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FOOD AND BEVERAGE WITH THE DESIGNATION OF ORIGIN: VALUE AND MOTIVATION TO CONSUME IN TOURISM

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Introdução

Gastronomy has become an important asset of the tourist experience beyond its utilitarian purposes (Richards, 2021). Food contributes to the quality of the tourist experience and is therefore a decision criterion for tourists (Soltani et al., 2021). Although the experience economy is an extensive topic of study, research related to cuisine and gastronomy and tourism is relatively scarce (Okumus, 2021; Tsai & Wang, 2017), and little attention has been paid to the places with more precise designations (Charters et al., 2017), such as Food and drink with a Designation of Origin (F&BwDO).

Problema de Pesquisa e Objetivo

Travelers interested in gastronomic experiences may have different interests and motivations related to expectations (Cordova-Buiza et al., 2021). Thus, we seek to contribute to and deepen knowledge about food tourism, especially the one performed amidst F&BwDO offerings, due to the scarcity of empirical studies that conceptualize, operationalize, and test the relevant constructs on consumption behavior for F&BwDO. This research focuses on investigating the profile of F&BwDO consumers and explores the main motivations and rewards sought by tourists for visiting F&BwDO-producing sites.

Fundamentação Teórica

The main factors found in the literature that influencing food and beverage consumption by tourists is the experience of tasting local food to learn about the culture, authentic experiences, escape from routine, interpersonal relationships, health concern and sensory appeal. (Jiménez et al., 2019; Andersson et al., 2017; Rid et al., 2014; Kim et al., 2009). Richards, (2021) argues that the value of the experience is determined by the customer throughout the experience. So, different dimensions of experience connect consumer, product, environment, producer, and other external actors.

Metodologia

This paper explores the main motivations and rewards sought by tourists to visit F&BwDO producing sites. This is a quantitative exploratory-descriptive work, using an Exploratory-Confirmatory Approach (E/CFA). The sample of 469 valid responses was collected online via a digital questionnaire.

Análise dos Resultados

The result identifies three motivational factors (gastronomic motivation, cultural interests, and search for otherness) for visiting F&BwDO producing destinations, which drive knowledge seeking and hedonic motivation. The final model showed good reliability, validity, and overall measures of fit

Conclusão

The results suggest that the search for knowledge and/or otherness favors cultural motivations and tourists' interest in hedonic-gastronomic rewards. Interest in pleasurable experiences through food identified with a region/culture/ethnicity is not necessarily linked to interest in the local culture but will be substantially reinforced if the tourists are eager to broaden their general knowledge or are interested in otherness. Suggested development strategies that stimulate cultural exchanges, since alterity is a key factor in this type of experience.

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