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# Gastronomic Tourism And Territorial Development: The Case of Catalonia/ Gastronomischer Tourismus und Raumplanung

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## Zusammenfassung

Der Blick in die aktuelle Forschungsliteratur der multidisziplinär angelegten Tourismusforschung offenbart in der Verbindung von Gastronomie und Tourismus einen höchst dynamischen und gleichzeitig kreativen Beitrag, welcher zudem stetig an Bedeutung gewinnt. Die Tourismusindustrie und/oder die jeweiligen Bestimmungs-orte erkennen mittlerweile die enorme Bedeutung des Themas Ernährung, einerseits als Ausgangspunkt zur Diversifizierung einer touristisch geprägten Angebotspalette, andererseits zur Akkumulation einer lokalen, regionalen und nationalen Wirtschaftsentwicklung (WTO 2012). Am Beispiel der spanischen Region Katalonien zeigt sich allerdings, dass Gastronomie weit mehr als eine aktuelle Modeerscheinung des 21. Jahrhunderts ist. Deutlich wird dies unter dem Hinweis, Gastronomie aus Katalonien als zentralen Bezugspunkt einer öffentlich hergestellten Tourismuspolitik (Stichwort: kulturelle Identität) zu begreifen und jegliche Kommunikation, Planung, Verwaltung und Werbung (besonders deutlich: Strategic Tourism Plan of Catalonia, kurz: PETC 2005–2010 bzw. 2012–2016) auf diesen Umstand hin auszurichten (Jiménez 2011) nicht zuletzt im Hinblick auf die für Katalonien so wichtige Abgrenzung zu anderen spanischen Regionen (Llagostera 2009). Öffentliche Eingriffe in die Entwicklung eines als katalanisch verstandenen Tourismusangebots ist höchste Bedeutung beizumessen. Vor dem Hintergrund der politischen Entwicklungen der letzten acht Jahre innerhalb Spaniens hat die autonome katalanische Regionalregierung („Generalitat de

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Catalunya“) nicht überraschend eine noch größere Rolle in der Tourismusgestaltung wahrgenommen (López Palomeque 2004), was insbesondere die Diversifizierung zum sogenannten Strand- und Sonnentourismus anbelangt. Die vorliegende katalanische Fallstudie greift jene Informationen auf. Unter der Mithilfe von quantitativ angereicherten Informationen werden die Möglichkeitsbedingungen bzw. das Potenzial des Themas Gastronomie und Tourismus aus Katalonien untersucht und als Instrument zur Förderung einer territorialen Entwicklung begriffen. Hierauf aufbauend werden zehn grundlegende Merkmale definitorisch dargelegt, wobei jedes jener Attribute zuvor mit der in der Literatur hierzu vorgesehenen Merkmalen zur Kennzeichnung einer lokalen und regionalen Entwicklung gegengelesen wird. Durch die methodologische Hinzuziehung von SCA und SPSS wird ferner die vielschichtige Beziehung von Ausprägungen bzw. Kategorien einzelner Variablen (Tourismuskategorien bzw. Tourismuseigenschaften) bestimmt. Das Ziel der Studie ist die Verdeutlichung der jeweils unterschiedlichen Ausgangsbedingungen von Variablen (im vorliegenden Fall bedeutet dies katalanische Marken bzw. inhaltlich zusammenhängende Subregionen bzw. Landkreise innerhalb Kataloniens) im Hinblick auf eine erfolgreiche Übersetzung der katalanischen Tourismuspolitik. Angesiedelt an der Schnittstelle zwischen Politik, Wirtschaft und Gesellschaft liefert die vorliegende Untersuchung einen wertvollen Beitrag für zukünftige Planer und/oder Entscheidungsträger der Verbindung von Gastronomie und Tourismus, sei es auf lokaler oder regionaler Ebene. Vier Kapitel sind nachfolgend zu unterscheiden. Während die aktuelle Forschungsliteratur und die theoretische Einbettung in Abschn. 13.2 vorgestellt werden, ist Abschn. 13.3 dem methodischen Zugang gewidmet. Nach der Darlegung von Möglichkeiten einer lokalen Entwicklung auf der Grundlage der Untersuchungsergebnisse (Abschn. 13.4), werden in Abschn. 13.5 mögliche Schlussfolgerungen zusammengefasst.

#### Schlüsselwörter

Gastronomic Tourism · Territorial Development · Catalonia · Tourism Brand

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### 13.1 Introduction

Gastronomic tourism as a tourist phenomenon has grown considerably and has become one of the most dynamic and creative tourist sectors. Both the tourism business and tourist destinations have realized the importance of food for diversifying their offer and boosting local, regional and national economic development (WTO 2012). In the case of Catalonia, gastronomy is very much a fashionable trend and the subject of much interest since the beginning of the twenty-first century. This is reflected in the use of gastronomy as a central component of the identity of Catalan tourism policy and, in turn, it has formed a central tenet in the planning, management, promotion and communication of the tourist offer in Catalonia (Jiménez 2011) and a distinguishing feature of tourism to the area (Llagostera 2009). This is clearly reflected in the Strategic Tourism Plan of Catalonia (PETC) 2005–2010 and the subsequent Plan 2012–2016. Public intervention in the development of Catalonia's tourism has been of significant importance. Over the last eight years, the autonomous government, the Generalitat, has taken a greater role in the management of tourism throughout Catalonia (López Palomeque 2004), in which time the government has opted for the diversification of its tourism, seeking to relocate an activity that was traditionally focused on the "sun and beach" tourist sector. The current case study conducted in Catalonia (Spain) seeks to examine the potential of gastronomic tourism as a mechanism for foster territorial development based on quantitative information gathered to build a definition of ten basic attributes that make up gastronomic tourism in Catalonia. Each of these attributes is confronted to eight main characteristics of local and regional development based on literature review. The analysis includes the application of the technique "Simple Correspondence Analysis" (SCA) using SPSS software as a tool to determine the relationship between categories of two variables (tourism brands and attributes), as well as the similarities between the categories of one variable with respect to the other. The analysis reveals which tourism brands (as regions that include counties with similar touristic features) are more suitable to achieve territorial development within the current Catalan gastronomic situation. The study provides useful insights for planners and decision makers interested in instigating gastronomic tourism actions not only at the local but also at the regional level. The paper is organized into five sections. The first section presents the study area and the theoretical framework related with territorial development. The second one presents the methodology. The third reports the tourism brands and its possibilities of local development based on the results achieved. Finally, the fourth and final section presents the conclusions.

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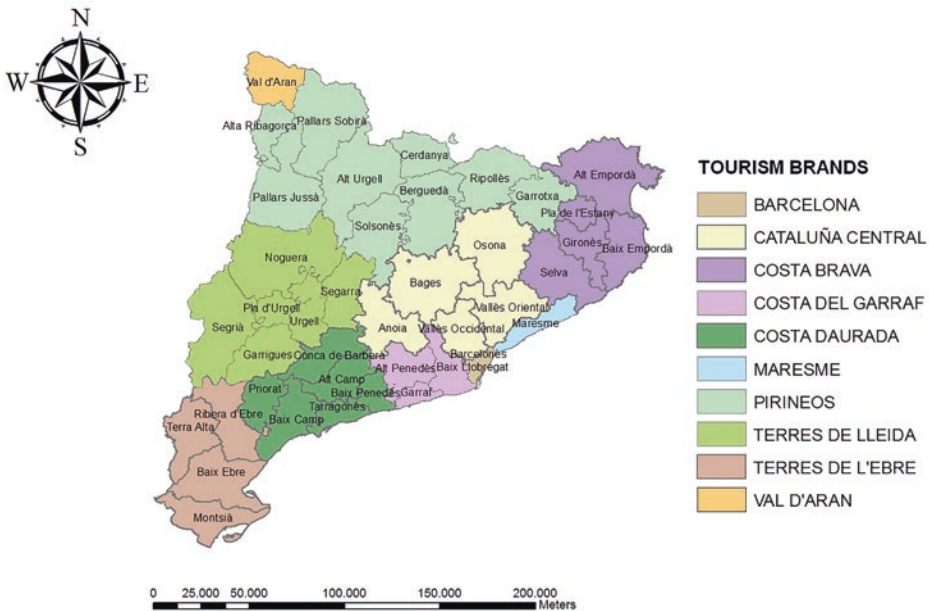
### 13.2 Catalonia and its Tourism Brands

Tourism in Catalonia is defined according to Arcarons i Simo (2009) as a global brand (Catalonia) with ten separate brands covering the whole of the region (Barcelona, Costa Brava, Costa Daurada, Costa del Garraf, Costa Barcelona-Maresme Maresme, Cataluña

Central Central Catalonia, Pyrenees, Terres de l’Ebre, Terres de Lleida, Vall d’Aran). However, the promotion of the brand “Catalonia” as a whole continues to pose, as the author mentions, greater complexity than the territorial brands, which have a much clearer tourist offer (see Fig. 13.1). The brands are configured as the fundamental division of the territory into separate tourist areas and have been largely the initiative of the Government of the Generalitat of Catalonia. However, their implementation at the smaller scale has typically depended on the local authorities where organizational figures, such as the tourist consortia, have greater relevance (Arcarons i Simo 2009).

### 13.2.1 The Context of Local and Regional Development

Tourism can facilitate the diversification of the rural community, and for marginal, isolated and peripheral areas, it can also serve as a vehicle for economic and social regeneration and development (Boniface 2003). In the field of economics, the development of gastronomic tourism contributes to the horizontal integration of the traditional primary production function with that of a specialized tertiary function, increasing, as Armesto and Gómez (2006) argue, the sources of income and improving the levels of income and employment for local people (especially women). However, for gastronomic tourism to become a genuine option for development, there have to be good links between the



**Fig. 13.1** Tourism Brands of Catalonia. (Source: Authors own based on Catalan Tourist Bureau, 2012)

production of raw materials, the food that makes up the dishes that are served to the tourists and the tourism industry (Schlüter 2009). According to Pike et al. (2006), the various definitions and conceptions of development serve to emphasize its different facets at local, regional, national and increasingly supranational levels, aspects which have evolved to incorporate what is important locally and regionally. Development is, therefore, a fundamentally geographical term. Local places and regions are causal or explanatory factors of economic growth (Scott and Storper 2007). The local and regional levels are socially constructed spatial scales via which social processes evolve (Hinrichs 2003).

According to Pike et al. (2006), citing Anderson (1996), the territory refers to spatial units defined under the jurisdiction of political and/or administrative authority. As such, a territory might constitute a city, a region or the nation state. The territory gives geographical and institutional shape to spaces of local and regional development. It can be seen that the various theoretical approaches taken to explain local and regional development can vary markedly; however, the concepts and theories that can be used in its interpretation are closely related to responses to questions about the kind of local and regional development and for whom it is intended (Pike et al. 2006). The focus taken in this paper is not grounded on Keynesian territorial development approaches based on demand, which seek to explain how regions are developed from the outside as a result of the regional export of goods and services. Here, local and regional development are seen as forming part of an endogenous approach which incorporates the institutional and socio-economic focuses that seek to explain the characteristics and underlying forms of development, of a unique set of local assets and the 4 endogenous economic capabilities on which local and regional competitiveness are constituted and established (Lüthi 2011).

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### 13.3 Methodology

The heterogeneity of the subject studied, requires a range of information sources. The data collection techniques require the adoption of information search methods combined with secondary data collection and with the systematic observation of the phenomenon. The review of the literature includes related documentary sources centred on an initial examination about gastronomic tourism in Catalonia published by the Catalan Government (Generalitat) and the various government bodies involved in the promotion of this type of tourism, as well as studies of various public and private institutions which are linked in one way or another with this activity.

Forming part of the secondary quantitative data collected, a database prepared by the Consortium of Trade Crafts and Fashion of Catalonia, (CCAMC), an affiliate body of the Generalitat, was examined. The database is available at the “Gastroteca” website. The site consists of a public database including all those producers, distributors, hotels, restaurants and generally any establishment that has a significant proportion of Catalan food products in its agri-food supply. Furthermore, secondary information related with gastronomic activity (e.g. food fairs, food events, food associations, artisan enterprises, food

museums, quality labels, -PDO, IGP, etc.) was gathered and analysed. The primary information has been obtained based on the mentioned database. From the 2459 data records provided by the Consortium we eliminated those related to wine (or which were blank) obtaining a total of 1703 records. Of these, 1333 (78 %) correspond to producers, 370 (23.13 %) to distributors and 401 records to “restaurateurs”, all located in the regions of Catalonia. We also determined the number in each category by “tourism brands”. In order to examine the potential of gastronomic tourism as a mechanism for foster territorial development based on the quantitative information gathered to build a definition of ten basic attributes that make up gastronomic tourism in Catalonia. Therefore, a bivariate analysis was conducted in relation to issues concerning local and regional development – a simple correlation analysis was run to represent categories of two variables in a small spatial dimension by using the application of the technique “Simple Correspondence Analysis” (SCA) using SPSS software as a tool to determine the relationship between categories of two variables (tourism brands and attributes of local and regional development), as well as the similarities between the categories of one variable with respect to the other.

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### 13.4 Tourism Brands and Possibilities of Local Development

To explore in-depth, the possibilities presented by gastronomic tourism for Catalonia’s tourism brands in terms of their local development, each brand is evaluated according to ten attributes. These include criteria that form an intrinsic part of gastronomic tourism and which reflect the characteristics of local and regional development (see Table 13.1). The aim is to identify which brands contribute to development thanks to their gastronomic tourism.

To do so, the eight main characteristics of local and regional development can be included in the ten basic attributes that make up gastronomic tourism in Catalonia. Some of these criteria (degree of co-operation and collaboration between stakeholders, products with designation of origin and gastronomic resources) have been applied to analyze gastronomic destinations (see Sánchez Miravet 2012).

The following table shows the data that gather the criteria and characteristics of local and regional development. These permit the application of the technique “Simple Correspondence Analysis” (SCA) using SPSS software as a tool to determine the relationship between categories of two variables (tourism brands and attributes), as well as the similarities between the categories of one variable with respect to the other. Therefore, the Table 13.2 that was built for the analysis includes the frequencies for each tourist brand mark in relation to each attribute.

A statistical significance was found after applying Pearson’s chi-squared test, which indicates a relationship between the two variables presented in the above table (tourism

**Tab. 13.1** Local and regional development, gastronomic attributes and criteria selection. (Source: Author's own 2012)

Main futures of local and regional	Gastronomic attribute	Selection criteria
Integral	Producers Distributors Restaurateurs	All producers, distributors and restaurateurs per tourism brand participating in the Gastroteca were taken
Endogenous	Gastronomic Associations	They are popular based organizations interested in gastronomic tourism
Balance	Craft Enterprises	They are a minority within agrifood sector
Popular based	Fairs and events	There is a cooperative spirit within these collectives
Cooperative	Cuisine collectives	There is a cooperative spirit within these collectives
Ecological	Quality brands DO, IGP	These brands in many cases look for an environmental balance
Socio cultural	Food museums, food fairs and events	These resources reinforce the local culture and the Catalan cuisine

brand and attributes). It was therefore decided to apply the simple correlation test for data reduction to two dimensions and thus obtain a better explanation and understanding of the model chosen to represent the tourism brands with the greatest possibilities of contributing to local development thanks to their gastronomic tourism sector. Table 13.2 shows the variables and their categories and identifies those that are most closely related or that have similar characteristics (i. e. points lying closest together show greatest similarity and strongest relationship). As Fig. 13.2 shows, Barcelona as a tourism brand is confirmed as being quite distinct from other tourism brands and is more closely related with such attributes as Michelin-starred restaurants or artisan business. However, brands such as the Maresme and the Costa Brava have a stronger association with such attributes as “food fairs and events”, that is with a more popularly based local and regional development.

However, to establish a desirable scenario for an “ideal tourism brand”, one that achieves maximum values for each of the attributes, except those for the producers, retailers and restaurateurs<sup>1</sup>, this “ideal” is primarily associated with three attributes: a)

**Tab. 13.2** Gastronomic attributes by tourism brands – Simple Correspondence Analysis (Source: Author's own 2012)

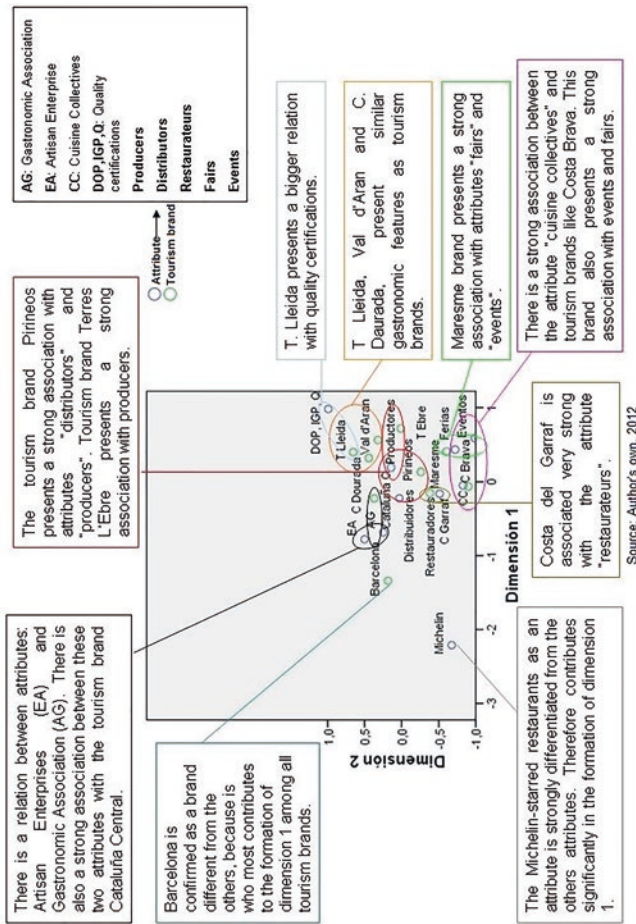
Attributes	Tourism Brands									
	Barce-lona	Cata-luña central	Costa brava	Costa del garraf	Costa dau-rada	Bar-celona maresme	Piri-neos	Terras de lleida	Terres de l'ebre	Val d'aran
Artisan Enterprises	50	78	15	23	44	10	26	11	11	0
Gastro-nomic Association	49	40	28	26	19	13	18	44	7	0
PDO, PGI, Q LABELS	10	17	11	2	54	7	9	42	43	1
Michelin Restaurants	22	6	14	0	2	1	6	0	0	0
Events	5	18	53	26	33	30	45	13	34	0
Fairs	3	17	26	11	10	11	25	13	14	0
Producers**	73	294	116	93	155	58	333	171	97	4
Distributors**	68	71	39	35	56	12	112	36	48	1
Restaurants**	46	50	65	39	40	12	89	19	39	2
Cuisine collectives	1	2	4	3	2	0	4	1	1	0

\*\*\* Stakeholders frequencies by tourism brand include everyone in the database provided by Gastroteca

gastronomic associations, b) producers and c) distributors, i. e. the “integral” and “endogenous” characteristics of local and regional development (see Fig. 13.3).

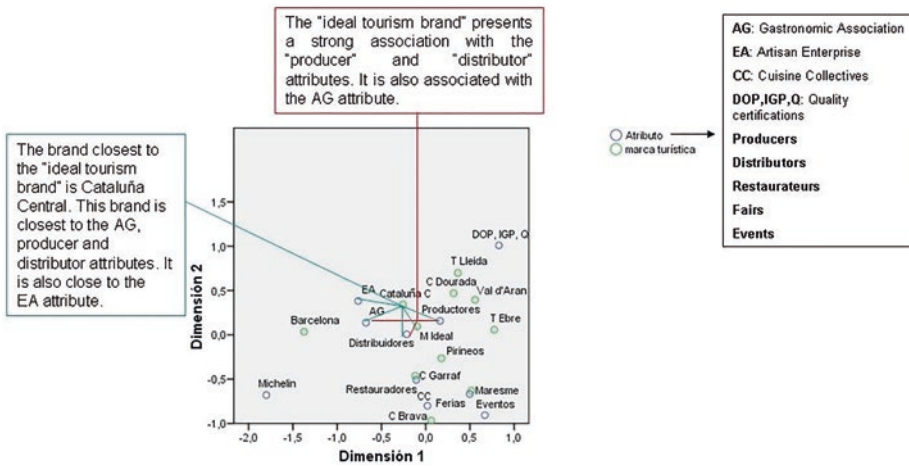
Thus, the Cataluña Central tourism brand, when considered under this “desirable” scenario, is actually the one that most closely approximates to the “ideal brand”, and as such has the greatest potential for contributing local development via the exploitation of its gastronomic tourism. Local development might, therefore, be attributable to gastronomic tourism. However, as evidenced by the SCA, it requires a strengthening





**Fig. 13.2** Catalonia’s Tourism brands and gastronomic attributes which contribute to local and regional development (result of SCA). (Source: Author’s own, 2013)

of those elements that can be considered as providing the underlying structure of local development, including all the actors involved in the production, marketing and promotion of artisan firms, as well as the constant strengthening of social initiatives such as gastronomic associations. 1 For the input of these attributes to the model, we opted to include half the maximum value, given that it would be both difficult and unrealistic to expect all tourism brands to present a maximum value given the restrictions imposed by a territory’s resources. In other words, it would be virtually impossible for all tourism brands to have the same number of producers, distributors and restaurateurs.



**Fig. 13.3** Catalonia's Tourism brands and its position with relation to an "ideal tourism brand" defined by features linked to local development. (Source: Author's own 2013)

## 13.5 Conclusions

The case of Catalonia, suggests that the increased activity recorded by certain gastronomic tourism brands is associated with a higher concentration of cuisine collectives, gastronomic associations and Michelin-starred restaurants as forms of business organizations. The new forms of organization like cuisine collectives are increasingly visible and are being extended to other commercial areas. Thus, they are not exclusive to the restaurant business, but rather sectors such as production, processing and marketing are beginning to adopt these new organizational proposals. It was observed based on the SCA that Barcelona tourism brand is characterised by a concentration of gastronomic activity which acts as a centre of creativity and innovation, while its territorial resources provide it with obvious competitive advantages for gastronomic tourism. These advantages are strengthened by the role played by institutions and organizations in reducing uncertainties and guiding the coordination of collective action in a process of innovation (Pike et al. 2006).

Barcelona as a centre of attention and knowledge production leads the way with its actions and sets the trends that are subsequently taken up by the other coastal tourism brands (Garraf and Maresme) that also boast considerable gastronomic activity. A further example is provided by the Costa Brava which has established itself as the region with the largest number of cuisine collectives in Catalonia, many gastronomy associations and as home to the gastronomic Forum. It is also ranked second in terms of the number of Michelin-starred restaurants, and hosts many food fairs and events. These initiatives can all be attributed to the generation and transfer of knowledge. It can thus be argued that the brand is a reflection of the territory's local, social and institutional contexts, which

are associated with the recognition in this niche market of an entrepreneurial spirit that moves the firms and encourages them to cooperate and collaborate in order to legitimize their actions. It may be claim that gastronomic tourism fulfils the basic assumptions for local and regional development considered in endogenous terms. As such, the contribution of this phenomenon to the local development of a set of counties being promoted as tourism brands can meet with success as long as the institutions help to strengthen the relational elements for the benefit of the actors. These include associations, organizations (and other forms of interaction), artisan production and the promotion of speciality products. In short, it is important to foster a bottom-up approach, where the institutions are often an integral element in overcoming the obstacles to development (Pike et al. 2006).

Finally, it is recognized the potential of gastronomic tourism as a territorial catalyst not only in economic, but also social, cultural and environmental. However, its consequences must be seen as the ability to promote craft enterprises, promote the inclusion of producers, distributors and restaurateurs and strengthen gastronomic associations, these elements are consider as “ideals” on the road to foster local and regional development as a result of gastronomic tourism.

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