

DSOTT

DIVERSITY & SUSTAINABILITY
OPPORTUNITIES AND THREATS | 2023

31ST MAY - 2ND JUNE 2023
Coimbra, Portugal

BOOK OF ABSTRACTS



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18:23

Gastronomic moment with music

20:00

Gala dinner in Quinta das Lágrimas

OC - (195) - FOOD TOURISM AND STORYTELLING – A CONCEPTUAL FRAMEWORK

Marco Martins^{1,2}; Ricardo Guerra^{3,4,5}; Lara Santos^{6,7}; Luísa Lopes^{8,9}

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Proposal and Originality

Food tourism is embracing all over the world the existing rich storytelling traditions. It is now agreed that food tourism enhances the reputation of places, regions and/or countries and help them to gain a competitive advantage. This article examines the growing importance of food tourism and its relationship with local stories and traditions. The originality of this study resides on the fact that it provides a conceptual framework that can be helpful both to academics and to practitioners when theorising about or developing food tourism through storytelling.

Methodology

Being conceptual, our study resorted to a semi-systematic literature review, both to analyse and to structure food tourism and storytelling, but also because this is a very broad field full of designs, concepts and methods. In the end, a multi-dimensional conceptual framework is presented.

Results and Implications

One of the main challenges of today in the services sector when associated to food tourism are quality and customers' satisfaction. Results point out that consuming food is also about consuming stories and that storytelling enhances the experience lived by food tourists. This study also through our conceptual framework is contributing both to advance scientific knowledge but it has also clear practical implications. However, quantitative or mixed studies must be made to test our model.

Research Limitations

Being exploratory in nature, our conceptual framework still needs to be tested in food tourism when linked to storytelling.

References Version APA 6th or 7th Edition

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