THE PERCEIVED GASTRONOMIC IMAGE IN LA COSTA DAURADA

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AGENDA

- Objectives and Hypothesis
- Theoretical framework
  - The European Region of Gastronomy
  - Touristic Image
- Methodology
- Results and Analysis
- Conclusions and Further Researches
OBJECTIVES

◦ To discover if they recognize Catalan gastronomy.

◦ To know if there are stereotypes about Catalan dishes and wines.

◦ To find out the impact “Catalunya declared European Region of Gastronomy” has had.

◦ To identify if the gastronomy from Catalonia is known through its dishes or through its wines.

◦ To determinate if there are changes in the perception of the gastronomy through the touristic experience during the holidays stay.
HYPOTHESIS

“After visiting La Costa Durada during Easter Break (12/04/17-17/04/17), and thanks to Catalonia being declared European region of gastronomy 2016, the visitors know better the dishes and wines from the region”.

- Visitors from the following countries: United Kingdom, Germany, Belgium, Ireland and The Netherlands.
- Tourists who came during the Easter Break (12/04/17-17/04/17)
- Tourists who flew home from Reus airport during Easter break (12/04/17-17/04/17).
THE EUROPEAN REGION OF GASTRONOMY

- **Philosophy:** “Gastronomy is about much more than good food”
- **Aim:** “contribute to a better quality of life in European Regions by conserving food cultures and stimulating gastronomic innovation”.
- **Foundation:** IGCAT + regional partners + other institutions
- **Award:** Visibility, Cohesion, Credibility, Viability.
- **11 Focus areas**
CATALUNYA EUROPEAN REGION OF GASTRONOMY 2016

- July 2nd 2015 → Minho region
- **Ambassador:** Carme Ruscalleda
- Catalan gastronomy → 20% GDP
- 3 focus areas: Product, Territory and Gastronomy.
- Slogan: “We are earth, we are sea, we are gastronomy”
- Activities → Fairs, markets, touristic routes, gastronomic feasts, campaigns, guilds…
  - Alimentaria 2016
  - Welcome Farmer (Benvingut a Pagès)
  - IWINETEC
TOURISTIC IMAGE

- Touristic destination: concept difficult to describe → Different opinions
- “Tourist image is then the total sum of ideas, feelings, values, impressions, attributes and identities attached to a place, within both the perceived image by tourists and the representations projected by different actors, which are transmitted in certain contexts and through certain communication channels” (Mariné, 2013).

- Image → Complex
  → Multiple
  → Relative
  → Dynamic
METHODOLOGY

- Primary data → Survey
- Secondary data → Articles, thesis, books and websites

- Convenience sampling “use of conveniently located persons or organisations – e.g. friends, colleagues, students, organisations in the neighbourhood, tourists visiting a local popular attraction” (Veal, 2006)

  - The result cannot be considered as a representation of the whole population

- Sample error = 13.25%
SURVEY

- Reus Airport → procedures to interview the visitors
- From April 12th to April 17th (Easter Break)
- Tablet + “Google sheet” + DIN A3 support
SURVEY

- VARIABLES
  - Trip profile
  - General food behaviour
  - Catalan Gastronomy penetration
  - Reasons why they did not eat/drink typical dishes/drinks
  - Identification of typical dishes
  - Satisfaction and recommendation
  - Suggestions and improvements
  - Respondent profile
<table>
<thead>
<tr>
<th>According the freedom when choosing the answer</th>
<th>According the quantity of responses</th>
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<tbody>
<tr>
<td>Close</td>
<td>Dichotomous</td>
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<td>Open</td>
<td>Polytomous</td>
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<td>Mixed</td>
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- Likert Scale → measures attitude
- Open space for suggestions and improvements
RESULTS AND ANALYSIS

• Trip profile: Not 1st time, Hotels, 1 week, Salou
• General food behaviour: Half board, Accommodation
• Catalan Gastronomy penetration: Positive recognition, negative knowledge of DO
  • Paella, brochetas, prawns, calamari, ribs, sea food, arroz negro, tortilla, tapas, calçots, pinchos, rice with sea food, roasted meat, bread with tomato, omelette, alioli, jamón.
  • Montsant, sangria, cava, Priorat, I don’t remember the name
• Reasons why they did not eat/drink typical dishes/drinks:
  • Not offered
    • None stated → Because “I don’t like them” or “it’s too expensive”
  • They don’t like or drink it, not offering, it is more expensive
• Identification of typical dishes
  + Pa amb tomàquet, Cargols a la llauna, Canelons, Crema de St. Josep
  - Xató, Trinxat de col, Patata and mandonguilles amb sèpia i pèsoles

• Satisfaction and recommendation
  • Positive recommendation
  • Importance of gastronomy when choosing the destination ➔ 6-8
  • Favourite dish: “arroz negro”, “meat and vegetable in the barbecue”, “fideos and paella”, “sea food”, “jamón”, “orange and garlic sauce”.

• Suggestions and improvements

• Respondent profile: 21-44 y.o., UK, with the family
CONCLUSIONS

- Catalan Gastronomy → Spanish Gastronomy
- Neutral impact CERG’16
- No learning of Catalan Gastronomy
- Gastronomy more known for its dishes than for its wines
- Hypothesis → not true

CATALAN GASTRONOMY IS NOT AS WELL KNOWN AMONG THE VISITORS AS I FIRSTLY THOUGHT
FURTHER RESEARCHES

- Study of “Cartes” and menus in the restaurants
- Study of the gastronomic offer in the coast and in the interior
- Analysis of the socioeconomic and studies level
REFERENCES

- Google Images
- Mariné Roig, E. (2013). From the projected to the transmitted image: the 2.0 construction of tourist destination image and identity in Catalonia. TDX