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The role of a high-quality restaurant in stimulating the creation and development of gastronomy tourism

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ABSTRACT

The aim of this research is to determine the role played by a Michelin-starred restaurant, such as El Celler de Can Roca, in stimulating the creation and development of gastronomy tourism products. This research is qualitative and descriptive, using the method of indirect observation and in-depth interviews. It was found that the restaurant object of study contributes to stimulating the creation and development of gastronomy tourism products, since it was possible to identify components and characteristics in its activities, innovation process, discourse and philosophy that add quality to the products and services offered by gastronomy tourism. This study contributes to expanding research on Michelin-starred restaurants, which boost local economies through tourism and its effects, as well as leading to new ways of thinking about gastronomy, beyond the academic relevance of the subject, since haute cuisine restaurants attract little research outside the field of management.

1. Introduction

For the tourism activity, the 21st century presented significant changes in the demand profile (behavior, needs and expectations), requiring significant changes in the communication, promotion and services (Lew et al., 2014). Tourists are more experienced, with more purchasing power and leisure time to travel (WTO, 2012). Consequently, they are looking for concrete learning experiences, which is a fundamental feature of cultural tourism (Richards, 2002; Donaire, 2012).

Food has become an emerging theme for the tourism and hospitality industry. The World Tourism Organization with the purpose of giving guidelines to the sector, produced in 2012 the first report on worldwide gastronomic tourism with policies of development and promotion. For Hjalager (2010) the gastronomy has become an important element of diversification, definition of regional brand and image. However, for the authors Kivela and Crofts (2005) food is an element of local culture that represents the history, habits and traditions of the community or its geographical aspects. Therefore, gastronomy is essential for the singularity of tourism activity, not only because it is the central experience, but also because it has become a significant source of identity formation in postmodern societies (Richards, 2002).

In the field of gastronomy, chefs have become celebrities in recent years and this phenomenon can be seen as a manifestation of the

historical evolutionary pattern of eating habits and consumption observed mainly in Europe (Jacobs and Scholliers, 2003). Therefore, Michelin star restaurants are strongly introduced within this postmodern paradox and respond to the needs of a new customer profile: gastronomic, gourmet or foodies - with a passion for eating and learning about food (Cairns et al., 2010). They are tourists who adopt practices related to food that reflect a certain set of privileged values over others (Naccarato and Lebesco, 2012).

Considering that Michelin star restaurants receive vigorous media attention and a considerable flow of customers, these establishments are intrinsically responsible for local dynamism. The three-star Michelin restaurant, El Celler de Can Roca, articulates and declares a true discourse on its principles and philosophy rooted in the region (Aulet et al., 2016) and attracts a significant volume of tourists (Serra et al., 2016). In view of this, the present study has as a rese: Does a Michelin star restaurant, such as El Celler de Can Roca, offer new perspectives for the creation and development of gastronomy tourism products?

In this context, studying this theme advances the understanding about the contribution of Michelin star restaurants in the dynamization of territory through tourism activity and its effects. In addition to the search for new ways to think about gastronomy and gastronomy identities, besides of the academic relevance related to the subject, since according to Lane (2010), high-gastronomy restaurants attracted little

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systematic research outside the management area.

2. Tourism and gastronomy

The brief overview of food and tourism literature is provided to better conceptualize gastronomy tourism, pointing out different terms and definitions in interconnected or associated way.

Food and beverages are essential elements of the tourism experience (Hall and Sharples, 2003), encompassing the food service sector. The social and cultural significance of food has been the object of study, including new perspectives for tourism (Bessière, 1998; Hall and Macionis, 1998; Hjalager and Corigliano, 2000; Hall and Mitchell, 2000; Hjalager, 2002; Wolf, 2006) and are considered a fundamental form of attraction for tourist demand (González Turmo, 2007).

Food also embraces a range of gastronomic opportunities for tourists (Quan and Wang, 2004; Mc Kercher et al., 2008). Thus, the food and wine are significant components of contemporary lifestyle and have become an important part of tourism development and a new niche market (Hall and Mitchell, 2000; Kivela and Crofts, 2005). It is important to emphasize that food and eating contribute significantly to the images a traveler holds the destination (Hjalager and Corigliano, 2000). Thus, food became a distinctive position in a developing tourist destination (Quan and Wang, 2004), making whole nations or cities resort to their unique culinary appeal (Cohen and Avieli, 2004). In this way, there is a wide range of opportunities and initiatives for the development of food tourism products (Smith and Xiao, 2008).

The terms related to "food tourism" include *culinary, gastronomy, cuisine, gourmet, tasting and wine tourism* (Hjalager, 2002; Smith and Xiao, 2008; López-Guzmán and Sánchez-Cañizares, 2012) and can be defined as visitation to primary and secondary food producers, food festivals, restaurants and local food tasting sites (Hall and Mitchell, 2000).

Therefore, this work adopts the gastronomy tourism - like the other terminologies - as a cultural practice and typical cuisine as a sensory and experiential heritage. Therefore, the relationship between culture and gastronomy tourism is better understood, when the activity offers or reflects an authentic experience (Bessière 1998; Jones and Jenkins, 2002; Hall and Sharples, 2003; Long, 2004).

The attractions on food are presented in the literature by many authors as subsectors of gastronomy tourism, such as agro-tourism, farmer's market with local menu and produce (Telfer and Wall, 1996), including special events such as food festivals or cooking holidays (Hall and Sharples, 2008). In general, this new generation of "gastro-attractions", so called by Scarpato (2002), improves local tourism, promoting gastronomy culture, building diversity, multi-ethnicity and global exposure. And, if tourism is properly developed, it is considered an important vehicle for providing sustainable tourism (Everett and Aitchison, 2008; Sims, 2009).

Since food is a point of convergence among production, treatment, storage, transportation, processing, cooking and food preparation (Corigliano, 2002), many actors are involved in the development of gastronomy tourism. The main ones are: the restaurateurs: that form the complementary supply sector of the tourist offer (Smith and Xiao, 2008); The institutions: that are the companies or organizations that realize the interrelationship between the offer and the tourist demand; Producers: a partnership that enables the creation of relationships with consumers, increases the margin of sales and the exposure of products, builds brand awareness and loyalty, generating feedback (Hall and Sharples, 2003).

Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promote local economic development, involve different professional sectors (producers, chefs, markets, artisans, etc.) and brings new uses to the primary sector.

3. The province of Girona and gastronomy

The Catalan cuisine emerged from the combination of centuries of influences of other peoples and cultures that settled in the territory - Iberians, Phoenicians, Greeks, Romans and Arabs, and that in the fifteenth century incorporated products from America, being today a mixed kitchen (Aulet et al., 2016).

The province is made up of gastronomically marked regions for its *terroir*, which generates special flavors, between sea and mountain, and has different products such as anchovies - Alt Empordà, shrimp - Palamós, bovines and derivatives - Cerdanya, products with volcanic assets - Garrotxa, lamb and duck - Girona, mushrooms - Ripollés and sausages - La Selva (Vilà, 2016).

The Mediterranean Diet was recognized as an intangible cultural heritage by UNESCO in 2010, because it is nutritious, healthy diet and characterized by the cultivation and consumption of olive oil, fruits, vegetables, fish and seafood, some grains and wine as well such as the skills, knowledge, practices and traditions related to the production and consumption of these foods. The social practices at the table, the behavior and the creation of personal ties among the diners were also reasons for their recognition.

In recent years, governments and institutions have recognized the value of gastronomy, placing food as a priority not only to promote a sense of authenticity and local identity, but also to protect products originating from the land, ecological awareness, to stimulate exchange between cultures and improve health. To this end, strategic and management plans for gastronomy have been developed.

Since 1992, the European Union has initiated a policy of regulating the differentiation of its agricultural products. It currently has a regulation adopting provisions on protected geographical indications (IGP), designations of origin for agricultural products and foodstuffs (DOP) and the traditional specialty guaranteed (TSG), which are organized and recognized with the use of specific community symbols in the labeling. Consequently, many social benefits are achieved, such as the dynamization of rural activity, objective information to consumers and increase of farmers' income (European Union Law, 2017). These types of official instruments also benefit the construction of an image of local food or taste, creating a commercial context that can also work with the tourist imagination (Timothy, 2016). This image, created directly with the product's designation of origin, allows tourists a greater approximation to the receiving community, becoming a mechanism for the recognition and interpretation of culture and traditions, thus valuing producers, distributors and markets, restaurants with local cuisine, handicrafts and souvenirs related to gastronomy.

Catalonia has been declared "European Region of Gastronomy 2016", for its distinctive cuisine, territory and products. A recognition that "reveals the quality of its agro-food and tourism heritage and symbolizes the excellence of its products, its cuisine and its traditions" (Catalan Tourism Agency, 2017, pp. 7). The aim of this project was to disseminate knowledge to stimulate quality of life, sustainability and innovation in the field of food, as well as promote services, food cultures and tourism (European region of gastronomy, 2017).

Therefore, Girona was part of the "Gastronomy and Enotourism", plan of the Catalan Tourism Agency in 2016, which sought to promote actions linked to the gastronomy and enotourism tourism experience, through its traditional cuisine, wines, Products and territory, with a focus on the quality of products and services. Other important projects are also in process, such as the "Cuina Catalana" brand, which since 2001 seeks to position traditional cuisine in the territory as a cultural mark identifying a quality seal of the dishes and products that establish Catalan cuisine (Fundació Institut Català de la Cuina, 2017).

Another important factor in the promotion of Catalan cuisine is the work of the Catalan government, *La Generalitat*, which has been carrying out actions and supporting projects throughout the territory, such

as the "Gastronomy Plan of Catalonia", with the aim of making known the variety and quality of the gastronomic proposals of the region, its identity, its patrimony and valorization. For Pujol (2009) are actions that clearly indicate the centrality of gastronomy as a cultural signifier has achieved in Catalonia.

The Tourist Agency Costa Brava Girona, in 2016 invested around 9000 euros in communication campaigns and gastronomy diffusion and 1300 euros in the promotion of the DO *Empordà* wine route and the *Vívido* festival. And promotional actions related to gastronomy, such as participation in 16 international specialized fairs, 12 fairs in Catalonia and 4 fairs in Spain; Creation of the club of culture and identity and of the club of enogastronomy; Training days; Publication specialized reports; Promotional video - Food & Wine Experiences; Actions with mediation channels (bloggers, journalists and others); Program - Welcome to *Pagès*; And actions aimed at the final public such as the Costa Brava Food Truck, supply markets and the Instagram campaign: "Your foodie city".

The region is also characterized by having the highest concentration of Michelin star restaurants in Spain (54 establishments in 2017 - totaling 68 stars) followed by the Basque country and Madrid. It presents an imaginative, creative, avant-garde and constantly evolution cuisine. Many of their chefs are part of the so-called gastronomy revolution that initially started with Ferran Adrià, followed by many others such as Carme Ruscalleda (Catalan cuisine ambassador) and the Roca brothers, who make a link between the kitchen and its surroundings (food, Territory, landscape and culture).

Thus, the region is very well marked by its aspects related to food, presenting a great evolutionary potential for new products of gastronomy tourism and future application to the creative city of gastronomy by Unesco.

4. Methodology

This research is qualitative and descriptive. For Flick (2009) the qualitative research presents the pertinence of methods and theories, encompassing the perspectives of the participants and their diversity, denoting the reflectivity of the researcher and the research, being able to adopt a variety of approaches and methods, having the objectives directed to provide in-depth interpretive data for understanding the social world.

The research was divided into phases. Being the first one formed by bibliographical and documentary research, that for Martins and Théophilo (2009) the documentary and bibliographic research have several similarities and their difference is in the nature of the sources. The second is characterized by indirect observation, which serves as a support the validation of the research, helping the researcher to have a better understanding of the context and phenomenon study (Whyte, 1991; DeWalt and DeWalt, 2002; Mason, 2002). The third phase consists of the fieldwork, which aims to investigate possible cause and effect relationships between a particular fact or phenomenon (Foddy, 1996). Moreover, the fourth phase is characterized by the analysis of results.

For this research, it was sought a Michelin-starred restaurant that presents its creative and innovative performance based on cultural and territorial interaction, incorporating local products, tradition, history and identity. Therefore, as data-collection procedures we opted for indirect observation and in-depth interview.

Initially, a technical visit was carried out by all the premises of the restaurant on 10/18/2016. Where it was possible to understand its operation, the relation with customers (reservation system, food service, winery, others), the operation of the kitchen, the purchasing department, the press office, the projects, the research and innovation department, among other important elements.

But, although the main focus of this investigation is the restaurant El Celler de Can Roca, all other establishments of the Roca Group were visited and observed for a greater understanding of the activities, brand

philosophy and underlying dimensions (with the exception of the *Espai Mas Marroch* and *La Masia* - where an in-depth research was conducted with the person in charge of the place).

Therefore, visits, observations, tastings and informal conversations with the employees of the Can Roca Restaurant were carried out on 03/23/2017 and 03/04/2017; *Rocambolesc* on 03/03/2017, 03/11/2017, 03/19/2017 and 03/31/2017; *Roca MOO y Roca Bar* on 04/24/2017; Exhibition in 30th anniversary celebration of the restaurant "From the Earth to the Moon" in 02/11/2017, 03/15/2017 - guided visit and 03/24/2017.

In addition, two individual and in-depth interviews were conducted with the objective of understanding the meaning that respondents attribute to issues and situations (Marthins & Théophilo, 2009). A separate semi-structured script was used to conduct each of the interviews that were recorded and later transcribed, carried out with two key employees of the restaurant, one person responsible for managing the clients and the other responsible for the innovation nucleus. Both interviews were carried out on 04/07/2017 with the duration of approximately one hour each. The interview can take different forms, but with a fundamental characteristic that is the opportunity for a detailed, deep and rooted investigation of the personal perspectives of the interviewees, for a deep understanding of the context of the phenomenon observed (Berg, 2000).

After collecting the data, attention had been directed to analyzing and interpreting the information in a coherent and organized way. The interviews were transcribed and content analysis was performed on the questionnaires applied.

5. El Celler de Can Roca - 30 years evolving to gastronomy

The history of the restaurant El Celler de Can Roca, points out essential aspects for the understanding of the kitchen of the Roca brothers. The restaurant was inspired by the parents' restaurant (Josep Roca and Montserrat Fontané) - Can Roca Restaurant - opened in 1967, located in the Costa Brava - Pirineu region, one of the main tourist areas of Spain. The restaurant opening to the present day, offers simple service and traditional Catalan cuisine. The brothers are the third generation of family members who dedicate themselves to a restaurant, their grandparents (Joan and Angeleta) have invested in a hotel and restaurant in the region of La Garrotxa (Aulet et al., 2016).

Joan - *Chef*, Josep - *Sommelier* and Jordi *Pastry Chef*, learned in these environment typical recipes, traditional ways of preparation and cultural values intrinsic to the food heritage. Recently, the serving and consumption of food, become a global industry, of which tourism is an important part and restaurants have become a tourist attraction because they are places where experience is obtained (Muler, 1999). With El Celler de Can Roca it's no different. By means of technique and innovation, the restaurant opened in August 1986, offers its guests more than a meal, but an experience full of local ingredients associated with the landscape, with meanings, reflections and ethical and aesthetic values, presented by artistic, magical, innovative and technical. The booking process is simple, but very competitive, customers are currently waiting for 11 months to complete their request.

The brothers studied at the School of Hospitality and Tourism of Girona and continued formation in other specialties, presenting in addition to the preparation, an ample and solid knowledge that is evolutive and innovates the local and global gastronomy. Each year the restaurant receives about 400 formal requests from trainee students from various parts of the world interested in the transmission of knowledge from Roca (Serra et al., 2016).

The recognition of the restaurant is explicit by its awards. In 1995 it received the first Michelin star, in 2002 the second and in 2009 the third. The Michelin star system in Europe is the most respected ranking for quality or haute cuisine in Europe, inspiring tourists and consumers who enjoy luxurious dining and great food. The Michelin empire began in France in 1890 with the auto industry. The guide that was initially

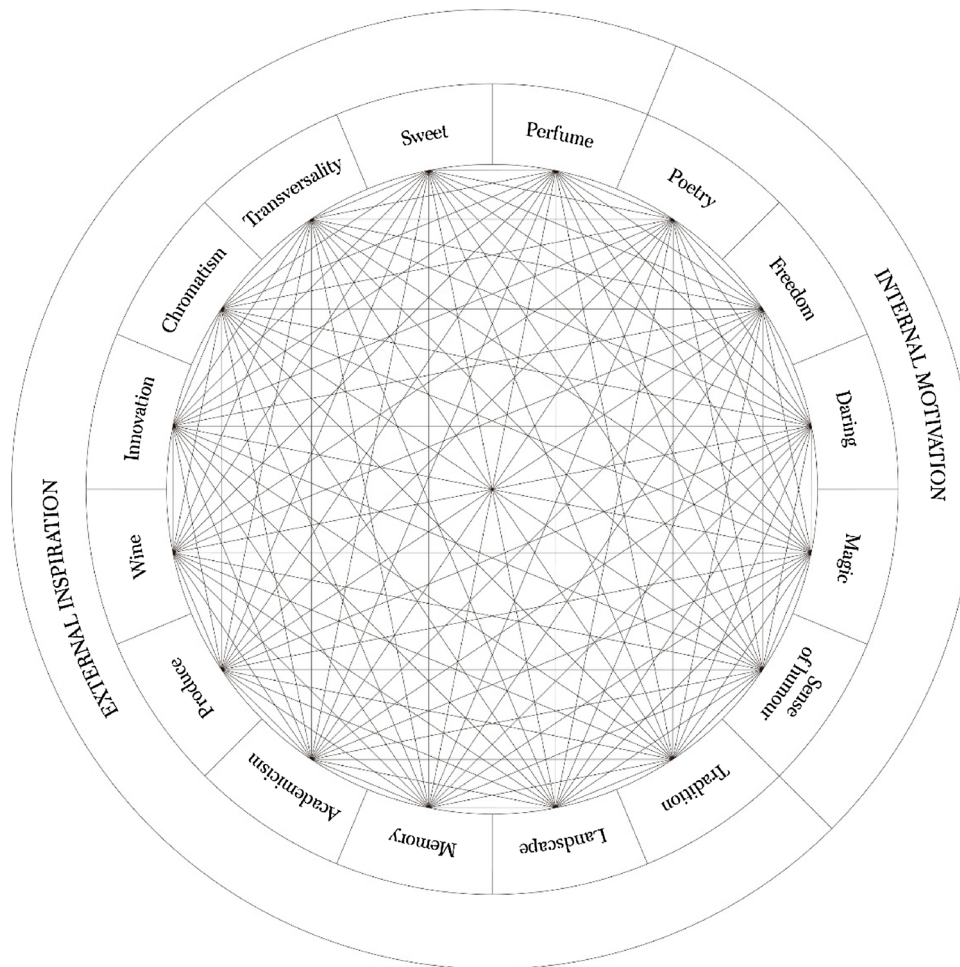


Fig. 1. Creative areas – El Celler de Can Roca (2017).

Source: Exhibition El Celler de Can Roca – From the Earth to the Moon brochure (2017).

aimed at drivers, consisting of travel information, maps and mechanics tips, evolved in 1920 to a paid guide with information on hotels and restaurants. In 1926, it won the star rating system with the intention of making the tourist experience a memorable one. The classification is based on five criteria: 1. Quality of the products, 2. Mastery of flavour and cooking techniques; 3. The personality of the chef in his cuisine; 4. Value for Money and 5. Consistency between visits. The three stars reflect exceptional cuisine, two stars considered excellent cooking and one star is a very good restaurant in its category (Michelin, 2017). The Michelin guide has also been responsible for targeting non-traditional food destinations, as is the case of the Tokyo city that has been collecting stars.

In 2013 and 2015, the restaurant El Celler de Can Roca received the award of the best restaurant in the world by Restaurant Magazine in 2011, 2012, 2014 and 2016 the second position and in 2017 the third. In 2004, Josep Roca received the award of the International Academy of Gastronomy (AIG) as the best *Maitre*, in 2005 and 2011 as the best *Sommelier*. Joan Roca received in 2011 the *Grand Prix of L'Art de la Cuisine* by AIG and in 2016 received the Chef's Choice Award. Moreover, Jordi Roca in 2014 received the award of World's Best *Pastry Chef* and in 2016 the award *Prix au Chef Patissier* of the AIG. All these awards help the restaurant from searching for innovation, originality and creative methods associated with local products, cooking style, with reflections of traditional Catalan cuisine.

As well as other renowned chefs like Gordon Ramsay, Jamie Oliver, Gary Rhodes, defined by Henderson (2011) as "modern celebrity chefs", who following the process of globalization have expanded their groups

offering new insights. The status achieved by El Celler de Can Roca, benefits its image and its brand that also expands at a fast pace, presenting a group involvement not only in gastronomy scope, but also in social, cultural and environmental actions. The brands of the Roca Group are: El Celler de Can Roca, Can Roca, Espai Mas Marroch - space for events, Rocambolesc - handmade ice cream, Roca Barcelona (Roca Moo - gastronomy restaurant with one Michelin star and Roca Bar - bar lobby the Hotel Omm), La Masia - multidisciplinary laboratory of studies used for development of complex research and projects dedicated to knowledge and innovation (Cellercanroca, 2017). The brothers are also authors of books and commercialize products such as Rocook, chocolates and handcrafted beers, drinks with denomination of origin, perfume with aroma elaborated by them and others.

As it is possible to be observed, the expansion of the group occurs on several fronts, not going against Urry (2002) criticism that in some cases the restaurant companies indiscriminately opened restaurants with three stars of the Michelin guide in the same category McDonald's outlets. The brothers never moved and considered the same type of service provision unfeasible without the participation of the three in the creative process.

Fine (1996) specifies that a restaurant is an organization dedicated to producing physical and cultural objects, capable of stimulating the imagination of tourists. The human sensory properties (smell, taste, touch, hearing and vision) can be perfectly stimulated through a gastronomy experience or taste sensations. Being aroused by color (tone, intensity and brightness), odor and flavor, taste and taste, texture (oral and manual) and sound (Teixeira et al., 1987; Hui, 1992; Anzaldúa-

Morales, 1994). Therefore, in addition to the objective of nutrition, the gastronomy experience acquires multiple meanings, stimulating the senses and arousing cognitive and affective reactions.

Therefore, El Celler de Can Roca menu is a source of nutrition and hedonic experience, a point where production is directed, where social relations are formed and maintained, encompassing the social and cultural function, the arts and science. The Roca brothers' restaurant is defined as "free style", presenting a kitchen with freedom, however, committed to the creative and innovative avant-garde. The restaurant service offers two menus with optional wine harmonization. The menu uses fresh, local and exclusive ingredients, concentrating flavors and focusing on traditional Catalan gastronomy. The desserts present the protagonism of the perfume and the balance of the flavors. And the sensorial atmosphere is complemented by the winery composed by five spaces, that leave the common, dedicated to wine regions - *Champagne*, *Riesling*, *Burgundy*, *Priorat* and *Jerez* - presenting a perfect harmonization of each service.

The creative process of dishes employed by El Celler de Can Roca reflected: reproductions, reinterpretations, ruptures, and inspirations to enrich a cuisine open to conveyed wisdom (Aulet et al., 2016). The brothers are personified as a kaleidoscope, three faces or differentiated personalities that complement each other, with endogenous and exogenous inspirations. They present the process of creating their dishes in sixteen ideas or sources with internal motivations and external inspirations, all interconnected and interdependent (Fig. 1).

Ottbacher and Harrington (2007) studying and contrasting the process of theoretical innovation and that adopted by the Michelin star chefs resulted in similarities and differences. This shows that the process of creation is also particular. The authors also point out that the innovation process helps restaurants keep their portfolio competitive and achieves long-term competitive advantages.

Some restaurants recognize the importance of innovation, but sometimes it is not clear how to successfully create and design new dishes and menus (Ottbacher and Harrington, 2006). Differently, it occurs with the process adopted by El Celler de Can Roca, which is dynamic, suffering changes and complements along its historical trajectory and evolution of its cuisine. As an illustration, it is possible to mention some of the dishes created along the Roca trajectory. The *Timbale of apple and duck liver with vanilla oil*, for example, is a dish that was developed in 1996 and that works ingredients of the territory of Girona, as the apples, besides the academicism influenced by the classic French kitchen and in the year 2009 was donated to the city of Girona in *Pregó de Fires*. In 2009 was developed the dish *Soft escalivada*, where is a smoke straight incorporation in the dish performance, presenting daring, magic, innovation and academicism.

The brothers and team were able to develop exemplary techniques of vacuum cooking, incorporation of volatile flavors captured from low temperature distillation, and a mechanical smoke controller to control on the table, causing olfactory memory.

A good restaurant can be a tourist destination in itself (Boniface, 2003). Food is not only a basic need for tourists, but also a cultural element that can positively present a destination (Jones and Jenkins, 2002). Thus, the menu of the restaurant El Celler de Can Roca can serve as an initial presentation of the destination, a territorial promotion, arousing the interest of clients in discover something more, adding elements beyond the experience provided by the restaurant.

6. Findings and discussion

Visibly, the Roca brothers are directly involved with the surroundings and in many parts of the chain. Thus, projects are in progress aiming at the practice of a sustainable gastronomic activity. The informant (2) describes by means of a discourse that is deeply rooted in the precepts of identity, authenticity and belonging, that the restaurant is inserted within a community "formed by people", which in some way must also be favored by the activity, without exclusion of anyone and

with the interest of adding more people. In this way, the analyzed projects were categorized for a better presentation and understanding on the part of the reader.

a) Technology and heritage development projects:

La Masía - is a multidisciplinary study center, created in 2014, with the objective of carrying out complex research and projects dedicated to knowledge, innovation and technology.

El Somni - One opera in twelve dishes, a banquet in twelve acts - this project was called ambitious, unprecedented, consisted of the first multisensory gastronomic opera. Formed by a dinner for twelve guests, who tasted twelve dishes, harmonized with twelve wines, with twelve reflections - thinkers and poets, twelve songs, twelve videos, twelve ideas and a card game spread out over each of the twelve acts of this dinner that took place in 2013 (Elsomni, 2017).

Animated land - a project that seeks the recovery of wild plants from the environment, for incorporation into gastronomy, not only in a decorative way, but also with a technological, innovative and practical focus.

Roca Spirit - aims to recover lost knowledge about the artisanal elaboration of distillates and formulate non-alcoholic beverages with fermentation based on vegetables. The informant (2) highlights that this is one of the best projects executed, rescuing and valuing heritage concepts and that results in a tangible product. The current result is 35 brandies and liqueurs of proximity.

Rotaval - in partnership with the ALICIA Foundation (Alimentación y Ciencia) a kitchen research center, developed Rotaval, a tool to capture volatile aromas through low temperature distillation (www.alicia.cat).

Rocook - development of a utensil for steaming and low temperature in a family environment, nutritious, technical and precise (www.rocook.com).

Conceptual dishes - The Roca brothers also work in partnership with industrial designers, designers and artisans to develop new conceptual parts for their services.

The technology and heritage projects above described generate knowledge, which is the most important ingredient for the innovation process, contributing to the perspective of unique elements of gastronomy found in the particular locality. Either, the dissemination of this knowledge, whether in the form of a product or an experience, effectively contributes to the maturation of the activity, obtaining a return to itself.

• Territorial dynamization projects:

The economic dynamism generated by the restaurant is clearly recognized by both informants on two sides, first related to suppliers and other to customers / tourists.

The link between restaurants and their suppliers is referred to as a supply chain, formed by the producer, supplier/distributor and consumer. Thus, the informant (2) says that the selection of the restaurant's suppliers is very dynamic and that they were selected in a 30-year historical course, which evidently some are the "whole of life". The brothers select products of "great quality" and maximum proximity. Hjalager (2002) argue that local products are essential to assert a reputation or expression of a regional food culture, as well as controlled quality.

Today, consumers expect businesses to engage in socially responsible behavior and some restaurants have begun engaging in green practices to respond to increasing awareness among consumers about the seriousness of environmental problems (Choi and Parsa, 2006; Schubert et al., 2010). The corporate social responsibility of the Roca Group is active through their daily actions and projects, which appear to be disinterested in media and notoriety, since many are unknown to their public because they are not explicit on the official website of the

restaurant. Which, in a way, demonstrates the humbleness of the Roca philosophy of being.

Can Roca and Rocambolesc - hire staff from the region to perform services. Beyond all the employees of El Celler de Can Roca have lunch every day in their parents' restaurant, also establishing links with the place and experiencing the roots of the Roca brothers (<http://www.rocambolesc.com/>).

Ecological garden - has been commissioned by a retired man in need of work who shares his knowledge, as a way of perpetuating knowledge.

Recycle Roca - a glass-recycling project with an artist who was at risk (woman, unemployed and over 45 years old) that was incorporated through a foundation for the creation and development of handcrafted pieces. The 22,500 bottles opened annually are recycled and partly processed into handcrafted pieces that are displayed in the restaurant, and are presented at workshops aimed at children, along with a booklet on recycling that was developed in partnership with a cooperative that carries out workshops in public libraries of Catalonia. Other elements of the restaurant are also intended for recycling such as cooking oil.

• Punctual Projects:

Mona a solid Easter - The Rocambolesc ice cream factory made a primate chocolate sculpture with the best cocoa selection and made the sale available in its units, as well as on the Mona Foundation website, with 100% of the profits being returned to the institution (www.fundacionmona.org/).

Exhibition "From the Earth to the Moon" - The exhibition organized by the *Generalitat de Catalunya* and El Celler de Can Roca was held in commemoration of the 30th anniversary the restaurant, at the Palau Robert in Barcelona, between 11/22/2016 to 04/23/2017. Focusing on the historical context and evolution of Roca cuisine, the exhibition was explanatory, didactic and playful, also presenting technological resources in the way of communicating the gastronomy. About the exhibition, the informant (1) explained that this action massifies the knowledge about El Celler de Can Roca, so that it might be interesting to understand a little more about this spectator audience, unknown to the restaurant management.

Chromaphone at Madrid Fusión - Neil Harbisson had his vision in grayscale until 2004, when he implanted a chip in his head that is fed by a sequence of light transmitted by an antenna, which allows him to listen to the sound of the frequencies of light. Considered the first cyborg, he listens to the colors and declares that this has changed his perception of life. The project developed jointly with Jordi Roca and presented in 2016 at the event Madrid Fusion, consists of a challenge of matching emotions and colors, one of the line of investigation initiated by El Celler de Can Roca in 2004 (colors and perfumes). For the project, a dish was developed (figure 08) that allows to hear the sound of colors, where each color has a frequency of light that is equivalent to a musical note. "It had to be defined in Celler in a color, serious orange, which is the color of humanity" by Harbisson ([Cyborgarts](http://Cyborgarts.com), 2017).

BBVA (Banco Bilbao Vizcaya Argentaria) - The brothers were appointed ambassadors of BBVA in 2013, with the aim of fomenting the formation in gastronomy in Spain. In this way, the restaurant El Celler de Can Roca welcomes trainee students from partner universities and, in return, the brothers travel internationally (America, Asia and Europe) to learn about the peculiarities of gastronomy and its surroundings, as well as to take a gastronomic experience of El Celler de Can Roca for each visited locality. One of the restaurant's entrances, "The World" is inspired by this travel script, a way to share the experience of chefs with diners (<https://www.bbva.com/en/destacados/celler-can-farm/>).

The brothers also participate in projects outside the restaurant, but which in a sense carry part of the Roca identity. As an example, feeding projects in hospitals, elderly homes and children in the region. The United Nations Development Program also honored them as Goodwill

Ambassadors in 2016. According to the informant (2), the brothers carry out all their activities with commitment, engagement and responsibility, and that the current visibility and exposure in the media, requires them to accept certain compromises and positions "to talk about things that can awaken the minds of others or reach a wider audience". "Our position allows us to value the way we understand the trade and give visibility to our values" – Joan Roca (Celler canroca, 2017). As an example the participation in 2015 of Joan Roca in the World Economic Forum of Davos.

The description of the activities carried out by El Celler de Can Roca allowed to observe that a Michelin star restaurant it not only attracts tourists but also contributes effectively to the social, cultural, economic and environmental development of a destination. Essential elements for the development of gastronomy tourism ([Corigliano](http://Corigliano.com), 2002).

The data obtained in the course of this research allowed the understanding that chefs are agents of change ([Rogers](http://Rogers.com), 1995) not only influencing work practices and eating habits, but also sustainable socio-cultural changes and tourism. [Scarpato and Daniele](http://Scarpato.com) (2003) argue that global chefs are cultural specialists and, as such, reflect values, philosophies and aesthetics of their common culture. Therefore, El Celler de Can Roca's gastronomy tourism model is based on products of territory, tradition, identity and cultural aspects, presenting an example of a tourist product of quality and prestige, adding value to the image and brand of the destination.

The activities of the restaurant help the regional to stimulate your gastronomic diversity and service quality, due to the profile of the demands of its public. Requiring, consequently of locality, qualification of its workforce, strengthening of regional products and adaptation of basic tourist infrastructures. Requiring constant changes and updates of public management and tourism chain.

The process of creating the dishes of El Celler de Can Roca presents a wide dimension, with the intention of creating new dishes, products or services, and an abstract dimension with new ways of thinking about food, its transformation and the act of eating. The Girona region has specific characteristics for its *terroir* and the restaurant's menu is prepared with local ingredients that allow travelers to experience the culture through a variety of senses. Thus, the kitchen of the Roca brothers, with all its attributes, presents, therefore, possibilities of protection and promotion of the food heritage, through the creative presentation of the territory and the gastronomic landscape to the tourists, also guiding gastronomy tourism.

It is identified that the projects promoted by the restaurant reflect the conscience of the chefs in their roles in the various dimensions of their activity and in the local dynamization (Fig. 2).

One of the great criticisms of the world that has formed around the Michelin guide and consequently the restaurants that compose it, is the barrier imposed by the high cost and access to the service (among others), and some chefs have already chosen to give up the guide. Therefore, in view of the above, the gastronomy presented by the Roca brothers cannot be interpreted only as an elitist art, but as an important vehicle for the transmission of history, tradition, identity, knowledge, value and quality. In this way, it is possible to observe that the Roca Group promotes diversified gastronomy possibilities, ensuring that a wider range of customers and with varied profiles can somehow enjoy the Roca experience (Fig. 3).

The restaurant El Celler de Can Roca contributes to the stimulation of the creation and development of gastronomy tourist products, since it was possible to identify in its activities, in its discourse and philosophy, components and characteristics related to the increase of the gastronomy tourist offer.

In view of this, the value chain of gastronomy can be extended to include a range of economic activities, with broader meanings. The peculiarities of the local cuisine are the starting point to create "gastro-attractions", such as special or ethnic cuisines, special cooking heritage, ethnic and historical routes, industrial food heritage, seafood or farm products, culinary products shop, markets, product-based itineraries,

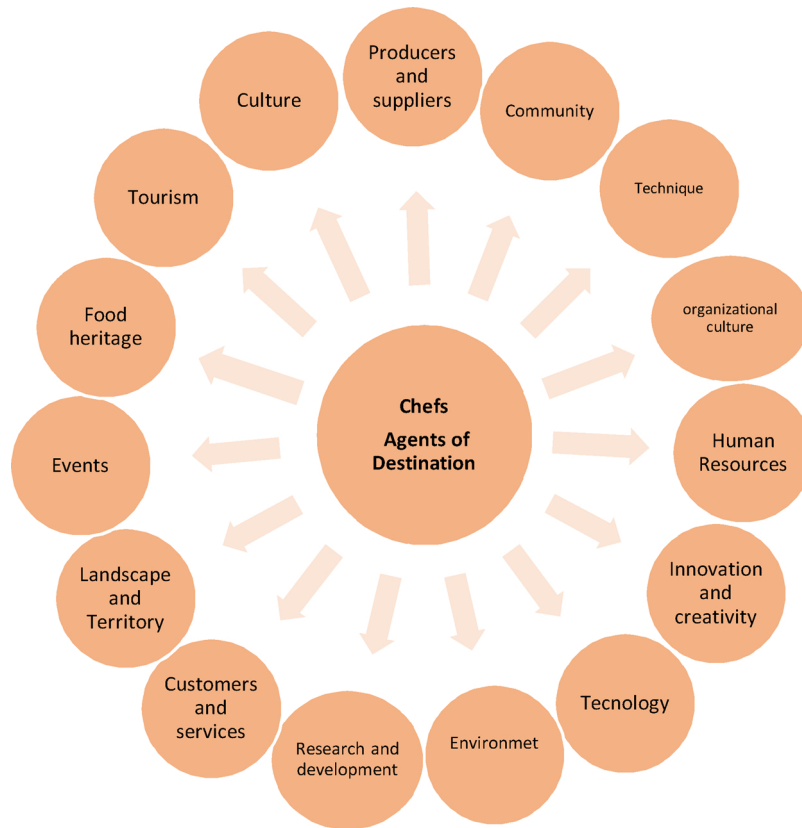


Fig. 2. New structures in network and relationship in restaurants. Source: author.

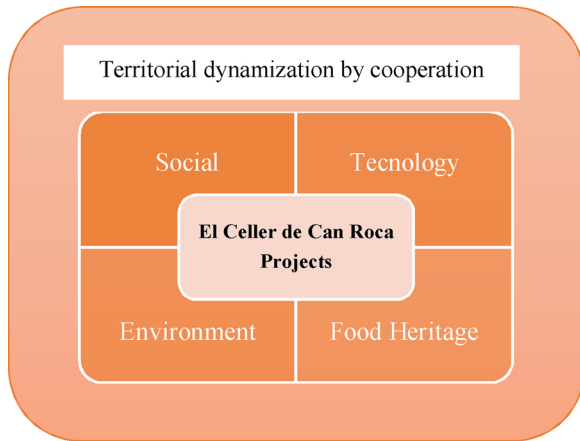


Fig. 3. Systematization of territorial dynamics - El Celler de Can Roca, 2017. Sources: Author.

slow food, registered products, food souvenirs, food processing facilities, wineries/breweries, vineyards, gourmet trails, creative cooks, personalities, fairs, exhibitions, food museums, food crafts, food designers, food trucks, cooking schools, gastronomic journeys, workshops, congresses, culinary adventures and accommodations, inserting characteristics in the center of territorial development strategies. Seeking in tourism not only the pretension of improving the economy and the image of the place, but also of providing all involved an experience of exchange of culture and knowledge.

7. Conclusion

Undoubtedly, food is linked to tourism, including new prospects for tourism and making its distinctive elements in the competitiveness of destinations. Thus, the characteristics related to gastronomy can be used as a tourist orientation factor.

The investigation of the data touched on important aspects about the restaurant El Celler de Can Roca, to position the reader in the research theme. It allowed understanding the significant relationship between a Michelin star restaurant and its contribution to the development of gastronomic tourism. It is possible to conclude that the restaurant promotes economic development, favors the image of destiny as a brand, and on the other hand, it has effects of socio-cultural appreciation, recognition and belonging of the local cuisine, assuming the chefs the position of active agents of the territory.

It can be said that restaurants are now providers of cultural elements and that they share the position along with other segments of the cultural industry. Thus, even if the activities carried out by food-related tourists are not the main motivation of travel, they have the potential to communicate through wider experiences the cultural impressions of destiny.

It is possible to conclude that the reflection on the Michelin star restaurant's position in the gastronomic tourism participation is very complex, but due to the importance of this object, it gains notoriety due to its cultural, economic, social and environmental consequences in the destination.

The Catalunya region already recognizes the importance of the Mediterranean Diet as an intangible cultural heritage recognized by Unesco, and objectively seeks, through actions and projects, to be

characterized as a consolidated gastronomic destination. Thus, the region is very well marked by aspects related to food and regardless of the factors presented, the tourism sector shows a promising future for the region, presenting a great evolutionary potential for new products of gastronomic tourism, characterizing itself as an important tool for safeguarding the cultural heritage of food and a future application to become a creative city of gastronomy by Unesco.

Therefore, this study is unprecedented and contributes to the reflection on how a Michelin star restaurant conducts cultural elements and the great responsibility of transmitting traditional values, local culinary culture and collective culture, inseparable in cuisine, gastronomy and territory stimulating new products of gastronomic tourism.

As future lines of investigation and expansion of knowledge, we suggest a study with other Michelin star restaurants in the region, gastronomy tourism actors, gastronomy tourists, as well as the monitoring of the development of the activity in the region.

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