



Bachelor's in Tourism and Leisure Management

FINAL DEGREE PROJECT

The Role of Gastronomy Trends in Events and Tourism in Spain

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ABSTRACT

The objective of this thesis is to analyze the role of gastronomy in events and tourism in Spain, and investigate on the gastronomy trends that are shaping the culinary tourism landscape. The thesis will give an overview of the culinary culture in Spain and analyze the factors of success. Research will be conducted to explain how gastronomy can be used as a strategic tourism promotion plan. The study will analyze the factors that impact gastronomic tourism trends, that will be illustrated by several examples. According to the American Psychological Association. (2020), "A trend refers to a general direction or pattern of change that is observed and followed over a period of time, often reflecting societal, cultural, economic, or technological shifts." The thesis will provide an overview of the impact of culinary tourism Spain.

The importance of gastronomy tourism will be highlighted, analyzing how gastronomy represents a strategic plan for tourism development of the destination. The study will be based on literature review, illustrated by concrete examples. Primary research has been conducted, using a questionnaire of 100 people in order to analyze the role of gastronomy in terms of attractiveness for tourism in Valencia. The main of the survey is to provide an overview of the perception of Valencian gastronomy and how it impacts the decision-making process for tourists to visit the city. The results of the questionnaire conducted will be explained and analyzed to enrich the research, and the results will hopefully be useful for further investigations. Finally, this thesis will be concluded by the analysis of the implications for the development of gastronomy in events in Valencia. The thesis will provide an analysis of the implications for the development of gastronomy in events in the city of Valencia. The aim of the thesis is to provide a valuable information into the current trends that shape the culinary tourism in Spain, and provide useful research findings for tourism organizers, and events professionals, in order to help them develop an innovative and sustainable gastronomy tourism services and products.

Keywords: gastronomy, trends, impact, events, tourism, Spain, Valencia.

RESUMEN

El objetivo de esta tesis es analizar el papel de la gastronomía en los eventos y el turismo en España, e investigar las tendencias gastronómicas impactando el turismo culinario. La tesis ofrecerá una visión general de la cultura culinaria en España y analizará los factores de éxito. Se realizará una investigación para explicar cómo la gastronomía puede ser utilizada como un plan estratégico de promoción turística. El estudio analizará los factores que influyen en las tendencias del turismo gastronómico, que se ilustrarán con varios ejemplos. Según la Asociación Estadounidense de Psicología (2020), "una tendencia se refiere a una dirección general o un patrón de cambio que se observa y se sigue a lo largo del tiempo en un área o dominio particular, a menudo reflejando cambios societales, culturales, económicos o tecnológicos". La tesis aplicará el concepto de tendencia en gastronomía y ofrecerá una visión general del impacto del turismo culinario en España. Se resaltarán la importancia del turismo gastronómico, analizando cómo la gastronomía representa un plan estratégico para el desarrollo turístico del destino.

El estudio se basará en una revisión de literatura, ilustrada con ejemplos concretos. Se ha realizado una investigación primaria utilizando un cuestionario a 100 personas para analizar el papel de la gastronomía en términos de atractivo turístico en la ciudad de Valencia. El objetivo de la encuesta es ofrecer una visión general de la percepción de la gastronomía valenciana y cómo afecta al proceso de toma de decisiones de los turistas para visitar la ciudad. Se explicarán y analizarán los resultados de la encuesta realizada para enriquecer la investigación, y se espera que los resultados sean útiles para investigaciones futuras. Finalmente, esta tesis concluirá con el análisis de las implicaciones para el desarrollo de la gastronomía en eventos en Valencia. El objetivo de la tesis es proporcionar información valiosa sobre las tendencias actuales que dan forma al sector del turismo culinario en España y ofrecer hallazgos de investigación útiles para organizaciones turísticas, organizadores de turismo y profesionales de eventos, con el fin de ayudarles a desarrollar servicios y productos de turismo gastronómico innovadores y

sostenibles. Palabras claves: Gastronomía, tendencias, impacto, eventos, turismo, España, Valencia.

Chapter 1: Introduction

Problem Statement

Let us start the study with the analysis of an article to have an insight about the relevance of culinary trends in Spain. A recent article in the highly regarded "International Journal of Gastronomy and Food Science" (AZTI, Basque Culinary Center, & Mugaritz, 2023) explains how Spain's rich culinary history has become a major draw for tourists. In today's more interconnected globe, event tourism thrives when it provides attendees with a memorable culinary experience. Travelers are increasingly ready to engage on gastronomic adventures as the experiencing part of gastronomy heritage is recognized as a key tourist resource. As a result, travelers increasingly value establishments that provide a genuine cultural and historical immersion via their food (Elsevier, 2022). Food, culture, and the fine art of dining and presentation are all components of culinary tourism. It is a rare chance to sample regional specialties and learn about the country's rich culinary history. Because of its power to build and define the personality of various places, food has emerged as an essential part of Spain's events tourism industry. The "International Journal of Gastronomy and Food Science" and other respectable sources have highlighted the interaction between gastronomy and tourism, highlighting the central role gastronomy plays in visitors' decision-making processes (UNWTO & Basque Culinary Centre, unknown date).

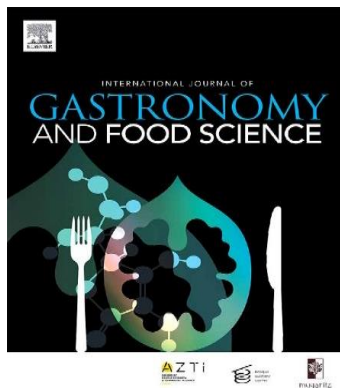


Image 1: The "International Journal of Gastronomy and Food Science"

The purpose of this research is to examine, using secondary sources and official data, the relevance of culinary trends in the context of tourism and events in Spain. Evaluation of the economic effect of gastronomy on events and tourism will be conducted. The purpose of this research is to evaluate the economic impact of the Spanish gastronomy and wine tourism industry, which contributed €3.2 billion in 2019 (or 5.5% of total tourist spending) (IET, 2020). It will also throw light on the fact that culinary tourism is expanding at a far faster pace than other types of tourism, by as much as 10% between 2015 and 2018 (IET, 2020). The importance of Spanish cuisine in luring visitors and enriching their stay will also be explored in depth. To that end, this article will investigate how food might serve as a catalyst for economic growth and local development by increasing tourism and stimulating the local employment market. The United Nations World Tourism Organization (UNWTO) and the Basque Culinary Centre have conducted comprehensive research on the effect of food on tourism, revealing the industry's vast potential (UNWTO & Basque Culinary Centre, date not available). This study's goals are to (1) examine the economic consequences of gastronomy and wine tourism; (2) investigate the critical role of gastronomy in attracting visitors and improving their experiences; and (3) give thorough insights into the impact of culinary trends on events and tourism in Spain.

Research Objectives and Questions

Objectives:

- To analyze the influence of gastronomic trends on events and tourism in Spain.
- To assess the economic impact of gastronomy and wine tourism on the local economy in Spain.
- To explore the role of gastronomy in attracting tourists and enhancing their experience in Spain.

Questions:

- How do gastronomic trends contribute to the growth of events and tourism in Spain?
- What is the economic significance of gastronomy and wine tourism in Spain, and how does it affect the local economy?
- How does gastronomy influence the decision-making process of tourists and enhance their overall experience in Spain?

Overview of Gastronomy Tourism Development

The overview of gastronomy tourism development can be viewed, as Spain's economy and tourism are heavily reliant on the country's gastronomy scene, which includes the country's food and drink. According to the Spanish Hospitality Federation, the industry accounts for 12 percent of the country's GDP and provides jobs for more than 1.6 million people. (FEHR, 2021). Additionally, in recent years, culinary tourism has evolved as a viable channel for local companies and entrepreneurs to promote their wares to visitors, hence creating new possibilities (FEHR, 2021). Eighty-eight percent of travelers say that their dining experiences have a major influence on their impression of a destination's genuineness and feeling of place (UNWTO, 2015). The events industry in Spain is heavily influenced by gastronomy trends, which helps to promote and improve the country's cultural legacy. San Sebastian Gastronomika-Euskadi Basque Country is an annual event that celebrates Basque cuisine and promotes the city of San Sebastian as a top culinary destination by bringing together world-famous chefs, food critics, and producers worldwide. These gatherings highlight the potential of Spain's events industry to generate new jobs and boost the country's GDP, demonstrating the significant influence that the country's gastronomy has had on the industry.



Image 2: Gastronomical event

In addition, gastronomic tourism opens up several doors for people to learn about and engage with other cultures. Spain can increase the happiness of its visitors by emphasizing and marketing regional and traditional dishes. A developing trend in the tourist sector is the promotion of regional and local cuisine, the use of sustainably produced, locally found foods, and the display of traditional cooking methods and recipes. This pattern is most pronounced in the field of MICE tourism (Vargas-Sánchez, Castaeda-Garca, & Fras-Jamilena, 2017). MICE stand for "Meetings, Incentives, Conferences, and Exhibitions." A recent systematic analysis by Vargas-Sánchez et al. (2017) analyzes the significance of food and drink for meetings, incentives, conventions, and exhibitions (MICE) in Spain. Destination Management Companies (DMCs) may play an important role in encouraging cultural immersion by incorporating local cuisine into their marketing campaigns, event planning, and brand identity. Stakeholders in the MICE business, such as local food producers, event planners, and hotels, may maximize culinary experiences and overall tourist satisfaction by displaying local cuisine and generating unique products for tourists. Creating a memorable culinary experience for tourists depends on the cooperation and open lines of communication between all of these parties. Difficulties arise when trying to meet everyone's needs and preferences in terms of food while maintaining high standards of organization, communication, and coordination among all parties involved. Several writers have stressed the importance of Spain's cuisine to the success of meetings, incentives, conventions, and exhibitions (MICE) tourism in

Spain, and have called for its inclusion in destination management plans and the promotion of cooperation among local stakeholders.

Destination Management

In order to effectively manage and promote destinations for culinary tourism and events, it is essential to examine the effect of recent culinary tourism trends on the prosperity of Spanish events. Gastronomy plays a crucial part in propelling tourism in today's interconnected world, as businesses always hunt for new ways to gain an edge and attract more visitors to their destinations. Visitors' opinions of a place are significantly affected by the quality and selection of its dining options (Hall & Mitchell, 2002). The present backdrop and difficulties that influence the tourism and events industries may be better understood with an awareness of current culinary trends in these fields. Such knowledge may aid event planners and industry specialists in developing cutting-edge offerings that provide tourists an unforgettable culinary adventure while maximizing the region's tourism potential. Understanding the current culinary developments and trends is crucial to understanding the growth and success of MICE tourism in Spain, where gastronomy is emerging as a crucial aspect. The purpose of this thesis is to investigate the connection between the growing popularity of gastronomy tourism in Spain and the success of special events. This thesis aims to help event planners, DMCs, and anyone interested in marketing Spain as a culinary destination by evaluating the changing culinary scene and its impact on the tourism and events industries. To better understand the significance of food and drink to event tourism and the overall appeal of a location, this study will conduct a thorough literature analysis. In order to provide a thorough examination of the topic, it will draw on research, reports, and academic papers from authoritative sources. Experts, organizers, chefs, and visitors will be interviewed and surveyed to get their thoughts on the role of food and drink in events tourism.

Chapter 2: Literature Review

Gastronomy Tourism in Spain

2.1 Definition of Gastronomy and Its Role in Tourism and Events

In order to fully grasp the significance of gastronomy in tourism, it is crucial to define the concept of gastronomy and its role in shaping the travel experience. According to the International Culinary Center, gastronomy is "the study of the relationship between food and culture, art of preparing and serving rich or delicate and appetizing food, a style of cooking from a particular region, and the science of good eating" (International Culinary Center, n.d.). The Spanish Institute for Tourism Studies (IET) defines gastronomy as "the art and science of food and drink preparation and consumption, including cultural and social practices related to food and drink" (IET, 2020) According to The World Tourism Organization (UNWTO), gastronomy tourism can be defined as "the act of traveling for a taste of place in order to get a sense of place" (UNWTO, 2012).

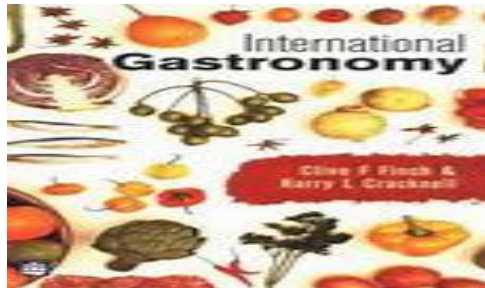


Image 3: International Gastronomy by Cracknel, Harry Paperback

The comparison of these different definitions helps to understand the importance of gastronomy tourism which constitutes a key component in the process of job creation, touristic potential of a destination, increasing the attractiveness of a place and its impact in supporting the local economy, as well as creating opportunities for social interaction and cultural experiences. The role of gastronomy in events is important, as it can promote the local cuisine, advertise the regional identity and

cultural heritage of a destination as well as improving the visitor experience. As an example, the San Sebastian Gastronomika-Euskadi Basque Country event, as mentioned previously, is a key gastronomic event that puts in contact renewed and experienced chefs, food critics, and producers to advertise the Basque cuisine and increase the attractiveness and tourism potential of the region as a key gastronomy destination (San Sebastian Gastronomika, 2021). These studies show that gastronomy constitutes a wild concept that includes the art, science, and culture of beverage and cuisine preparation. It has a key impact in the tourism sector and in the organization of events management.

Gastronomy tourism helps to create and bring together people, creating memorable, unique and authentic experiences, as well as it helps the local economies by encouraging the cultural exchanges and enhances the visitor experience. The tourism industry is very large and diversified, including restauration, cultural and recreational activities. The events industry in Spain also plays an important role in tourism, as events such as festivals, concerts, and sporting events attract large numbers of visitors each year. One of the reasons that make Spain a popular destination for tourists is its renewed cuisine. The local and regional gastronomy provide the destination attractively and plays a significant draw for visitors. Spain counts 17 autonomous regions, each with its own unique culinary traditions. For example, the region of Andalusia is famous for dishes such as gazpacho and paella. The IET notes that food and wine tourism is becoming very popular, with visitors seeking out local and regional dishes and wines as part of their travel experiences. Another example is the Basque Country, which is quite popular for its pintos, small bites of food typically served on a slice of bread.



Image 4: Delicious pintxos

2.2 Sustainable and Ethical Gastronomy

As the gastronomic landscape in Spain evolves, it is crucial to acknowledge the growing importance of sustainable and ethical practices within the culinary realm. Spain's gastronomic traditions have been transformed by a myriad of modern culinary innovations, making the country a must-visit for foodies everywhere. The advent of culinary trends that place an emphasis on using sustainable practices and ethically sourced foods is particularly noteworthy. A noticeable change may be seen in the operations of restaurants and event organizers in Spain as customers become more conscious of the environmental issue and the influence of their culinary choices. They are making it a priority to use seasonal foods, items that are not genetically modified, and ethical and organically grown food in their dishes. In addition, cooks are making an effort to reduce food waste by finding creative ways to use leftover ingredients and by using recycling methods like composting. These initiatives demonstrate a promising and forward-thinking shift toward more environmentally friendly manufacturing and culinary practices, highlighting the need of developing moral and conscientious eating routines. Ethical gastronomy is a growing movement in Spain that aims to incorporate moral ideals into all stages of the food chain, from production to consumption. Use of natural resources, treatment of workers and animals, equality between the sexes, and environmentally responsible manufacturing are all part of this overarching notion. An examination of

Spanish customers' perspectives on sustainable and ethical production (entitled "Perceptions of Spanish Consumers Regarding Sustainable and Ethical Production") offers insight into the country's dietary ethics. Three hundred people from all throughout Spain were surveyed for the research.

The poll showed that Spanish consumers are very conscientious and knowledgeable about ethical and environmentally friendly food production techniques. The participants also said that they would pay more for more morally sound options. The survey highlighted the preference for locally produced items, with health advantages and product quality playing a significant role in consumer selections. These results highlight the expanding demand for ethical and ecological food in Spain, providing a window of opportunity for local producers to capitalize on this growing market. In the essay "Coren: A Case Study of an Ethical Company in the Spanish Meat Sector," the procedures and plans put into place by Coren, a Spanish meat manufacturing firm, are dissected to show how they have advanced to the forefront of the industry in terms of ethical and environmentally friendly operations. Researchers used a case study methodology to examine material obtained from in-depth interviews with firm representatives and publicly accessible resources including Coren's website. Environmental responsibility, food safety, animal welfare, and social responsibility are the four pillars around which Coren builds its commitment to ethical and sustainable manufacturing.

Coren has effectively matched its production techniques with customer needs for ethical and sustainable goods by adherence to these values and the implementation of policies to decrease waste and invest in animal welfare. Coren's commitment to these values, the research found, helped the firm succeed by making it more competitive and distinguishing it apart from rivals. The results highlight the potential advantages that may be gained when businesses adopt ethical and sustainable production techniques, especially in the meat industry. The lessons that may be learned from Coren's case study on how businesses can attain leadership and success in producing food in an ethical and sustainable manner are many.

Furthermore, organizations with such a strong commitment to ethics might serve as inspiration for other businesses. Due to the high reliance on physical labor in the food production business (including farming, harvesting, and food preparation), fair labor standards are also highly valued in Spanish ethical cuisine. Widespread issues of worker exploitation, such as poor salaries, unfortunately plague the food business. In response, groups like the Fair Food Program have arisen to advocate for better working conditions in the food business. These actions are being taken to protect both the environment and the rights of employees on the job. The graphic shows a branding effort for the Fair Food Program, which advocates for fair treatment of workers and good working conditions.



Image 5: Fair food program

Ethical issues in food production have a significant part in the function of gastronomic trends in events and tourism in Spain. The article draws attention to certain problematic aspects of the meat, fish, and poultry industries, including the usage of antibiotics and brutal killing techniques. The desire for ethical animal care and welfare, however, has prompted the rise of organic agricultural techniques. Ethical eating in Spain is dependent on conserving the country's natural resources. The use of a lot of water, energy, and other resources is common in conventional food production. Sustainable production and agricultural practices, such as drip irrigation and other water-saving measures, have seen growing demand and adoption in Spain as a result. Furthermore, the use of locally sourced, organic, in-season foods that are packed in reusable or recyclable packaging is at the forefront of the ethical

gastronomy movement. This movement has as its overarching goal the reduction of environmental damage caused by agriculture and other forms of pollution. Therefore, ethical cuisine must consider the long-term viability of its food sources. Organic farming, permaculture, and sustainable production practices are essential for reducing the environmental impact of the food system. They contribute to the protection of wildlife and their natural environments. Efforts to decrease food waste through composting, reusing, and recycling methods also promote sustainability in the food industry and help preserve the environment and biodiversity. Responsible resource management, animal welfare, fair labor standards, and sustainable production systems are just a few examples of how ethical principles are being incorporated into Spain's food industry. Spanish and foreign consumers alike are increasingly interested in ethically produced food because of rising awareness of ethical issues in the food industry.

2.3 The Impact of Gastronomy on Tourism and Events

Recognizing the significance of gastronomy in Spain extends beyond culinary delights alone; it has far-reaching implications for the tourism and events industries. A dissertation on the impact of foodie culture on Spain's event and tourist industries would be a fascinating read. Getz and Brown's 2006 paper, "Critical issues and current challenges in gastronomic tourism research," is a useful resource for further investigation into this topic. This essay is very relevant to the dissertation subject since it sheds light on the possibilities and difficulties that create the landscape of culinary tourism. The article's author stresses the importance of food in the decision-making process of vacationers, who are on the lookout for memorable dining experiences. This is in keeping with the dissertation's primary thrust, which is investigating how shifting gastronomic fashions have affected Spanish event planning and tourism. In addition to the necessity for local cuisine standardization, the essay highlights the need of preserving authenticity, conducting cross-disciplinary research, and accounting for the impact of globalization. The essay also highlights the rising significance of the connection between food and tourism. It's a

good example of how the importance of food in luring visitors and enriching their stay is being acknowledged. This fits in with the dissertation's investigation of how shifting gastronomic fashions affects Spanish tourism and events.

It is necessary to refer to other research in order to back up the point made in the dissertation. Hall and Mitchell (2008), for instance, found that visitors' interest in food and drink establishments was a major factor in their choice of vacation spot. Similarly, Getz and Brown's 2006 study pinpoints the wine and gastronomy business as a flourishing subset of the tourist industry, with the need for distinctive and memorable regional dining experiences being emphasized. The significance of food goes beyond luring visitors; it also affects the events business. According to research conducted by Hjalager and Richards in 2002, the quality of the event's cuisine has a significant impact on attendees' impressions of the whole affair. Getz's 2007 research further highlights the significance of food and drink experiences in making events more memorable and pleasurable for participants. These results provide credence to the dissertation's central argument that gastronomic fashions play an important influence in the event and tourist industries. Finally, the dissertation has to recognize the value of food tourism in fostering and promoting a region's unique history and culture. According to a study by Hall and Mitchell from 2008, regionally distinctive dishes are powerful symbols of cultural heritage that should be protected and promoted. This is important to know in order to grasp the full effect that current trends in Spanish cuisine have on gatherings and tourism in the country.

2.4 Study of Reimer and Lee

To gain deeper insights into the relationship between gastronomy, tourism, and events, in Spain, especially in the field of culinary tourism, was recently underlined by research by Reimer and Lee (2010). The study's authors stressed the importance of culinary tourism in promoting and conserving rural communities, since it helps boost local economies and provides jobs for residents. However, it is important to recognize the difficulties in keeping local food and events true to their roots as

gastronomy has a growing influence on the tourist and events industries. Further elaborating on these difficulties, Getz and Brown (2006) point out that the commoditization of food tourism might contribute to the homogenization of regional cooking. This uniformity not only dilutes the destination's cultural history and character, but also undermines its authenticity. That is why it is so important to strike a balance between commercialization and protecting local culture and authenticity. Reimer and Lee's (2010) "Tourism and Rural Revitalization: A Case Study of the Slow Food Movement" delves at how the Slow Food Movement has contributed to rural renewal via the adoption of sustainable tourist practices. The authors show how the Slow Food movement sustainably promotes tourism by protecting regional cuisine and bolstering rural economies. As an example, we provide a case study of a green drinks advertising campaign in the city of Cordoba that highlights the promotion of the Slow Food movement. When it comes to promoting and safeguarding rural communities, gastronomic trends in events and tourism in Spain might be a double-edged sword. The Slow Food movement, for example, takes eco-friendly measures to preserve regional cuisine and aid in rural renewal.



Image 6: Slow food

The authors also discuss the challenges of implementing Slow Food initiatives in rural areas, including issues of marketing, distribution, and scale. The article concludes by highlighting the potential for Slow Food to contribute to sustainable rural revitalization and the need for further research in this area. The article is based on a case study of Slow Food initiatives lead in Prince Edward County, Ontario,

Canada, and highlight the positive impact of Slow Food for rural communities, including the promotion of local food systems, the preservation of local cultural heritage, and the generation of tourism revenue. From these researches, we can conclude the high impact of literature on gastronomy and events tourism, and that it enhances the promotion of local culture and heritage. It is also important to consider the main challenges in order to preserve the uniqueness and authenticity of local cuisine while commercializing culinary experiences that increase the tourism expenditures.

Chapter 3: Research Methodology

3.1 Why a Questionnaire?

In order to delve deeper into the role of gastronomy in attracting tourists to Valencia, a questionnaire has been chosen as a research tool for this study. I choose to focus on the city of Valencia to focus on the beautiful city where I have been living for five years and internationally renewed for its rich gastronomic heritage. The importance of surveys has been demonstrated in the book “La investigación en comunicación: métodos y técnicas en la era digital”, questionnaires are tools that help to gather quantitative and qualitative information’s and reach wide research. (Rio, Vilches, L., Simelio, N., Soler, P., & Velázquez, T. (2011). The aim to conduct the following survey is to analyze the relationship between tourists and gastronomy, and also to provide a specific analysis about how tourists perceive the Valencian gastronomy, and also study their expectations, opinions and customers habits when it comes to gastronomy. The survey conducted aims to analyze the profile and motivations of the tourists visiting Valencia. The study will also focus on the expectations regarding gastronomy in Valencia. The survey will include demographic information about the tourists, such as age, gender and will focus on the Velazquez specific expectations and motivations of tourists when it comes to gastronomy in Valencia. The options provided will focus on the culinary trends analyzed in the thesis.

The survey will explore whether gastronomy is a primary or significant factor in their choice to visit Valencia. Additionally, it aims to investigate whether tourists consider gastronomy as a standalone reason for visiting the city or if it complements other factors such as cultural heritage, attractions, climate, or events. The questionnaire will assess the perception of Valencian gastronomy: This objective is to evaluate how Valencian gastronomy is perceived by tourists. The survey will explore their opinions on the reputation, quality, variety, and uniqueness of Valencian cuisine. This information can help identify the strengths and weaknesses of Valencian gastronomy as a tourism attraction, providing valuable insights for marketing and

promotional efforts. The survey will also help to investigate the influence of gastronomy on the decision to visit Valencia: This objective focuses on understanding the role of gastronomy in tourists' decision-making process. The questionnaire main objective is to provide a comprehensive understanding of the importance of gastronomy tourism in Valencia. The data collected will help tourism organizations and stakeholders in the hospitality industry to and develop efficient strategies to promote Valencian gastronomy.

3.2 Survey Distribution and Main Objectives

The survey, consisting of carefully designed questions, was distributed to a sample of 100 tourists visiting Valencia. Each question has been thought to answer the main objectives described previously and a sourced justification is provided. This questionnaire is part of a research project carried out at Universidad European de Valencia for her TFG thesis. Therefore, its purpose is purely investigative. The objective is to provide an overview of gastronomy trends in events and its impacts on the tourism industry in Spain. We appreciate your collaboration in advance and kindly request that you answer all questions honestly. Anonymity of responses is guaranteed.

3.3 Objectives

Main objective: The study of the importance of Gastronomy tourism in Valencia

Specific objectives: Analyze the type of tourists that visit Valencia and expectations regarding gastronomy. How is the Valencian gastronomy perceived?

My hypothesis: Can gastronomy be the only factor to visit Valencia?

1. Gender:

- Male
- Female

- Non-binary

Justification: The question has the objective to identify the potential differences related to gender distribution.

2. Age:

- 18-24 years old
- 25-35 years old
- 35-44 years old
- 45-54 years old
- 55 years and above

Justification: This question aims to identify the age distribution of the survey respondents. Age can be an important factor in understanding the opinions and behaviors of respondents, especially when it comes to topics like tourism and travel. Additionally, age may help researchers understand the generational differences in attitudes and preferences related to the topic.

Sources: This age classification is based on the American Psychological Association (APA). Justification:

1. 18-24 years old: This age group is often referred to as "emerging adults" and is typically associated with the transition from adolescence to adulthood.

2. 25-34 years old: This age group is often referred to as "young adults" and may be experiencing significant life changes such as getting married, starting a family, or advancing their careers. This group may also be facing financial and lifestyle decisions that will have long-term impacts on their future.

3. 35-44 years old: This age group is often referred to as "mid-career adults" and may be at the peak of their professional and personal lives. They may be focused on advancing their careers, building financial stability.

4. 45-54 years old: This age group is often referred to as "middle-aged adults". This group may also be focused on their health and wellness, career advancement, and retirement planning.

5. 55 and older: This age group is often referred to as "older adults". This group also be experiencing new opportunities such as travel, volunteering, and spending time with family and friends.

3. Is gastronomy a factor that motivates you for travelling to Valencia?

- Yes
- No

Justification: This question aims to identify the proportion of respondents who have visited Spain specifically for its gastronomy, and how important gastronomy is to them as a tourist attraction.

4. How would you rate the quality of gastronomy in Valencia?

- Excellent
- Good
- Average
- Poor

Justification: This question seeks to assess the overall perception of gastronomy in Spain among respondents and helps to understand their satisfaction levels.

5. What type of gastronomic experience did you seek during your visit to Valencia?

- Traditional cuisine
- Sustainable food
- Fusion cuisine experience
- Cooking classes
- Ethical food
- Other (please specify)

Justification: This question aims to analyze which type of gastronomic experience the respondents are looking for, taking in account the trends analyzed in this thesis.

6. What factors influenced your decision to choose Valencia as a gastronomy tourism destination.

- Reputation of culinary excellence
- Quality and diversity of local ingredients´
- Availability of Michelin starred restaurants
- Culture and history
- Other (please specify)

Justification: This question aims to assess the main reason that influenced the respondents to choose Spain as a culinary destination.

7. How important is gastronomy to you when planning a trip to Valencia?

- Extremely important

- Very important
- Somewhat important
- Not very important
- Not important at all

Justification: This question helps to understand the role of gastronomy in the decision-making process for travel to Spain and how significant it is in relation to other factors like cultural attractions and natural scenery.

8. In your opinion, how has Valencia gastronomy evolved in recent years?

- More innovative
- More sustainable
- More diverse
- Other (please specify)

Justification: This question helps to gauge respondents' perceptions of the evolution of Spanish gastronomy, and how it has changed in terms of innovation, sustainability, and other factors.

9. How much would you typically spend on ONE MEAL at a restaurant in Valencia?

- Less than 10 euros
- 10-20 euros
- More than 20 euros

Justification: This question helps to understand the price range that respondents are willing to pay for meals at Spanish restaurants and highlights the value that tourists place on gastronomy experiences.

SOURCES AND JUSTIFICATION:

-Option 1: Less than €10 per meal. This option assumes that tourists are looking for inexpensive options and are willing to eat at local cafes, fast-food restaurants, or street vendors. “According to a survey by Numbeo, the average cost of a meal at an inexpensive restaurant in Valencia is €9 (Numbeo, 2023)”.

-Option 2: €10-€20 per meal. This option assumes that tourists are looking for mid-range dining options such as casual restaurants or tapas bars. “According to a survey by TripAdvisor, the average cost of a meal for two people in a mid-range restaurant in Valencia is €35 (TripAdvisor, 2023), which translates to €17.50 per person”.

-Option 3: More than €20 per meal. This option assumes that tourists are looking for upscale dining options such as fine-dining restaurants or gourmet experiences. “According to a survey by The Fork, the average cost of a meal for two people in a high-end restaurant in Valencia is €90 (The Fork, 2023), which translates to €45 per person”.

10. How would you improve gastronomy in Valencia?

Justification: This open question aims to analyze what strategies could be implemented to improve gastronomy tourism experience in Spain. Important: This questionnaire has been carried out taking into account the current data protection law (Organic Law 3/2018, of December 5th on the protection of Personal Data and guarantee of digital rights). All data provided in it will be used solely and exclusively for research associated with this questionnaire and will be treated anonymously.

LINK OF THE SURVEY: <https://es.surveymonkey.com/r/GFZ6S2M>

QR CODE OF THE SURVEY:



Image 7: QR code of Survey

Chapter 4: Results and Analysis

4.1 Data Representation

In this section, the data collected from the survey conducted among a sample of 100 respondents will be presented and analyzed. Here are the answers obtained:

P1w

Gender:

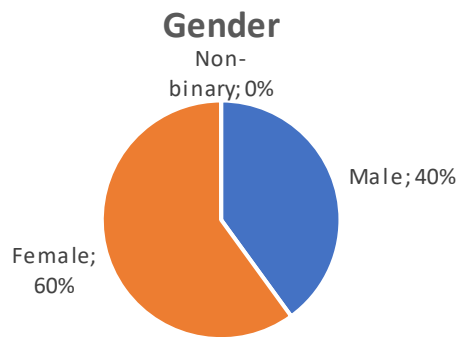


Figure 1: Age

P2w

Age:

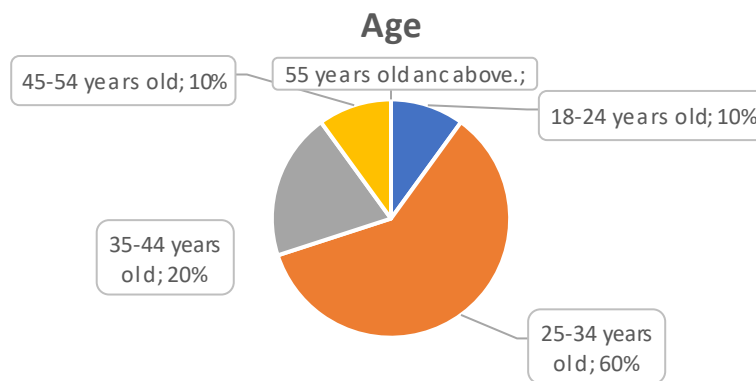


Figure 2: Gender

P3w

Is gastronomy a factor that motivates you for travelling to Valencia?

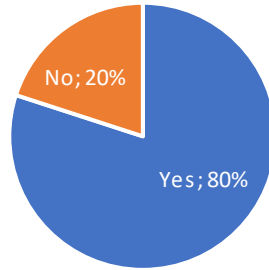


Figure 3: Is gastronomy a factor that motivates you for travelling to Valencia?

P4w

How would you rate the quality of gastronomy in Valencia?

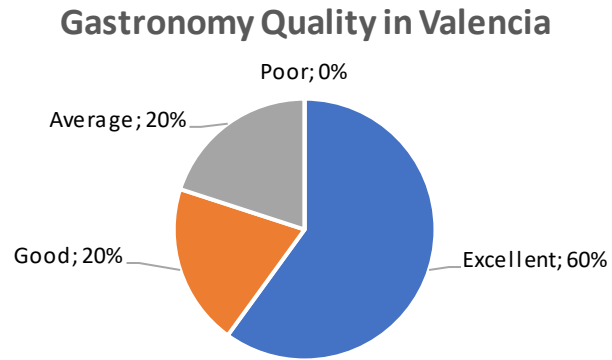


Figure 4: Gastronomy quality in Valencia

P5w

What type of gastronomic experience did you seek during your visit to Valencia?

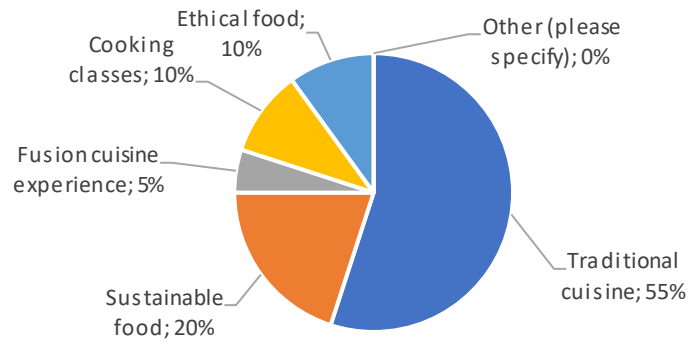


Figure 5: What type of gastronomic experience did you seek during your visit to Valencia?

P6w

What factors influenced your decision to choose Valencia as a gastronomy tourism destination.

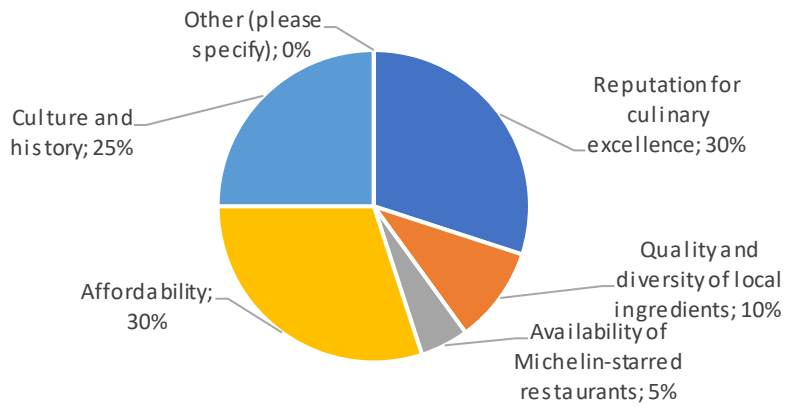


Figure 6: What factors influenced your decision to choose Valencia as a gastronomy tourism destination

P7w

How important is gastronomy to you when planning a trip to Valencia?

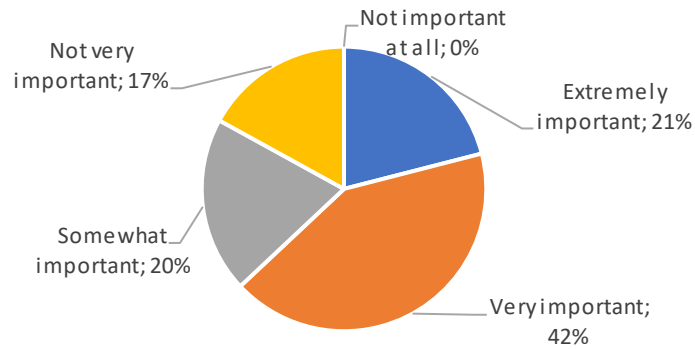


Figure 7: How important is gastronomy to you when planning a trip to Valencia?

P8w

In your opinion, how has Valencia gastronomy evolved in recent years?

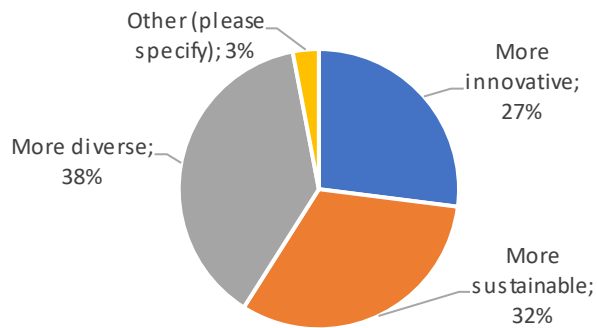


Figure 8: In your opinion, how has Valencia gastronomy evolved in recent years?

P9w

How much would you typically spend on ONE MEAL at a restaurant in Valencia?

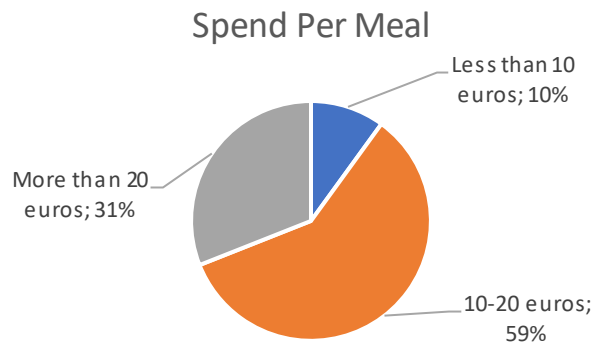


Figure 9: How much would you typically spend on ONE MEAL at a restaurant in Valencia?

P10w

How would you improve gastronomy tourism in Valencia?

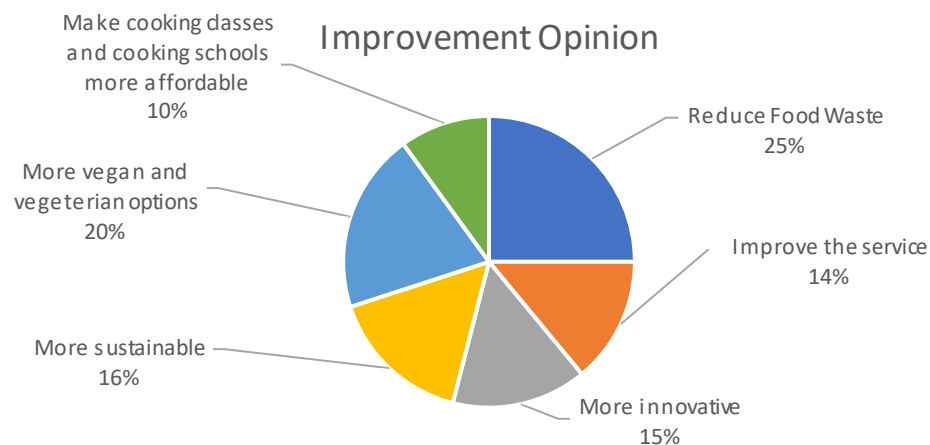


Figure 10: How would you improve gastronomy tourism in Valencia?

4.2 Analysis

The analysis of the survey data reveals several noteworthy findings. Firstly, in terms of gender distribution, 40% of the respondents identified as male, while 60% identified as female. There were no non-binary respondents. The majority of

respondents (60%) fell into the age group of 25-34 years old, followed by 35-44 years old (20%), 18-24 years old (10%), and 45-54 years old (10%). There were no respondents above 55 years old. This suggests that younger age groups, particularly 25-34 years old, are more interested in gastronomy tourism in Valencia. The survey results indicate that the majority of respondents (80%) indicated that gastronomy is a motivating factor for them to travel to Valencia, while 20% stated otherwise. This suggests that gastronomy plays a significant role in attracting tourists to Valencia. According to the survey results, 60% of the respondents rated the quality of gastronomy in Valencia as excellent, 20% as good, and 20% as average. None of the respondents rated it as poor. This indicates that the majority of the respondents have a positive perception of the quality of gastronomy in Valencia. Traditional cuisine (55%) was the most sought-after gastronomic experience by the respondents, followed by sustainable food (20%), ethical food (10%), and cooking classes (10%). This suggests that tourists visiting Valencia are interested in experiencing the local traditional cuisine, as well as sustainable and ethical food options. The survey results indicate that reputation for culinary excellence (30%) and affordability (30%) were the top factors that influenced respondents' decision to choose Valencia as a gastronomy tourism destination. Culture, history (25%), quality, and diversity of local ingredients (10%) have also been indicated. We can conclude that the factors related to culinary reputation, affordability, and cultural experiences play an important role in attracting tourists to Valencia for gastronomy tourism. The majority of respondents (63%) rated gastronomy as extremely or very important in their trip planning, with 21% indicating it as extremely important and 42% as very important. Only 17% stated that gastronomy is not very important or not important at all.

This highlights the significant importance of gastronomy in trip planning for the majority of tourists in Valencia. According to the survey results, a significant proportion of respondents believe that gastronomy in Valencia has evolved in recent years to be more diverse (38%), sustainable (32%), and innovative (27%). This

suggests that there is a perception among respondents that the gastronomy scene in Valencia has improved in terms of diversity, sustainability, and innovation. Regarding the spending habits of the respondents, the majority (59%) stated that they would typically spend between 10-20 euros on one meal at a restaurant in Valencia, while 31% would spend more than 20 euros, and only 10% would spend less than 10 euros. This indicates that the majority of respondents are willing to spend a moderate amount on meals in Valencia. Regarding the last question which is the improvement suggestions we have seen that reducing food waste (25%), offering more vegan and vegetarian options (20%), making cooking classes and cooking schools more affordable (10%), and focusing on sustainability (16%) and innovation (15%) were the top suggestions for improving gastronomy tourism in Valencia, according to respondents. This suggests that there is a demand for more sustainable and innovative gastronomy in Valencia.

4.3 Guidelines for the Gastronomy Development in Events in Valencia

4.3.1 Survey Insights

The survey results provide valuable insights into the perceptions and preferences of tourists regarding gastronomy tourism in Valencia. Overall, the findings suggest that gastronomy plays a significant role in attracting tourists to Valencia, with a majority of respondents considering it as an important factor when planning a trip in Valencia. The survey results demonstrate that there is a growing demand for sustainable and innovative gastronomic options, as evidenced by the suggestions for improvement provided by the respondents. Reducing food waste, offering more vegan and vegetarian options, and focusing on sustainability and innovation were among the top suggestions for improvement. This indicates that there is an increasing awareness and interest among tourists in environmentally friendly and socially responsible gastronomic experiences. The questionnaire results indicate that the majority of respondents perceived gastronomy in Valencia positively, with traditional

cuisine being the most sought-after gastronomic experience. The results also highlight the importance of factors such as reputation for culinary excellence and affordability in influencing destination choice. Hence, the tourism organizers and professionals in Valencia should continue to promote the culinary reputation of the region and ensure that gastronomic experiences are accessible in terms of pricing. In conclusion, this survey is useful to provide a better understanding of the motivations, preferences, and behaviors of tourists engaging in gastronomy tourism in Valencia. The survey results highlight the significant role of gastronomy in attracting tourists to Valencia and its positive perception among respondents. The findings also suggest a growing demand for sustainable and innovative gastronomic options.

Chapter 5: Discussion & Analysis

5.1 Economic Impact of Culinary Tourism Events

5.1.1 Madrid Fusion Summit Event

In line with the exploration of the economic impact of gastronomic events, this section focuses on a notable case study: the Madrid Fusion Summit. The study of the article "The economic impact of gastronomic events: A case study of the Madrid Fusion Summit," published by Salvador's (2015) analyzes the economic impact of gastronomic events, in particular the Madrid Fusion Summit, which is a prestigious international gastronomy event held every year in Madrid. The study aims to explain the economic benefits generated by this event, showing its positive impact on employment, local businesses, and the tourism industry. The author has led a quantitative analysis of the economic impact of the Madrid Fusion Summit, using data collected from surveys of event organizers, event attendees, and local businesses. The analysis encompasses the direct and indirect economic impacts of the event, which includes for example job creation, a higher tourism expenditure, business benefits growth, and the generation of additional tourism revenue.



Image 8: Madrid Fusion Summit in 2015

The results of the study explain that the Madrid Fusion Summit has a very important economic impact on the region. The event creates employment opportunities for

local businesses, mainly in the hospitality and tourism sectors, as well as it contributes to the development of the local economy. The study also indicates that the event attracts high-spending tourists, who contribute highly to the local economy through their spending on accommodation, food, and beverage. This case study highlights the potential and positive impact of gastronomic events, such as the Madrid Fusion Summit on the regions in which they are held. This case study highlights the fact that event organizers and destination management companies should invest in the marketing and promotion of the gastronomic events, since they represent a key factor to increase tourism expenditures by attracting high-spending tourists, which generates economic benefits for the local communities.

5.2 Gastronomy as Strategic Promoter of Tourism

5.2.1 The Strategic Plan of the Spanish Tourism Board

Gastronomy emerges as a strategic promoter of tourism in Spain, playing a pivotal role in attracting visitors, as emphasized in 'The Role of Gastronomy Trends in Events and Tourism in Spain. Significantly, the Spanish Tourism Board's strategy plan for tourism between 2019 and 2022 includes recognition of the central importance of gastronomy. The strategy included a deep dive into the rising trend of culinary tourism and how it may benefit the local food and drink sector. The strategic plan's main goals were to improve the tourism industry's service quality, introduce new forms of tourism, and broaden the range of available vacation options. It was suggested to enhance infrastructure and accessibility, to encourage innovation and technology, and to encourage cooperation between local communities and companies in order to accomplish these goals. The strategic plan also highlighted the need of using digital marketing and social media to promote Spanish cuisine abroad. The strategy's stated goal was to promote and spotlight Spain's culinary experiences in a way that would be both efficient and memorable, and it planned to do so through making use of digital platforms. In sum, this plan's examination of the effects and significance of food-related tourism to Spain is useful. Its principal goal

is to improve the quality of tourist services while also encouraging sustainable tourism practices and catering to the growing interest in food travel. The strategy acknowledges the potential economic and social benefits of gastronomy and highlights the need for enhanced cooperation and innovation in the food and beverage industry. "Gastronomy tourism as a strategic element for destination development: The Spanish case"

The 2018 article "Gastronomy tourism as a strategic element for destination development: the Spanish case" by Carmen González-Fernandez and Ana Ramos-Sánchez is highly relevant to the subject of "The role of gastronomy trends in events and tourism in Spain." The authors' primary goal is to investigate the feasibility of gourmet tourism as a promotional tool for Spanish tourist spots. At the outset, the article provides a high-level explanation of what gourmet tourism is and why it is becoming more important in the travel market. It highlights food's significance as a cultural and social aspect that may draw visitors and boost a region's economy. For their research, the writers investigate the growth, development, and current trends in the Spanish gastronomy tourist business. Spain is widely regarded as a culinary mecca, and the writers highlight the country's many successful efforts to promote food tourism, including culinary routes, gastronomic museums, and food festivals. This is in keeping with the dissertation's emphasis on the role of food and drink in the growth of the Spanish event and tourist industries.

The article stresses the significance of food tourism as a key factor in the growth of Spain as a tourist destination. According to the report, culinary tourism has the ability to provide economic and social advantages for local communities, thus it should be a top priority for Spanish locations. Sustainable development of gastronomic tourist destinations is emphasized, as is the importance of cooperation between public and commercial sectors in the business, as well as active involvement of local communities. In line with the goals of the dissertation, the article's research analyzes the potential of culinary tourism as a strategic factor for destination development in Spain. The writers provide a thorough analysis of the present state of Spain's

culinary tourism business, discussing its strengths, weaknesses, opportunities, and threats. Their research, which is backed up by facts and examples, is a great tool for learning about how cuisine is shaping events and tourism in Spain.

5.2.2 Evolution of Gastronomy Tourism in Spain

5.2.2.1 The History of the Spanish Cuisine

The evolution of gastronomy tourism in Spain is deeply rooted back in the historical journey of Spanish cuisine. From ancient times when the country was colonized by the Romans, Greeks, and Moors. These groups brought with them their cuisines, which blended with the local cuisine to create creative, diverse and unique gastronomic experiences. The Spanish cuisine also owes its richness to the country's geographical and climatic diversity, which has allowed for the cultivation of a wide variety of crops and the rearing of different animals. The traditional Spanish cuisine is known for its authenticity and the use of simple ingredients and cooking methods that are ancestral and have been transmitted through the different generations. This rich and tasty gastronomy includes dishes such as paella, tortilla, gazpacho, and chorizo, which have become famous internationally.



Image 9: Tortilla, Paella Valenciana and Gazpacho

The traditional food culture in Spain has been a main touristic attraction, mainly for foodies and tourists looking for authentic experiences and the discovery of the local culture and heritage. The culinary tourism industry in Spain has been marked by important transformations, linked to the emergence of new trends and innovations

that are shaping the industry. One example of the significant developments in this industry is the fusion of traditional and modern cuisine.

5.2.3 Evolution and Trends in Gastronomy Tourism

The exploration of the evolution and trends in gastronomy tourism takes shape through an insightful essay titled "The tourism-food relationship in Spain: evolution and trends" by Xavier Caster and Carmen Juaneda in 2019. The writers explore the interplay between tourism and food by examining the development and current developments in Spain's gastronomy tourist industry. They talk about how food is a major draw for tourists to the nation. Authors show how new trends and advances in Spanish food have led to the rise of gastronomy tourism by analyzing the historical history of Spanish cuisine, inspired by many civilizations. This article examines the growth of gastronomy tourism in Spain from its early days as a subset of the travel industry to its present-day prominence. Key causes responsible for this expansion include the combination of traditional and contemporary cooking techniques, the increase in popularity of culinary travel, and the increased use of technology and social media. The writers' goal is to examine these elements and highlight how the historical, cultural, and environmental legacy of Spain contribute to the country's enticing cuisine. They also highlight the importance of food festivals and markets in promoting the prestige of Spanish cuisine and luring more visitors. The piece also delves into the difficulties encountered by Spain's gastronomic tourist sector. There are still challenges that the business must overcome, despite its expansion, such as the need for investment in infrastructure, the promotion of sustainable food tourism, and more coordination among industry players. The study concludes with a helpful and thorough examination of the impact of gastronomic movements on Spanish events and tourism. Extensive research, pertinent data, and interesting examples back up its explanation of the development and obstacles faced by the sector. For anyone curious in the current state and potential of Spain's gastronomic tourism sector, this article is an invaluable resource.

5.2.4 Impact of COVID and Expenditure Made by Tourists in Spain

The impact of COVID-19 on tourism expenditure and the role of culinary trends in visitor spending in Spain is thoroughly examined in the insightful article "Tourist Spending Survey" from the Spanish Ministry of Industry, Trade, and Tourism (2020) delves at how the latest culinary movements have affected visitors' propensity to spend money in Spain. This analysis analyzes how much money visitors spend in Spain, how much they spend on average, and how they spend it across different categories, with an emphasis on food and drink. The analysis confirms that the COVID-19 epidemic had a major effect on Spain's tourism business, leading to fewer tourists and less money spent by them. The analysis estimates that in 2020, visitors would have spent €19.7 billion in Spain, down from the previous year by a whopping 78.5 percent. The number of tourists has dropped dramatically in recent years, dropping by 80.8% in 2020 alone, and is mostly responsible for this fall. Even while total spending on tourism has decreased, the research notes that in certain areas, such as lodging and dining out, spending has increased. The research analyzes the distribution of visitor spending, with special emphasis on the role food and drink play within that spending. The report highlights the fact that lodging accounted for the greatest share of overall visitor expenditures in 2020, at 33.3%. The second highest category, with 22.8% of total spending, was on eating out and drinking at establishments of various kinds. This information highlights the significant impact that Spain's culinary scene has on the country's tourism economy as a whole. The paper also investigates the countries from which most visitors to Spain in 2020 would originate. It demonstrates that the majority of visits came from France, then Germany, the UK, and finally Italy. These results demonstrate the allure of Spanish cuisine to tourists from all around Europe. In conclusion, this in-depth analysis analyzes the spending patterns of visitors in Spain in 2020, with an emphasis on the role of changing culinary fashions in the sector. This research helps businesses in the Spanish tourist industry by giving useful statistics, and it educates politicians looking to better include food and drink into trips and conventions.

5.2.5 Popular Gastronomy Trends in Spain

Within the vibrant culinary landscape of Spain, the popularity of gastronomy has soared, especially within the MICE (meetings, incentives, conferences, and exhibitions) in industry. One of the most popular gastronomy trends in Spain is tapas. Tapas are small, flavorful dishes that are typically served as appetizers or snacks in bars and restaurants. In the following image, we can see a rich combination of colorful and tasty different tapas:



Image 10: Colorful and tasty tapas

Tapas have become increasingly popular in recent years due to their versatility, affordability, and the social aspect of sharing small plates with friends and family. According to a report by the Spanish Ministry of Agriculture, Fisheries, and Food, tapas are a major driver of gastronomic tourism in Spain, attracting visitors from around the world to sample the country's diverse regional cuisines (Cinco Dias, 2020). The influence and success of gastronomy trends in Spain is influenced by several determinants. One key factor is the high diversity and quality of ingredients. Spain's diverse regional cuisines offer a much-diversified variety of ingredients and flavors, as fresh seafood and vegetables, but also in terms of meats and cheeses. Another determinant factor is the creativity of chefs and restaurateurs in terms of elaboration of recipes. Spanish chefs have gained international acclaim for their creativity and innovative culinary techniques to traditional dishes and for incorporating new flavors in their recipes.

Spain is also renewed in terms of gastronomy for the use of local, seasonal ingredients. Many chefs and restaurants in Spain have embraced the farm-to-table trend, sourcing their ingredients from local farmers and producers. This trend has been developed and growing by a growing interest in sustainable and environmentally friendly practices, as well as a desire to promote local communities and businesses (Spanish Tourism Board, 2019). Spain is also renewed internationally as a culinary destination for its wine and culinary festivals. These events offer visitors the opportunity to sample regional wines and dishes, learn about local culinary traditions, and experience the culture of Spain. The Madrid Fusion Summit is an example of a high-profile gastronomic event that brings together chefs, restaurateurs, and food industry professionals from around the world to display the latest culinary trends and innovations (Salvador, 2015).

The use of marketing and promotion campaigns also constitute a determinant element for the development of culinary tourism. The Spanish Tourism Board has recognized the impact of gastronomy in attracting tourists to the country and has implemented a range of initiatives to promote this sector. These initiatives include collaborations with local businesses and communities, digital marketing campaigns, and the development of sustainable tourism practices (Spanish Tourism Board, 2019). To conclude, we can say that gastronomy has become a key driver of tourism in Spain, particularly in the MICE industry. Tapas, local, seasonal ingredients, the use of sustainable cooking methods and wine and culinary festivals and events represent the most popular gastronomy trends in Spain. The growing success of these trends is influenced by factors such as the quality and diversity of ingredients, the skill and creativity of chefs, and the promotion and marketing of gastronomic tourism.

5.2.6 Gastronomy as a Branding Tool in Digital Media

In the realm of destination branding, gastronomy has emerged as a powerful tool, particularly in the digital media landscape. In the article "Destination Branding

through Gastronomy in Digital Media: A comparative analysis of Catalonia and Flanders" by Fernández-Cavia and Govers (2019), the author explores how destination branding through gastronomy is implemented on digital media in Catalonia and Flanders. The study provides a comprehensive analysis of the official tourism websites of both regions and evaluates the presence of gastronomy in the branding strategy of the different destinations. In the article, the authors use a mixed-method approach that combines both quantitative and qualitative analysis of the websites. The quantitative analysis consists of a content analysis of the websites' pages related to gastronomy, while the qualitative analysis consists of a thematic analysis of the textual and visual content of these pages.

The results of the study demonstrate that both Catalonia and Flanders use gastronomy as a key element of their destination branding strategies. However, there are significant differences in how gastronomy is presented on the websites of each region. Catalonia's website focuses on the quality and authenticity of its gastronomy, while Flanders' website emphasizes the region's heritage and tradition. The authors suggest that these differences may be attributed to the unique characteristics and cultural identity of each region. The study also shows the importance of digital media, especially social media platforms that provide a powerful tool for destination marketers to engage with tourists and promote their gastronomic offerings. The importance of digital media in promoting destination branding through gastronomy is highlighted and explained. We can say that the study provides valuable insights into the role of gastronomy in destination branding and highlights the need for a strategic approach to incorporate gastronomy into destination marketing and branding strategy. The authors suggest that the marketing campaigns should consider the unique cultural identity of their region and use digital media to effectively promote their culinary offers and promotions. The study of "Destination branding through gastronomy in digital media: A comparative analysis of Catalonia and Flanders" has been very valuable since it brings valuable and comprehensive information for destination marketers looking to promote and

incorporate gastronomy into their branding strategies. The study emphasizes the importance of understanding the unique cultural identity of a destination and using digital media to effectively promote gastronomic offerings.

5.2.7 Sustainable Gastronomy Trends in Spain

In the realm of gastronomy, Spain stands out not only for its diverse and rich culinary offerings but also for its commitment to sustainable practices. One of the most significant trends in sustainable gastronomy in Spain is the focus on organic and locally sourced ingredients. The use of organic products has been on the rise in recent years as more and more restaurants and chefs seek to minimize their environmental impact. According to a report by Euro monitor International (2020), the organic food market in Spain is expected to grow by 4.4% annually between 2020 and 2024, indicating a growing interest in sustainable food practices. The following image is the advertising led by the brand Bio sun, to attend the organic food fair in Madrid, in 2019.



Image 11: Organic Food Fair

Another trend in sustainable gastronomy in Spain is the promotion of traditional and regional cuisine. The country has a rich culinary heritage, with each region having its unique dishes and flavors. In the last years, there has been a growing interest in traditional and regional cuisine, which has led to the revival of many forgotten recipes and ingredients. This trend has not only helped preserve Spain's culinary heritage

but also provided economic opportunities for small-scale producers and suppliers. Spain has also been leading the way in the fight against food waste. According to a study by the Spanish Ministry of Agriculture, Fisheries, and Food (2020), food waste in Spain accounts for approximately 8 million tons per year. To avoid this, many restaurants and chefs have started to adopt sustainable practices such as reducing portion sizes, donating excess food to food banks, and composting food waste. Additionally, some restaurants have started to use food scraps to create new dishes, displaying the versatility and creativity of sustainable gastronomy.

5.2.8 Ethical Gastronomy in Spain

5.2.8.1 Spanish Consumers Habits regarding Sustainable Food

The exploration of ethical gastronomy in Spain extends to understanding the habits of Spanish consumers when it comes to sustainable food choices. In line with this, a dissertation on "The Influence of Ethical Gastronomy on Events and Tourism in Spain" would investigate how shifting culinary fashions have affected these sectors in Spain. A research titled "Perceptions of Spanish consumers regarding sustainable and ethical food productions" examines the relationship between Spanish consumers' eating habits and issues of sustainability and ethics in the food industry. The concept of "ethical gastronomy" in Spain refers to the practice of applying moral ideals to every step of the food chain, from growing to serving to eating. This idea incorporates many facets of the food business, including humane treatment of animals, conservation of natural resources, decent working conditions, and long-term viability. Three hundred Spanish customers participated in the survey that formed the basis of the article's research. The study's results show that Spanish consumers are increasingly concerned with ethical concerns related to food, leading them to seek more environmentally and socially responsible production methods. Ethical food production in Spain relies on the expansion of this market for eco-friendly and morally sound fare. Coren, a Spanish meat production firm, is studied in an article titled "Coren: A case study of an ethical company in the Spanish meat

sector" as an example of a company that uses ethical and environmentally responsible manufacturing methods. The author examines the methods used by Coren to establish itself as an industry pioneer in sustainable and ethical manufacturing.

Data was gathered through the firm's website, reports, and in-person interviews with corporate leaders for this case study. Animal welfare, social responsibility, environmental sustainability, and food safety are the four pillars upon which Coren's approach to ethical and sustainable manufacturing rests. According to the research, Coren's success can be directly attributed to the company's dedication to these ideals at a time when more and more customers are looking for sustainably and ethically made goods. Coren's commitment to these values helps it stand out from its rivals and win over new clients. Coren has taken several steps to guarantee that ethical and environmentally responsible manufacturing methods are used. Among them are trash reduction, alternative energy use, and animal welfare initiatives. In addition, the accompanying picture displays an advertisement campaign orchestrated by the Abundant Table, a group fighting for food justice and efficient use of resources.

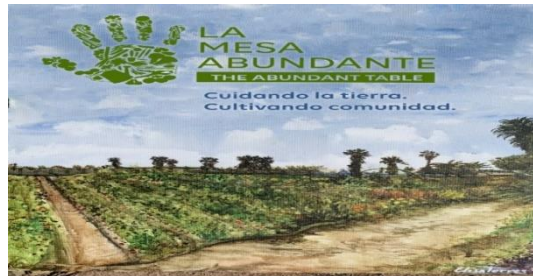


Image 12: La Mesa Abundante

The study of Coren's article highlights the importance of ethical and sustainable production practices in the meat sector and the potential benefits that can be realized by companies that implement these principles. The case study of Coren provides valuable analysis of the strategies and practices that companies can implement to

become leaders in terms of ethical and sustainable production, and can serve as a model for other companies in the sector to follow.

5.2.9 Impact of Sustainable Gastronomy Trends in Spain

The marketing of Spain as a top gastronomic destination has been profoundly influenced by the rise of sustainable gastronomy. Not only have these movements brought new life to the nation's traditional food and strengthened the country's cultural legacy, but they have also increased the number of visitors to the country. In 2020, the Spanish Ministry of Industry, Trade, and Tourism released a study estimating that 25% of all Spanish tourists' money was spent on food and drink. Therefore, the promotion and implementation of sustainable gastronomy techniques have not only preserved Spain's culinary legacy but also resulted in significant economic advantages for the country as a whole. In addition, the food industry's negative effects on the environment have been lessened because to the incorporation of gastronomic practices. The industry as a whole has reduced its carbon footprint and ecological impact thanks to initiatives like reducing food waste, using eco-friendly packaging, and relying on organic, locally produced foods. The attached graphic highlights the "Stop Food Waste Day" campaign, an effort launched in Spain to reduce food waste via the implementation of redistribution systems in institutions such as educational institutions, healthcare facilities, and businesses. Spain's dedication to conserving its culinary legacy and developing a more ecologically and socially responsible food business is reflected in the country's excellent leadership in sustainable gastronomy practices. In addition, the growth of a more ethical food sector may be directly attributed to the principles of sustainable gastronomy. The sector has grown more aware of its social duties and influence, as

seen by its embrace of environmentally friendly techniques, support of small-scale producers and suppliers, and reduction of food waste.



Image 13: Stop Food Waste Day

5.2.10 Analysis of the Organic Food Market in Spain

Investigating the organic food market in Spain, Euro monitor International's (2020) research paper "Gastronomic Trends and their Impact on Events and Tourism in Spain" provides a thorough analysis of the impact of gastronomy trends on Spain's events and tourism industry. In the context of events and tourism, this paper investigates the development, trends, and obstacles facing the organic food sector in Spain. Beginning with a definition of the organic food market in Spain, the article then delves into the regulatory framework governing organic products, focusing primarily on EU regulations that encourage transparency and environmental sustainability in the production and marketing of organic items. In addition, the research details the various outlets through which organic food is sold in Spain, with a focus on the very large proportion (63%) held by supermarkets. However, it also brings to light the growing popularity of farmers' markets and other direct sales channels for small-scale producers. The paper includes an examination of the size of the organic food industry in Spain, which is projected to reach €2.2 billion in 2019. Organic food sales in Spain are projected to increase at a CAGR of 11.4% between 2014 and 2019, according to the authors. From 2020 to 2024, this market is expected to grow at a CAGR of 4.4%, according to the report. This growth is mostly attributable

to rising demand for sustainable ingredients and healthier food items among consumers. Competition from conventional food goods, greater manufacturing costs for organic foods, and restricted availability of organic raw materials are only some of the issues that the research addresses. Rising consumer knowledge of the environmental and health advantages associated with organic goods is one of the primary growth factors identified in the research as contributing to the expansion of the organic food industry in Spain. This in-depth analysis uses credible sources to provide useful information for businesses in Spain's organic food sector, especially with respect to the value of innovation and the creation of new organic goods that meet the needs of health-conscious consumers. The paper concludes with an in-depth examination of the potential and difficulties facing the organic food industry in Spain within the context of events and tourism.

5.2.10.1 An Overview of the Country's Culinary Culture

Offering an insightful overview of the country's culinary culture, The Spanish National Tourist Board's article "Gastronomy in Spain: a unique experience" provides a comprehensive analysis of the country's rich culinary culture. The article highlights the unique aspects of Spanish gastronomy and the factors that have contributed to its global popularity. The article begins by mentioning that Spain has become one of the most popular culinary destinations in the world, with a wide range of regional cuisines that reflect the country's diverse cultural and geographical influences. It goes on to describe some of the key features of Spanish cuisine, including its emphasis on fresh ingredients, simple preparation techniques, and bold flavors. The article also highlights the economic impact of gastronomy in Spain, noting that it is a major contributor to the country's tourism industry. According to the article, culinary tourism has become one of the fastest-growing segments of the tourism market, with visitors from around the world coming to Spain to sample its unique flavors and experience its culinary culture firsthand. One of the main factors driving the popularity of Spanish gastronomy is the country's long history of culinary experimentation and innovation through the years. The article highlights that

Spanish chefs have been at the forefront of the molecular gastronomy movement, developing new techniques and flavors that have captured the attention of food enthusiasts at an international level.

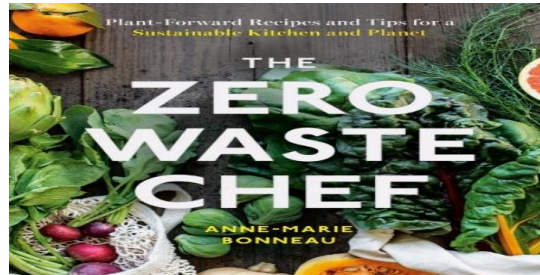


Image 14: "The Zero waste Chef" book

5.2.10.2 Connection to Local Traditions

Another important aspect of Spanish gastronomy is its strong connection to local culture and traditions. The article emphasizes the importance of regional cuisine in Spain, with each region having its own distinct culinary traditions and specialties. This diversity is reflected in the country's many food festivals and markets, which are popular with both locals and tourists. To conclude, the Spanish National Tourist Board's article provides a valuable analysis of the country's culinary culture. The article also highlights the different aspects of Spanish gastronomy that make it unique, and explain the factors that have contributed to its reputation internationally. The article focuses on the importance of local traditions in shaping the country's culinary scene, and regional cuisine, culinary innovation. It also highlights the significant economic impact of gastronomy in Spain.

5.2.10.3 Zero Waste Cooking Methods in Spain

Within the culinary landscape of Spain, zero-waste cooking techniques play an important role, especially in the catering and tourist industries. These strategies aim to reduce food waste by making use of the whole food product, including the pieces that are often thrown away. Broths and stocks, used as a foundation for soups and

stews, are a great illustration of this strategy since they are made from leftover vegetable scraps. According to the Spanish Ministry of Agriculture, Fisheries, and Food (2020), the country's households throw away over 1.4 million tons of food per year. The effects on the environment and society are significant, in addition to the financial costs, caused by this waste. To reduce food waste in Spain, it is essential to embrace current gastronomic trends, such as zero-waste cooking techniques. Several groups in Spain are working to reduce food waste and spread information about waste-free cooking. For instance, Zero Waste Spain offers seminars on "zero waste cooking," whereby participants learn how to make the most of each ingredient and reduce food waste. On top of that, they provide materials and advice to help people cut down on food waste at home. In particular, high-profile Spanish chefs are increasingly adopting waste-free cooking practices in their establishments. The Madrid eatery El Invernadero, for instance, places a premium on using every portion of the animal or vegetable in its meals. In a similar vein, ReComiendo in Granada rescues deliciousness from otherwise wasted materials. These businesses not only aid in the fight against food waste, but also provide consumers with unique and environmentally friendly dining opportunities.

The Ministry of Agriculture, Fisheries, and Food issued a detailed study on food waste and loss in the Spanish food supply chain in 2020. The analysis provides context by calculating that Americans throw away around 1.4 million tons of food per year. It also emphasizes critical areas that need effort to solve the issue and underlines the environmental, social, and economic ramifications of food waste. The Spanish government has implemented a number of programs to address food waste, including the "Food Waste Pact," which has set a goal of halving food waste in Spain by the year 2030. Government organizations, trade groups representing the food sector, and other interested parties have come together to form this agreement in order to share information and work together. Food waste may be reduced in Spain by the adoption of many other gourmet trends, such as the use of seasonal and regional foods and the advocacy of plant-based diets. Plant-based components

often have a longer shelf life compared to animal goods; therefore, chefs and home cooks may reduce food waste by focusing on plant-based diets. In addition, the carbon footprint of food storage and transportation is reduced when local and seasonal foods are used and promoted. The primary objective of these efforts is to decrease food waste in Spain. Together, these articles stress the urgency of the problem of food waste in Spain and provide concrete suggestions for how people, businesses, and government may help.

5.3 Impact of COVID on Gastronomy Tourism in Spain

Because of the urgent problem of food waste, "zero waste cooking methods" play an important role in the context of events and tourism in Spain. By making better use of the whole food item rather than just the pieces that are usually thrown away, this approach helps cut down on waste. Below is a book cover for a book written by Chef Anne Marie Bonne au called "Zero Waste Home Cooking," which highlights the notion of waste-free cooking? Using vegetable leftovers to make broths and stocks that may be used as a foundation for soups and stews is a common method. Considering the economic, environmental, and social costs of food waste, Spain has to adopt innovative culinary practices like zero-waste cooking to help solve this worldwide problem. Several Spanish groups are working to reduce food waste and increase interest in trash-free cooking. For instance, Zero Waste Spain offers classes on how to get the most out of your groceries and throw away less. The group also offers helpful materials and advice for reducing household food waste. Spanish restaurants, in particular, have been adopting waste-free cooking practices at an alarming rate. The Madrid restaurant El Invernadero is a great example, since they are dedicated to using every portion of their ingredients. In a similar vein, ReComiendo in Granada rescues edibles from the trash by making use of surplus ingredients. These eateries not only help in the fight against food waste, but they also provide their customers with unique and environmentally friendly meals.

The extent of food loss and waste in Spain is detailed in a study released by the Spanish Ministry of Agriculture, Fisheries, and Food in 2020. It shows that every year, Americans throw away almost 1.4 million tons of food from their homes. Key areas that need urgent action are highlighted, and the paper highlights the environmental, social, and economic repercussions of this problem. The Spanish government has taken a number of steps in response to the growing problem of food waste, which requires coordinated efforts throughout the whole food supply chain. Among them is the "Food Waste Pact," a meeting ground for government agencies, trade groups, and other interested parties working together to reduce food waste. The goal of the agreement is to reduce food waste by half by the year 2030 via increased cooperation and information sharing. Other culinary movements, not only zero-waste ones, may help Spain cut down on its food waste. The carbon footprint of food storage and transportation may be reduced, for example, by emphasizing seasonal and locally sourced products. Plant-based foods often have longer shelf life compared to animal items; therefore adopting a plant-based diet also has a big influence. The two articles emphasize the significance of these methods for reducing food waste in Spain and provide concrete steps that may be taken by both people and enterprises to achieve this objective.

5.3.1 Sustainable and Resilient Food Production Methods in Spain

In light of my dissertation topic on 'The Role of Gastronomic Trends in Events and Tourism in Spain,' a crucial aspect to consider is the implementation of sustainable and resilient food production methods in the country. Rewrite the following to make it more relevant to the discussion at hand: In recent years, the Spanish government has taken a number of steps to encourage more environmentally responsible agricultural practices. The Spanish government has unveiled a new strategy to support organic and sustainable farming that aims to double the amount of organic acreage in the country by 2030 (1). In addition to promoting sustainable food consumption among consumers, this action plan intends to aid farmers and producers who make the transition to greener methods. The COVID-19 epidemic

has highlighted the need of sustainable and resilient food production in Spain. Promoting regional and seasonal foods is an important part of Spain's plan to build a more sustainable and resilient food system. Locally produced products not only aid local farmers and producers, but also lessen the environmental impact of food production and transportation. It is more resource- and energy-efficient to cultivate and transport food when it is in season, thus doing so should be encouraged. When it comes to developing environmentally and economically beneficial sustainable food systems and practices, Spain is a global leader. Agro ecology is a crucial tool in Spain's efforts to foster long-term food security. Sustainable food production is the goal of agro ecology, an ecological farming method that emphasizes the utilization of renewable resources and biodiversity. This method is a departure from traditional farming techniques that use artificial inputs and crop monoculture. Agro ecology is being actively promoted by a number of organizations in Spain as a means to ensure long-term food security. Local governments are working together to promote agro ecology and sustainable food systems, as shown by the Andalusian Network of Agro ecological Municipalities (RAMA). More than a hundred local governments are part of the network, which has launched several initiatives to aid agricultural producers and encourage the public to eat healthily and sustainably.

Chapter 6: Conclusion

6.1 Final Remarks

Based on the analysis of the survey results, several key findings emerge in the context of gastronomy tourism in Valencia. Gastronomy is perceived as an important factor for travelers when choosing a destination, with a majority of respondents indicating that it influences their decision to visit Valencia. The quality of gastronomy in Valencia is generally perceived positively, with traditional cuisine being the most sought-after experience. However, there is also a growing demand for sustainable and innovative gastronomic options, as evidenced by the suggestions for improvement provided by the respondents.

6.2 Future Directions for Research

Further researches can focus on exploring the specific reasons why tourists find gastronomy important in their travel decisions, such as cultural exploration, seeking unique culinary experiences, food culture appreciation. The survey results suggest that tourists are interested in innovative gastronomic experiences. Future research can investigate the current level of culinary innovation in Valencia, explore the factors that drive culinary innovation, and assess the impact of culinary innovation on tourists' experiences. The growing demand for sustainable gastronomic options presents an interesting area for more future research studies. This can include exploring the concept of sustainability in the context of gastronomy, identifying the current sustainable practices in Valencia's gastronomy tourism industry, and understanding the perceptions and preferences of tourists towards sustainable gastronomic experiences.

6.3 Future Directions for Practice

The results of this poll provide light on how changing tastes in food have affected events and tourism in Valencia, Spain. By promoting the region's culinary reputation,

traditional food, and sustainable and creative gastronomic experiences, these findings may considerably alter destination-marketing tactics. Reduce food waste, increase vegan and vegetarian alternatives, and improve service quality are just a few of the suggestions respondents made that will help shape the future of Valencia's gastronomy tourist industry. To achieve this goal, it is necessary to work together with local companies and stakeholders to develop and market sustainable and original culinary options. The Valencian gastronomic tourist experience may be considerably improved by encouraging cooperation among stakeholders, especially local eateries. Collaborative activities, such as food festivals, food trails, and educational programs, may help establish Valencia as a top gastronomic tourist destination in the future. In addition, cooperation among stakeholders is still essential for developing Valencia's culinary tourism industry. In sum, the survey findings pave the way for future studies of visitors' goals, preferences, and actions in the subject of gastronomic tourism in Valencia and provide important insights for both study and practice. These researches will help fill in the gaps in our knowledge of the gourmet tourism business and pave the way for innovative approaches to promoting destinations and creating new products.

6.4 Conclusion

In conclusion, this dissertation has successfully achieved its objectives by examining the impact of culinary fashions on Spain's event and tourism industries. Combining a work of deep investigation and literature review has been implemented to assess the economic impact of gastronomy tourism in Spain and explore the trends that are shaping the current gastronomy tourism market. The importance of Valencia's food to the Spanish tourist industry is shown by the results of a recent survey of 100 international visitors. Results showed that events with food as the major attraction are becoming more and more popular. This thesis also explored modern culinary movements and shed light on how the Spanish travel industry makes tactical use of food in promotional campaigns. It looked at how the Covid-19 pandemic affected people's views on food and how tourists spent their money in Spain. This thesis

added to the existing body of knowledge on Spanish food by investigating different culinary trends from a variety of angles. It included various instances that exemplified Spain's varied and expansive culinary scene.

The state of the city's food was revealed via the meticulous study of survey answers from a random sample of one hundred tourists. The tourist sector may use this data better meet the requirements of modern travelers. Particularly in the modern, globalized world, concerns about the environment, conservation, and the responsible use of natural resources all play important roles in molding dietary preferences, purchasing patterns, and overall perspectives on food. Event planners and the tourism industry as a whole may benefit from the rising demand for gourmet experiences by keeping up with these trends and integrating them into their offers. Jobs, tax income, and the growth of ancillary businesses were only some of the ways that the economic effect of gastronomy and wine tourism were highlighted. This dissertation has taken a deep dive into how food fads influence events and tourism in Spain. It has highlighted the need of appreciating and capitalizing on culinary traditions as a means of attracting tourists and boosting local economies. This research provides important information that may help event planners, tourist organizations, and governments in Spain capitalize on the rising importance of cuisine as a tourism draw.

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