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CHAPTER 12

UNDERSTANDING MEMORABLE ENOGASTRONOMIC EXPERIENCES: A QUALITATIVE APPROACH

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The objectives of this chapter are to:

- Introduce those factors that make a memorable enogastronomic experience for tourists visiting a destination;
- Present qualitative findings that reveal that gastronomy and wines play a major role in the way that visitors experience a destination and indicate that some travellers would return to the same destination to savour its unique gastronomy.

Keywords: Food, wine, tourism, enogastronomy, memorable experiences.

INTRODUCTION

In recent decades, studies related to the culinary arts and wine have been receiving increasing attention from researchers in fields such as sociology, anthropology and tourism (Mason & Paggiaro, 2012). Gastronomy can be understood as an ‘art of living’, the possession of skills and knowledge relating to food and drink and to their choice, which enhances the pleasure and enjoyment of eating and drinking (Santich, 2004). The fact that gastronomy (the art of selecting, preparing, serving and enjoying food) has been celebrated for centuries elucidates that eating-related pleasures go beyond nutrition and subsistence (Macht, Meininger & Roth, 2005). Wine culture has also accompanied the history of humanity, being the most consensual drink (besides water) to pair with the majority of regional cuisines around the world (Harrington, 2005; Koone et al., 2014). In fact, wine has been giving people pleasure for over 8000 years (Charters, 2006). Indeed, it may have been significant in human life even before bread was being made (McGovern et al., 2003).

There is a general perception of the link between the enjoyment of food and wine; as Louis Pasteur claimed, 'a meal without wine is like a day without sunshine' (Pettigrew & Charters, 2006). A wider-ranging interpretation is given by Gillespie (2002) who states that gastronomy is about the recognition of a variety of factors relevant to the foods and beverages eaten and consumed by a group, in a locality, region or even a nation. This interpretation helps to establish a connection between enogastronomy, tourism and development of niche travel and niche destinations (Kivela & Crotts, 2009).

It is now widely accepted that food and wine are an integral part of contemporary tourism (Cohen & Avieli, 2004; Henderson, 2009; Hillel et al., 2013; Hjalager & Richards, 2002). Enjoying food while travelling is not new, but the role of food in tourism has dramatically gained importance among tourism researchers in recent decades, going from an obvious necessity for travellers to the appearance of various tourism designations related with wine and gastronomy (Stone et al., 2017). Although, there is no agreement on a definition of food-related tourism, designations such as 'food', 'culinary', 'gourmet' and 'gastronomic' tourism mention beverages and wine in particular in their definitions (Okumus et al., 2007).

Nowadays, memorable enogastronomic experiences represent a new benchmark for destinations and tourism businesses must seek to deliver these as they are pivotal to becoming and remaining competitive in the marketplace (Stone et al., 2017). Food and beverage experiences are crucial to destinations because they strongly influence feelings of involvement and place attachment (Henderson, 2009). Whatever the reason for visiting a tourist destination, enogastronomic experiences play a role in determining perceptions and satisfaction with overall travel experience, influencing tourists' attitudes, decisions and behaviour (Maconis, 1998; Hjalanger & Corigliano, 2000). Understanding the visitor's enogastronomic memories is determinant, so the destinations must adapt to the preferences of the visitors (Björk & Kauppinen-Räsänen, 2016; Sthapit, 2017). Perceiving the elements that visitors experience most related to food and wine enables destinations to deliver experiences in which tourists are emotionally attached to the destination, which eventually influences their intentions of revisiting (Gross & Brown, 2006; Kivela & Crotts, 2006). Thus, it is crucial to understand what the elements are of the wine and food experiences that visitors most value during their stay.

Most of the existing studies on enogastronomic experiences use quantitative approaches, not allowing participants the opportunity to use their own words to describe the elements that have marked the experience (Carmichael, 2005; Cohen & Ben-Nun, 2009; Kivela & Crotts, 2006; Pikkemaat et al., 2009; Q-Felitti & Fiore, 2012). The use of qualitative methods in tourism-related research is useful because it allows the research process to be humanized, embodying the researcher, humanizing the research process and inviting more critical playfulness with data by including the visitor's own words (Wilson & Hollinshead, 2015). In this chapter, we intend to perceive which words are most used by visitors to express the feelings resulting from the experience in the destination visited.

LITERATURE REVIEW

Enogastronomy

According to Kivela and Crotts (2006), gastronomy encompasses both culinary elements (dishes, food and the methods to prepare them) as well as all that is related to enology, so local wines are considered as forming an integral part of a given type of gastronomy.

Gastronomy relates to the social, cultural and historical aspects of food and eating, encompassing the study of cuisines, restaurants and dining, food and wine matching, tourism and gastronomic writing (Santich, 2004). The fact that gastronomy is the expression of a region and its culture means that it can be used as a differentiating factor for a destination in an increasingly competitive global marketplace (Hall & Sharples, 2004). On the one hand, gastronomy is simply related to the hedonism of enjoying good food and drinks and on the other, it is a complex discipline that encompasses everything into which food enters, including all things we eat and drink (Scarpato, 2003). This link between gastronomy and wine is called enogastronomy (Miranda & Tonetto, 2014; Corvo, 2016). This link is not only justified by the tradition of wine-producing countries in consuming wine with meals, but also by the chemistry of the elements; that is, wine in all its versions (white, red, rosé, fortified, late harvest and sparkling) is a natural option for paring with food and thus emphasizes the organoleptic properties of most regional cuisines (Harrington, 2008). In making a food and wine pairing choice, this effect is many times the ultimate objective – the wine and food combine to create a totally new and superior gastronomic effect (Harrington, 2008). Regardless of the type of tourism, food and wine have become important travel motivators in their own right, sometimes representing the primary attraction in a country or region (Henderson, 2009).

Definitions of Gastronomy, Wine and Tourism

Food and tourism have a very close relationship and food is a critical tourism resource (Quan & Wang, 2004). It is vital for physical sustenance and all tourists have to eat when travelling, but food can be a major draw and primary motivator for some, which satisfies a multiplicity of physiological and other needs and wants (Tikkanen, 2007). Gastronomy is classified as the primary motivation for tourists who travel specifically to experiment with the local cuisine or to taste the dishes of a celebrity chef, and as a secondary motivation when the tourist considers the local cuisine as an important option, but not the only one among other attractions available in the chosen destination. (Lopez-Guzman & Sanchez-Canizares, 2012). Tourist food consumption is a unique form of eating in a foreign context (Cohen & Avieli, 2004). Local food consumption can connect tourists with a destination's landscape and unique way of life (Mason & Paggiaro, 2012), cultural impressions and insights (Andersson, Mossberg & Therkelsen, 2017) and local people (Baldacchino, 2015). As pointed out by several authors, there is a natural connection between wine and food that leads to enogastronomic experiences (Hjalager & Richards, 2002; Mitchell & Hall, 2003; Wolf, 2014). Designations such as food tourism, cuisine tourism, gastronomic tourism, culinary tourism or gourmet tourism mention the integration of gastronomy and wine, which suggests that contemporary travellers search for unique enogastronomic experiences (Table 1).

Table 1: definitions around gastronomy, wine and tourism

Designations	Definition	Based on
Food Tourism	A visit to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing attributes of special food production region are the primary motivation factor for travel.	Hall,1996; Wolf,2006; Hall and Sharples,1998; Hall and Macionis,2001; Hall,2003; Henderson,2009;
Wine Tourism	A visit to vineyards, wineries, wine festivals and wine shows, for which wine tasting and/or experiencing the attributes of a wine region are the prime motivating factors for visitors.	Hall et al.,2000; Getz,2000; Charters and Al-Knight,2002; Stewart et al.,2008; Alant and Bruwer,2009
Gastronomic Tourism	This refers to a wider interest in food and wine, which may include expensive products, typically related to interest in the broader dimensions of wine and food and the cultures and landscapes that produce them.	Hjalager and Corigliano, 2000; Richards,2015;Sims,2009; Kivela and Crotts,2006; Smith and Costello, 2009
Cuisine Tourism	A similar concept to gastronomic tourism, although it reflects special interests in specific types of cuisine, whether national or regional.	Scarpato and Daniele,2003; Ignatov and Smith,2006; Hall and Mitchell, 2007; Wolf,2014
Gourmet Tourism	Characterized by visits to expensive, and/or highly rated restaurants, wineries and gastronomic festivals, with the participation of renowned Chefs. Usually includes tasting expensive and exclusive products.	Hall and Sharples,2003; Hall et al.,2003; Hall and Mitchell, 2007; Beer, Ottenbacher and Harrington,2012;
Culinary Tourism	It refers not only to gastronomy, but also to the social context in which food is prepared, and implies a transfer of knowledge about the people, culture, traditions and identity of the place visited. In this typology, wine and /or culinary-related experiences contribute significantly to the reason for travelling to the destination.	Cohen and Avieli,2004; Hall and Mitchel,2007; López-Guzmán and Sánchez-Cañizares,2012; Sohn and Yuan,2013; Stone, Migacz and Wolf, 2018

Memorable Enogastronomic Experiences

Gastronomy is not just about the consumption of food products, but also involves an experience composed of food, wine heritage and landscape (Mason & Paggiaro, 2012).

Memorable tourism experiences have primarily considered a destination or trip as a whole, but individual elements (such as dining or drinking) are the source of many memories (Stone et al., 2017). Indeed, experiencing the food of destinations, whether it is the aromas, tasting, or gazing upon the preparation is an integral aspect of tourism (Gregorash, 2018). Nowadays, gastronomy is part of tourism products and is being used to attract more tourists (Robinson & Getz, 2014). Gastronomy and wine offer a myriad of differentiation opportunities for destinations (Chang, Kivela, & Mak, 2010). In fact, gastronomy experiences have increasingly been promoted as a combined “attraction” by many destinations (Kivela & Crotts, 2006; Stewart, Bramble & Ziraldo, 2008). Thus, food and drink experiences can strongly impact the development and crystallization of destination image (Harrington & Ottenbacher, 2013). Memorable food and drink experiences are linked to an increase in travel satisfaction and positive word of mouth (Stone et al., 2017). Food and drink related memories can make tourists emotionally

attached to the destination, enhancing their level of involvement with it and eventually influencing revisit intentions (Sthapit, 2017). Once they experience local gastronomy, travellers express a higher level of attachment to the destination, as food unites visitors with the local culture (Tsai, 2016). From the earliest studies on food tourism or culinary tourism, the authors refer to the importance of food and drink experiences during the stay at the destination. Long (2004) used the term culinary tourism for the first time to express the idea of experiencing other cultures through food. Wolf (2002), however, defines culinary and gastronomy tourism as travel in order to search for and enjoy prepared food and drink and unique and memorable gastronomic experiences. These culinary or gastronomic experiences are based on the consumption of autochthonous foods, original and authentic dishes, representing the local food culture (Björk & Kauppinen-Räsänen, 2016). The consumption of local food elicits emotional reactions, both positive and negative, such as anger, disappointment, happiness, joy, pleasure and excitement (Mak, Lumbers, Eves & Chang, 2012). Travel often provides this element of novelty by presenting varied food in varied settings with different people (Stone et al., 2017).

Tasting novel foods during a holiday is a mark of an authentic experience that most visitors crave to participate in (Wijaya et al., 2013). Enogastronomic experiences have the power to modify the food preferences and tastes of the visitors, as well as to allow them to experience the culture and customs of the destination (Kivela & Crofts, 2006; Kivela & Johns, 2009). Culinary and gastronomic ‘experience-scapes’ serve as a suitable setting for evoking emotions such as those related to consumption (Sthapit, 2017). This suggests that feelings and memories consuming food and beverages when on holiday are very special and attractive, because they become transposed into experiences that are often very personal (Stone et al., 2017). Experiences stored in the human memory are of great importance, as travellers often reflect on their trip experiences (Sthapit, 2017). Furthermore, the symbolic and emotional components of meals may be intensified during travel and thus attribute to the perceived clarity of the memories in the context of the experience (Lashley, Morrison & Randall, 2003).

Elements that Define Memorable Enogastronomic Experience

Today, memorable experiences represent a new benchmark that destination managers and tourism businesses must seek to deliver (Kim, Ritchie & McCormick, 2012). However, little is known about the elements that contribute to the memorability of tourists’

enogastronomic experiences. For Schmitt (2010), the elements that compose the experience result from the interaction of sensory (sense), affective (feeling), cognitive (thinking), behavioural (acts) and social (relating). Many authors have studied the experiences related to food and wine from the Pine & Gimore's (1999) experience economy model, based on the four E's of the experience (Carmichael, 2005; Pikkemaat, Boksberger & Secco, 2009; Quadri-Felitti & Fiore, 2013). Björk and Kauppinen-Räsänen (2014) concluded that food experiences are multidimensional in nature and unfold into five characterizing dimensions: food, social behaviour, external environment, service place and time. Quan and Wang (2004) state that the major motives to practise this type of tourism is to search for novelty and change in food consumption. Hansen, Jensen, and Gustafsson (2005) highlight the design, the atmosphere and social interaction where the experience happens as determinants of the enogastronomic experience. For Kim, Ritchie and McCormick (2012), there are seven decisive factors for a memorable gastronomic experience: hedonism, involvement, local culture, refreshment, meaningfulness, knowledge and novelty. Chandralal and Valenzuela's (2013) study showed that experiencing actual local lifestyle, food, cultures, hospitality, social interactions, staff professionalism, novelty and surprises makes an experience memorable. Sthapit's (2017) study revealed that a memorable gastronomic experience would often be recalled through seven experiential dimensions: local specialties and food attributes (taste), authenticity, novelty, togetherness and social interaction, hospitality and servicescape (including food souvenirs). Richards (2015), describes in detail the elements that define enogastronomic experience: the food and beverages products, eating practices, the art and customs of preparing and eating, the origins of food, the sensory elements (taste, smell, touch, look), the food preparation (techniques of cooking), the origins of food (organic food, ethnic cuisines, locally produced food, and so on.), forms of serving (fast food, slow food, street food, and so on.) and the context in which it is served and consumed (restaurants, bars, markets, food quarters, streets, and so on). For Stone, et al. (2017), the elements that define a memorable food and drink experience include a particular food or drink, the location or setting (where the experience occurred), companions (social interactions among visitors), the occasion and the touristic elements (authenticity, novelty or nostalgia). From the review of the literature, a table is presented with the most relevant enogastronomic experiential elements mentioned by the authors.

Table 2: Possible elements that define memorable enogastronomic experiences

Elements	Definition	Based on
Wine and food	Wine and food are identify by several authors as “la raison d’être” ^{***} of food related tourism. Tourists travel to destinations to experience food or drink in intense ways.	Henderson (2009);Wolf (2006); Hjalager and Richards (2002); Hall and Mitchell (2005); Kivela and Crofts (2006); Smith and Costello (2009); Tsai (2016)
Hedonism	The hedonic consumption paradigm suggests that in many situations consumers seek fun, amusement, fantasy, arousal, sensory stimulation and enjoyment.	Getz (2000); Hall and Sharples 2003); Kivela and Crofts (2006); Alant and Bruwer (2009); Sthapit (2017)
Local food culture	Food culture is heavily imbued with elements of cultural capital. Local food culture is a means to express a destination’s culinary identity, cultural heritage, shared gastronomy value, and lifestyle of a place.	Ignatov and Smith (2006); Sims (2009); Kim, Ritchie and McCormick (2012); Bessièrè (2013); Fieldhouse (2013); Lai, Khoo-Lattimore and Wang (2018)
Design/ atmosphere	Facilitates the immersion into the food and drink experiences through the use of design elements, architecture, art and intimacy, as well as the landscape where the experience happens.	Hansen, Jensen and Gustafsson (2005); Kim (2014); Stone et al., (2017);
Service quality	Service quality is recognized by travelers when the staff is hospitable, courteous, helpful, friendly and willing to exceed their duties.	Thach and Olsen (2006); O’Neill and Charters (2006); Chang, Kivela and Mak (2011), Chandralal and Valenzuela (2013); Kim (2014)
Social interaction	Relates to whether food and drink experiences foster social interaction between the visitors and residents, as well as visitors and their travelling party.	Hansen, Jensen and Gustafsson (2005); Carmichael (2005); Chandralal and Valenzuela (2013); Sthapit (2017)
Novelty	Refers to the extent to which local food/drink experiences provide an intensification of daily life experiences by offering novel, fresh and original features.	Kim, Ritchie and McCormick (2012); Chandralal and Valenzuela (2013); Quan and Wang (2014); Stone et al. (2017)
Authenticity	Authenticity connotes traditional culture and a sense of genuineness. The sense of authenticity is also related to tasting local products (food and beverages). Travellers are typically motivated by a desire to experience the “real” life of the local people.	Sims (2009); Chang, Kivela and Mac (2011); Björk and Kauppinen-Räisänen (2014); Richards (2015); Sthapit (2017);
Involvement	Enhances not only an individual’s sensitivity to certain activities and his or her perception of a particular activity’s importance, but it also enhances the individual’s commitment to specific services or places.	Lockshin and Spawton (2001); Hall & Mitchell (2004); Sparks (2007); Alant and Bruwer (2009); Kim, Ritchie and McCormick (2012)
Education	The educational experience plays a fundamental role in creating memories and consequent satisfaction among visitors when learning about food, wine and its production, about history, culture and gastronomy.	Charters and Ali-Knight (2000); Thach and Olsen (2006); Getz and Carlsen (2008); Bruwer and Alant (2009); Fountain and Charters (2010); Quadri-Felitti and Fiore (2013)
Entertainment	The entertainment experience occurs when the tourists participate actively or passively in a series of cultural and educational activities.	Ali-Knight and Carlsen (2003); Carmichael (2005); Oh et al. (2007); Quadri-Felitti and Fiore (2013); Carlsen and Boksberger (2015)

METHODOLOGY

The objective of this study is to understand what are the determinant elements of enogastronomic tourist experiences, from the visitor’s perspective. The work describes visitors’ enogastronomic experiences through their declarations. Data was collected in 2017, face-to-face from visitors aged above 18 years old in 16 wineries established in the Lisbon wine region (Portugal). Lisbon has a very rich and diverse local cuisine which is complemented with wines produced in the newly created wine region. The Lisbon wine

region is composed of nine denominations (or sub regions), grouped into three characteristic blocks. The south, near Lisbon, with the denominations of Bucelas, Colares and Carcavelos. In the centre of the region loom the denominations of Alenquer, Arruda, Lourinhã, Obidos and Torres Vedras, while in the north stands Encostas d'Aire. There are only a few sub-routes (Oeste, Alenquer, Colares, Bucelas and Carcavelos) which are characterized by initiatives of some local producers. At the end of data collection, 314 complete questionnaires were obtained. The first step was to analyse the answers obtained through the questionnaires with NVivo software. The second step, named the "open coding process", aimed to open up respondents' description data by fragmenting it, identifying the experience elements and using constant comparison to scrutinize the data for every meaning (Glaser, 1992). The coding process conceptualizes 'data by constant comparison of incident with incident, and incident with concept, to emerge more categories and their properties' (Glaser, 1992). Constant comparison is 'the exploration of similarities and differences across incidents in data' (Goulding, 2002) and occurs where incidents are coded for properties and categories that connect them (Glaser, 1992). Initial codes are labelled 'to generate concepts' which are 'clustered into descriptive categories' (Goulding, 2002). Once concepts have been identified they are analysed in more depth and are grouped under more abstract 'higher order' concepts (Strauss & Corbin, 1998). At this stage, incidents are compared to incidents recalled from experience, memos written during the data collection and analysis process and from the literature.

This 'systematic comparison' sensitizes the researcher to properties and dimensions in the data that might have been overlooked (Strauss & Corbin, 1998). The third step was word counting illustrated through "word clouds" which allow an easy and objective reading of the results. A word cloud, also called tag clouds or a weighted list, is a visual depiction of the frequency tabulation of the words in any selected written material in which the more frequently used words are effectively highlighted by occupying more prominence in the representation (Miley & Read, 2011). Word clouds can be a useful tool for preliminary analysis and for validation of previous findings (McNaught & Lam, 2010). All the samples obtained need to be considered as convenience samples. This is a qualitative follow-up study by Madeira, Correia and Filipe (2019), also carried out in Lisbon, with the aim of defining a conceptual model that structures the boundaries and variables that pave enogastronomic experiences.

FINDINGS

Sociodemographic Profile of the Sample

Data was collected from questionnaires applied to tourists who visited Lisbon wine producers with the purpose of having enogastronomic experiences. The majority of respondents were reported to be males (63.7%), holding a college degree (44.2%) or a master's or doctoral degree (25.8%). Respondents were divided between foreign visitors (55.9%), and Portuguese (44.9%). Further, the majority of them declared that they were in Portugal to experience gastronomy and wines (70.4%). Furthermore, the vast majority stated that they had already visited Portugal or other countries for the purpose of tasting gastronomy and wines (70.4%). In addition, most respondents were repeat visitors (68.8%) and travelled with friends (35.7%), family (37.9%), or in group (20.1%).

Table 3: Socio-demographic characteristics of the sample (n=314)

Are you over 18	Frequency	Valid Percent	Education Level	Frequency	Valid Percent
Valid Yes	314	100	High school or lower	60	19.1
Gender			College	146	46.5
Male	200	63.7	Bachelor's	28	8.9
Female	114	36.3	Master or PhD	80	25.5
Are you in Portugal to experience W & G			Repeat visit		
No	93	29.6	No	98	31.2
Yes	221	70.4	Yes	216	68.8
Repeat visit			Travel companion		
No	98	31.2	Alone	15	4.8
Yes	216	68.8	Family	119	37.9
Nationalities			Groups	64	20.3
Portuguese	141	44.9	Friends	112	35.7
Foreigners	173	55.1	Missing	4	1.3

What Do Enogastro Tourists Value The Most?

From the descriptions in answer to the open-ended questions made to visitors, it was possible to analyse the contents according to the elements that define the memorable experiences, researched in the literature review. After that, using line-by-line coding, descriptions which had similar features or core categories as described in the codebook created for this research in relation to the ten elements were grouped together and then put in one type and those with other features into another type and so on (Table 4). Line-

by-line coding helps the researcher to take an analytic stance towards their work (Charmaz, 1996).

Table 4: The line-by-line coding process

Line-by-line coding	Selective coding	Main experiential elements
<p>“Fresh products and well prepared. It is not the most popular gastronomy but it is very good. Good seafood and fish. Good restaurant, service and wines and at a reasonable price”.</p> <p>“Local gastronomy is one of my favorites. It’s one of the reasons to come back to Portugal.”</p>	<p>Fresh, products, well prepared, gastronomy, good, seafood, fish, wines, price.</p> <p>Local, gastronomy, favorite, reason, Portugal.</p>	<p>Wine and food</p>
<p>“There are a lot of typical dishes from the regional cuisine, and others adapted from different regions. Lisbon is where the best restaurants are, with exception of the Algarve region”.</p> <p>“In Lisbon we had different experiences: in some cases modern cuisine and others traditional. All good in general.”</p>	<p>Lisbon, Algarve, regional, cuisine, traditional dishes, adapted, restaurants.</p> <p>Modern, traditional, cuisine, good, experiences.</p>	<p>Authenticity</p>
<p>“What a good surprise. Today at the winery, we had homemade food. Amazing products prepared by a very creative Chef”.</p> <p>“it was really a nice discovery. Local gastronomy is much more rich and complex than just cod fish dishes and sardines”.</p>	<p>Good surprise, winery, homemade food, amazing products, prepared, creative, Chef.</p> <p>Nice discovery, local gastronomy, rich, complex, cod fish, sardines.</p>	<p>Novelty</p>
<p>“Good and tasty gastronomy. An explosion of flavors, colors and textures”.</p> <p>“Beautiful country, good food and excellent wines. A feast to the senses”.</p>	<p>Good, tasty gastronomy, explosion, flavors, colors, textures.</p> <p>Beautiful country, good food, excellent wines, feast, senses.</p>	<p>Hedonism</p>
<p>Amazing modern winery with a modern architecture and beautiful design furniture that mixes contemporary and classic elements. The tasting room was perfectly integrated with the view”</p> <p>“We loved the old winery in Colares. Seems that the time had stopped. It was the perfect atmosphere to taste old wines from this producer”.</p>	<p>Amazing, modern winery, architecture, design, furniture, contemporary, classic elements, dining room, perfectly, integrated, view.</p> <p>Loved, old winery, Colares, time, stopped, perfect atmosphere, taste, old wines, producer.</p>	<p>Design/atmosphere</p>

Table 4: The line-by-line coding process (continued)

Line-by-line coding	Selective coding	Main experiential elements
<p>“The Portuguese are irremediably related to the history of food, the recipes that led to the four corners of the world and the ingredients they brought to Europe. Also in the history of wine, the Portuguese have a prominent role, by the stories that relate to some of its most emblematic wines, such as Madeira, Carcavelos or Port wine”.</p> <p>“It is a country with excellent food and wine, a lot of history and culture that is also related to gastronomy and wines”.</p>	<p>Portuguese, history, recipes, world, ingredients, Europe, excellent, wine, food, emblematic, stories, gastronomy</p> <p>Country, excellent food, wine, history, culture, gastronomy, wines.</p>	<p>Local food culture</p>
<p>“Yesterday we found a small restaurant, just by luck. It was such a nice place managed by a couple that welcomed us so well that we felt at home”.</p> <p>“Portuguese cuisine is one of my favorites. fantastic fish and seafood. excellent wines and above all, great service. Yesterday, dinner in Lisbon. A classic restaurant that we always revisit when we’re in Lisbon.</p>	<p>Small restaurant, nice place, welcomed, felt at home.</p> <p>Portuguese cuisine, favorites, fantastic, excellent, great service, classic restaurant, revisited, Lisbon.</p>	<p>Service quality</p>
<p>“We come in an tour organized by the hotel, with people that we never had met before and all of them were so nice. The wine tasting was so much fun”.</p> <p>“Dinner with friends at a <i>tasquinha</i> (typical small restaurant). simple, good. Genuine and tasty food in a very happy atmosphere”.</p>	<p>Tour, hotel, people, never met before, nice, wine tasting, fun.</p> <p>Dinner, friends, restaurant, genuine, tasty food, happy atmosphere.</p>	<p>Social interaction</p>
<p>“A very good experience. We chose a small producer to visit because usually it not so crowded and we can learn more about wines. The enologist was very knowledgeable about Portuguese wines.”</p> <p>“Two nights ago we went to a Michelin starred restaurant. In the end, the maître invited us to meet the Chef, who is not only a good cook, but also a very knowledgeable person who explained us some techniques used”.</p>	<p>Good experience, small producer, visit, learn about wines, knowledgeable enologist, Portuguese.</p> <p>Michelin star restaurant, Chef, good, knowledgeable, techniques explained.</p>	<p>Education/ Knowledge</p>
<p>First time in Lisbon and I love it. It is a trendy and exciting city with a lot things to see and activities to participate in. We went to a winery and we had a very good experience: tasting the wines produced with some food and the enologist’s explanation.”</p> <p>“I felt at home in Lisbon. Friendly people, great food and amazing wines and lots to see. We will definitely recommend a visit to our friends.</p>	<p>Lisbon, love, trendy, exciting city, activities, participate, winery, good experience, tasting food, wines, produced, enologist, explanation</p> <p>Home, Lisbon, friendly people, great food, amazing wines, recommend, visit, friends.</p>	<p>Involvement</p>
<p>“We had dinner at Adega Machado (fado restaurant). Good food, wine and good fado show”.</p> <p>“Yesterday, we had dinner in a small place in Bairro Alto. It was good with nice live music”.</p>	<p>Dinner, fado, restaurant, show, food, wine</p> <p>Dinner, place, good, live music</p>	<p>Entertainment</p>

From the review of the literature, eleven main elements were considered in order to analyse memorable enogastronomic experiences: food and wine (Hall & Mitchell, 2007; Kivela & Crotts, 2006), authenticity (Sims, 2009; Richards, 2015), novelty (Alant & Bruwer, 2009; Chandralal & Valenzuela, 2013; Stone et al., 2017), hedonism (Hall & Sharples 2003;), design and atmosphere (Hansen, Jensen & Gustafsson, 2005); Kim, 2014), service quality (Thach & Olsen, 2006; Kim, 2014), social interaction (Hansen, Jensen & Gustafsson, 2005; Sthapit, 2017), education and knowledge (Charters & Ali-Knight (2000); Fountain & Charters, 2010), involvement (Kim, Ritchie & McCormick, 2012; Sparks, 2007;), food culture (Ignatov & Smith, 2006; Lai, Khoo-Lattimore & Wang, 2018) and entertainment (Quadri-Felitti & Fiore, 2013; Carlsen & Boksberger, 2015). Three word clouds were then composed from the analyses of 6654 words. The first word cloud (Figure 1) is organized from the visitors' opinions regarding destination cuisine. The question raised was 'How would you describe the cuisine at this destination?'. From the answers given it is possible to summarize the words most mentioned by respondents. The word 'good', without specifying any particular connection, appears in the cloud as the most cited by the respondents. This result can be explained by the fact that the word in question is an adjective, synonymous of something positive, used to express different ideas such as:

"Good fresh fish and shellfish. Good wines. I don't eat meat, because I am vegetarian."

"Good cuisine with soul, using good local products."

Figure1: Word cloud from the local cuisine opinion



Results also suggest that words such as 'diverse', 'exotic', 'intense', 'elegant', 'amazing', 'sophisticated', and 'surprisingly' may be related with sensations of novelty in the

descriptions. In addition, words like ‘tasty’, ‘delicious’, ‘comfort’ and ‘flavors’ can be associated with hedonism, as the respondents’ words stated:

“We had dinner a restaurant in Chiado with an elegant and sophisticated cuisine. It was an amazing experience”.

“I’m enjoying local gastronomy very much. Fish and seafood are very tasty and fresh, cooked in a simple way”.

“Local cuisine is exotic and very tasty. I have tasted the best fish I remember”.

“I find local cuisine surprisingly tasty, with good products at a reasonable price”.

Other words that stand out were ‘rich’, ‘fresh’, ‘products’, ‘identity’, ‘genuine’, ‘creative’, ‘gastronomy’ and ‘chefs’ which it is easy to relate to the attributes of any regional cuisine. Some descriptions of the interviewees reinforce the idea of respondents’ opinions about the local cuisine and what gives it a character of authenticity, while the words ‘culture’, ‘history’ and ‘Mediterranean’ connect with culture and local food history:

“Rich cuisine, full of identity that not only uses excellent products but also cooks it in a genuine way”.

“The cuisine is evolutive, modern and tasty, interpreted by a new generation of young and creative Chefs”.

“Mediterranean-based cuisine, full of history with lots of flavor and a mixture of ingredients”.

“The gastronomy of Lisbon is in its essence a mixture of gastronomic cultures, brought from other parts of the country and also of dishes created by people who came from other countries”.

The second word cloud (Figure 2) relates the views of visitors connected with the experience of eating out at the destination. The question asked was ‘What do you remember from your last experience of eating out?’. The word that stands out most is Portuguese. This may be explained by the fact that the study was carried out in Portugal:

“I really like Portuguese cuisine. It has some similarities with ours (Spanish). Very well-seasoned and nicely presented”.

“...When dining out I have a tendency to revisit the typical Portuguese dishes, which can be presented in a more modern way”.

Also, there are many words that allude to the food consumed in the restaurant visited, such as: ‘codfish’, ‘seabass’, ‘roasted lamb’, ‘suckling pig’ and so on. There is also a set

of words where ‘wine’ is identified, which suggests the relationship between food and this beverage during the consumption of the meal:

“I tried the roasted lamb with a full bodied red Douro. It was delicious”.

“From my last eating out experience I remember the tasty traditional codfish and good local wine”.

“My last experience was a tasting menu (12 dishes) in a fine dining restaurant with wine pairing”.

The words ‘fado’ and ‘show’ suggest that some restaurants had entertainment activities for the guests. Furthermore, the words ‘service, ‘staff’ and ‘welcoming’ suggest the importance of quality of service in memorable experiences:

“We had dinner at a fado restaurant. Good food, wine and good fado music”.

“A fado restaurant, good show, good food but not excellent with ordinary and expensive wines”.

“Our last dining out was in the hotel restaurant good experience of modern Portuguese cuisine with good wine and excellent service”.

“In our last dining experience, the food was ok, not enough for the expected standards. Service was kind and courteous”.

Finally, the words ‘friends’ and ‘group’ leads us to the importance of social interaction during the experience:

“From the last dinner experience, I remember the camaraderie between the group, the atmosphere of the restaurant, the good service and the full satisfaction, justified by the quality of the food, which combined with the other interactions caused a feeling of well-being”.

“Today in a “tasquinha” (tavern) with childhood friends. Simple dishes that I keep in my mind when I’m not in Portugal”.

Figure 2: Word cloud from the eating out experience



The third word cloud (Figure 3) was based on the question ‘Do you have any other views about Portugal as a wine tourism destination?’ which asked the respondents to express their opinion on other points about Portugal as an enogastronomic destination. Other words that stand out were, unsurprisingly, ‘wine’, ‘food’, ‘gastronomy’, ‘country’, which are naturally related to the question raised and words such as ‘knowledgeable’ and ‘learning’, leading to the notion of education during the experience:

“In Quinta do Sanguinhal we were received by the winemaker very knowledgeable about their wines. We tasted the wines with local food, accompanied by an explanation”.

“We visited the property and sampled the wines in the winery with an explanation of each one. Learning about wine is a passion for me”.

The words ‘activities’, ‘vibrant’, ‘attractions’, ‘favorite’, ‘recommend’ may be related with guests’ involvement with the destination. Furthermore, words like ‘design’, ‘landscape’, and ‘atmosphere’ are associated with the creation of an atmosphere that favours a memorable experience, either through construction features or integration with the landscape:

“... The cellar had a modern design with excellent facilities, well integrated into the landscape”.

“...We visit the Adega Cooperativa of Colares, which is integrated in a very beautiful landscape. The winery has an old architecture, which gives it a very special atmosphere”.

“First time in Lisbon and I love it. It is a trendy and exciting city with lot things to see and activities to participate”.

“I felt at home in Lisbon. Friendly people, great food and amazing wines and lots to see. We will definitely recommend a visit to our friends”.

Figure 3: Word cloud from respondents’ points of view about the enogastronomic destination



CONCLUSIONS

From the visitors' descriptions about their experiences regarding local cuisine, eating out and their points of view about Lisbon as an enogastronomic destination, it was possible to analyse each sentence through a coding process and each word, using the word cloud process. Qualitative results from the content analysis and the word clouds reveal that the most relevant elements of the gastronomic experience, according to the literature review, are present in this study. Thus, eleven main elements were identified: food and wine, hedonism, authenticity, novelty, design and atmosphere, service quality, social interaction, education and knowledge, involvement, local food culture and entertainment. Naturally, food and wine elements stand out, as well as the adjectives used to describe the local gastronomy. These are consistent with the essence of enogastronomic experiences, whose main objective is to taste food and drinks (mainly wine) and with the need to describe the sensations transmitted by these elements (Kivela & Crofts, 2006).

The search for pleasant sensations through the consumption of food and wine is also very present in the respondents statements, which leads us to the concept of hedonism (Alant & Bruwer, 2009). References to the local enogastronomy history and culture are also identified in the content analysis, which shows the importance of elements of the destination's culinary identity (Igantov & Smith, 2006). Novelty and authenticity are referred to by researchers as fundamental elements of the tourism experience related to food and wine, are also mentioned by the respondents of this study, in words that give the feeling of surprise about the characteristics of authenticity of the products tasted (Chandralal & Valenzuela, 2013; Richards, 2015). The importance of the creation of an atmosphere conducive to food consumption through design and architecture elements is equally present in respondents' statements (Kim, 2014). References to the live performance during the consumption of food and wine indicate the importance of entertainment during the enogastronomic experiences (Carlsen & Boksberger, 2015). Other descriptions report the importance of getting visitors involved with local activities or places during their enogastronomic visit, as a way of maximizing the experience (Kim, Ritchie & McCormick, 2012). Finally, there are also elements related to the importance of quality of service, as well as social interaction and education within the experience-scape setting (Carmichael, 2005; Fountain & Charters, 2010; Tach & Olsen, 2006). Thus, this research shows the complexity of the elements that compose a memorable

enogastronomic experience, which goes far beyond the core products (gastronomy and wines). Of course, each scenario where the experience occurs is unique, which can lead to different combinations of all these elements, that is, in some cases there are elements that stand out more than others and vice versa. The visitor's socio-demographic characteristics are equally important in the perception of the experience by the visitor. Therefore, we consider that future research should take into account the type of cuisine (traditional, contemporary), the type of service (fine dining, traditional restaurant), the type of entertainment provided and cultural factors of the demographic sample (there are cultures that give more importance to some elements of experiences to the detriment of others).

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