A culinary guide to Galicia for Young Finnish travellers

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Abstract

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This product thesis aims to create a guide booklet in Finnish highlighting Galicia, Spain as a culinary destination. To support the creation of the guide, qualitative research is conducted to find out what young Finnish travelers look for in a culinary destination, their preferred choise of information and channel. The thesis has no commissioner.

The thesis will start with a theoretical framework consisting of the main terms such as tourism, destination, food tourism, destination marketing & image, then continuing with information about Galicia, its cuisine and the area as a destination. It will then continue with describing the thesis process, methods and qualitative research and the interview process that took part in April and May 2021. The final objective is to end with a simple and clear guide to Galician food scene for culinary enthusiasts.

Five series of semi-structured interviews were conducted to support the creation of the thesis. The answers of the interviews were summarized and put in quotes for visualization, mainly pointing out that the guide booklet needs to be visual and inspiring. The product created came to be a trifold brochure, which will be left public in canva.

Keywords
marketing, culinary destination, millennials, product

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1   Introduction

Galicia is not the destination Finns first consider when they think about Spain or good food in general, and many can't place it on the map. The aim of this thesis is to create a culinary guide to Galicia and by doing so, offer the Finnish youth the opportunity of discovering Galicia and all it has to offer. Creating a meaningful and targeted guide with the aim to improve knowledge of Galicia as a culinary destination is done through finding out what Finnish millennials look for in a culinary destination, the information they prefer and its sources, as well as what Galicia has to offer for them. The main research question is: "Concerning culinary destinations, what type of attractions, activities and qualities do Finnish millennials seek and through which sources?"

The second and third chapters introduce the reader to the relevant topics for this thesis. The second chapter starts from defining the basic notions of tourism, destination and destination marketing & management, down to food tourism, tourist motivation and Generation Y. The autonomous community of Galicia is introduced in the third chapter, starting from basic information, down to cuisine and the region as a destination.

The fourth chapter contains the description of the project plan and is divided in two parts, first of which describes the thesis process and the second one dives into the process of creating the guide from data gathering to design and distribution. The interview process and how it affected the design of the guide pamphlet is included in this section. The actual guide is then described and presented with screenshots in the fifth chapter. The sixth chapter ends the thesis with reflection of the thesis process and the author's learning, and the product itself is included in the appendices.

2 Tourism destinations

This part of the text includes definitions of the main terms relevant to this thesis such as destination, destination marketing and management, food tourism and Generation Y.

2.1 Tourism

> "Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or excursionists; residents or non-residents) and tourism has to do with their activities, some of which involve tourism expenditure." UNWTO

The above specification by UNWTO from its website covers tourism in its complexity. The following definition by Holloway and Humphreys (2016, 3-9) agrees on tourism being the individuals taking leisure trips outside one's normal habitat, further including the hospitality infrastructure and locals in the destination. Since tourism does not occur in a void, other than the tourists themselves, it concerns the people in the destinations, their surroundings and anything it encounters.

UNWTO divides tourism to domestic, inbound and outbound tourism. Other than the above classifications, inbound tourists can also be divided among others by whether they are staying overnight at the destination (tourists) or not (excursionists), or by the reason they're traveling to the destination, such as business, religion, leisure, visiting friends and relatives, education and others. (UNWTO 2008, 15-17). In reasons is also included food tourism which we will discuss in Chapter 2.2.

2.1.1 Destination

"A place at which visitors temporarily base themselves to participate in tourism related activities or non-activities" (Pike 2007, 12). This definition makes it clear that a destination is a place of visiting, not living in, and that the activities one engages in during their stay do not necessarily have to be touristic and can instead be eg. work or religion related. Holloway and Humphreys (2016, 15-17) on the other hand define destination as a place that has both physical and psychological factors: it can be as big as a country or a region or merely a resort, a town, or the trip or transport. Whatever size they are, destinations always have certain characteristics in common, which are attractions to visit, amenities and accessibility. (Holloway & Humphreys 2016, 15-17) The combination of the former qualities together with the price of the destination and the image travelers' have of it determine

whether the destination is deemed interesting or not (Lohmann & Panosso 2017, 205). A definition by UNWTO (website) however simply describes main destination as a place that holds the most importance when deciding to leave on a trip, one that really decides if the trip will happen or not.

2.1.2 Destination management

Destination management is the act of managing, marketing, and governing destinations, undertaken by multiple public and private organizations, commonly called Destination Marketing Organizations (DMO's). According to Wang (2011, 6-7) DMO's can be either National tourism offices, State tourism offices, Regional tourism organizations (or Convention and visitor bureaus) or Local tourism offices. These can be either fully or partly funded by goverments, some relying on visitor taxes or local service providers for additional funding, or in some cases trade associations formed by the destination's businesses. The range of activities of the DMO is limited according to the business model and funding entity. (Wang 2011, 6-7.)

The DMO's have more to take into account than just the policies and demands of the funding entities, since they also need to follow the changes in their operating environment. They need to cater to the needs of the locals, governments and the individual needs of travelers, compete for attention in the saturated marketing scene and ensure that they display relatable content in the right channels. This all simultaneously with partaking in the political conversation in tourism related questions and preparing and planning ahead for possible disasters on a national or global scale. (Wang 2011, 3-5.) The following list summarizes these and other possible responsibilities of a Destination Marketing Organization.

Roles of DMO's according to Wang (2011, 10-13) are to act as a
-creator and provider of information
-marketing representative of the whole destination
-supporter for marketing and communication between destination stakeholders
-stimulator of community drive
-spokesperson for the industry
-destination marketing campaign creator
-additional funding supplier for community marketing efforts
-enabler of cooperation and communication
-industry network coordinator

To be able to make successful marketing and management decisions, the DMO's need to have a thorough and up-to-date understanding of their destination's attractions, brand image, operating environment, and competitiveness as well as the characteristics and buying habits of their visitor segments. (Wang 2011, 1-3). Moreover, constant internal & external benchmarking and development, communication, and cooperation between entities in the private and public sectors is essential to stay afloat in the ever-changing tourism market (Kotler, Bowen, Makens & Baloglu 2016, 511-513).

2.1.3 Destination marketing

Marketing aims to create and upkeep mutually profitable relationships between a brand and its customers, where ideally the customers get their needs met and the brands gain profits and a loyal customer base, and the marketers aim for this by employing a set of tools, such as the marketing mix, to plan their campaigns and define their focus market. (Kotler & al. 2016, 30-31) This marketing process is simplified in the Figure 1 below. Destination marketing is trying to match the needs of potential visitor groups, which are determined based on its natural attractions, and aiming to develop destination competitiveness. Marketers can cater to their current visitor segments and aim for new ones by getting to know their traits and providing them with customized products. (Kotler & al. 2016, 511)

Figure 1. The phases of the marketing process (Adapted from Kotler 2016, 31)

When DMO's have to do with the long-term planning of a destinations marketing strategy and cooperation within the destination, transportation companies and tour operators are important in selling and branding the destination, all working within the restrictions set by the environment, destination supply and travelers demands. Together with chambers of commerce, hotel associations and other entities they share the duty of managing the travelers experience before and after arriving at the destination. (Kotler & al. 2016, 511-512)

While branding in itself aims for a differentiated presence from a mass of similar products, destination branding aims to construct an image of the destination as a place where the

tourist is exposed to things they could not get to encounter anywhere else. The destination image is formed by internal information selection processes and based on the individual's former experiences. As the destination's image is different for everyone, a destination needs to have its offering up to par with the projected image, especially when attempting to convey a favorable one. (Lohmann & Panosso 2017, 212, Kotler & al. 2016, 536). In Kotler & al. (2016, 262, 269, 536-537) is written that imagery in pop culture like music, cinema and celebrities each partake in shaping the traveler's image of a destination, which is why they have gained importance as marketing tools, alongside advertising and managing customers experience with the brand.

2.2 Food tourism and Gastronomic Destination

"Food tourism is the act of traveling for a taste of place in order to get a sense of place." (World Food Travel Association)

As the definition above indicates, food tourism is highly linked to a sense of place. In this section we go through the definition and scope of food tourism as a phenomenon. Lastly, we discuss about the utility of food in destination promotion.

According to the UNWTO (2017, 16-21) gastronomy places third on the list of travel motivators. A more recent estimation by World Food Travel Association (2020) states that up to 96% of travelers partake in some type of culinary activities every year and 53% of all travelers can be classified as culinary travelers. These travelers spend more money per day (24%) at the destinations and take part in at least 4 culinary activities.

Although various definitions and names exist, essentially food tourism is travel where food & beverages are either primary or secondary motivation. Ever present in other tourism segments such as cultural tourism and event tourism, the term 'food tourism' caters to all types of touristic needs from experiencing food different from one's own culture, trying local food and visiting producers to expensive cuisine. (Everett 2016, 10-12,16.)

Even if travelers partake in culinary experiences, there are various levels of interest in food during the trip. In Everett (2016, 139-140), based on two existing theories, food tourists are categorized into four groups by their engagement levels; Gastronomes (food enthusiasts that look for food experiences actively), Indigenous Foodies (tourists who appreciate cuisine and respond to marketing), Tourist Foodies (tourists who casually partake in food experiences) and Familiar foodies (tourists not into food experiences). Out of these

Gastronomes, Indigenous Foodies and Tourists foodies respond to marketing about food well.

Food is felt so deeply that it can embody the essence of a destination, create a sense of place or form part of the visitor's identity years after the trip. (Everett 2016, 39-43.) Since food is linked to national identity and history, it is a great way to market the region. It can create value and embed lasting impressions in travelers, which in turn helps with image and brand building. (Everett 2016, 136, 143-144) With the tourism business constantly expanding and destinations struggling to differentiate themselves from the market, it is no wonder food tourism has gained a role in representing the identity of regions, serving as a way to strengthen the cultural identity and establish authenticity. (UNWTO 2017, 14-15.)

Noticing the increasing importance of food in travelers' experience and as primary travel motivator, many marketing entities have begun to make use of eg. local products and food festivals in promoting their destination. (Holloway & Humphreys 2016, 307-308) There are cities or sites either branding themselves or being branded by eg. UNESCO as food capitals or food heritage sites to differentiate from the destination offer and to appreciate the history and tradition within. (Everett 2016, 204-208) Various events and festivals are being held -to extend the tourist season and set the destinations on a global map- that boost both local economy, community spirit and destination image as well as relationships between consumers and producers. (Everett 2016, 217-219, 231)

2.3 Tourist motivation and Generation Y

In this chapter we go through the basics of tourist motivation and more specifically those of generation y. After defining destination marketing, it is only natural to move on to tourists and what motivates them. According to Holloway and Humphreys (2016, 3-9) tourists are the ones partaking in tourism activities. Why tourists travel and how they choose their destination is a comparison process of internal needs and desires weighed with the destination's perceived value and ability to fulfill the needs.

As people travel to satisfy their internal needs and desires, how well a destination's offer matches those determines its value in the eyes of the potential consumer. The need to travel is further fortified by personal push factors (for example need to unwind and relax, spend time with family and so on.) and the actual destination choice depends on the pull factors (weather, image, attractions) of the destination. Holloway and Humphreys write of grouping the tourism motivators into physical, cultural, interpersonal and status and prestige motivators, which are further demonstrated in the Table 1 below. (Holloway & Humphreys 2016, 72-77)

Table 1. Possible tourism motivators for traveling to Galicia.

Physical	Cultural
-Enjoying the Galician nature -Experiencing the healing properties of mineral water in 'Balnearios' -Seasonal & fish rich Atlantic diet	-Celtic culture remnants mixed with Spanish culture -Architecture -Taking part in 'Fiesta del Corpus' -listening to 'Gaita' bagpipe players
Interpersonal	Status
-Making friends -Finding partners	-having completed the pilgrimage to Santiago -experiencing an enlightenment on the pilgrimage

In table 1 the author lists possible motivators for people taking a trip to Galicia. As can be seen from the figure, someone for example with push factors for relaxing and health would be interested in going there. But these are not the only things that affect people in their decision. The era, financial situation and society they were born in affects what spending and other habits people develop.

> Generational theory seeks to understand and characterize cohorts of people accord ing to their membership of a generation, which is objectively assigned according to the year of birth. – It features patterns and propensities across the generational group rather than individuals. (Benckendorfff, Moscardo & Pendergast 2009, 2-3.)

Generational theory is largely based on America and appliable to other anglophone countries. There is no clear differentiation of the timeline of each generation, and because of geographical and historical differences. the timelines may wary between nations. However, timelines often used in the context are Silent (1925-1942), Baby Boomer (1943-1960), Generation X (1961-1981), Generation Y (1982-2002) and Generation Z (2003->). Generation Y can be divided to three additional groups, Generation Why (1982-1985), Millennials (1985-1999) and iGeneration (1999-2002), that have some similar characteristics with the generations preceding and following them. People from the same generational cohort have gone through similar experiences in their pre-adulthood. (Benckendorfff & al. 2009, 2-3, 22)

In Xunta de Galicia's Tourism Report (2017, 60) is stated the cohort (1980-1999) now includes 1700 million people around the globe, who by 2020 will be taking 320 million trips internationally. In Finland alone, the people born between 1984 and 1998 would comprise of 1,025,640 (18,59% of the whole population) people between the ages 22 and 36. (Tilastokeskus 2019a, Tilastokeskus 2019b).

Individuals from the generation Y are educated and interested in brands with aligning values. They value teamwork, peers' opinions and individuality over marketing and corporations. They are also avid online shoppers and use internet to its fullest, to support for their decision making and overall searching for information. The people from the generation often value their communities and take part in campaigning for the social issues they care about. (Benckendorfff & al. 2009, 29-34, Forbes 2018)

This generation prefers highly personalized commercials that are fun and bold and would rather take brand recommendations from the celebrities they like. (Benckendorfff & al. 2009, 29-34) They value word-of-mouth over other marketing endeavours and can be best reached in their favourite social media with casual communication and services that are both flexible to their needs and useful (Forbes 2018). The price is the thing that determines the purchase decision for most of the millennials (Xunta de Galicia 2017, 60).

3   Galicia

In this section we familiarize the reader with Galicia starting from basic information about the region and its history, moving on to describe the cuisine in depth and finish up by going over the region as a destination.

3.1   Basic information

Galicia is the last Spanish autonomous community in the North-West part of the Iberian peninsula (Figure 2), with a population of 2.7 million people in 2019 (European Commission) which is around 5,74% of the total population of Spain. The climate is Atlantic, with the sea acting as a buffer against extreme weather changes and providing a mild climate and rains. The capital of the region is Santiago de Compostela. (Worlddata).

The business in the region comes mostly from the service and manufacturing sectors accounting to 69.1% and 25.6% of the industry respectively, and some of the biggest industries in Galicia include automotive, IT and textiles. The fashion, R&D, tourism, and viticulture are industries are growing, as well as the economy overall. (European Commission)
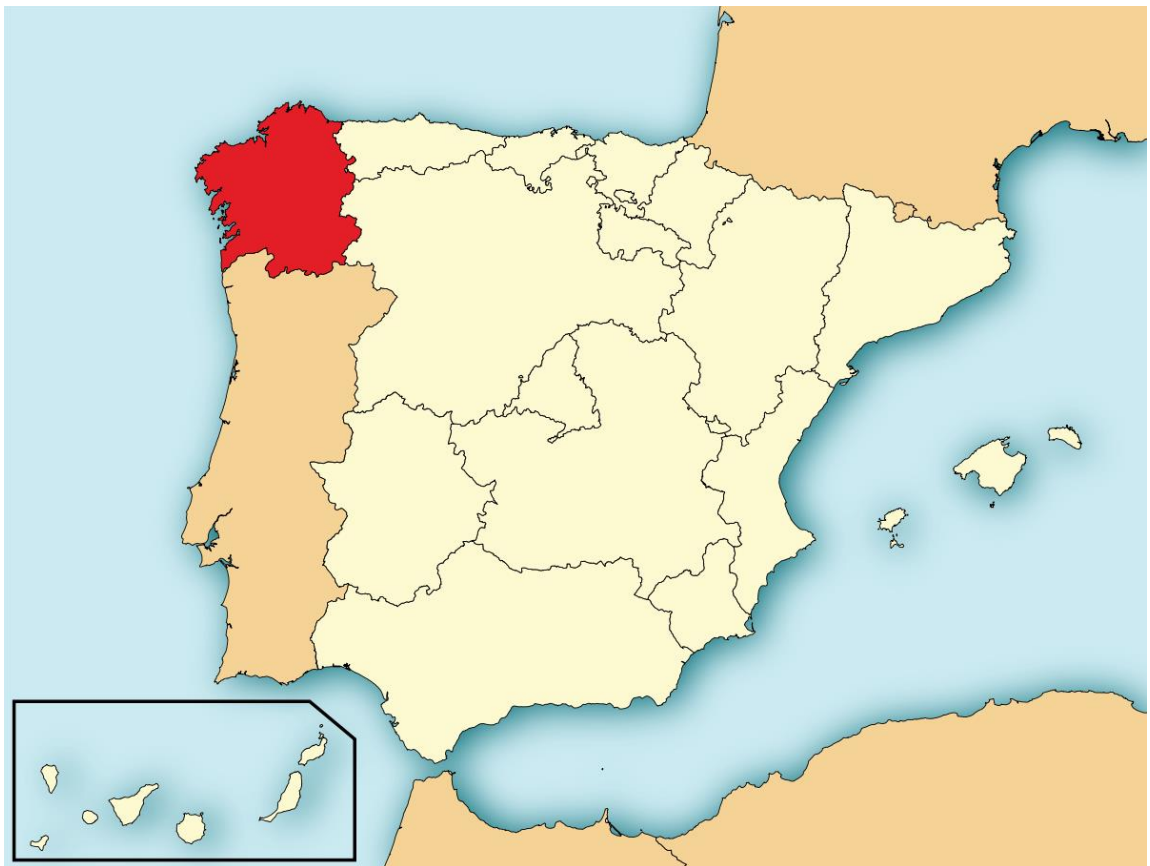

Figure 2. The autonomous community of Galicia on the map of Spain

The history of Galicia, like most of Spain, is colored by the multiple conquerors that occupied the land and their cultures and policies. From original peoples of Gallaeci to Romans, (who the region got its name Galicia from), to Suebis, Visigoths, Muslims and Viking attacks, they did not have a long peace from conquerors after another. Since the ninth century, the king Alfonso 2nd of Asturias establishes the myth of the St. James's tomb in town of Compostela and starts the pilgrimage movement to Galicia. After a couple centuries, rulers and rebellions, Galicia has a Resurgence of national pride, literature, and language in the 19th century, only to be crushed by Franco. The establishment of democracy and constitution then brings the Statute of Autonomy for Galicia, finally recognizing the historical nationality and language. (Wikipedia.)

3.2   Cuisine

Like for other Spaniards, food is central for Galicians. They follow the food rhythm of 'desayuno' or breakfast around 8-9, comida or lunch around 2pm, 'merienda' or snack around 5-7, and a late dinner or 'cena' around 10-11. Food or snacks are not commonly eaten on the go and mealtime is a place for family and friends to catch up. (Chandler 2005, 18-20.) The community aspect is also present in their yearly event calendar and they celebrate their local produce year-round with a variety of different food festivals. Only mentioning a couple during the summer, they have festivals for Albariño-wine, Padrón-peppers, ham, empanadas, barnacles and many other local delicacies. (Siente Galicia 2021.)

The gastronomy of Galicia includes Celtic features, such as meat and cabbage soups. The traditional diet of Galicia is the Atlantic Diet; common preparation methods include boiling, stewing, roasting and grilling and the diet is rich in fish, shellfish, mollusks, vegetables, nuts and fruits, healthy oils and reasonable amounts of dairy and meat. (Vaz-Velho, Pinheiro & Rodrigues 2016, 106-116.) The recipes may be simple but boast the excellent quality and variety of the ingredients: those of the sea, which are attained from the Atlantic waters and the rivers, and those of the land, especially the young veal and cockerel used in many traditional dishes together with nuts and vegetables from the region. Travelers can also get to taste parts of pig they've never had before, since the animal is used in its entirety for stews and sausages. (TurEspaña.)
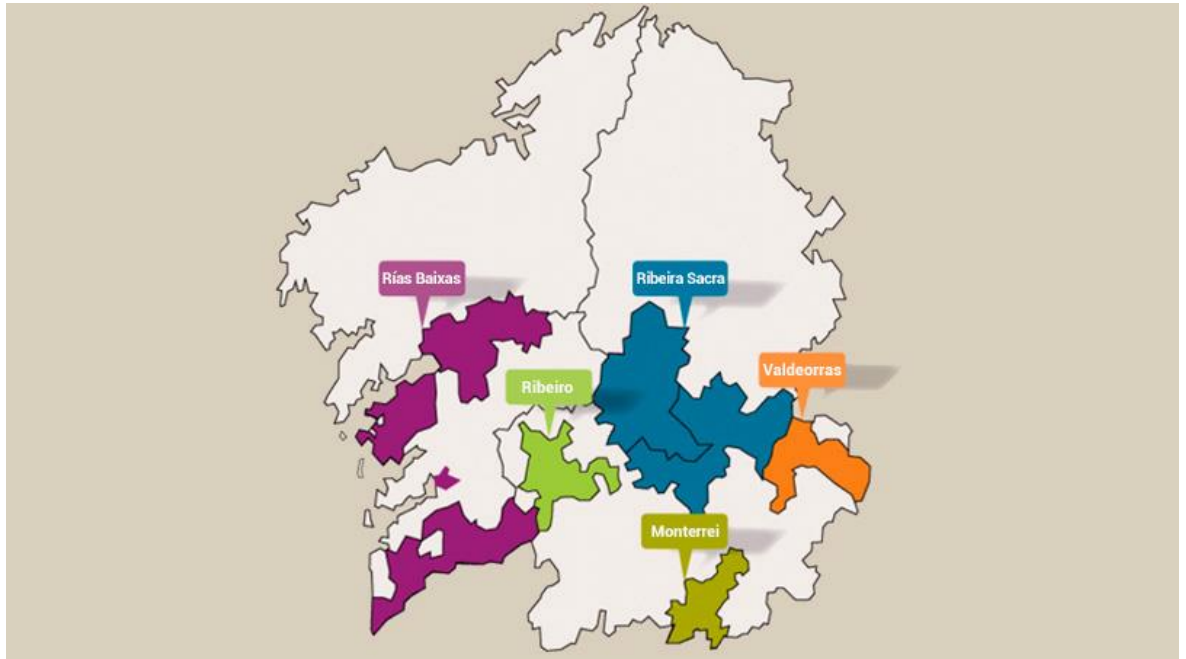
Figure 3: Wine regions of Galicia

As for wine, the ones from Galicia are described as light and fragrant, coming from five main wine regions of Rías Baixas, Ribeira Sacra, Ribeiro, Valdeorras and Monterrei visualized in Figure 3. The Turismo Galicia website especially promotes wine routes in their culinary section, and they use for example storytelling to promote day trips in the different wineries. (Turismo Galicia)

3.3 Galicia as a destination

Galicia is not one of Spain's most popular tourist destinations on its own. It does not have so many direct flights to its airports as its popular counterparts like Barcelona. Nevertheless, there is a lot to see in Galicia, especially nature and cultural heritage.

The Turismo de Galicia site lists for example the St. James Way, Sanctuaries, Woodlands, Beaches and Marine tourism experiences, Springs and Tourism and Wine trails. They especially boast with attractions such as Santiago de Compostela's old district, other churches, monasteries & shrines, not forgetting ruins and ancient granaries. Some of the most visited sites include for example the Walls of Lugo, Tower of Hercules, Cape Fisterra (the western end of the world before America was "discovered") and the Celtic Hill Fort of Santa Trega. The cities of A Coruña, Vigo, Ferrol and Pontevedra along the coast and the inland cities of Ourense and Lugo all offer something new to the visitor, be it beaches, architecture, fortresses, or thermal springs. These wonders are accessible by three airports in the cities of Santiago de Compostela, A Coruña and Vigo, multiple ports for cruises and

hobbyists along the regions' coast and of course train by Renfe, buses, cars and bikes (Turismo de Galicia).

The average occupation rate in hotels in Galicia during 2018 was 43.21% making it the third lowest occupancy rate in the Spain after Castilla-la Mancha and Extremadura. International tourists with Galicia as primary destination in the 2019 were 1,7 million. The top three nationalities with the longest length of stay in 2019 in Spain were (from first to last) people from the Nordics, then Germans and lastly the people from the United Kingdom. Surprisingly, in terms of spending the top three was the same with opposite order. (Instituto Nacional de Estadísticas 2019)

In 2017 Gastronomy tourism was the third most common tourist activity of visitors in Galicia (40% of tourists) and third most liked (rated 4.77 on a scale from 1-5) after natural spaces and the hospitality of the people (AEITG 2017, 11-12). The DMO has now woken up to the opportunity of the segment and plan to improve significantly on this area by 2022. The following Figure 4 demonstrates the strengths and weaknesses of Galicia as a food destination. (Axencia Turismo de Galicia 2019, 17-19).

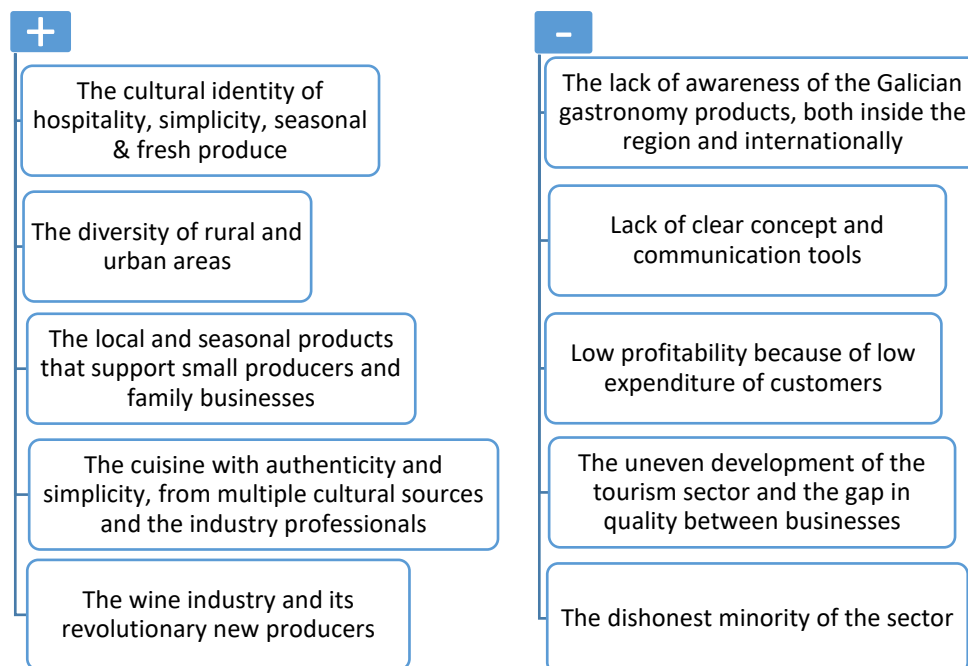| +	−
The cultural identity of hospitality, simplicity, seasonal & fresh produce	The lack of awareness of the Galician gastronomy products, both inside the region and internationally
The diversity of rural and urban areas	Lack of clear concept and communication tools
The local and seasonal products that support small producers and family businesses	Low profitability because of low expenditure of customers
The cuisine with authenticity and simplicity, from multiple cultural sources and the industry professionals	The uneven development of the tourism sector and the gap in quality between businesses
The wine industry and its revolutionary new producers	The dishonest minority of the sector

Figure 4: The strengths and weaknesses of the Galician food tourism industry (Adapted from Axencia Turismo de Galicia 2019)

The Galician government institution Xunta de Galicia (2017, 60, 64) lists Millennials as a potent visitor group in their 2017-2020 tourism strategy alongside the senior travelers.

They further identify Nordic country citizens as a potent traveler group for their keen exist-ing interest in the nature and culture.

4 Project plan

In this section we describe the thesis process, which started in January 2020. We begin by going through the plan and schedule for the project. Then we move on to elaborate the basic theories and phases of the product creation process. Later on we describe the methods for planning, gathering and analyzing data and finish up by opening up the design of the guide and its distribution.

4.1 Process and schedule

Since the aim of this thesis is to create some type of product, it would be suitable to include theory on product creation process or research and development. This theory will then work as a base for the schedule of the project, and together with the supervisor help to keep the process on track.

Research and development can be considered as a hybrid of scientific research and development based on daily problems. The difference between scientific research and research & development is a difference in aims: the former aims to discover common denominators or phenomena within a subject area and the latter wishes to improve the subject area or its processes. (Ojasalo, Moilanen & Ritalahti 2014, 17-19.)

Ojasalo & al. (2014, 26-48) divide the development process into six or eight intermingling phases: Choosing the topic, researching the topic, identifying the development task and target, creating the research framework, choosing the approach, selecting & employing methods, distributing results and lastly evaluating the development process. In the following Figure 5, these phases are visualized in relation to this thesis project.

Figure 5. The phases of product development process.

The process started by gathering information about the topic areas of destination marketing, food tourism and Galicia and drafting how I want to execute the project. This first phase continued simultaneously with the 2nd and 3rd phases until late February 2020, when I had nailed down both the focus group and the product that I was aiming to make, being a guide to Galician cuisine. After that, I really dived into writing until Mid-March when I hit the speedbump, with the first lockdown due to Covid-19. All the libraries and public places were closed, hindering with my information search and consequently, with tourism sector taking an immense blow, the subject of livelihood came into question. I was at the start of phase 4 then, writing the research framework for gathering information about my focus group. Then in the beginning of April I made the decision to concentrate on mental health and income for the time being and continue the thesis in the autumn semester.

In September I took the thesis up again. Since there was such a long pause from the spring, it was quite hard to start it up again. During the fall I continued with the phases 4 and 5 and wrote about the research framework while also fine-tuning other parts of the thesis. It was also then that I started considering different ways to produce the guide and ended up with a light leaflet type, made in Canva as my thesis supervisor suggested. This phase continued up until the end of February 2021.

Then In the beginning of April I started planning and conducting the interviews. The process was delayed and then a lot of work was pushed to the last few weeks of the thesis

process like drafting the content and the layout of the guide. Phases 6 to 8 happened simultaneously during this time, up to mid-May.

4.2 Creating the guide

The creation of the guide was aided by the whole process, since the options narrowed down towards the end of the project. To display interesting and suitable content for the focus group, the author settled on conducting a series of interviews asking people what they would like to know and where would they like to get the information from. We will go through a bit of research theory to motivate the choice of methods and then move on to describe the interview process.

4.2.1 Gathering data

There are two main ways of doing research, the quantitative and qualitative approaches. The quantitative approach aims to gather numeric data in big quantities. This type of reseach is often used with deductive approach and the data collection is highly organized and detailed. The qualitative approach in turn studies non-numeric and descriptive type of data that aims to study meanings and quality of relationships. The data collection can start with an inductive approach and it can be unstructured or semi-structured, with themes forming and changing along the research process. (Saunders, Lewis & Thornhill 2019, 177-178.) In scientific research the approach is used in the case that the researcher wants to find out more about the topic that they don't know well. The focus group is smaller and the aim is to form an in-depth picture of the topic studied. (Ojasalo & al. 2014, 105.)

In the case of this reseach, the author considered using both approaches. With the ongoing worldwide epidemic and social distancing, it is not possible to gather data in focus groups and questionnaire at campuses as initially planned. They considered conducting a survey via multiple social medias such as Facebook and Instagram and possibly in Haaga-Helia class groups. But in the end, due to time efficiency and conveniency they decided to only go for the interviews. Thus, the data for this study was gathered qualitatively. In the following subchapters the steps in the data gathering process will be explained.

4.2.2 Interviews

Interviews are a common development tool, that provide deeper knowledge of the topic of the project. Different tools like pictures or prototypes can be used in interviews to stimulate ideas and feeling or make the concepts discussed more concrete and

understandable. The most systematic interview type is the structured interview, where the questions and their order are decided prior to conducting the interviews. More casual interview types include theme interview, in-depth interview and group interview. Semi-structured interview combines features of the stuctured and other types by allowing for changes in the predetermined questions' wordings and the flow of the individual interviews. (Ojasalo & al. 2014, 106-107.) The interviews are recorded to allow for the interviewer to study the interviewee during the interview and as a support for memory. The interviews are transcribed into text for analysis, in either spoken or standard language, depending if the word choises used are studied or not. (Ojasalo & al. 2014, 107, 110.)

The interview process started in April. The interviewees were all Finnish millennials born between 1995 and 2001, visualized in the table 2 below. The participants were selected from the immediate surroundings of the author. The questions were planned to give guidance on what to include in the guide, mainly describing what, where and how the participants would like to read about the cuisine of Galicia. The interview questions were tested to make sure the questions were relevant to the product creation process. The interviews were firstly taped with a phone and then transcribed to a separate file to prepare for the thematic analysis.

Table 2. The interviewees listed by age.

Age	Code	Gender	City	Minutes
24	N1	F	Vantaa	7:45
26	N2	F	Järvenpää	9:55
23	N3	F	Vantaa	12:35
25	N4	F	Vantaa	18:47
19	N5	F	Helsinki	25:01

The aim of the interview was to find out the type of information Finnish millennials want and information sources they would use, concerning a possible food destination. For that reason, it was necessary to find out what are millennials and what does the destination offer. All of this has been defined in the former chapters and was used as a base for the interview questions. Based on experience from other projects, the author decided to limit the number of questions to 5-12 to avoid wasting the interviewees time and time spent transcribing.

4.2.3 Results of the interviews

In this section, the results of the interviews will be discussed question by question and some of the responses will be in quotes if necessary and additional information in brackets for clarity. In the Figure 6 below are listed the interview questions by number.

1. How old are you?
2. Where do you live?
3. What type of information do you firstly want to know about a possible destination? For example location, language, price range, food culture.
4. What information would you firstly like to know about a culinary destination?
5. Would you prefer the information to be more inspiring or fact-based?
6. Whose opinions do you value more, culinary professionals' and/or local guides'?
7. What type of culinary activities do you prefer at a destination? Examples
8. If you read a pamphlet about a destination, how many pages can you read through with sustained interest?
9. How would you describe a good pamphlet or a guide to a destination? What would it include? What must it have to be a good guide?
10. Where do you prefer to find information about a destination?
11. On average, how much money do you spend on a trip per day (not including accommodation)?
12. On average, how much money do you spend on food or food related experiences?

Figure 6. The interview questions.

The first 2 questions were to identify who the interviewees were, their age and home municipality. All five respondents were from around Uusimaa and between the ages of 19 and 26. The questions from 3 to 7 were used to find out the interviewee's preferences for information about a new destination, preferred activities there and who they would like to get the information from. These questions also determined the quality of the information for the guide. They listed possible attractions, basic info of the destination like language and weather and cuisine as things to know first. When considering only as a culinary destination, they wanted to know about restaurants, traditional cuisine and if there were options to suit their tastes like vegan or not too spicy. Most participants preferred both inspirational and more detailed info about the new destination but emphasised that it needs to be inspiring.

Half of the interviewees said they value both local's and professionals' opinions, others preferring only family and locals/ other travellers' opinions seemingly because they seem more trustworthy and closer to their preferences.

> *N2: "Locals. Somebody who has eaten there. You know normal people, it's not their job to know about it, but they know about that place, because they*

like the food so you should try it… Their tastes are probably closer to mine than somebody who works in the profession and chooses because of that."

Then when it came to activities, they listed restaurants as an obvious choise and activities through which they can experience the country like wine tours and tastings. A couple also said they would like to experience local food and products by making it or visiting festivals.

N2: "Well, not really anything about the culinary part because I don't really choose based on that, just history and if I read about the place someway, like I want to go to London because Harry Potter, but usually the food doesn't really come in at any point of the decision process.."

N3: "Wine tasting and some kind of getting small bites out of everything, like tastings. All kinds of tastings… It's like it can be fun to try to make your own food there using the local stuff but if there's a specific thing or food I want to try out maybe it's better to visit the restaurant and get it right."

N5: Wine tours, definitely my thing. I actually went to a food festival once, in New York. It was fun, the food wasn't great, but the concept. I'd go again. (about restaurants) Yea that's kind of a classic. I always do that.

Next, the questions from 8 to 10 were to determine what information sources the interviewees prefer to use and to help limit the length and design of the guide pamphlet. The respondents confirmed that the guide pamphlet should be preferably less than 4 pages, with some saying they could read up to 8-10 pages if it was visual and interesting enough. They emphasized that the guide needs to be visual and full of pictures to be interesting and some added that they would like to know about the region's history in a light and storytelling manner.

N1: "Visually pleasing, very little text, to the point. A small story, like about the area's background about the culinary history, just a short."

The respondents would use multiple different information sources but commonly mentioned internet and search engines. Some said they would go to websites like Tripadvisor for other travellers' reviews of the destinations or attractions and would ask their close ones for recommendations.

N3: "I would say websites. Because you can also like see what other people think and like it feels safer too…. Well just like, by companies (DMO's) what they share because it also feels kinda safe like.."

N4: "Mostly online, because I think that's the easiest way to find information nowadays and its within reach, you can just type a word in google and get fast results, and also from friends… I quite often ask my colleagues about their travels and they tell me about cool stuff so…. (when asked about websites) maybe more like Tripadvisor kinda things… And I think the first thing I do when I go search information is like I google maybe "things to do in Barcelona" stuff like this."

N5: "Not sure if I've ever done any research before going. Like the most important place that I've been to is New York and I already knew everything about it, since my godmother told me when I was 2. She told me she would take me there. So among the years, she just told everything about it basically……. I don't like to plan my trips…….. (if had to plan) Probably some site where you can see other visitors' opinions."

Finally, the questions 11 & 12 were asked to find out the how much money the participants were willing to use and for the price range of the contents. The answers ranged from spending 40 to 100 euros per day, most of them saying they would use more or less 50% on food, depending on how cheap or expensive the destination, while N1 and N4 would spend 75% of their daily money on food and food related activities.

N2: "I don't know, 20-30e (of 50e), depend on what I eat and if I remember to eat…. It really really depends (on the destination)."

N3: "I would say most of the money would go to that. I'm a foodie. Yeah so on drinks and water so maybe at least half on the food."

N4: "Let's say. When I go travel somewhere I want to eat well, that's like part of the holiday thing for me. I think most of my budget would go towards food. maybe 50-60e."

Interviewees N1 & N4 also listed food in question 3 as one of the first information they would like to know about destination. They could be categorized as Gastronomes based on the Food Tourist types mentioned in chapter 2.2. N3 and N5 were interested in food

activities but more when suggested or if they found something nice, making them Indigenous Foodies. N1 does not consider food important regarding a destination or otherwise, making her a Familiar Foodie.

4.2.4 Design & Distribution

The guide was designed with the free internet-based design tool called Canva. Canva has user and professional generated templates for visual design, ranging from business cards to fliers, guides, infographics and portfolios among other things. There are also tutorials and a picture base.

Like defined in the above chapter, the guide should
-be 4-8 pages long
-be short and full of pictures
-be inspiring above all
-have prices withing the range in the above chapter if includes specific products

Based on these, I decided to go for a trifold brochure, which truly is the embodiment of visual and simple. This made less work for me, since the schedule was already delayed, even if as a result the product became shorter than originally intended. As I do not have a lot of design experience, it was made to be as simple as possible. The colour theme was a couple of blues, cremes and reds and the fonts used were Playlist Script and Raleway. The design will be explained more thoroughly in the chapter 5.

The guide pamphlet will be left public in Canva, so that those interested can find it if they wish so. It will also be sent to the participants of the interview for feedback and as a thank you for their contribution to the project.

5   Product

Introduction of the final product and reasonings behind the details. The guide pamphlet
came to be an A4 trifold brochure in the end, using a couple of Canva's free templates as
inspiration. The Figure 7 below shows the first page of the guide.

Figure 7. First page of the guide pamphlet.

The pictures for the guide were retrieved from Adobe Stock, this particular being of the
popular boiled octopus' dish Pulpo a la Gallega. The colors were derived from the colors
of a sea-themed pamphlet and those of the picture to keep it neat. The fonts used were
Playlist Script and Raleway. I decided to add the slogan of Galicia in Finnish and add the
information of the Turismo Galicia website that those interested can go and find out more.
This side was basically just to rouse interest and make people want to flip it over and find
out what it has to offer.

Figure 8. The second page of the guide pamphlet.

The aim of the second page (Figure 8) was to give a couple of concrete examples of attractions that make people want to search for more information. The map of Galicia helps to localize the region, and the qr-codes are provided for easy access to more information. A lot of the interviewees were interested in wine tastings, so that was chosen to be one the highlights, along with a couple of other attractions with good reviews. Some of the elements from the first page were added here as well for similarity and the colors of the highlight boxes were derived from the pictures on the page. Appendix 1 shows the whole guide with more detail.

6   Discussion

The scheduling and organizing of a big project like the thesis was bound to be difficult, but it surprised me how hard it actually was to keep the project on route and running. The biggest challenges were keeping the schedule, understanding the amount of time and work each part of the process took and executing those tasks. Covid-19 pandemic bringing additional problems of libraries closing and anxieties over livelihood and health prolonged the process and made me lose sight of the whole.

This process showed me what it takes to be a professional, on many levels. I do not think that I would have otherwise been interested to learn so much about destination management had I not picked this topic and I do think it will serve me in the future, if only as a base for future studies or employment. Having gone through this ordeal once also strengthened my belief in my own skills when it comes to managing and finishing big tasks, even if I have not completely mastered it and missed deadlines. I also found new study methods that fit me specifically and help me overcome or avoid my shortcomings. At some point it was fun, like when a lot was done in one day or when I finally found a good source. In the end I also learned to avoid perfectionism and just get the tasks done.

If I were to start this process from scratch, I would start by such basic things as understanding the thesis type that I have chosen to avoid useless reading and detail. Biggest one however, would be managing distractions and to make sure I have enough time and energy for studying and forcing myself to study. After those, I would aim to work more organized and keep track of the sources, so I can faster find the information that I need, and the reading that needs to be done to get a sufficient understanding of what I am aiming to accomplish.

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Appendices

Appendix 1. The complete guide pamphlet