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**THE PERCEIVED GASTRONOMIC IMAGE IN LA
COSTA DAURADA**

TREBALL DE FI DE GRAU

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1. Introduction

Nowadays, the image that it is perceived by the tourists it is one of the most valuable feedbacks that a tourist destination can have. This is mostly because of the development of Internet, whose platforms let people express their thoughts and share their opinions in an open and free scenario.

Once I decided to make tourism bachelor I saw many opportunities to go abroad and to live new experiences learning new languages, knowing people from around the world and discovering many new cultures. And that is indeed what happened when I started my Erasmus year abroad. Being able to live in Austria for 10 months I discovered besides this new country, my own area as well. I found out how people from other parts of the world see my place and that is what makes me write my thesis.

When I was talking with people who had come to Catalunya, I observed that they have a different image of my country that the one we, as tourism specialists, would like to transmit.

Some of the things which made me investigate about this topic were the general and popular *clichés* and stereotypes established such as: "you are always in a mood for parties", "the food is very oily and high calorie", "people is very loud and a bit lazy", "there are large portions of food: appetizer, 1st dish, main course and dessert", "food can be very nourishing but sometimes it is not the best quality"...

Catalunya is a region with a very rich food heritage since it has a wide range of products, being one of the most bio-diverse regions in Europe thanks to the contact through the centuries with other people and cultures such as Greeks, Romans, Phoenicians, Arabs, Americans, Northern European, etc. ("European Region of Gastronomy," n.d.).

Taking advantage that on the 2016 Catalunya was declared European Region of Gastronomy and *enogastronomy*, being proud of its cultural heritage and aiming at promoting its food products and gastronomy as relevant elements of the country's identity, I will focus my investigation in discovering what is

the gastronomy image the people have in their minds when they are leaving our country.

Catalan cuisine is currently in the process of being recognised by UNESCO for inscription on the Representative List of the Intangible Cultural Heritage of Humanity and as the Catalan writer Josep Pla said, "the cuisine of a region is a mirror of its products, landscape and history" or in catalan "*La cuina és el paisatge portat a la cassola*" (Josep Pla, 1966).

2. Objectives

The main and prime goal of this bachelor paper is to discover which gastronomic image the tourists who visit "La Costa Daurada" have. From this general objective, several particular and more specific objectives have been proposed which are listed below:

- To discover if they recognize Catalan gastronomy.
- To know if there are stereotypes about Catalan dishes and wines.
- To find out the impact "*Catalunya declarada Regió Europea de la Gastronomia*" has had.
- To identify if the gastronomy from Catalonia is known through its dishes or through its wines.
- To determinate if there are changes in the perception of the gastronomy through the touristic experience during the holidays stay.

Based on the objectives mentioned before and the theoretical framework drafted in the next sections, we propose several hypothesis, one for each objective:

- Tourists who visit "La Costa Daurada" during the Easter Break (12/04/17-17/04/17) know Catalan gastronomy beforehand.
- Tourists who visit "La Costa Daurada" during the Easter Break (12/04/17-17/04/17) have stereotypes about Catalan dishes and wines.
- Thanks to be declared European region of gastronomy 2016, Catalonia has noticed a positive impact concerning the knowledge of Catalan gastronomy
- Catalan gastronomy is better known for its dishes than for its wines

To gather all this hypothesis in only one, we would describe the main hypothesis as:

"After visiting La Costa Durada during Easter Break (12/04/17-17/04/17), and thanks to Catalonia be declared European region of gastronomy 2016, the visitors know better the dishes and wines from the region".

It is necessary to point out that all these objectives and hypothesis are studied delimitating and focusing on a population with the following characteristics:

- Tourists from the following countries¹: United Kingdom, Germany, Belgium, Ireland and The Netherlands.
- Tourists who came during the Easter Break (12/04/17-17/04/17)
- Tourists who flew home from Reus airport during Easter break (12/04/17-17/04/17).

¹ Based on the destination of their flights. We chose these countries since they were the ones flying from Reus Airport during Easter Break.

3. Methodology

In this bachelor paper, two kinds of data will be applied; primary and secondary data. Primary data is viewed as data, which is completely new and gained by the author of the research, who is also considered as the first user of the data. Secondary data of this research study is already existing data retrieved through academic books, e-books, journals, governmental statistics, websites and articles (Veal, 2006).

The method I used are the surveys and these were addressed to the following population:

- Tourists from the following countries²: United Kingdom, Germany, Belgium, Ireland and The Netherlands.
- Tourists who came during the Easter Break (12/04/17-17/04/17) and mostly stayed in "La Costa Daurada"
- Tourists who flew home from Reus airport during Easter break (12/04/17-17/04/17).

As the aim of the bachelor paper is to investigate the knowledge about Catalan Gastronomy in La Costa Daurada, the sample will be taken from population of travellers in Reus airport who are heading home by plane.

This survey gathered in total 57 responses. Our principal aim was to make as many surveys as possible without a fix number of answers. But due to the length of each survey (about 5 minutes each) we were able to make a total of 57.

As stated earlier, in the introduction chapter, the target group covers all the tourists who visited La Costa Daurada during Easter break (12/04/17-17/04/17) and went back home by plane taken from Reus Airport.

The objective of a survey is naturally to achieve the greatest possible participation percentage (Hart, 1998). The sample of the research was intended to conduct with the probability sampling. The population was intended to be selected by a random way, developing a survey at the beginning of their stay (when they arrive to La Costa Durada) and another

² Based on the destination of their flights.

one at the end of their stay (when they leave from La Costa Daurada) "In random sampling all members of the population have an equal chance of inclusion in the sample" (Veal, 2006). However, the random sampling also known as probability sampling, is hard to accomplish, due to its difficulty when it comes to control the arrival and departures dates of the visitors.

Because of that, there was a requirement to change the sampling method into convenience sampling.

The sampling method used for the research was convenience sampling. Veal (2006) characterizes the named method as "use of conveniently located persons or organisations – e.g. friends, colleagues, students, organisations in the neighbourhood, tourists visiting a local popular attraction" (Veal, 2006). In other words, the convenience sample can be described by selecting the sample according to their proximity and accessibility towards the survey. The result of the convenience sample cannot be considered as a representation of the whole population. Nevertheless an overview of the occurrence can be created. (Finn, et. al., 2000).

Therefore, using this method, we selected the flights in Reus airport we wanted to focus in. The chosen ones were the ones available during the period of time we developed the surveys (12/04/17-17/04/17) and even our first aim was to focus mainly to UK and France visitors, we finally had to focus to the available flights during that time. These were the following:

Wednesday 12th April, 2017

- 10:15 Liverpool International
- 12:50 Frankfurt

Thursday 13th April, 2017

- 09:15 Brussels Charleroi
- 10:10 Dublin
- 10:25 Eindhoven

Saturday 15th, April

- 20:35 Brussels Charleroi

Monday 17th, April

- 11:35 Dublin

- 21:45 East Midlands

As mentioned before, the surveys were developed in Reus Airport and several documentation was required to be able to enter into restricted area (Departures).

I contacted Mònica Caballé, Direction Secretary, and she explained me the procedures I had to follow to be able to develop my surveys in the airport.

"You need to be accompanied at all times or have the safety course called AVSEC, which is emitted through the website www.aena.es AENA and EASA (Aviation Safety Agency), the cost is approximately € 50-60, and you must fill up a file as a proof of security, directly to the airport, which has a cost of € 10. I do not know if you contemplate this possibility or if you have time to perform the procedure."

Since I did not have time to take this safety course I finally decided to bet for another option:

"For all the above, another option could be conducted polls in a public area (Turnover) providing us with proof of safety and specifying days in advance.", Mònica continued.

"In the case of authorized conducting surveys (Mònica had to contact her superiors before giving me an answer) you will need to fill up some forms attached to the accreditation process safety."

The mentioned documents and the safety accreditation are attached in the Annexes. (Annex 1)

It is necessary to point out that the survey was realized using a tablet as a support to answer the questions and making use of "Google Sheet" application. Furthermore, another support to answer some of the questions was a DIN A3 containing pictures of several dishes (Annex 2).

To conclude this part, reliability and validity are considered as tools of measurement that defines the quality of a research. Veal (2006) describes

reliability as "the extent to which research findings would be the same if the research were to be repeated at a later date or with a different sample of subjects." Whereas "validity is the extent to which the information collected by the researcher truly reflects the phenomenon being studied" (Veal, 2006).

In favour of increasing the validity of the results of this research study, a special attention was paid to the preciseness of the questionnaire. The questions were designed carefully bearing in mind the research problem and research questions. Furthermore, to assure the validity of the survey the "error range" or "margin of error" is described below.

The "confidence level" or "confidence margin" is the probability that an estimation (sample result) is adjusted to the reality (universe result). In this case, we will work with $\pm 2\sigma$ (95.5% of probability). Furthermore, the sample size is 57 people.

Therefore, having:

z → Confidence level

q → Proportion in which the attribute in question is not in the proportion

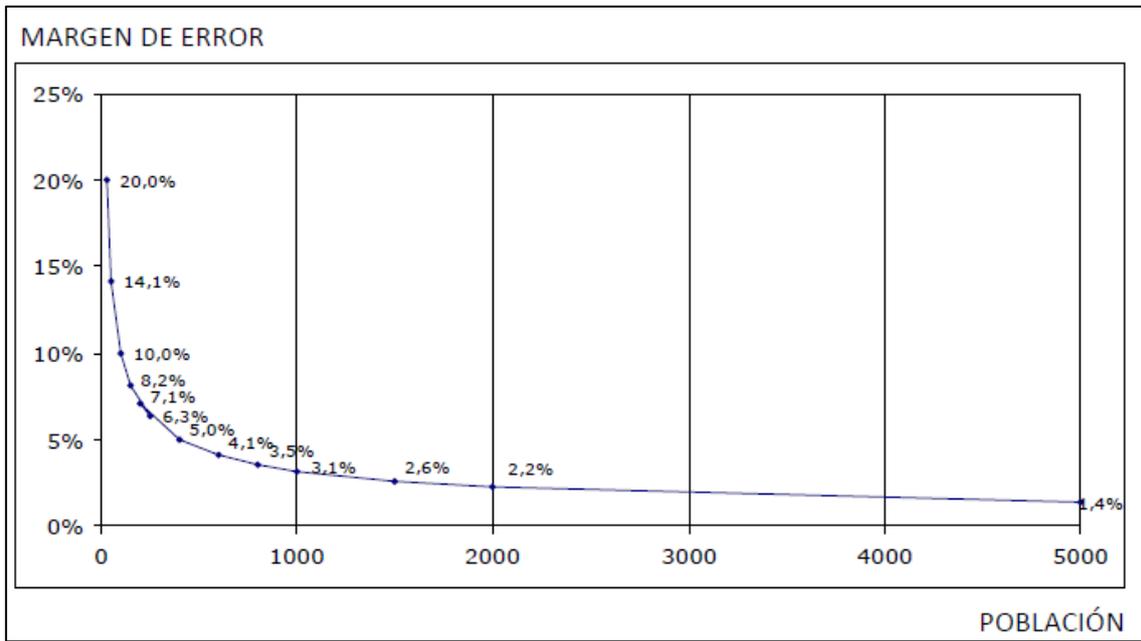
p → Proportion in which the attribute considered is given in the proportion

n → sample size

$$\text{Sample error} = z \sqrt{\frac{p * q}{n}} \rightarrow 2 \sqrt{\frac{50 * 50}{n}}$$

$$\text{Sample error} = \sqrt{\frac{10000}{57}}$$

$$\text{Sample error} = 13.25\%$$



Source: Angel Luis Arenas García-Ceca, *Atenció al client*

4. Theoretical framework

4.1 The European Region of Gastronomy

This chapter is structured with several points which describe the project and its characteristics. All the information and data from this part is taken from the official "European Region of Gastronomy" portal ("European Region of Gastronomy," n.d.).

4.1.1 The project

Philosophy

'Gastronomy is the knowledge and understanding of all that relates to man (sic) as he eats. Its purpose is to ensure the conservation of men, using the best food possible'. (Brillat-Savarin, 1825).

The philosophy of this project holds that "gastronomy is about much more than good food". It also has to do with the quality and production of it, the traditions, festivals, heritage and habits around it and as much as empowering entrepreneurship and innovation in this field using traditional recipes keeping in mind the sustainability.

Thanks to the huge variety of food cultures, traditional dishes, regional food products and culinary heritage, European heritage has become one of the most valuable and it is a way to bring people together to know our food culture and spread it around the world. Besides the pleasure of eating, food cultures create unforgettable experiences of places and regions which encourage people visit and explore them. This is seen in a recent OECD report on Food Experiences and Tourism (2012) which points out "*food experiences are rapidly becoming the basis for important newly-emerging creative and cultural industries*". Also, in the Global Report on Food Tourism from the UN World Tourism Organisation (2012) is highlighted the gastronomy as an engine to improve the future economic development.

These experiences mentioned before are an important part of experience tourism and more and more culture and food are becoming the main point to visit a place. Additionally, food culture is a way to discover the culture, economy and society of a country. Hence, food is considered not only as a consumption asset but increasingly as *a support for local identity and culture, a link between rural regions and cities, and a tool for creation more cohesion between European people.*

It is also important to highlight that urban and rural areas are becoming closer due to the link between agriculture, food production and gastronomy. This is seen in some regions where through local food from rural areas innovative gastronomic experiences are created. These initiatives enlarge *the quality and value of local produce, raising the incomes of those involved in agricultural production and also those whose livelihoods are linked to the countryside.*

To sum up, food, gastronomy and hospitality are becoming more and more important as sources of growth, competitive advantage, cultural identity and creative experiences for Europe's regions.

Aims

The general goal of the European Region of Gastronomy project is to "contribute to a better quality of life in European Regions by conserving food cultures and stimulating gastronomic innovation".

The European Region of Gastronomy project aims to utilise the gastronomic distinctiveness and assets of European regions in order to:

- enable Europe to feed itself better and more sustainably
- conserve the environment and local culture more effectively
- contribute to social cohesion
- support the development of local economies

Equally to the project "European Capital of Culture" where the cultural assets of different cities are highlighted, the "European Region of Gastronomy" is willing to show off the gastronomic creativity, identity and dynamism of Europe's regions.

Recent research has particularly emphasised the growing integration between food, culture, creativity and tourism (OECD 2009, OECD 2012, UNWTO 2012, OECD 2014). The European Region of Gastronomy project aims to converge these four industries as a solution for sustainable European development.

These aims and objectives are reached through a variety of activities and events and a platform for the exchange of knowledge with the support of the European institutions, coordinated by an independent entity that contributes to the collection and dissemination of the knowledge resulting from the participant regions' activities.

Foundation

This platform was created following the first consultative meeting with founder regions of the European Region of Gastronomy Award: Catalonia, Minho, Riga-Gauja, Aarhus/Central Denmark, East Lombardy, North Brabant, Galway West of Ireland, Sibiu, South Aegean. The international network of experts in the fields of culture, arts, tourism and gastronomy IGCAT, was the founder together with other institutions.

The first meeting was performed in North Brabant in April 2014 and convoked by IGCAT where the main topic to discuss was "ensure that the Award will meet the demands, challenges and concerns of Europe's regions".

The principal goals of the Platform are:

- Share know-how and experience
- Showcase the distinctiveness of regional gastronomy, food, wine and cuisines through cross-marketing initiatives
- Underline the essential linkages of food at regional and European level (foodways or food routes)
- Highlight the gastronomic unity and diversity of Europe through joint projects
- Promote social cohesion and bonds between communities by providing access to often lesser known regions
- Drive gastronomic creativity and innovation to enable Europe's food and gastronomy businesses to compete at global level.

With this well-established aims, European Region of Gastronomy regions agreed that this award would bring many improvements boosting for example local regions, culture and tourism sectors. Also, a request was to have a long-term commitment as it would provide greater opportunities for knowledge sharing, for developing collaborative projects and cross-marketing initiatives. Thus, this regions bidding for the award, are expected to commit to the Platform for a minimum of five years.

Regional partners

The regional partners are: Catalonia 2016, Minho 2016, Riga-Gauja 2017, Aarhus/Central Denmark 2017, East Lombardy 2017, North Brabant 2018, Galway, West of Ireland 2018, Sibiu 2019 and South Aegean 2019.

Award

The aim of this award is to encourage local regions who present an overpowering programme of events developed during all year round related with food, culture, tourism and other sectors and thus support innovation in local settings.

The Award aims to stimulate development at a local level by giving the title to regions that developed an exciting programme of events to stimulate initiatives that cross the boundaries of food, culture, tourism and other sectors and thus support innovation in local settings. IGCAT developed this idea with its founding regions to ensure that the programme and criteria could respond to challenges being felt in Europe's regions.

The title of European Region of Gastronomy will be given to 2 or 3 different regions every year *"as a stimulus to link food, hospitality, tourism, culture, health and sustainability to support economic, cultural, social and environmental development"*.

Moreover, this title award will provide the regions Visibility, Cohesion, Credibility and Viability.

VISIBILITY

Currently, many regions are doing interesting things to support culture combined with 'food ways' and gastronomy, however these still lack visibility. The European Region of Gastronomy award is intended to improve links between the regions taking part and form a longer-term network so that these links can be maintained. The title will also give the regions visibility internationally and provide cross-marketing opportunities for producers and tourism sector operators.

COHESION

Many regions struggle to develop their potential because of a lack of cohesion in food production, hospitality and cultural offer. By building a regional identity based on food heritage and innovation as well as culture the European Region of Gastronomy award hopes to provide lasting connections that will benefit the region. At the same time, by supporting the regional identity the regions will have more visibility in Europe and thus contribute to connecting Europe through heritage and tradition, as well as innovation.

CREDIBILITY

The European Region of Gastronomy award has been built with an international body of experts, regional authorities and in due course, hopes to receive an endorsement from the Committee of the Regions of the European Union. This combined structure gives credibility and validation to the work being carried out at a regional level. At the same time, by sharing insights with other European partners the regions not only contribute to sharing of knowledge but also provide a basis from which to benchmark their activities. The sharing of knowledge is also then a springboard for successful innovations to take root in other regions.

VIABILITY

Ensure the sustainability of the European Region of Gastronomy programme by setting up a supportive platform for regions to encourage information exchange, joint research and programmes, capacity building and skills

development. By working within and between diverse sectors (tangible and intangible heritage, agriculture, food, gastronomy, culture, contemporary arts, creative industries, hospitality and tourism) the programme aims to increase the regions capacity to design, execute, organise and stage effective food/gastronomy related events strategies and thus attract funding and investment. ("European Region of Gastronomy," n.d.)

4.1.2 Focus areas

The European Region of Gastronomy Platform established several focus area which are accomplished when developing the different events, activities, performance... these eleven focus are: feeding the planet, sustainability, education, innovation, globalisation, digital agenda, linking urban and rural, global competitiveness, health, culture and food diversity and supporting SME's.

Feeding the planet

Year by year world's population is growing and nowadays we are above 7 billion people. It is estimated that by 2050 the population will have reached 9 billion (a huge increase compared to last years). Also, by 2014 "*more than 20.000 people died from hunger in the world*"; this statement turns global trade, food distribution, emergency aid and food production fields in urgent goals to improve. Seeing this scenario, The European Region of Gastronomy award tries and will try to make visible the debate about how we produce sufficient food for everyone.

Sustainability

Being economic, environment and social the three pillars of sustainability, this award has the goal to stimulate the debate about "*sustainable tourism, food and gastronomy practices in order to support the development of more environmentally, socially, culturally and economically sustainable food production and consumption*". All this based in local, regional and global terms. "Sustainable development is development that meets the needs of the

present without compromising the ability of future generations to meet their own needs” United Nations General Assembly (1987).

Education

The European Parliament has declared gastronomy and food to be an important part to be included into the educational curriculum. The project aims to work closely with education and knowledge institutions in the host regions and elsewhere to disseminate information about the importance of regional gastronomy.

Innovation

Local food cultures are an important source of innovation. Traditions developed over centuries form the vital ‘DNA’ of food cultures and regional gastronomy, and local knowledge is therefore an important potential source of new ideas and innovative products and experiences.

Digital agenda

The Digital Agenda for Europe (DAE) aims to reboot Europe’s economy and help Europe’s citizens and businesses to get the most out of digital technologies. The digital economy is growing much faster than other sectors, but it requires new ways of working. Regions joining the European Region of Gastronomy network agree share good practice and support the digital agenda.

Linking urban and rural

It exists a division between Europe’s rural and urban areas, particularly in the area of food. Young people are often no longer aware where the food they eat comes from. The European Region of Gastronomy provides an opportunity for regions to re-connect their rural and urban environments, bringing the countryside to the city, and the city to the countryside.

Global competitiveness

The Project is designed to underline the distinctiveness of Europe’s food cultures and practices, enabling food products and experiences to compete

effectively with those from other areas of the world. Regional foods are one of the major strengths that Europe can use to profile itself globally.

Health

Eating well can be translated, somehow, to be healthy since food is essential for health. Thus, this award is also sharing the idea of nutritive local and regional food so it can contribute in raising "*awareness of health issues and to promote healthy eating*".

Culture and food diversity

Gastronomy tells us a lot about a place, not only the food itself but also its culture, its people, the way of eating, presenting or serving foods. Hence, it is important to conserve and strengthen the local food cultures since it helps to "*promote the diversity of food, culture and creativity*".

Supporting SMEs

According to DG Enterprise and Industry, more than 20 million SMEs in the EU represent 99% of businesses, and are a key driver for economic growth, innovation, employment and social integration. Small and Medium Enterprises (SMEs) are the backbone of regional food production. Therefore, the project is designed to promote the work of SMEs and to help them achieve greater environmental, economic and cultural sustainability.

4.1.3 Catalonia European region of gastronomy

On July 2nd 2015, Catalonia was officially awarded the title of European Region of Gastronomy, sharing the title with Minho region. For Catalonia, this award bears out its heritage in terms of food and tourism highlighting the exceptional quality of Catalan products, gastronomy and traditions.

Catalonia European Region of Gastronomy 2016 is a lively project aiming to be as inclusive as possible, with entities, stakeholders and people from the country that are working to promote Catalan gastronomy.

The project has included the invaluable support of chef Carme Ruscalleda (Restaurant Sant Pau, 3 Michelin stars), who has agreed to act as an ambassador for Catalonia European Region of Gastronomy 2016.

The International Trade show of Food and Beverages, *Alimentaria* 2016, has been the chosen scenario to present officially the actions of Catalonia European Region of Gastronomy 2016. The Minister of Agriculture, Livestock, Fisheries and Food, Meritxell Serret i Aleu, and the Minister of Business and Knowledge, Jordi Baiget i Cantons, attended the presentation event, as well as the ambassador and the commissioner to the project, who explained the actions that are taking place throughout this year.

This title is giving Catalonia an important progress referring to food and tourism and our gastronomy is becoming international thanks to "*the excellent work of Catalan producers, restaurants, research centres, schools, the media, entities and chefs, including Carme Ruscalleda*".

Catalan gastronomy is a strategic sector since it contributes with 20% of the GDP which can be translated to 50.000 M€ per year and more than 500.000 employs.

The proposal which Catalonia made to be accepted as an awarded region was based on 3 focus areas: product, territory and gastronomy, three features which identify Catalan culture, cuisine and local food.

Being Catalonia pioneer winning this title, has now the mission to transfer all the knowledge and experience to the future awarded regions keeping in mind that it is one of the main goals of the project; to share know-how and exchange skills to promote this platform.

As mentioned before, the axis of this project are "product – territory – gastronomy" and its meaning is found when willing to "*make gastronomy an identity element allowing differentiation and specificity of the territory*". This axis will strengthen Catalan identity with its rich gastronomy, fascinating landscape and creative innovation and additionally Catalonia will become more visible in Europe and all over the world.

Thus, the slogan “We are earth, we are sea, we are gastronomy” popped up summarizing the uniqueness of this territory since it mixes three strong aspects of this region.

The activities taken during 2016 have been several such as fairs, markets, touristic routes, gastronomic feasts and campaigns, cuisine groups, guilds, etc., as well as centres of research and education, equipments, cooks, guilds, research and training centers, equipments, professional organizations and other associations.

Next, the envisaged actions for 2016 will be traced and these, were divided in two sectors: agri-food and tourism.

Regarding the agri-food sector, the following activities, organized by the Department of Agriculture, Farming, Fishing and Food (DARP), are highlighted.

- Catalan Gastronomy Plan
- Networking seminars
- Local and International Fairs
- Alimentaria 2016
- ÀPAT Fair
- Other International Fairs
- B2B actions
- Food Public Procurement Plan
- I International Contest of Young Chefs: European Young Chef Award 2016
- Emerging technologies and gastronomy workshops
- EUREGa! Project
- Young artisan Award, food technologic innovation and RuralApps Awards
- Technologic Transfer Yearly Plan
- Festival of Nutrition and Gastronomy
- Plan of fruit consumption at schools
- Boosting proximity sales in restaurants
- Bio Week
- Campaign to promote the products with DOP (Protected Designation of

Origin) / IGP (Protected Geographical Indications)

- IWINETC Wine Tourism Conference. International Wine Tourism Conference
- "Catalonia We are Gastronomy" Tour 2016
- Worlds of Flavors
- Catalan Wines USA
- Weine aus Katalonien (Germany)
- Getaway market
- Welcome to 'farmer' (Benvingut a pages)
- Souvenir Food
- Masterchef: showcooking
- 'From earth to the moon'. Exhibit about the Can Roca winery
- Dinner of the stars
- The workshop "Buy Catalonia"
- Campaign of the Menu 'We are gastronomy'

4.2 Touristic image

In this chapter the main topic is the touristic image and how is it perceived for the people. This part is structured with an introduction, the explanation of the concept "Touristic destination" and a part of "the image of a touristic destination". Large part of the data from this section is taken from a project written by the Professor Ana Muñoz Mazón, Professor in Business Economics in Universidad Rey Juan Carlos.

4.2.1 Introduction

Nowadays, the image is understood as an essential tool to be able to compete in an increasingly international and sophisticated market.

Either public or private institutions have the duty to create an image which place the country, destination, product or service in the mind of the target public and also, is identified and differentiated against its competitors.

First step to create, improve or simply change the image of a destination is the promotion of itself. The fundamental objective, both private and public sector, is to find a position in public's mind to achieve a clear differentiation versus the competition.

World Economic Forum international foundation elaborates every year the "World Competitiveness Report" which points that it exists a close correlation between the competitiveness of a country and the trust the same generate (being this last one key dimension of the image of a place).

Communication can be used for the countries as the basic track to create differentiation and image, and to become in a competitive key factor. Furthermore, communication has to establish a link between the personality of publics and the image of the country making this segment or group see that is it possible to offer them what they are looking for.

When analysing the image of a touristic destination is fundamental to have in mind how the tourists perceive it. It is necessary to keep in mind that this image is not only related with the different communicative actions developed to reach more public but every time more the quality of the destiny is key.

The coherence among built expectations by the tourists and the reality found when arriving to the destination is fundamental and essential to achieve the satisfaction and therefore, the possibility to build loyalty toward the place.

The perception that the tourists have towards a determinate destination has influence both in their choice as in the satisfaction developed in the future trip. The bigger and better information the tourists have related with the destination, the more correspondence with the reality.

Tourist image is generally considered to be a construct with several specific features (Mariné, 2013).

Gallarza et al. (2002) distinguish four features that identify and describe the image construct: it is complex in nature (it is not unequivocal), multiple (in elements and processes), relativistic (subjective and generally comparative), and dynamic (changing with the dimensions of time and space). These four features of the image construct (complexity, multiplicity, relativity, and dynamism) are themselves multifaceted.

4.2.2 Touristic destination: the concept

Very often we use the concept "touristic destination" as if it was a perfectly delimited term and known for all the organisms which somehow are related to the touristic industry. Actually, not even international organisms like World Tourism Organization (UNWTO) can meticulously describe the concept.

There are different opinions regarding this topic which makes more confusing the definition, structure and composition.

Some authors hold an objective and spatial orientation while others stand up for subjective or from the point of view of the costumer or tourist orientation.

First ones, describe a touristic destination as a "territorial space which is composed by a group of touristic products and services as well as certain attraction variable".

In this first group authors like Balagué and Brualla (2001) or Pearce (1989) are found and they defend the following definitions: "the formalization of those new geophysical spaces of interest or those wanting a reconsideration of its value towards touristic parameters to enhance their current structures", "combination of products and services available in a certain location and able to attract visitors from any origin place. Destinations are mixture of touristic products which offer an integral experience to the costumers".

In the second group, where we find more subjective authors, we locate Bull (1994) "Country, region or city where the visitors head to being this their main objective" Cooper, Fletcher, Gilbert, Shepherd and Wanhill (1998) "gathering of facilities, systems and services designed to fulfil the needs of the visitors" Leiper (1990,1995) "place chosen for people to visit and spend at least a night for the purpose of having a satisfactory experience during leisure time".

In this way, we can see the evolution of this concept, which was first considering touristic destinations as "well geographically delimited area" and it turned to be interpreted as a "subjective idea which visitors can develop in their minds depending on the itinerary they are going to draw, the reason of the visit, cultural baggage, education level and previous experiences". (Muñoz Mazón, n.d.)

To sum up, we could define "tourist destination image is a complex dynamic construct resulting from the interaction of both projected images and perceived images of a place or destination. Tourist image is then the total sum of ideas, feelings, values, impressions, attributes and identities attached to a place, within both the perceived image by tourists and the representations projected by different actors, which are transmitted in certain contexts and through certain communication channels" (Mariné, 2013).

4.2.3 The image of a touristic destination

This concept has been studied and investigated by many authors and in the following lines some of them are named describing their opinions.

The importance of the image of a touristic destination becomes present since it affects the individual perception of the tourists as their behaviour and the process to choose a destination (Echtner y Ritchie, 1991).

Another author, Crompton (1979), holds that this concept is the sum of beliefs, ideas, impressions and expectations which a tourist has about the destination.

According to Oxenfeldt (1974-75) and Dichter (1985) the image is considered as a general or total expression which is formed as a result of the evaluation of individual attributes which could have cognitive and emotional content.

The image of a destination is like the expression of all the knowledge, impressions, prejudices and emotional thoughts which a person or group of people have about an object or certain place (Lawson y Baud-Bovy, 1977).

The image of a touristic destination is configured as a holistic term which comes from the attitudes had around the perceived attributes of the destination (Um and Crompton 1990). According to Lancaster (1966), customers do not choose the products or services but the attributes they own. In this way, costumers use their perception towards these attributes as a factor which adds usefulness to the product.

It is generally agreed that tourist image is a complex construct that still needs to be comprehended and further explained. (Mariné, 2013).

Lastly, it is understood as image of a touristic destination the perception which potential tourists have about the destination based on knowledge, affection or affinity criteria. Therefore, the image of a destination is the way in which the tourist express its position towards it and even its expectations around itself.

4.2.4 Features of the image of a touristic destination

The image of a touristic destination is characterized for its complexity and for its multidimensional character (Gartner, 1989). These images can be mixed with the impressions of the locals, entrepreneur, other tourists, workers... the image of a destination depends on the invisible elements previous to the selection and to the visit of itself. (Muñoz Mazón, n.d.)

Gartner (1996) holds that a destination is formed through the interrelation between cognitive, evaluative and conative components.

The image is characterized for being complex, due to it admits more than one interpretation, multiple, since it has been investigated and analysed from very different points of view because of the amount of attributes it owns, relative, for its subjectivity and dynamic, since it does not remain or stay during the time but it changes due to two factors: the time and the space (Gallarza, Gil and Calderón, 2002).

5. Survey

Besides the wide literature review described in the last chapter, a questionnaire-based survey was conducted in order to get the answers for the research questions, as mentioned in other sections. A quantitative survey is one of the most commonly used method in leisure and tourism research and applies as well in this research study. The survey as a research method gives a lot of data in a short time, which is relevant for this study. (Veal, 2006).

In this section, I am going to describe the different variables we defined to study and investigate the proposed objectives and hypothesis and the questions we used to investigate these variables. All questions were self-elaborated avoiding the ambiguity of the answer, not inferring to the answer, avoiding calculations and trying to be brief. Furthermore, all questions were written using simple and popular language, expressing the unit of measure, avoiding double effect or embarrassing questions.

5.1. Trip profile

In this part of the survey we analysed the profile of the trip the respondents had and our aim was to know a little bit about its sociodemographic features.

The first question was "***Is your first time visiting Catalunya?***". According the freedom when choosing the answer, this is a close question. According the quantity of responses, we can define this question as dichotomous, where the two possible answers were "Yes" or "No". We choose this question to be close and dichotomous because there were only 2 possible situations (they had already been in Catalunya or not).

The second questions in this sections was "***In what type of accommodation have you stayed during your actual holidays?***".

According the freedom when choosing the answer, this is both a close and open question. According the quantity of responses, we can define this question as multiple, where the different possible answers were: Hotel 4-5*,

Hotel 3*, 2 or less * Hotel, Rural tourism, Friends or family house, Tourist apartments, Camping, Second home and others. We stated it is both closed and open question due to have close answers (such as Hotel 4-5*, Hotel 3*, 2 or less * Hotel, Rural tourism, Friends or family house, Tourist apartments, Camping, Second home) and open ones (such as "others").

We choose this question to be close and open at the same time because even we tried to offer all types of accommodation possible, there was the chance we forgot some of them that is why we wrote the option "Others" where the respondents could answer another accommodation.

"In which city were you staying?" was the third question of the survey and according the freedom when choosing the answer, this is an open question, where the respondent had the chance to express openly his/her answer.

We choose this question to be open because the participants could have been stayed in many different locations and we found more appropriate to leave it open.

The last question we studied within this section was **"For how long have you been staying in "city"?"**

According the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a multiple question, where the possible answers were: Less than 1 week, 1 week, between 1 and 2 weeks, 2 weeks, more than 2 weeks.

We choose this question to be close because we wanted to have a specific answer of the time the participants stayed in the city.

5.2. General food behaviour

The second section of the survey gathers topics related to the places where the respondents had their meals. The first question, "**Which kind of accommodation regime have you been using during your actual stay?**" was defined as both open and close question, according to the freedom when choosing the answer. According to the quantity of responses, it is a multiple question, where the possible answers were: Just accommodation, Bed and breakfast, half board, Full board and others. We choose this question to be close and open at the same time because even we tried to write all types of accommodation regime possible, there was the chance we forgot some of them that is why we wrote the option "Others" where the respondents could answer another accommodation regime.

"Where did you usually make your meals during your actual stay?" was the second and last question in this section. According to the freedom when choosing the answer, this is both close and open question. According to the quantity of responses, it is a multiple question, where the possible answers were: Mainly in the accommodation, mainly in restaurants, mainly in bar and cafeterias and others. We choose this question to be close and open at the same time because even we tried to write all places we thought they would have eaten, there was the chance we forgot some of them that is why we wrote the option "Others" where the respondents could answer another place.

5.3. Catalan Gastronomy penetration

In this section we wanted to know the knowledge the respondents had from Catalan Gastronomy and below, the questions asked to analyse this variable, are defined.

First question was "**Have you eaten any typical dish from here during your actual stay?**". According to the freedom when choosing the answer, this is a close question. According to the quantity of responses, it is a dichotomous question, where the two possible answers were "Yes" or "No". Furthermore, this question had sub-questions: "If yes, which ones?" and "If not, why not".

"If yes, which ones?" is an open question where the respondents could express openly their answers. "If not, why not?" Question will be discussed in the next section (Reasons why they did not eat typical dishes/drink typical drinks)

Same explanation as before mentioned is stated with the question **"Have you tasted the wines from the region?", "If yes, which ones?"**.

The third question in this section was **"Could you identify any "certificate of origin" wine from the region?"** which according the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a dichotomous question, where the two possible answers were "Yes" or "No". Furthermore, this question had a sub-question: **"If yes, which ones?"** which is an open question where the respondents could express openly their answers.

This section concludes with the question **"Could you identify any "certificate of origin" wine from the region?"** . According the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a dichotomous question, where the two possible answers were "Yes" or "No". Furthermore, this question had sub-questions: "If yes, which ones?" which is an open question where the respondents could express openly their answers.

5.4. Reasons why they did not eat/drink typical dishes/drinks

As mentioned before, when asking **"Have you eaten any typical dish from here during you actual stay?"** or **"Have you tasted the wines from the region?"** the two possible answers were "Yes" or "No". In this section the negative answer (**"If not, why not"**) is the one we are going to analyse.

When the respondents said they did not eat or drink any typical dish or drink from the region, we wanted to know why they did not do so. **"If not, why not"** according the freedom when choosing the answer, is both an open and close question. According the quantity of responses, it is a multiple question, where the possible answers were "Because I don't like them", "Because they

didn't offer to me", "Because it is more expensive" or "Others". We stated it is both close and open question due to have close answers (such as "Because I don't like them", "Because they didn't offer to me", "Because it is more expensive") and open ones (such as "others").

5.5. Identification of typical dishes

This is part of the survey can be defined as the most interactive one since photography's were involved to make the questionnaire more fluid and understandable. In this section the main objective was to see, thought pictures, the knowledge the participants had about the 20 dishes we proposed. To choose the pictures we show to the participants, we decided we would print the 20 ones which were presented into the contest which was launched last September in the framework of "Catalunya Regió Europea de la Gastronomia 2016", to win the award "the favourite dish of Catalan people". These 20 dishes were: *Arròs a la cassola, botifarra amb mongetes, calçotada, canelons, cargols a la llauna, coca de recapte, crema de Sant Josep, empedrat, escalivada, escudella i carn d'olla, espinacs a la catalana, esqueixada de bacallà, fideus a la cassola, fricandó amb bolets, mandonguilles amb sípia i pèsols, pa amb tomàquet, pollastre amb escamarlans, suquet de peix, trinxat de patata i col i xató.*

To show these dishes to the respondents we printed a DIN A3 document with the pictures and its names (Annex 2). The pictures were downloaded from Internet and we wrote the same name which was presented to the contest (even different people know the same dish with a different name as it is "Crema de Sant Josep" or "Crema Catalana").

The first question asked was "**Can you recognize any of these dishes?**". According the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a multiple question, where the possible answers were all the dishes mentioned before and also the answer "No".

Second questions was "**From the dishes you recognized, which ones did you know before coming?**" According the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a

multiple question, where the possible answers were all the dishes mentioned before and also the answer "Any of them".

5.6. Satisfaction and recommendation

One of the last sections of the questionnaire was to know how satisfied the respondents were about what they ate and to see if they would spread and recommend to others their gastronomical experiences.

The first questions we asked was **"Would you recommend the typical dishes from here?"**. According the freedom when choosing the answer, this is a close question. According the quantity of responses, it is a dichotomous question, where the two possible answers were "Yes" or "No". Furthermore, this question had sub-questions: **"Why?"**, being this question open since the respondents could openly express their thoughts.

Same explanation as before mentioned is stated with the question **"Would you recommend the wines from here?"** and **"Why?"**.

Also, we wanted to know how important was the weight the gastronomy had when they decided to come here, so we asked **"Could you rate, from 0 to 10, the importance that the gastronomy had when choosing the destination?"**. Using a scale to rate the weight the gastronomy had, so it was easily analysable.

To discover which was the dish or plate that impacted them the most and they kept in their minds, we asked **"Which is your favourite dish you have eaten during you actual stay?"**. According the freedom when choosing the answer, this is an open question where the respondent was able to answer openly what they liked the most.

Last question in this section was the statement **"In general, we ate very well"** with its 5 different answers: **"I totally agree, I agree, Neither agree nor disagree, I disagree, I totally disagree"**.

This is called Likert Scale and it is used to measure attitudes. The respondents had to show the level of agreement or disagreement within the statement. It was an easy way to discover if they were satisfied or not.

5.7. Suggestions and improvements

We decided we would leave a section of the survey open to suggestions and improvements where the respondents would be able to openly express if they thought something could change or enrich Catalan Gastronomy and its components. In this part of the questionnaire, we got some answers we did not expect and which made us reconsider some of the thoughts we had at the beginning.

5.8. Respondent profile

In the last part of the survey is where we decided to ask the more personal questions such as the origin, the people they came with and the age. We chose to write these questions at the end of the questionnaire because they are more personal and we wanted first to gain confidence between the respondent and the interviewer and not to create a barrier between the both of us which would lead to answer uncomfortably.

The first question, "**Which country are you from?**" According to the freedom when choosing the answer, this is an open question where the respondent was able to answer openly the place they were from.

The next question was "**With whom have you come?**". According to the freedom when choosing the answer, this is an open question where the respondent was able to answer openly with whom they came.

"**How old are you?**" was the last question in this section. According to the freedom when choosing the answer, this is an open question where the respondent was able to answer openly their age.

6. Results and Analysis

This section of the bachelor paper presents the results and analysis of the researched phenomenon. In order to discover if Catalan Gastronomy is as well-known as we think, all the results of the conducted questionnaire or survey will be analysed in this section. In total, 57 answers were analysed. The responses that did not represent the population chosen were not included. In addition, the responses with insufficient information or the ones not completed were not included in the analysis. Only the questionnaires that answered appropriately all the questions needed were taken into account. The questionnaire was open from April 12th to April 17th. The tool used for the data analysis was "Google sheet". The questionnaire is illustrated in Annex 3.

6.1. Results

The following chapter presents all the results of the research indicated in numbers and charts to make it more accessible.

6.1.1 Trip profile

The first section of the questionnaire was related to the trip profile. Here, the respondents were asked about the times they visited Catalunya, the type of accommodation they were using during their stay, the city where they spent their holidays and also the length of their stay.

When analysing if it was or not the first time the respondents visited Catalunya, the majority (66.7%) answered "No, it is not my first time" while 33.3% answered it was their first time visiting the area. Concerning the type of accommodation they were users during their holidays, 33.3% stayed in a 4-5* hotel, 15.8% in tourist apartments, 14% in Rural tourism and 12.3% in a 3*hotel. The rest stayed in 2 or less*Hotel, friends and family house, camping and none of them in second houses. 7% of the interviewed did not stay in any of the accommodation suggested, however, they stayed in Bed and breakfast or hostels.

A curious point I discovered when effectuating the surveys was to see how the people who were staying in the interior (mostly Rural tourism) had more knowledge of the dishes I was showing them, than the people who was staying near the coast.

When it comes to the length of their stay, more than a half of them (52%) stayed in La Costa Daurada for 1 week, followed by between 1-2 weeks (24%) and in the third position we find less than 1 week (20%). A total of 4% stayed in the city for more than 2 weeks and any of the interviewed stayed 2 weeks.

Last question in this section was about the city where they spent their holidays. A large part of the participants, 33 out of 57, stayed in Salou, followed by Tarragona, 11 out of 57 and Reus, 6 out of 57. Other cities where the respondents were staying were Cambrils, La Pineda, Barcelona, Montroig, Montbrió del Camp, Cornudella de Monstant or Prades³.

To summarize this first section, most of the participants were staying in hotels for 1 week, and a large part of them stayed in Salou. It is important to highlight that more visitors stayed near the coast than in the interior.

6.1.2 General food behaviour

Secondly, the respondents had to answer questions related with the accommodation regime they took and about the place they usually made their meals.

The largest part of the participants (31.6%) used "half board services", followed by the 28.1% who used "full board services and finally 22.8% who used bed and breakfast. The rest of participants used the accommodation only to sleep and were eating outside.

In this section, the next question was related about where they usually ate during their holidays. Over the half of the responses (50.9%), said they were cooking at their accommodation. Others (43.9%), stated the restaurants

³ It is important to point out that in the graphic located in Annex 1, there are more columns than cities mentioned. This is because when typing with the tablet the names of the cities, sometimes the autocorrector was changing the word and some columns refers to the same city.

were the place where they were doing their meals. None of them pointed "Bar and cafeterias" as places where they did their meal, but some of them mentioned friends and family made them the meals.

To summarize this second section, most of the participants ate in their accommodations with half board service.

6.1.3 Catalan Gastronomy penetration

In this part of the questionnaire, the main topic is the knowledge of Catalan gastronomy and *enogastronomy*, and that is why the asked questions were such as "Have you eaten any typical dish from here during you actual stay?", "Have you tasted the wines from the region?" or "Could you identify any certificate of origin wine from the region?".

A dominant group of participants (76% and 69.2%) answered positively when asking the first and second question, whereas less people (14.3%) could name a certificate of origin wine from the region.

Regarding the first question ("Have you eaten any typical dish from here during your actual stay?"), if this was affirmative, we asked to name which of them were, and the results were: *Paella, brochetas, prawns, calamari, ribs, sea food, arroz negro, tortilla, tapas, calçots, pinchos, rice with sea food, roasted meat, bread with tomato, omelette, allioli, jamón.*

When it comes to the wines from the region, we also asked them to name the one they knew, and the answers we got are: *Montsant, sangria, cava, Priorat.* Also, other answers were that they did no remember the names therefore they stated they drunk white or red wines.

More difficult was the question regarding certificate of origin wine from the region, since only 3 accurate responses were given: *Cava, Penedès and Priorat.*

To summarize this section, it is necessary to note that it was a good new to see that the participants knew dishes and wines from the region but the bad news was to realize that for them, "the dishes from here" were the mentioned before in the list, and most of them belong to Spanish gastronomy. On the

other hand, I was surprised that at least some of them could recognize wines and D.O. from the region. However, even after have enjoyed the wines, many of them could not remember the names.

6.1.4 Reasons why they did not eat/drink typical dishes/drinks

This section of the survey is a link with the last one because of the double possibility of answer when asking for the knowledge of typical dishes and wines. The participants could answer they ate or drunk typical dishes and drinks or that they did not, and in this part of the questionnaire we analyse the negative answers and the reasons.

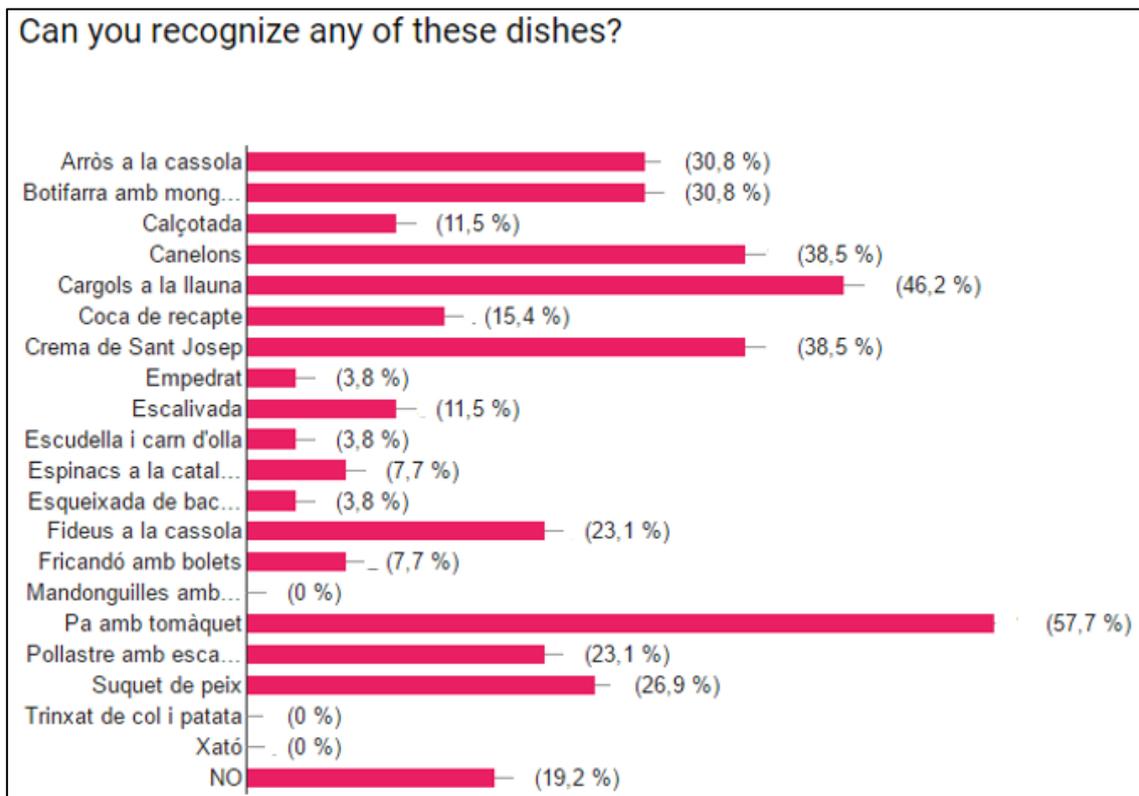
75% of the answers stated they did not eat typical dishes from the area because they were not offered when going to restaurants, in their accommodation or wherever they made their meals. None of the respondents answered that they did not eat the typical dishes because they did not like them or because they were too expensive. In this way, we can confirm that the factor "price" is not important when choosing between a dish and another. It is necessary to add that some of the answers in "Others" were: "I am vegetarian and I do not usually eat this kind of dishes" or "I am Muslim and I only eat what we prepare at home".

Different answers we got when it comes to the wines or typical drinks from the region. 12.5% of the answers stated they did not drink wine because they do not like it, 37.5% because they did not offer to them and a 12.5% because it was more expensive. It is necessary to point out that some of the respondents add that they did not tasted the wines from the region because they were not drinking alcohol.

To summarize this part, the main reason why the participants did not eat the typical dishes or drink the typical drinks from the region was because they were not offered. After the survey, I asked some of them if they would have eaten or drunken a typical dish or drink if they would have been offered. Most of the answers were positive.

6.1.5 Identification of typical dishes

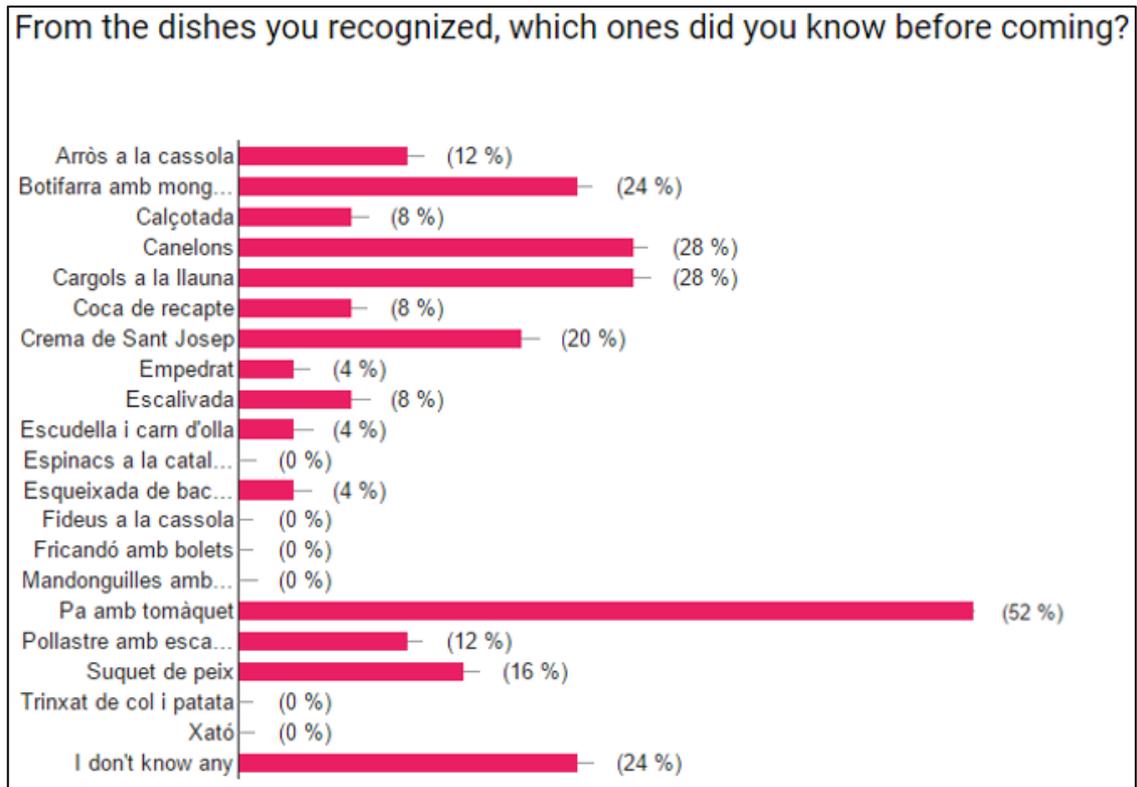
This has been one of the most important sections of the survey due to its complexity and to its way to ask to the participants. We used a DIN A3 document (Annex 2) to show the different dishes and the results we got are the following.



Source: Author

As shown in the graphic number 1, the dishes the respondents knew the most were *Pa amb tomàquet*, *Cargols a la llauna*, *Canelons* and *Crema de Sant Josep*. Contrary, the dishes the respondents knew the least were, *Xató*, *Trinxat de col i patata* and *mandonguilles amb sípia i pèsols*.

Some of the respondents answered directly "No" when I showed them the pictures.



Source: Author

With this second question, our aim was to discover the gastronomic learning the respondents got from the stay in La Costa Daurada. As we can see, the dishes the most known before coming were *Pa amb tomàquet*, *Canelons*, *Cargols a la llauna* and *Botifarra amb mongetes*.

It is curious to see how the plates they knew before coming are more or less the same they knew once in La Costa Daurada.

It is important to point out that this answers are not really accurate since we could not make sure they were selecting the same pictures they selected the first time when they had to recognize the picture. This is because there were too many pictures (a total of 20) and it was practically impossible to remember every time which dishes the respondents point in the first question and see if they were selecting between the same as well in the second question (From the dishes you recognized, which ones did you know before coming?).

6.1.6 Satisfaction and recommendation

When it comes to satisfaction and recommendation, a high level of participants answered positively.

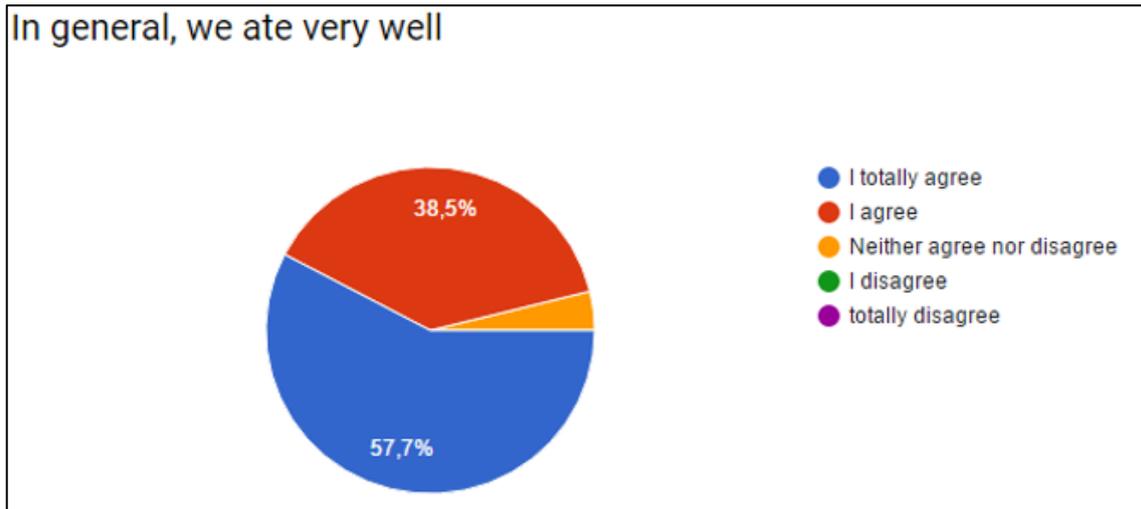
96.2% of the answers regarding the recommendation of the typical dishes were "Yes" and only 3.8% were negative. Similar percentage occurred when we asked about wines; 76.9% answered "Yes" while 23.1% answered "No".

Furthermore, we wanted to know why they answered positively or negatively the previous questions and some of the explanations, first regarding the food, were: "tastes good", "Mediterranean food", "identity", "it is healthy and homemade", "it is yummy and there is a lot of food", "use of raw materials". Regarding the wines they said: "good quality and taste", "they are a part of the culture", "fun way to drink (Porró)", "powerful taste".

We decided it would be smart to also ask for the importance the gastronomy had when they chose to come to La Costa Daurada and on scale from 0 to 10 the average was a number between 6 and 8, which means the visitors were quite satisfied with what they ate.

Another important question for us was to know the image they would bring home after the holidays and to discover what was stuck into their minds. Therefore, we asked for the favourite dish they tasted during their stay and the answers were the following: "*arroz negro*", "*meat and vegetable in the barbecue*", "*fideos and paella*", "*sea food*", "*jamón*", "*orange and garlic sauce*".

To finish this section, we propose a Likert Scale where the respondents had to choose between 5 answers.



57.7% of participants stated they totally agree while 38.5% agreed. A small part of the respondents neither agreed nor disagreed.

6.1.7 Suggestions and improvements

Some of the suggestions or improvements the participants note were: “the dishes you showed me looks great but I am vegetarian and I would not eat any of them since almost all of them have meat”, “I know that we are just tourist, but maybe you should help us to learn the Catalonia culture. I think people always choose the food/drinks they know. Help them to choose something from the region as the dishes you just shown me”, “Catalan Gastronomy isn't very well known, we used to associate it with Spanish food and I particularly find it different. Promotion of the Catalan gastronomy”, “Healthier food, not that fat”, “Diversity of food, every restaurant offer almost the same”...

6.1.8 Respondent profile

The last section of the questionnaire was related to the demographical questions and the respondent profile. The respondents were asked to state their age, nationality and whom did they come with to "La Costa Daurada".

A dominant age group of the sample is 21-44 year olds (67%), while the second largest age group is 45 to 66 year olds (33%).

Majority (49%) of the sample is from United Kingdom. 11% are originally from Ireland, 18% are from The Netherlands and 22% came from Belgium. One group of the respondent were originally from Finland, but flew from and to United Kingdom, where they were doing their Erasmus. I did not include them in the analysis.

Three quarters of the respondents (74%) came with their family whereas 21% came with friends or partners. I also interviewed some respondents who came with classmates and teachers (2%) or others who came alone (3%).

7. Conclusions and Suggestions

In the following final chapter the content of this research will be compiled with the frame of research questions or objectives presented in the chapter two. The outcomes discussed in previous chapter will be integrated into the secondary data with the goal to identify similarities between the primary and secondary data, but as well dissimilarities. The focus is on research questions and the overall research phenomenon. Additionally the realization of this research is critically analysed. Finally, to conclude this research study with future research directions as well as the suggestions are shortly discussed.

The objective we proposed at the beginning were several and in this part we are going to describe the accomplishment of them.

The first and second one was *to discover if the visitors recognize Catalan gastronomy* and *to know if there are stereotypes about Catalan dishes and wines*. After the survey, we found out that the most named dishes were from Spanish Gastronomy, such as *Paella, tortilla* or *tapas*. Therefore, it can be said that Catalan gastronomy it is not known for itself but, somehow, for being part of Spanish Gastronomy.

After Catalunya being declared European Region of Gastronomy 2016, we wanted to see the impact it had after analysing the results of the survey. We realized the impact had not been that big due to the visitors did not know more dishes or wines from the region, as they said, after having this award. In the same way, we could deny they learned new knowledge from Catalan gastronomy through the touristic experience visiting the region during the holidays stay.

The forth objectives was to determinate if the participants identified Catalan Gastronomy through its dishes or its wines, and in this section it is necessary to point out that the visitors had more knowledge about the dished (mainly Spanish, but still some Catalan dishes) then the wines. We observed this result when we asked for the dishes and wines they knew and the answers, when it comes to the wines, were mostly "red wine" or "white wine" but any specific name, brand or "Denomination of Origin".

All in all, after the study and analysis relying on primary and secondary data, we can confirm that the proposed hypothesis,

“After visiting La Costa Durada during Easter Break (12/04/17-17/04/17), and thanks to Catalonia be declared European region of gastronomy 2016, the visitors know better the dishes and wines from the region”.

It is not precise and exact due to having many biases and not fulfil the objective we proposed at the beginning.

To sum up, Catalan Gastronomy is not as well known among the visitors as I firstly thought since they still do not distinguish Catalan Gastronomy for having its own identity to the Spanish Gastronomy.

Some of the learnings I got after writing this project and that I will improve for next ones were for example to reduce the survey. The problem I had when I was effectuating the survey was that there were too many questions and each survey took about 5 minutes. Our first goal was to have as many answers as possible to have a smaller “error margin” and so, to be more truthful, but the problem of the length of the survey did not allow us to do so.

Also, I would get by without some of the questions in the survey I did not get significant results as these only took time and did not bring me a lot of information necessary for this study.

To mention specific questions which I would change the way I developed them are *“Can you recognize any of these dishes?”* Or *“From the dishes you recognized, which ones did you know before coming?”*. The problems I had with these questions were that there were 20 pictures the participants had to choose between and I had to remember which ones they selected for the first question and which ones for the second one, and see if they choose the same ones. This was a bit difficult and I would change it in the next projects. Also, related to this question, it was very important the chosen of the pictures as people could get confuse with some of them such as *“Botifarra amb mongetes”*. I personally think this dish was voted that many times because they relate this dish with the typical English breakfast.

For further researches, I would propose to study the “*Cartes*” and menus offered in the restaurants as many of the participants stated they were not offered with the typical dishes and drinks, therefore, we can state one of the main problems can be found in the drafting of the menus, the chosen dishes and the lack of recommendation by waitress or restaurants and food properties in general.

As I mentioned in the Results section, the visitors who were staying in the interior (Rural tourism) had better knowledge of Catalan Gastronomy than the ones staying in the coast. Therefore, it would also be interesting to see what offer in one place and another.

Furthermore, it would be interesting to analyse the socioeconomic and studies level of the participants if the lack of knowledge is because of their culture or because there is not enough publicity and promotion.

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9. Annexes

9.1 Annex 1



AEROPUERTO DE

Número de Referencia:

Adjunto 1:

DATOS SEGÚN DNI/PASAPORTE DE CADA TRABAJADOR PARA EL QUE SE SOLICITA ACREDITACIÓN A ZONA NO RESTRINGIDA EN ESTA SOLICITUD (rellenar un documento Adjunto 1 por trabajador)

DATOS IDENTIFICATIVOS

NOMBRE: APELLIDO 1º: APELLIDO 2º:

DNI/ NIE: PASAPORTE: FECHA NACIMIENTO: SEXO: M F

LOCALIDAD Y PROVINCIA DE NACIMIENTO:

PAÍS DE NACIMIENTO:

DOMICILIO ACTUAL

CALLE, AVDA., PLAZA: NÚMERO:

POBLACIÓN: PROVINCIA: C.P.:

E-MAIL: TELÉFONO FIJO: TELÉFONO MÓVIL:

DATOS AEROPORTUARIOS

OCUPACIÓN:

ACTIVIDAD EN EL AEROPUERTO:

FECHA INICIO /FIN DE LA ACREDITACIÓN SOLICITADA: /

INDICAR LAS ZONAS DEL AEROPUERTO EN LAS QUE EL TRABAJADOR DESARROLLARÁ SUS FUNCIONES:

- Zona pública Oficina Zona de embarque Terminal de Carga Central Eléctrica Zona industrial Torre de Control
 Instalación Navegación Aérea Plataformas Vías de Servicio Área de maniobras Aduanas Patio de Carrillos
 Otra, INDICAR:

MOTIVO DE LA SOLICITUD DE LA ACREDITACIÓN (señalar lo que corresponda):

- Nueva solicitud Renovación por caducidad Renovación por pérdida o robo

Otra, INDICAR:

DATOS DE LA ACREDITACIÓN (a rellenar por la Autoridad aeroportuaria si no dispone de base de datos informatizada)

Nº ACREDITACIÓN: FECHA EMISIÓN: FECHA CADUCIDAD:

TIPO: COLOR: ACCESO: CÓDIGO: SI NO

COBRO ACREDITACIÓN: CADUCIDAD EXPEDIENTE (SI PROCEDE):

OBSERVACIONES:

En a de de

Fdo.:
(El aspirante)



AEROPUERTO DE

Número de Referencia:

SOLICITUD DE ACREDITACIÓN PERSONAL A ZONA NO RESTRINGIDA

1. DATOS DE LA EMPRESA SOLICITANTE DE LA AUTORIZACIÓN

NOMBRE DE LA EMPRESA: C.I.F.:
DOMICILIO SOCIAL:
CIUDAD: POBLACIÓN: CÓDIGO POSTAL:
TELÉFONO: FAX: E-MAIL:
ACTIVIDAD EN EL AEROPUERTO:
FECHA INICIO /FIN DE LA ACTIVIDAD/CONCESIÓN EN EL AEROPUERTO: / INDEFINIDO
EL BENEFICIARIO DE LA ACREDITACIÓN PERTENECE A ESTA EMPRESA: SI NO (Si el trabajador no pertenece a esta empresa, indicar)
NOMBRE DE LA EMPRESA SUBCONTRATADA:
ACTIVIDAD EN EL AEROPUERTO:

2. DATOS DE LOS TRABAJADORES PARA LOS QUE SE SOLICITA ACREDITACIÓN

(Relación en el Adjunto 1. Rellenar un documento Adjunto 1 por trabajador)

3. DATOS PERSONALES DEL RESPONSABLE DE LA EMPRESA O RESPONSABLE DE AENA, S.A. QUE SOLICITA LA AUTORIZACIÓN

NOMBRE: APELLIDOS:
TELÉFONO: FAX: E-MAIL:
CARGO EN LA EMPRESA:
DNI/PASAPORTE/ T. RESIDENCIA:

4. DATOS DEL DEPARTAMENTO SUPERVISOR DE AENA, S.A., SI PROCEDE

DEPARTAMENTO SUPERVISOR:
NOMBRE: APELLIDOS: E-MAIL:
NOMBRE Y APELLIDOS DE LA PERSONA QUE LE SUSTITUYE:
E-MAIL:

5. LA EMPRESA, COMO SOLICITANTE DE LA ACREDITACIÓN, SE RESPONSABILIZA DE QUE SE CUMPLEN LOS SIGUIENTES REQUISITOS (Es obligatorio marcar las casillas que sean de aplicación)

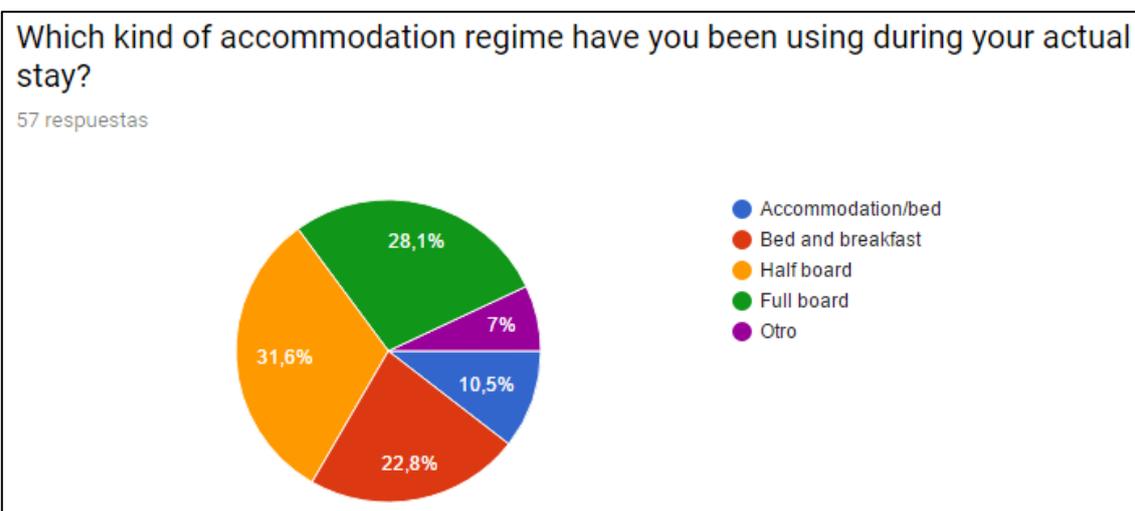
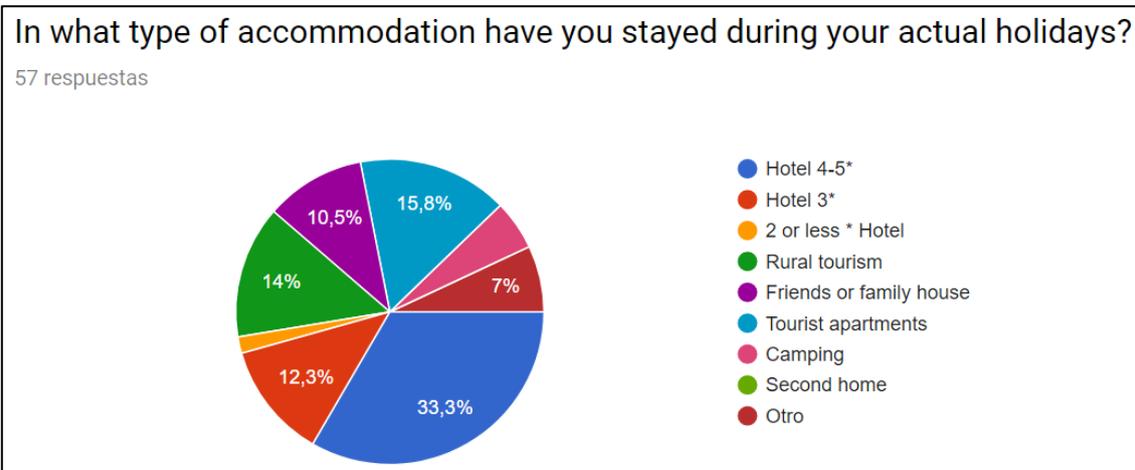
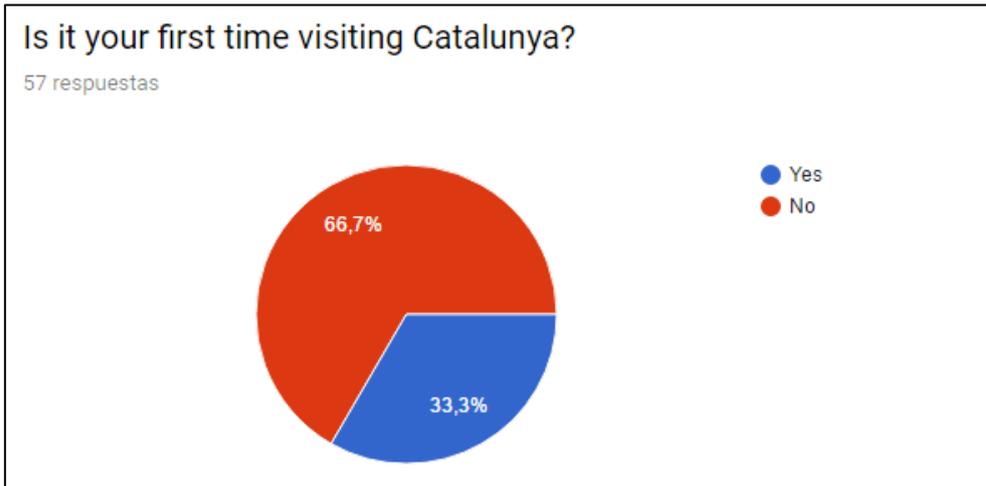
- El beneficiario de la acreditación se encuentra dado de alta en la Seguridad Social y ha sido contratado cumpliendo todos y cada uno de los requisitos legales establecidos.
- La empresa dispone de contrato con el aeropuerto para que el trabajador efectúe su trabajo en la/s zona/s solicitada/s y dispone de los seguros necesarios para poder efectuar su trabajo en la/s zona/s solicitadas.
- El beneficiario de la acreditación conoce la Normativa de Seguridad en Plataforma y procedimientos de seguridad operacional (cuando ésta sea aplicable)



9.2 Annex 2

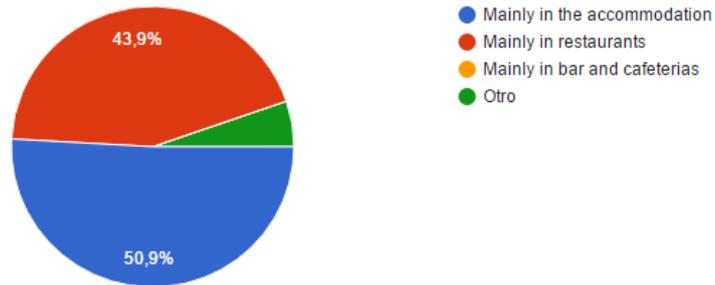


9.3 Annex 3



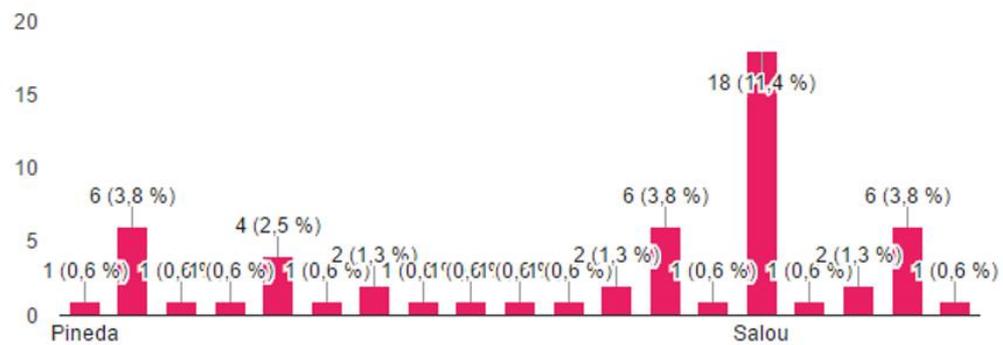
Where did you usually make you meals during your actual stay?

57 respuestas



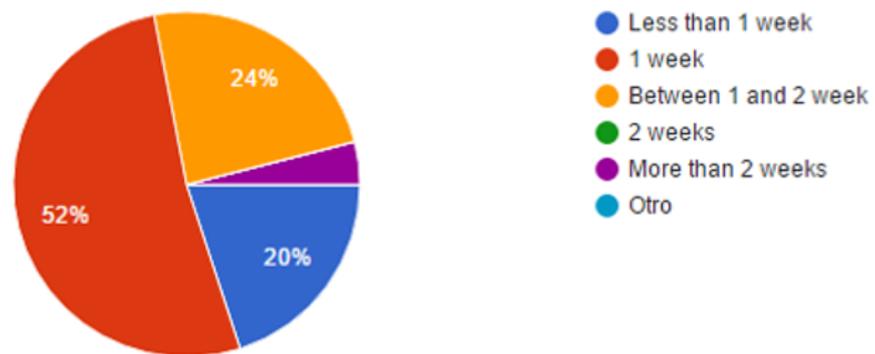
In which city were you staying?

57 respuestas



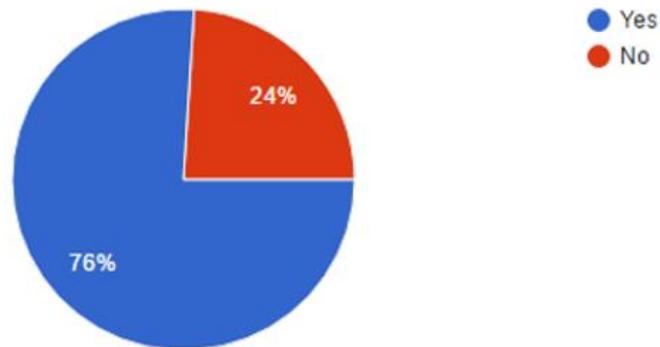
For how long have you been staying in "city"?

57 respuestas

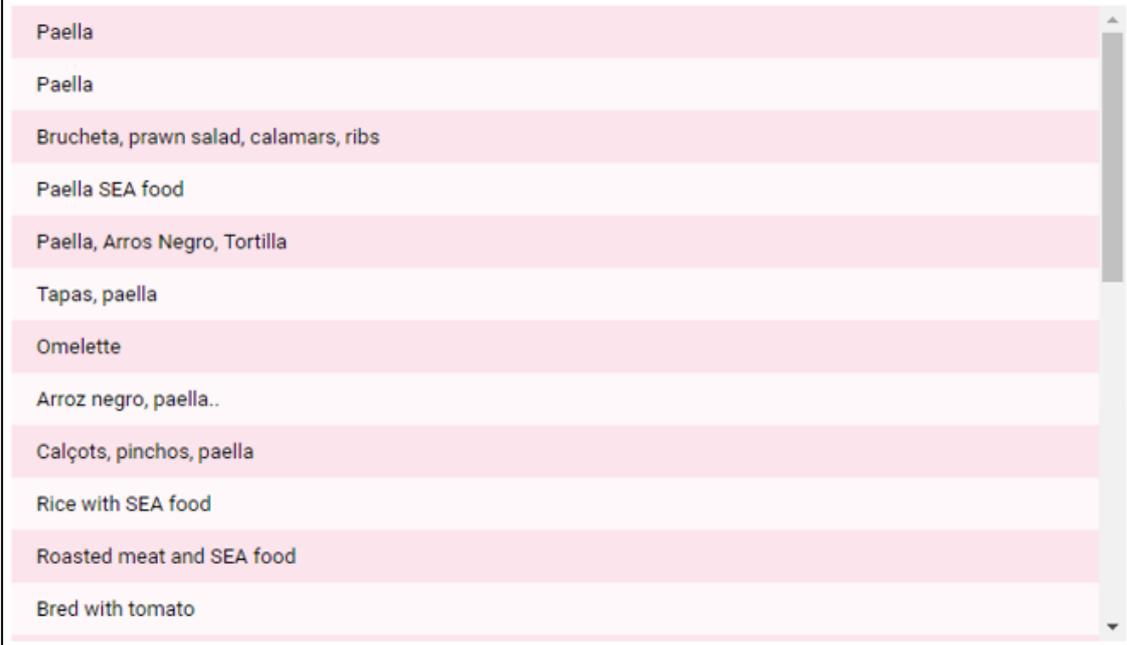


Have you eaten any typical dish from here during you actual stay?

57 respuestas

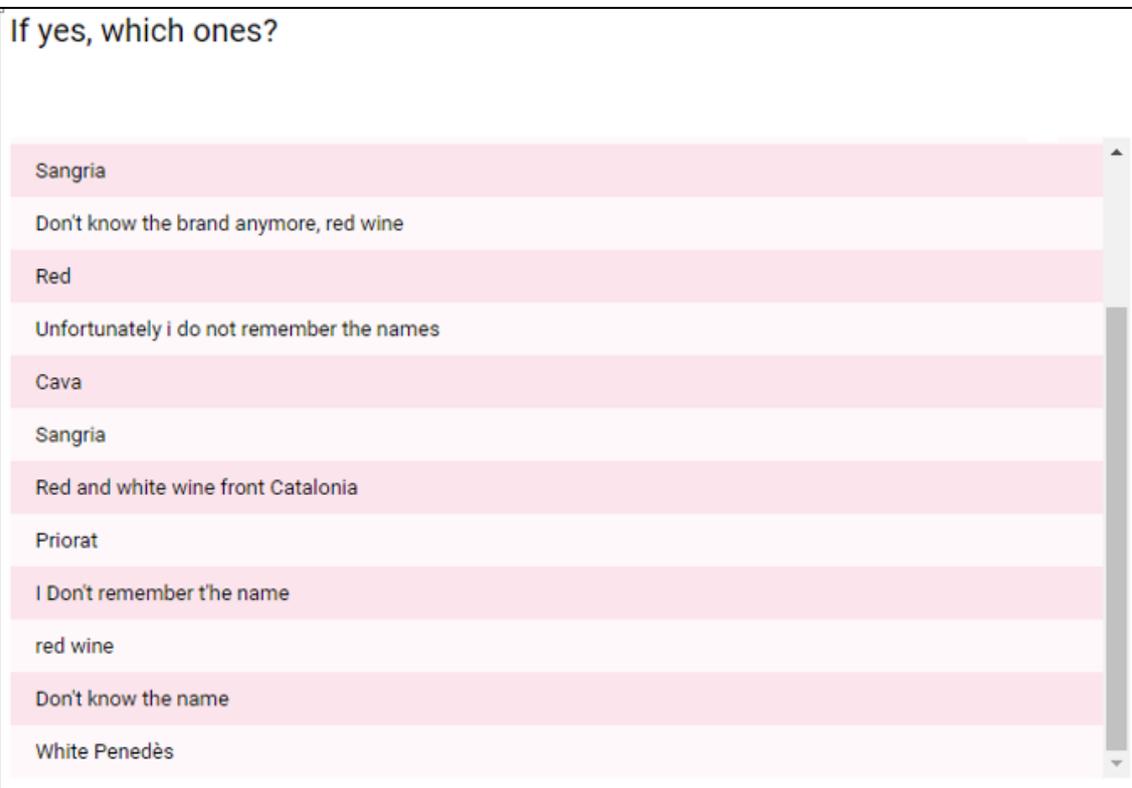
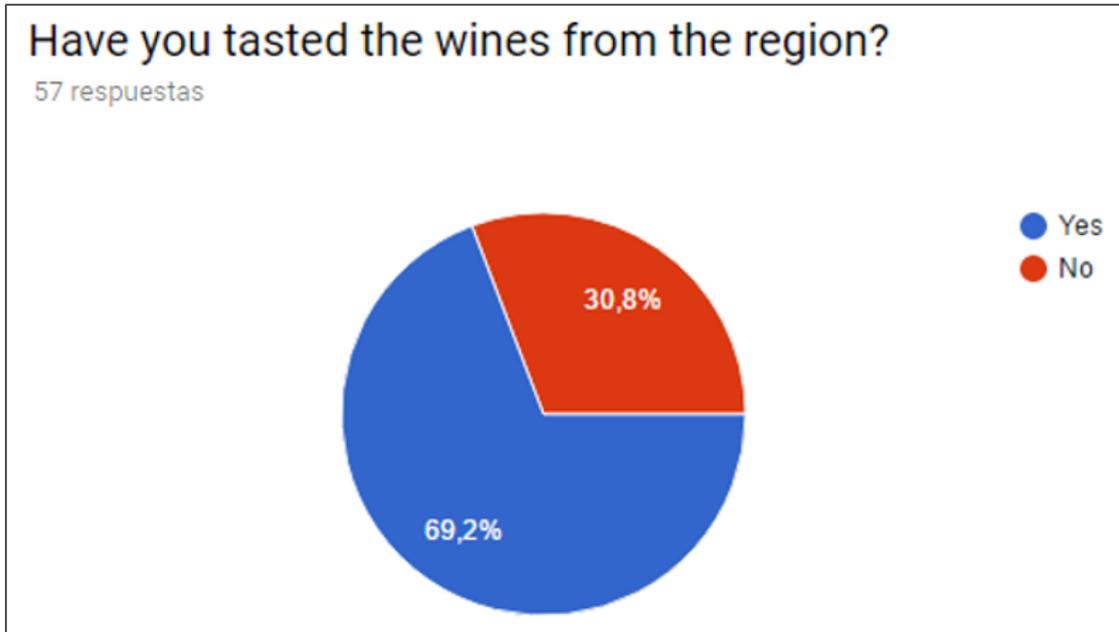


If yes, which ones?

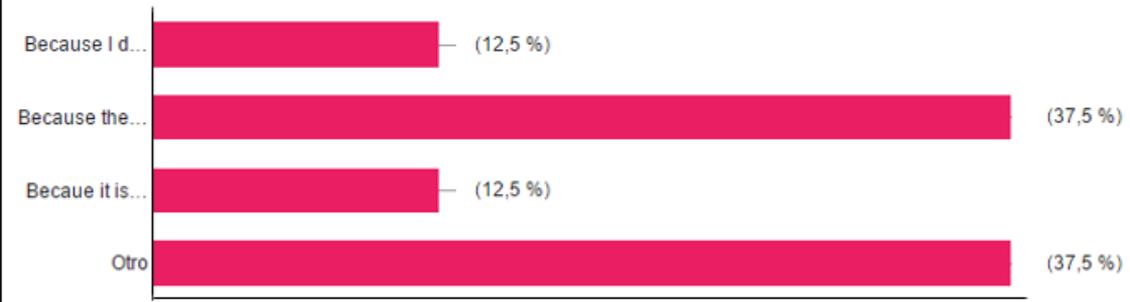


If not, why not?



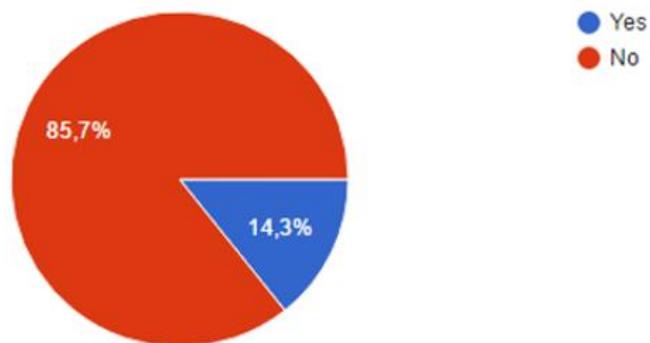


If not, why not?



Could you identify any "certificate of origin" wine from the region?

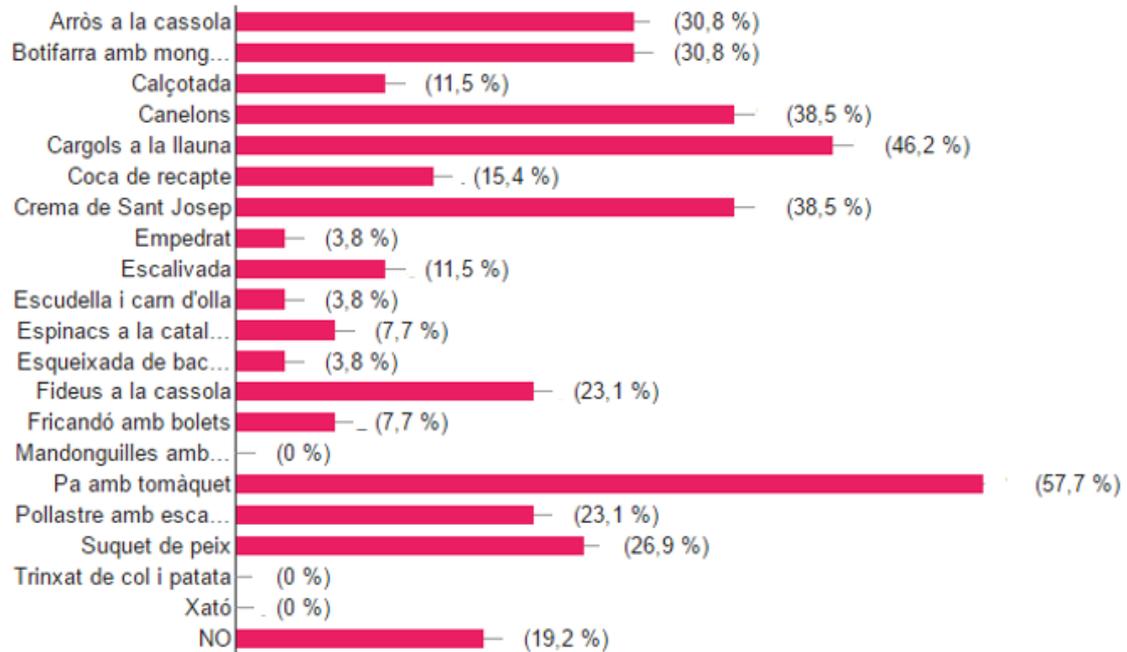
57 respuestas



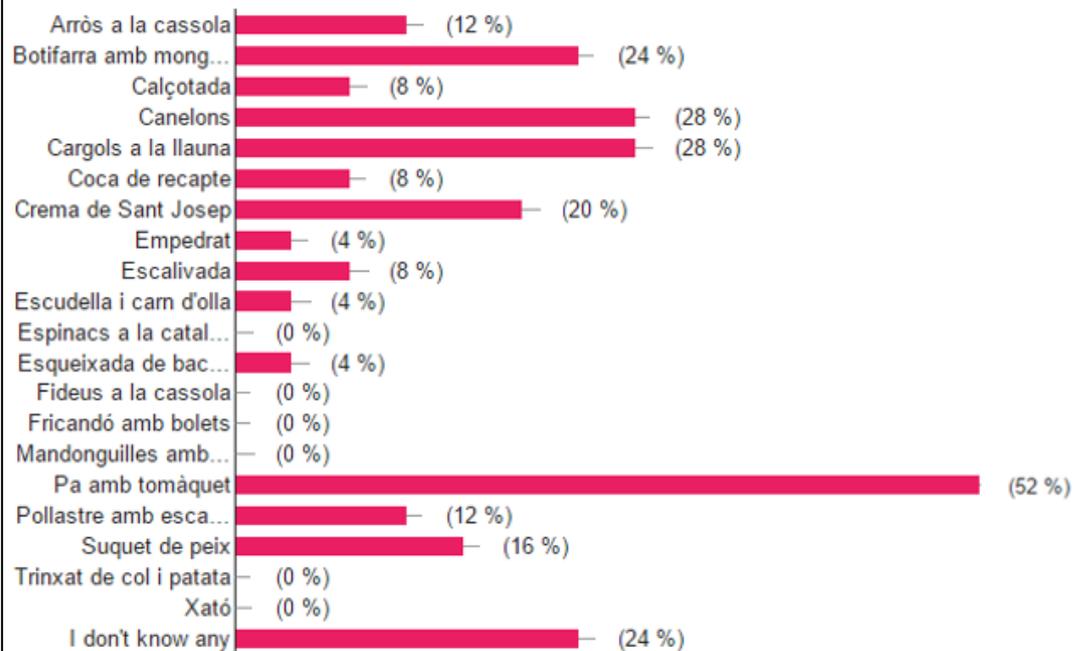
If yes, which ones?

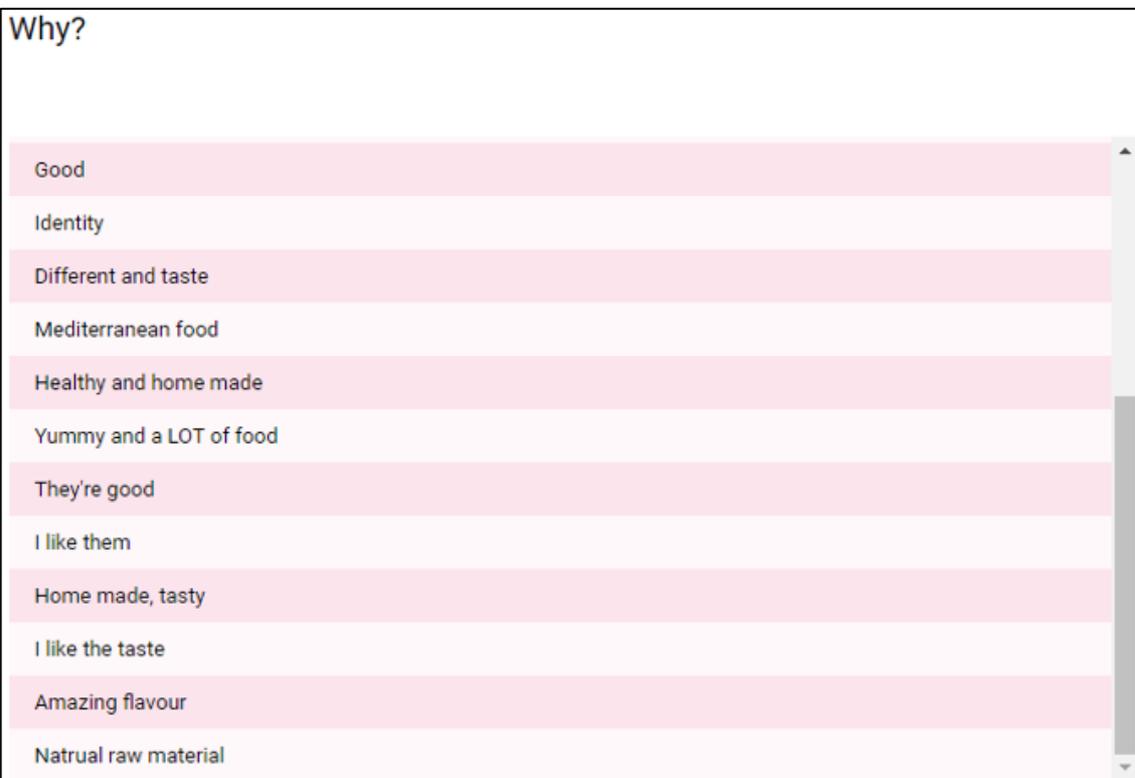
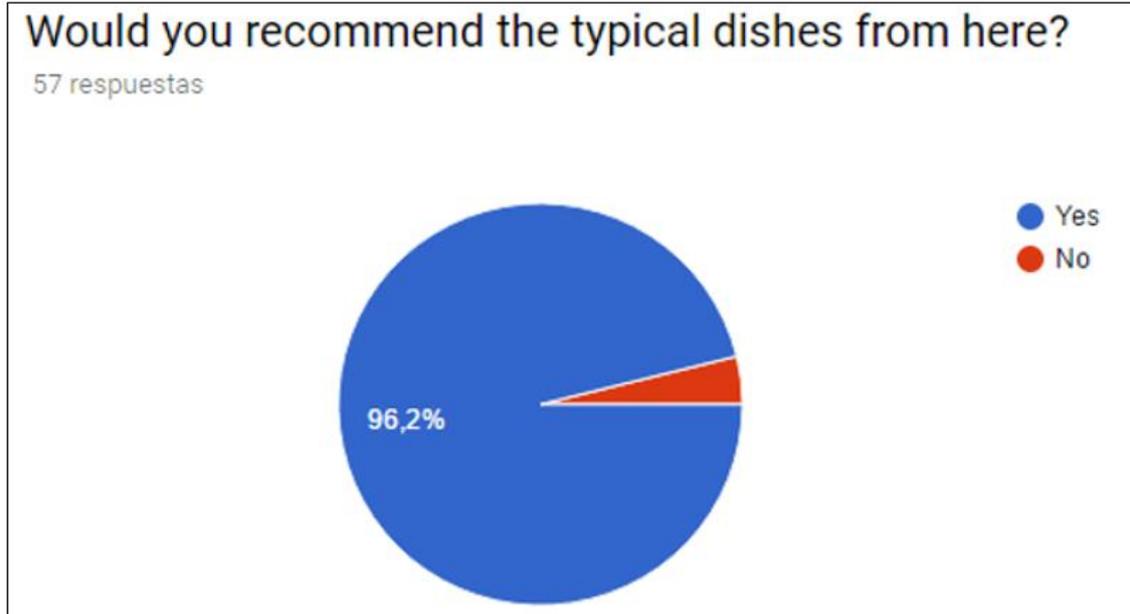
Cava
Priorat
Penedès

Can you recognize any of these dishes?



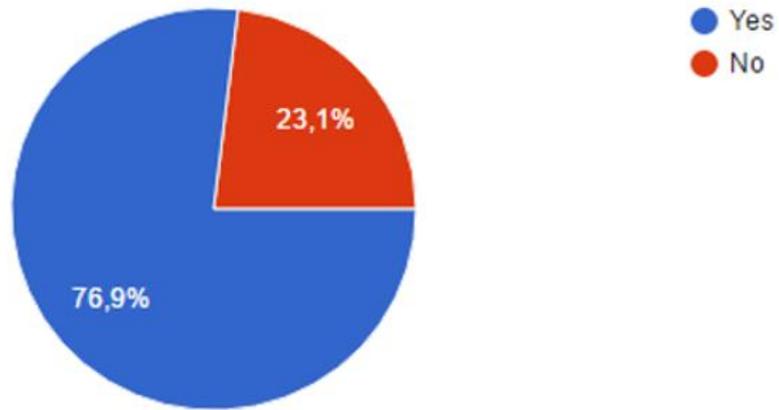
From the dishes you recognized, which ones did you know before coming?





Would you recommend the wines from here?

57 respuestas

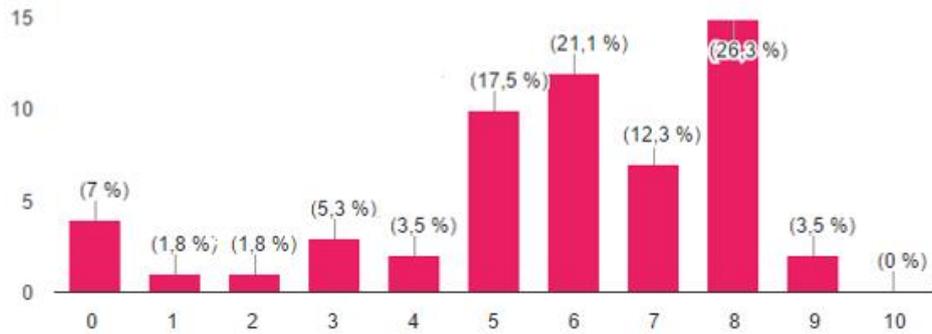


Why?

- Don't drink
- Don't drink
- They are cheap!!! And have very nice taste.
- Love it. I like sweet
- Part of the culture
- They're great
- Good quality and tasty
- Fun way to drink (with the garrafa)
- Sweet
- They're ok
- Powerful taste
- Good flavour

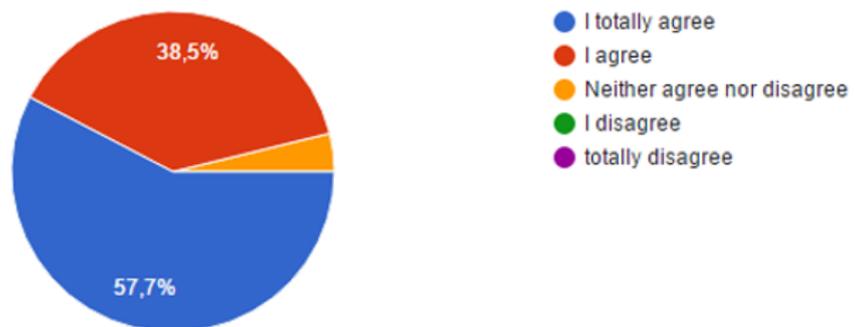
Could you rate, from 0 to 10, the importance that the gastronomy had when choosing the destination

57 respuestas



In general, we ate very well

57 respuestas



1. Is your first time visiting Catalunya?
Yes No
2. In what type of accommodation have you stayed during your actual holidays?
Hotel 4-5*
Hotel 3*
2 or less * Hotel
Rural tourism
Friends or family house
Tourist apartments
Camping
Second home
Others
3. Which kind of accommodation regime have you been using during your actual stay?
Accommodation/bed
Bed and breakfast
Half board
Full board
Others
4. Where did you usually make you meals during your actual stay?
Mainly in the accommodation
Mainly in restaurants
Mainly in bar and cafeterias
Others
5. In which city were you staying?
6. For how long have you been staying in "city"?
Less than 1 week
1 week
Between 1 and 2 week
2 weeks
More than 2 weeks
Others
7. Have you eaten any typical dish from here during you actual stay?
Yes No

If yes, which ones?
If not, why not?
8. Have you tasted the wines from the region?

If yes, which ones?
If not, why not?

9. Could you identify any "certificate of origin" wine from the region?

Yes No

If yes, which ones?

10. Can you recognize any of these dishes?

11. From the dishes you recognized, which ones did you know before coming?

12. Would you recommend the typical dishes from here?

Yes No

Why?

13. Would you recommend the wines from here?

Why?

14. Could you rate, from 0 to 10, the importance that the gastronomy had when choosing the destination

15. Which is your favourite dish you have eaten during your actual stay?

16. In general, we ate very well

I totally agree

I agree

Neither agree nor disagree

I disagree

Totally disagree

17. Suggestion or improvement

18. Which country are you from?

19. With whom have you come?

20. How old are you?