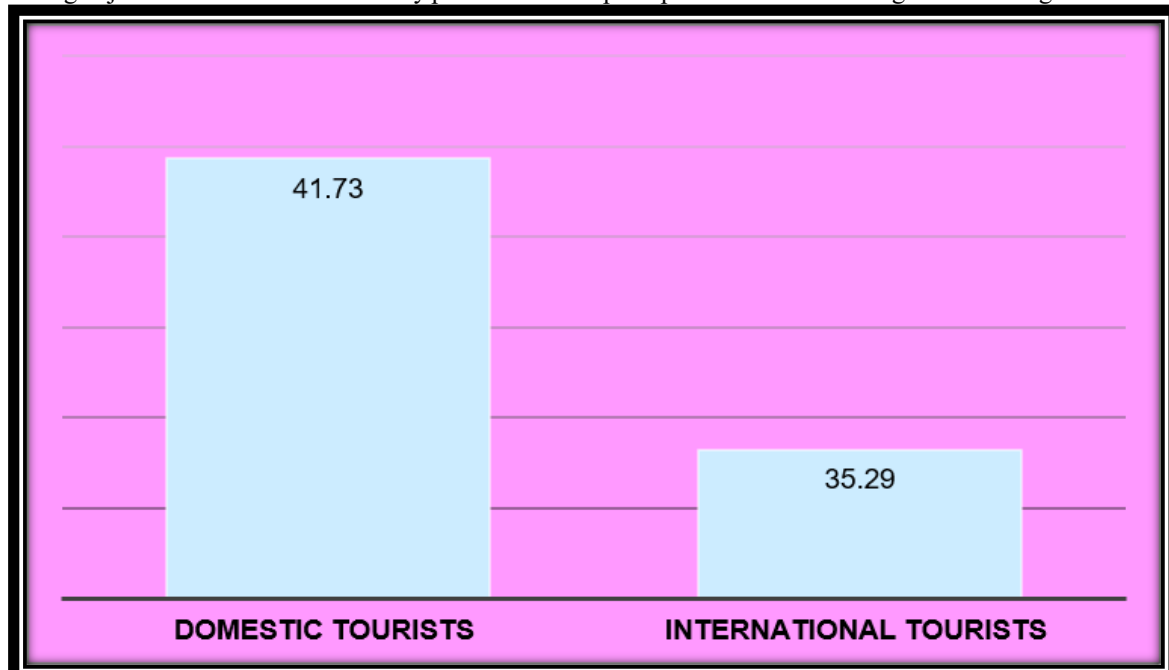


**Figure 4 Agreement of domestic and international tourists towards culinary perception and preference**

Figure 4 shows that domestic tourists have higher agreement as compare to International tourists towards culinary perception and preference in the study area.

## IV. Conclusion and Suggestions

It was found that tourists have high level of agreement towards culinary perception and preferences, as sample mean (38.39) fall under high level of agreement category (31-40). It was noticed that domestic tourists have very high level of agreement towards culinary preference and perception while visiting the study area, as sample mean (41.73) fall under very high level of agreement category (41-50). Therefore it is concluded that domestic tourists have very high level of culinary preferences towards the study area. It was observed that international tourists have high level of agreement towards their culinary preferences while visiting the study area, as sample mean (16.75) fall under high level of agreement category (16-20). Therefore, it is concluded that international tourists have high level of culinary preferences towards the study area. It has been analyzed that domestic tourists have higher agreement as compare to International tourists towards culinary perception and preference in the study area. Therefore, it is concluded that both tourists have very high level of agreement towards impact of Culinary Tourism on Destination image.

**REFERENCES:**
1. Abdullah, F., Ingram, A., & Welsh, R. (2009). Managers' perceptions of tacit knowledge in Edinburgh's Indian restaurants. International Journal of Contemporary Hospitality Management, 21(1), 118-127.
2. Andersson, D., Mossberg, L., & Therkelsen, A. (2017). Food and tourism synergies: perspectives on consumption, production and destination development. Scandinavian Journal of Hospitality and Tourism, 17(1), 1-8.
3. Babbie, E. (2016). The practice of social research (14th ed.). Boston, MA: Cengage Learning.
4. Carroll, G. R., & Wheaton, D. R. (2009). The organizational construction of authenticity: An examination of contemporary food and dining in the US. Research in Organizational Behavior, 29, 255-282.
5. Carvache-Franco, M., Carvache-Franco, O., Carvache-Franco, W., Orden-Mejía, M., Zamora-Flores, F., & Macas-López, C. (2019). Segmentation by Motivation in Typical Cuisine Restaurants: Empirical Evidence from Guayaquil, Ecuador. Journal of Culinary Science and Technology, 18(4), 270-287.
6. Chen, K. Y., & Lee, C. F. (2017). Market knowledge of the travel industry from knowledge-based view: a case of two Taiwanese travel agencies. Asia Pacific Journal of Tourism Research, 22(7), 781-797.
7. Cohen, W. M., & Levinthal, D. A. (1990). Absorptive capacity: A new perspective on learning and innovation. Administrative Science Quarterly, 35(1), 128-152.
8. COVIAR (2019). Large numbers of wine visitors to Mendoza. Retrieved from http://coviar.com.ar/grande-numeros-del-enoturismo-en-argentina/
9. Duarte Alonso, A., Kok, S., & O'Brien, S. (2018). 'We are only scratching the surface'–A resource-based and dynamic capabilities approach in the context of culinary tourism development. Tourism Recreation Research, 43(4), 511-526.
10. Duarte Alonso, A. D., & Liu, Y. (2011). The potential for marrying local gastronomy and wine: The case of the 'fortunate islands'. International Journal of Hospitality Management, 30(4), 974-981.
11. Duarte Alonso, A., & Krajsic, V. (2013). Food heritage Down Under: Olive growers as Mediterranean 'food ambassadors'. Journal of Heritage Tourism, 8(2/3), 158-171.
12. Duarte Alonso, A. (2013). Tannat: The positioning of a wine grape as symbol and 'referent' of a nation's gastronomic heritage. Journal of Heritage Tourism, 8(2/3), 105-119.
13. Ellis, A., Park, E., Kim, S., & Yeoman, I. (2018). What is food tourism? Tourism Management, 68, 250- 263. 16 Etcheverria, O. (2016). Wine tourism and gastronomy. In Peris-Ortiz, M., Del Río Rama, M.C. and Rueda-Armengot, C. (eds.), Wine and tourism: A strategic segment for sustainable economic development (pp. 161-177). Cham, Switzerland: Springer International Publishing.
14. Garrido-Moreno, A., Lockett, N., & García-Morales, V. (2014). Paving the way for CRM success: The mediating role of knowledge management and organizational commitment. Information and Management, 51(8), 1031-1042.
15. González Santa Cruz, F., Moral-Cuadra, S., Choque Tito, J., & López-Guzmán, T. (2020). Gastronomic motivations and perceived value of foreign tourists in the city of Oruro (Bolivia): An analysis based on structural equations. International Journal of Environmental Research and Public Health, 17(10), 3618.
16. Grant, R. M. (1996). Toward a knowledge-based theory of the firm. Strategic Management Journal, 17, 109-122.
17. Grant, R. M., & Baden-Fuller, C. (1995). A knowledge-based theory of inter-firm collaboration. Academy of Management Best Paper Proceedings, 17-21.
18. Hall, C. M. (2019). Improving the recipe for culinary and food tourism? The need for a new menu. Tourism Recreation Research, 45(2), 284-287.
19. Hall, C. M., & Mitchell, R. (2001). Wine and food tourism. In N. Douglas, N. Douglas, and R. Derrett (eds.). Special interest tourism: Context and cases (pp. 307-329). Brisbane, Australia: John Wiley and Sons.
20. Harrison, H., Birks, M., Franklin, R., & Mills, J. (2017). Case study research: Foundations and methodological orientations. Forum Qualitative Sozialforschung/Forum: Qualitative Social Research, 18(1), Article 19. DOI: 10.17169/fqs-18.1.2655
21. Hoffman, F., Kempf, B., & Lim, A. (2018). Knowledge management and transfer: The role of cuisine in transferring cultural knowledge. Issues in Information Systems, 19(1), 159-169.
22. Hyde, K. F. (2000). Recognising deductive processes in qualitative research. Qualitative Market Research: An International Journal, 3(2), 82-89.
23. Hyett, N., Kenny, A., & Dickson-Swift, V. (2014). Methodology or method? A critical review of qualitative case study reports. International Journal of Qualitative Studies on Health and Well-Being, 9(1), 23606.
24. Jones, M. F., Singh, N., & Hsiung, Y. (2015). Determining the critical success factors of the wine tourism region of Napa from a supply perspective. International Journal of Tourism Research, 17(3), 261-271.
25. King, C., Murillo, E., Wei, W., Madera, J., Tews, M. J., Israeli, A. A., & Kong, L. (2019). Towards a shared understanding of the service experience–a hospitality stakeholder approach. Journal of Service Management, 30(3), 410-428.
26. Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. Journal of hospitality and Tourism Research, 30(3), 354-377.
27. Kogut, B., & Zander, U. (1992). Knowledge of the firm, combinative capabilities, and the replication of technology. Organization Science, 3(3), 383-397.
28. Le, T. H., Arcodia, C., Novais, M. A., & Kralj, A. (2019). What we know and do not know about authenticity in dining experiences: A systematic literature review. Tourism Management, 74, 258-275.
29. Levin, R. C, Klevorick, A. K., Nelson, R. R., & Winter, S. G. (1987). Appropriating the returns from industrial research and development. Brookings Papers on Economic Activity, 3, 783-820.

30. López-Guzmán, T., Uribe Lotero, C. P., Pérez Gálvez, J. C., & Ríos Rivera, I. (2017). Gastronomic festivals: Attitude, motivation and satisfaction of the tourist. British 17 Food Journal, 119(2), 267-283.
31. López-Guzmán, T., Vieira-Rodríguez, A., & Rodríguez-García, J. (2014). Profile and motivations of European tourists on the Sherry wine route of Spain. Tourism Management Perspectives, 11, 63-68.
32. Magno, F., Cassia, F., & Bruni, A. (2017). Adoption and impact of marketing performance assessment systems among travel agencies. International Journal of Contemporary Hospitality Management, 29(4), 1133-1147.
33. Mason, R., & O'Mahony, B. (2007). On the trail of food and wine: The tourist search for meaningful experience. Annals of Leisure Research, 10(3-4), 498-517.
34. Mielnikowicz, M. (2017). The construction of brand identity in contemporary gastronomy and influence on consumer perception. TURyDES: Revista Turismo y Desarrollo Local, 10(22).
35. Moreno, C. G., Faraldo, F., Duhart, J., & Dermol, V. (2019). Tourism as a state policy for local development: A comparative study in Argentina, the provinces of Salta and Jujuy. In Thriving on future education, industry, business and society. Proceedings of the MakeLearn and TIIM International Conference, 17-19 2019 (pp. 595-601).