



## **A View to European Sustainable Food Tourism – Best Practices**

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Bachelor's Thesis

2021

Bachelor of Hospitality, Tourism and Experience Management

## Abstract

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<b>Degree</b> Hospitality, Tourism and Experience Management
<b>Report/thesis title</b> A View to European Sustainable Food Tourism – Best Practices
<b>Number of pages and appendix pages</b> 68+2
<p>The commissioner for this thesis is Hungry for Finland project, which develops Finnish food tourism and aims to make it a valuable part of the country's tourism offering. The aim of this research is to characterize the landscape of European sustainable food tourism industry in 2021, to find what kinds of sustainable products and trends there are, as well as to find out which factors make these products sustainable.</p> <p>The objective of this thesis is to offer new ideas to the commissioner and the food tourism operators in Finland on how to develop Finnish food tourism to be more sustainable. The commission was given in November of 2020 and the research was finished in November 2021.</p> <p>The theoretical framework defines food tourism as a phenomenon and looks at it from the perspective of trends, motivators, and experience. European and Finnish food tourism brands are also introduced. Furthermore, sustainability as a concept and what it means in the context of traveling and food tourism is discussed.</p> <p>For this thesis a qualitative study was conducted, by using nonparticipant observation as the data collecting method. The data was analysed by using an observation table as a tool for summarizing, and by conducting a thematic analysis. The sample consisted of 20 food tourism products located in different parts of Europe, that all claimed to implement sustainability in their actions.</p> <p>It was found that many of the food tourism operators are paying attention to their sustainability. Implementations from all three aspects of sustainability could be found within the data; social, economic, and environmental. The sustainability trends found in the research were also in line with the trends listed in the theoretical framework.</p> <p>Sustainability was communicated to the consumers by using words that demonstrate environmentally, socially and/or economically productive actions, visualized with green colour, pictures of nature, fresh food and happy looking people.</p> <p>While it was found that many food tourism products are now designed with sustainability in mind, during the research it also appeared that there are still many products in the market, that do not mention anything about sustainability in their product descriptions. As the world is facing a climate crisis and starting to recover after a global pandemic, it is essential that the food tourism industry alongside other tourism, keeps on moving to a more sustainable direction.</p>
<b>Keywords</b> Food tourism, Food tourism products, Sustainability, Europe

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## 1 Introduction

“Natural disasters are occurring three times more often than 50 years ago” stated the Food and Agriculture Organization of the United Nations in their report on impacts of disasters and crises on agriculture and food security (2021). Tourism is one of the industries that is directly affected by the climate change and recently many popular destinations have already seen to suffer from wildfires and floodings. Tourism industry also causes around 5% of the global carbon emissions (UNWTO 2016), meaning its effects on the climate in return, are also prominent.

Fortunately, the need for a change has been noticed, and the world is changing to a more conscious direction in the tourism industry as well. There is a higher demand and interest for sustainable traveling options. According to a survey conducted in 2019, 72% of the respondents stated that they believe making traveling more sustainable, needs to become a priority. (Booking.com 2019.)

One way for an individual traveler to reduce their ecological footprint while traveling, is to choose service providers that are local and sustainable in their choice of ingredients and working methods (Potter 2020). As culinary traveling is a growing trend (Duralia 2017) and eating is a crucial part of almost any trip, it is a good place to start. By finding new culinary dimensions the visitor can also help the local community and economy while getting to know the destination even better.

This thesis will view food tourism services and products around Europe. The focus is on responsible and sustainable practices. The food tourism products discussed are analyzed, based on their responsibility socially as well as economically and environmentally. For the purpose of this thesis, Europe is lined to exclude Russia, but to include all other geographically European territories. This framing gives clear lines to the research area without compromising the variety on food tourism products that different parts of Europe have to offer.

The aim of this thesis is to characterize the landscape of European sustainable food tourism in 2021. It is done by answering the following research questions:

- What kind of sustainable trends and food tourism products are there in the European food tourism market?

- Which factors make these food tourism products sustainable?

The research is conducted by using qualitative approach and nonparticipant observation as the research method. The aim is to collect 20 international food tourism products around Europe, that list sustainability as a core value in their actions and brand. The data is collected by using primarily online sources, and an observation table is used as a tool for the data collecting, organizing, and summarizing the data. The used data analyzing method is thematic analysis.

The theoretical framework of this theses discusses food tourism from different viewpoints to create a comprehensive understanding on the topic. Food tourist segments and travel motivators, as well as current food tourism trends are discussed. Food tourism as an experience will also be reviewed. As the research focuses on European food tourism market, Europe as a food travel destination with its variety of different cultures will be explored. Finnish food tourism is also introduced to get an image of the current trends and goals.

The main focus of this thesis is on sustainability. The second part of the theoretical framework concentrates on sustainability, first as a concept and then more specifically in relation to traveling. The sustainability aspects in food tourism specifically, will be discussed in the final part of the theoretical framework.

The commissioner of this thesis is the Hungry for Finland project, which aims to complement regional and local projects by developing common shared tools and sparring to make food tourism a valuable and sustainable part of Finland's tourism strategy. Hungry for Finland created the first Finnish food tourism strategy for 2015-2020, and now the newest edition covers the years 2020-2028. Some of the main goals of the new strategy are to refresh the image of Finnish food traveling as well as to support and encourage the service providers to cooperate in the form of food tours and package deals. The aim is to also raise the quality and competitiveness of the products and services and to build an active international food traveling network. (Hungry for Finland 2021.)

The value of this thesis, both for the commissioner as well as for the local service providers, is to get a fresh view on what kind of trends and new innovations are out there in the sustainable food tourism sector in other countries of Europe. As the demand for responsible practices is growing, it is important for the service providers in Finland to also get new

ideas on how to develop their own products in a more sustainable direction. This will help Finland to keep up with the sustainable trends and to be able to continue answering to the visitor's needs.

In focusing on the tourism industry, this thesis would remiss not to mention that Covid19 has had a significant impact on the tourism operations since 2019. Still, the full extent to which Covid has impacted the industry remains to be seen, as the pandemic is still ongoing. However, one can already predict, there will be a lot of rebuilding to do both in the traveling industry in general as well as the food traveling. While figuring out new ways to do things safely and responsibly, it is a good time to view and to develop the industry to a more sustainable direction as well.

## 2 The elements of food tourism

In this chapter, food tourism will be defined as a concept, i.e. what it means and what it includes. Food tourist segments and the current industry trends are also viewed in this part of the thesis. Motivators behind food tourism will be explored as well as what sort of experiences food tourism can offer. Furthermore, Europe as a food tourism destination will be discussed as well as the current food tourism offerings of Finland.

### 2.1 The definition of food tourism

"Food tourism is the act of traveling for a taste of place in order to get a sense of place" (World Food Travel Association 2021). Food tourism, also known as gastronomic tourism and gourmet tourism is a broad concept that covers much more than just the food that people eat while traveling (Duralia 2017). The definition covers commonly drink tourism as well, such as wine tourism under the same category. It is an entire genre of traveling that consists of destinations from different areas of food production facilities to all kinds of places where food can be consumed (Everett 2016).

Although everyone must eat while traveling, the most common way to define food tourism requires one of the motivators for the trip to be food related (Everett 2016). Sormaz, Ak-mese, Gunes and Aras (2016) describe gastronomic tourism as "being in pursuit of unique experience of eating and drinking" and getting to know the unique characteristics of a country through food. According to World Food Travel association (2021), today 53% of leisure travelers can be classified as food tourists. Among visitors, food experiences have been a popular part of traveling for a long time, but while food tourism as its own industry has continued to grow, it has started to become a subject for studying among researchers too (Duralia 2017).

Although food tourism has been considered to become an industry only around the late 1990's, its roots go a long way back in history. As early as in the 16<sup>th</sup> and 17<sup>th</sup> century, the research has found that while traveling, people have considered food to be one of the most significant differences between their own culture and the culture they were visiting. Therefore, food and food culture were already then considered to be an interesting factor, that contained information about the local way of life, values, and heritage. (Mulcahy 2019.) Still today, as national food traditions and recipes often go down many generations,

food can be seen as a significant part of cultural identity. By cooking and sharing their national foods, people can show pride in their heritage and share new ways of doing things with people from other cultures. (Le 2017.)

Food tourism as an umbrella term, includes a wide range of activities, facilities, organizations, and events. World food association (2021) defines food tourism industry clusters to include three categories of actors that create the industry together (figure 1). The first cluster, “food and beverage” comprises of service providers from the food industry such as markets, cooking classes and food festivals. Grocery stores and food production facilities also belong to this cluster. The second cluster “travel and hospitality” includes operators working within the tourism industry, from tour operators and DMOs to transportation and accommodation. The last cluster named “others”, covers the supporting organizations that indirectly affect the food tourism industry, such as the government, schools, suppliers, and media. (World Food Travel Association 2021.)

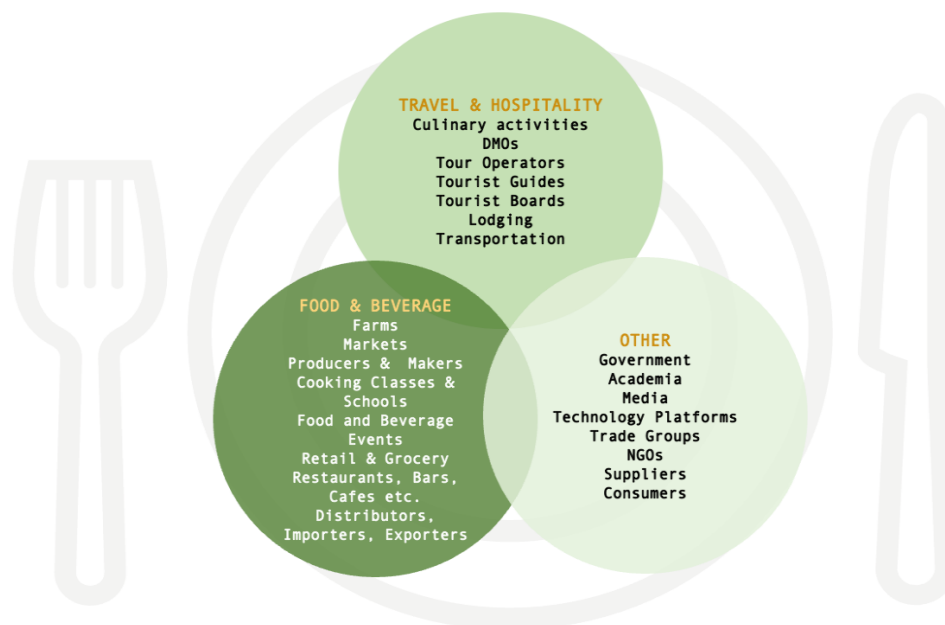


Figure 1. Food tourism industry clusters (World Food Travel Association 2021)

The modern-day travelers are seeking authenticity, tradition, sustainability, and cultural experiences; gastronomy tourism at its best, represents all that (UNWTO 2017 a). Food traveling is a way to learn something new about the destination, its culture, heritage, and community. UNWTO (2020 a) defines gastronomy in their #traveltomorrow campaign to be “a way to promote understanding among different cultures and brings people and traditions closer together”.

For destinations it is also a way to stand out from other countries that can seem otherwise alike from the perspective of travelers, based on their location and climate for instance (UNWTO 2017 a). Even in countries that are culturally similar, there are typically always some differing culinary specialties. In UK alone, The World Food Travel Association estimated that the food tourism industry is annually worth nearly eight billion dollars. Such a large niche market contributes to the local economy and adds to the special interest tourism offering of the country. (Everett 2016.) A consumer survey by GlobalData (2018) also found that 27,7% of the respondents would consider a country as a travel destination solely based on its popularity as a food travel destination. (Global Data 2018). It is therefore no wonder why countries would like to be chosen over other countries specifically by the food tourists.

Promoting a region as a food tourist destination is lucrative for local service providers too. A global survey conducted by the World Tourism Organization in 2016, illustrates that this is already in fact a common practice. The survey showed that around 70% percent of the responding organizations, including DMOs, food and beverage providers, wineries, and accommodation companies, had already targeted food tourists as a segment, and 24.6% even had an allocated budget specifically for attracting gastronomy tourists. (UNWTO 2017 a.)

World Food Travel association estimates in their State of the Industry Food and Beverage Tourism report (2021) that typically as much as 25% of total visitor spending in a destination, comes from food tourism alone. The spending naturally varies slightly according to the general price level of the destination, being a bit higher in more expensive destinations and slightly lower in the less expensive ones. (Wolf 2021.) The global economic value of food tourism in 2019 was estimated to be \$1,116.7 billion, and it is expected to have an 16,8% growth until 2027 (Research and Markets 2020). These numbers suggest it is both globally and locally something worth investing into. Even among traditional tourists, approximately one third of total tourist expenditure goes to food and beverage spendings. This shows that eating and drinking within the non-food travelers too, has become more than just a necessity, but rather a valuable part of the holiday experience. (Everett 2016.)

## **2.2 Food tourist segments and industry trends**

Travelers in relation to food tourism can be categorized roughly into three groups. The first category being the travelers who make a primary decision to travel to a destination for a food related attraction or activity. The second category of travelers would be the ones who

participate in food and drink related activities during their journey, but only make a secondary decision about it at the destination. The third category are the travelers who basically are not interested in food or beverage related activities, but only eat because they must. (Everett 2016).

Food tourists can also be segmented based on interests. This type of segmentation is called “psychographic segmentation” or “lifestyle segmentation” and it divides the consumers based on their attitudes, values, and interests (Jingxue 2013). A study by Jingxue (2013) found that besides food, culinary tourists often have an interest towards culture, atmosphere, and regional sceneries. The study also found that personal preferences and interests affected greatly the type of food tourism experience the tourist would be likely to participate in. Where more explorer type tourists were drawn to larger scale events and adventurous and trendy culinary experiences, the more conservative tourists would enjoy small scale festivals and markets. World Food Travel Association (2021) alike, defines the food tourists by their psychographic status. According to their definition, food tourists are “curious, educated and adventurous” with an interest in history and stories and learning about new cultures.

The food tourists can also be divided into segments by generations. The commonly known definitions used to describe different generations are “Boomers” (born in 1946-1964), “Generation X” (born in 1965-1980), “Generation Y”, also known as “Millennials” (born in 1981-1996) and “Generation Z” (born in 1997-2021) (Beresford research 2021). The Millennials have been leading the way in the food tourism industry and its current trends. Some of the factors this generation appreciates are transparency, vegetarian and vegan foods as well as social responsibility (Global Data 2018). According to the World Food travel association (2021) 63% of millennials look for socially responsible restaurants when making dining decisions.

Whereas the millennials have shown the way, Generation Z has followed. As this generation consists often of older millennials children, the love of food and traveling is commonly inherited directly from their parents (Wolf 2020). For Generation Z consumers, the demand for memorable experiences and responsibility from service providers is a given in many aspects of life, and the same goes for food tourism. (Wolf 2020). There is also a heavy influence of social media in Generation Z’s life, and it is therefore not a surprise that individual’s traveling decisions can be based on the fact that they have seen some-

one else posting about a destination on social media (Kaufman 2020). A research conducted by Kaufman (2020) found that members of Generation Z were particularly interested in food traveling experiences and a good way of reaching these foodies, would be via marketing the experiences online. While travelers from the Baby Boomers' and Generation X segments may not be as actively seeking for experiences when traveling, they too enjoy food related travel products. Survey by Global Data (2018) shows that 78% of the Generation X generation and 70% of the Boomers, stated that they enjoy experimenting with food products from different cultures and countries.

In contrast to the social media centered decision making, there is also a new trend of not sharing everything online. Wolf (2020) states that many people now are in fact going back to the pre social media times and trusting their family and friends when it comes to travel tips, rather than trusting the influencers online, who are likely to get paid for recommending products or places. Modern day food tourists also enjoy finding even more paths un-beaten and to go even deeper into the story and the culture of the food experiences while they travel. Food tourism is also growing in many developing countries at the moment. (Wolf 2020). Authenticity and locality in food experiences attract food tourists (LAB8 2019).

While heritage and history are still well appreciated by foodies, fusion kitchen, and "something new" are also welcomed. The modern food tourists seek variety, and they are expecting to get quality food even if they have dietary restrictions. Vegetarian and vegan diets are the fastest growing special diets in the industry, which also demonstrates the concern of sustainability (Wolf 2020). Food tourists are becoming more aware in their choices. Organic, sustainable, and local foods are popular, as well as eco-friendly accommodation. Conscious traveling can be listed among the current main food tourism trends (LAB8 2019.) Food travelers today are likewise concerned about food and package waste as well as the ethicality and origin of their food. (Wolf 2020.)

When listing current food tourism trends Erick Wolf highlights that food, beverage, and related activities are something that people are more than ever interested to spend their money on, and food related experiences have become one of the cornerstones of tourism today (Wolf 2020). This also shows in the popularity of different food festivals and events, as well as more advanced technology investments on the field (Lab8 2019). As the food tourists want to experience food more thoroughly, the service providers are willing to offer it to them. People do not need to go far to experience food. One of the current trends in

food traveling is “micro trips”, which means to experiment with food activities nearby. Many are now traveling alone, but food can be still enjoyed together with other solo travelers. In contrast to traveling solo, families are also traveling with the volume of multiple generations in one group. A new challenge for the food tourism services is to meet all of their needs at once and to be able to offer memorable food experiences across the generational gaps. (LAB8 2019.)

### 2.3 Food tourism motivators

There can be multiple reasons why people choose to travel and why they choose a certain destination when they do. According to push and pull factor theory, first introduced by Dann in 1977 in the context of traveling, these reasons can roughly be divided into internal “push factors” and external “pull factors”. The push factors represent things that motivate the person to travel in the first place, things that encourage them to leave their home setting. The pull factors are the things that a certain destination has to offer to this individual and makes them choose this destination over others (figure 2). (Njagi, Ndivo & Manyara 2017.)

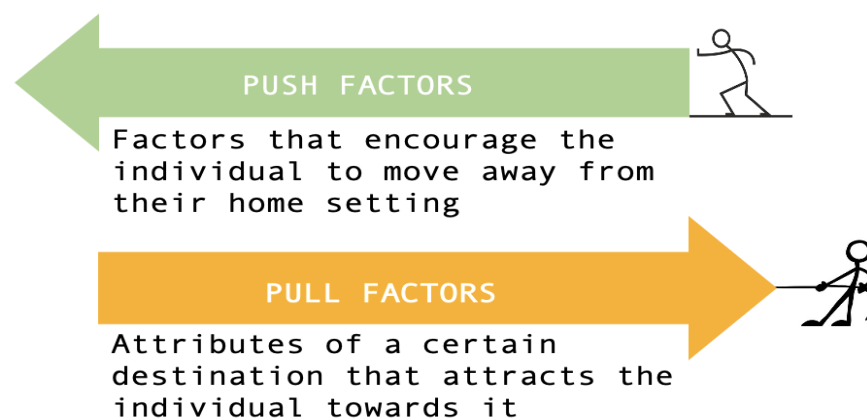


Figure 2. Push and Pull factors (Ketwadee, Basri & Noor 2016)

Although the theory is old and the travel industry has changed tremendously since it was first introduced, it is still widely used when researching and analyzing travel motivation. When viewing push and pull factors in the context of motivation for food traveling, Su, Johnson and O’Mahoney (2018) found that the number one internal motivator among the research subjects was the taste of food. The second biggest push factor was found to be cultural experience, and the third socialization.

In the same study they found that among food enthusiasts, three most important pull factors for a destination to be chosen as a food travel destination were: “core food tourism appeals, traditional food appeals and local destination appeals”. (Su, Johnson & O’Mahoney 2018.) Similarly, in another study, conducted by Toncev, Jovanovic, Malicanin and Dimitrijevic (2016) about wine tourism in Tri Morave sub region, socialization with friends was found to be among the main internal motivators, especially for the returning customers. In addition, authentic experience and learning something new were motivating factors for revisiting.

A survey researching the gastronomic motivators of travelers in Costa del Sol by Perez-Priego, Garcia, Gomez-Casero and López del Rio (2018), found that the culinary motivators of an individual, are conditioned by the degree of interest they have toward local cuisine. In this survey, the respondents who had a high interest towards local cuisine, also saw food as more than just something to eat. They viewed the food from the angle of “triple purpose”, meaning that in addition to just gaining a new culinary experience, they saw food as a way to learn about the culture of the destination and a way of socializing with the locals, relatives or friends. (Perez-Priego, Garcia & others 2019.)

## **2.4 The four realms of food tourism**

According to two experts on the field of experience, Pine & Gilmore (2019), “time is the currency of experience” in today’s economy. This means that customer’s time is valuable and for them to spend their time on what is offered, they need to be engaged first. This is easier said than done in a world where seeking and getting experiences has become an everyday thing. People have less holidays, less time on their hands, and they want to have memorable experiences available quickly and conveniently. Many food and beverage companies worldwide have taken the idea of offering wider, multisensory experiences, rather than just serving food and beverage. In today’s world a visit to a café can be turned into educational coffee tasting (Starbucks), a factory visit into a beer tasting and museum tour (Heineken experience) and similarly a weekend trip can turn into a three day “foodcation”. (Pine & Gilmore 2019.)

In the four realms of experience model Pine & Gilmore (2019) suggest that there are four dimensions to creating an experience. These dimensions or “realms” are called “Entertainment, Educational, Escapist and Esthetic”. All four of them are placed to an axel of passive and active experience that the participant is either absorbed or immersed in. Figure 3 demonstrates the four realms of experience theory.

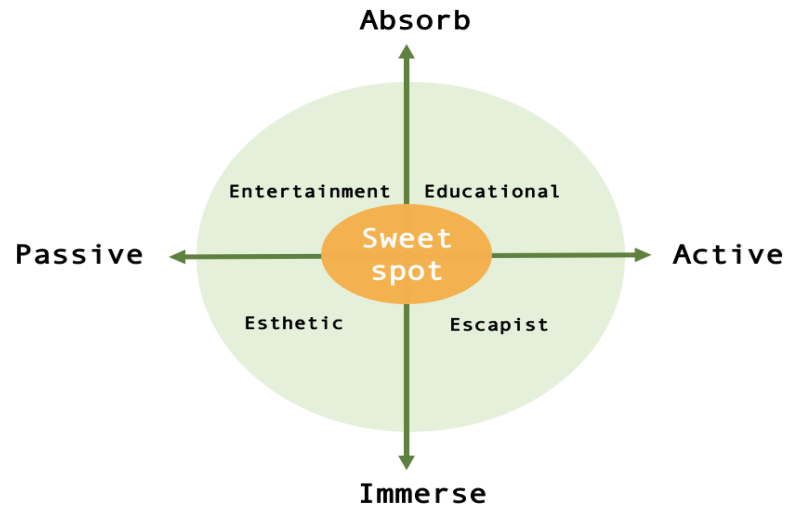


Figure 3. Four realms of experience (Pine and Gilmore 2019)

According to Pine and Gilmore (2019), the entertainment realm is passive in its nature, and it is something that can be absorbed by the participant, like watching tv. The other realm on the absorb axis is the educational realm, but this already requires more active participation, like for example, learning a new skill. The escapist realm involves perhaps the most active and immersed participation from the experiencer: physically taking an active part in the experience and being immersed into it. The last realm, Esthetic, includes experiences that while being appealing and immersive, such as art, they do not require any active participation to be experienced. (Pine and Gilmore 2019.)

Although most experiences include more than one of these dimensions and the lines are somewhat blurred, the best experiences have portions from all four realms. This kind of experiences are said to reach the so called “sweet spot”. These experiences, the richest and most memorable for the participants, are of course something anyone creating experiences, hopes to achieve. (Pine & Gilmore 2019.) When looking at culinary traveling through these realms, it is evident that a good food travel experience has potential to include multiple dimensions at the same time, even to hit the sweet spot. If for instance a winery visit is looked at as an example, the experiencer can get to engage with all these aspects on the same visit.

The esthetic part comes from beautiful sceneries, fields of wine plants, deep colors and authentic old buildings. The educational part comes from hearing about the history of the place, perhaps learning about winetasting and different kinds of grapes. The escapist part is filled with taking part, perhaps picking grapes, or participating in the wine making by

squishing the grapes by feet. The entertainment could for example be some French music or little shows while enjoying the wine. This kind of experience offers something for all senses as well: Seeing, hearing, feeling, smelling, and tasting are all involved in the experience.

## **2.5 Europe as a food tourism destination**

Europe was selected as a travel destination by 744 million people in the year 2019 (UN-WTO 2020 b). Some of the world's most popular food tourism destinations are likewise located in Europe. Travel Pulse listed the top 10 food travel destinations for 2018, and six of them were located within the European continent. Namely Rome, Florence, Paris, and Barcelona were the top four, and another Spanish city Madrid, was on the seventh place. (Travel Pulse 2018.)

Europe as a continent has a very varied and colorful range of cuisines and food cultures. With 51 countries, there are as many national food cultures to explore, and that is if the varieties of different regions within countries are not even counted in. It is therefore difficult to define Europe as a food destination in a simplistic way. However, there are some similarities within different parts of Europe when it comes to cuisine and local foods.

One way to divide European cuisine to country regions is to look at the physical location of the country. For the purpose of this thesis, the cuisines of the continent will be divided as follows: Southern European cuisine, Eastern European cuisine, Northern European cuisine and Central European cuisine (table 1). The countries in these regions do not only share a similar climate and location geographically, but they share parts of national heritage and history as well. All these factors have influenced to shape the agriculture, food culture and traditions of the countries and the entire area and made it into what it is today. (European Commission 2021.) As there are so many European countries in total, going through all of them individually, would be quite elaborate. Grouping the countries in the continent and focusing on highlighting the special characteristics of each area, makes it easier to view the larger image. From each area, certain counties and regions are going to be used as examples.

Table 1. European culinary regions

Culinary Region	Countries
Southern European cuisine	Cyprus, Greece and Malta Partially France, Italy, Portugal and Spain
Northern European cuisine	Faroe Islands, Finland, Denmark, Greenland, Iceland, Norway and Sweden
Eastern European cuisine	Albania, Armenia, Azerbaijan, Belarus, Bosnia and Herzegovina, Bulgaria, Croatia, Czechia, Estonia, Georgia, Hungary, Ukraine, Latvia, Lithuania, Moldova, Montenegro, North Macedonia, Poland, Romania, Serbia, Slovakia and Slovenia
Central European cuisine	Austria, Belgium, France, Germany, Luxemburg, The Netherlands, and Switzerland

When talking about Southern European cuisine, a good culinary example would be the Mediterranean area. Officially, the Mediterranean region includes seven member states: Greece, Malta, and Cyprus completely and partially Portugal, Italy, Spain and France. There is also a sea area. The climate in the region is dry and hot during the summertime, yet the winters are cool and humid with sudden heavy rains (European commission 2021).

The climate together with hilly and diverse topography affects the agriculture of the Mediterranean area. Some plants are particularly successful to grow in this region, and many of them create cornerstones for the local cuisine. Fruits, like citrus and figs, grow widely in the region, so do olives. Olives are used to also produce olive oil, which is commonly used in cooking. Wine is a large export product of the area: two thirds of the world's wine is produced in the region. (Institute of Entrepreneurship Development 2018.) Wine is often also consumed on the side of meals, and it is an essential part of the food culture in the Mediterranean (Minzer, Estruch & Casas 2020).

The Mediterranean diet is commonly seen to be healthy, as it is rich in vegetables, fruit, and non-saturated fats, and it includes red meat, dairy, and saturated fats only moderately (Martinez-Conzales, Gea & Ruiz-Canela 2019.) Food is definitely seen as more than just mandatory nourishment in the area, sitting down for a meal is a chance to also socialize and interact with one another. People in the Mediterranean area have the longest mealtimes in the world and food is also an essential part of any celebration (Essid 2021).

Nordic countries, Finland, Sweden, Norway, Denmark, Iceland, Greenland, and Faroe Islands share a lot of history with each other and therefore the culture and cuisines also have similarities (Hilson 2019). From Vikings to the “New Nordic kitchen manifesto” many things have shaped the cuisine in Northern Europe over the years. The New Nordic Kitchen movement was created in 2004 by a group of food professionals from different Nordic countries. The aims of the movement include to embrace purity, local ingredients and simplicity that is often associated with Nordic cuisine, spread knowledge of the local food cultures and producers in the region as well as to encourage co-operation within the region and beyond. (Nordic Co-operation 2021.)

Some of the popular ingredients in Nordic cuisine are potatoes, roots, and different grains, especially rye. Ingredients from the nature such as berries and mushrooms as well as reindeer meat and game are commonly used in traditional Northern cooking. Even some of more controversial ingredients such as, whale meat, are still used in some parts of the region. Because of the cold winters, the food preparation methods are traditionally ones that help to preserve the food well, such as drying, salting, and pickling. (Inagagi 2018.)

Similarly, to the Nordics, in Eastern Europe the winters are cold, and therefore similar food preparing methods are common. Eastern Europe is also known for soups, stews as well as different meat and fish dishes. (Gheorghe & Bulin 2014). The United Nations classifies the following countries to be included in Eastern Europe: Belarus, Bulgaria, Ukraine, Montenegro, North Macedonia, Slovakia, Romania, Czechia, Hungary, Moldova, Serbia, Latvia, Lithuania, Albania, Armenia, Azerbaijan, Bosnia and Herzegovina, Croatia, Georgia, Estonia, Slovenia and Poland (United Nations 2021 a).

The Eastern European cuisine varies from country to country quite significantly, but many countries also share similarities with one another. The traditional cuisines have been influenced by surrounding countries, some get more influences from the west, some from the east. For instance, Polish cuisine is influenced mainly by France and Germany (Polish tourism organization), Slovakian cuisine by Hungary and Austria (Slovakiasite 2021). A more unique characteristic that can be found in some of the Eastern European food markets is so called “Babushkas”. Local residents, commonly elderly women, who are selling their self-made or home-grown products. The products can include fresh and pickled vegetables as well as home cooked meals. This is quite common particularly in the countries, formerly part of the Soviet Union. (Soukand, Straymets, Fontefrancesco & Pieroni 2020.)

The remaining region, Central Europe, is seen to include different countries, depending on the definition. At least France, Germany, Austria, The Netherlands, Belgium, Luxemburg and Switzerland are commonly seen to categorize as Central European. Often some of the countries previously grouped to other regions in this thesis, such as Poland and Hungary, are also included. (United nations 2021 a.)

Central Europe has numerous culinary elements it is known for. Beer is one of the key components and some of Europe's biggest beer producers are located in this region (Statista 2019). Beer is also widely consumed on the side of meals and otherwise. Different kinds of pastries and sweets are also popular in Central Europe and almost all the countries have their own specialties. Germany and Austria are known for cakes, marzipan and gingerbread, which are also big exports of these countries. Belgium and Switzerland are known for chocolate. (Gheorghe & Bulin 2014.) French kitchen is likewise known for its sweet delicacies. The French "gastronomic meal" is the only cuisine in the world to be listed as "Intangible Cultural Heritage of Humanity" by UNESCO (2010). According to UNESCO (2019) "The French gastronomic meal emphasizes togetherness, the pleasure of taste, and the balance between human beings and the products of nature" and therefore it is seen to be important part of cultural heritage.

## **2.6 Finland as a food tourism destination**

"This is Europe's hottest new food destination" wrote CNN Travel about Finland in September 2018. Maybe not as well know or popular as many of the other European food destinations, but Finland certainly has a lot to offer when it comes to gastronomy. (Lastoe 2018.) As one of the main goals for writing this thesis is to find new ideas for food travel services in Finland, it is important to understand the state of the local food travel industry as it is now. For this reason, a view of current Finnish food travel brand, trends and goals is included in this paper.

The Finnish food travel evolves around stories and cultural heritage. The usage of pure, natural, and local ingredients plays a big role in the experiences. There are different food trails and picking, cooking, and eating experiences in natural sceneries, guided tours and activates in specialized shops and breweries. Not to forget different food events, markets and market halls that are popular especially during the summertime. (Hungry for Finland 2020.) Finnish food traveling experience product is at its best, when the traveler gets to take an active part and learn something new in the process. One of the main cornerstones

of food tourism in Finland, in addition to great tasting food and drinks, is a cohesive product that makes a seamless entity together with the story. Specialized and customized customer service is also an important part when creating a memorable experience for the customer, and this takes dedicated personnel. The story, the milieu and the esthetics need to all work together. (Hungry for Finland 2020.)

For the business to be profitable, the asking price for the services needs to be high enough compared to the expenditure. Finland wants to invest on responsible and sustainable food tourism, so both ethics and transparency needs to be in order. Often it is beneficial for the local providers to work together both in the logistic as well as on the service side, to create mutually profitable and even better products for the customers (figure 4).



Figure 4. The corner stones of Finnish food tourism (Hungry for Finland 2020)

Like in many countries, the international tourism has been slower than usual in Finland after the Covid19 pandemic hit the world in the spring of 2020. This also took a toll in the Finnish outbound traveling. In the period between January and April 2021 for example, the international leisure trips decreased by over 90 percent compared to the corresponding period of the previous year. More than on a regular year, the Finns were traveling domestically, and the statistics show that in the period mentioned above, the domestic overnight trips increased by one third and in addition 7.5 million same-day trips were taken as well. (Statistics Finland 2021.)

Many different areas in Finland have their own specialties in cuisine and food traveling products (Hungry for Finland 2020). In times like these it is fortunate that compelling food traveling can be done domestically, and the entire tourism market is not depending on the international visitors. In addition to the domestic tourists, Finland has six important target segments in traveling: “city breakers”, “authentic lifestyle seekers”, “nature explorers”, “nature wonder hunters”, “activity enthusiasts” and the “comfort seekers”. Out of the six, city breakers, authentic lifestyle seekers and comfort seekers are main the target groups for food tourism. The main effort is to attract travelers from Great Britain, Germany, Japan and China, other target countries being Italy, France, and the United States. (Hungry for Finland 2020.) In figure 5 the target segments of the Finnish tourism are listed, and their motivators and interests are further described.

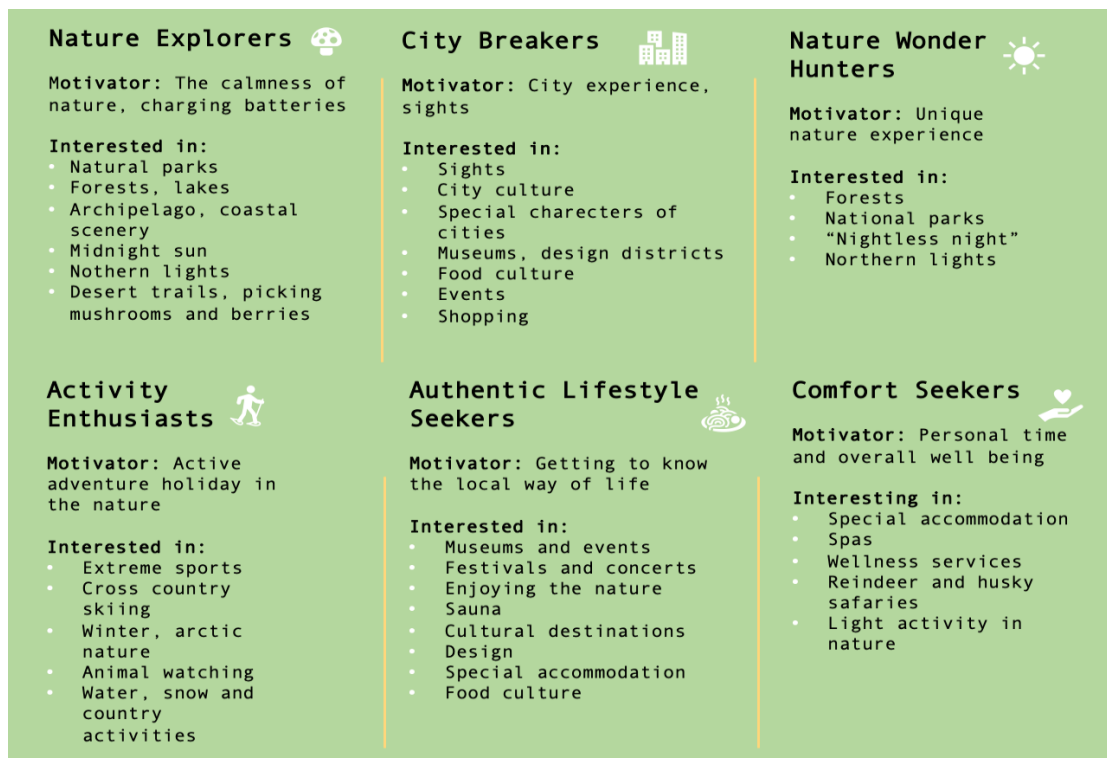


Figure 5. International segments of Finnish tourism (Business Finland; Hungry for Finland 2020)

Looking at the different segments, it is evident that the travelers are looking for different kinds of experiences from their trip. Where the nature explorers and comfort seekers want to feel calm and peaceful, the activity enthusiasts want more adventure. Even the desired physical locations and surroundings are very different between the segments; some want to see nature; others want to see sights and design districts. It seems that all the target

groups, however, aim to experience the local culture in their own ways, and enjoying local food is one way to embrace that. At the end of the day, what all these segments have in common is that travelers need to eat, and if exploring the local food culture is not already listed in the areas of interests, it can be easily linked to many of them. (Business Finland 2020.)

### **3 The dimensions of sustainability**

In this chapter sustainability as a general concept will be discussed, and more specifically in the context of traveling. Furthermore, the aspects of sustainability in food tourism will be explained. Which factors make food tourism operations sustainable, and what sort of issues are there in the food traveling industry concerning sustainability?

#### **3.1 The concept of sustainability**

The Cambridge dictionary defines sustainability as “the quality of being able to continue over a period of time” (Cambridge Dictionary 2020). In other words, it means to continue and sustain something for the generations to come. Generally, the word sustainability is linked first to environmental sustainability, which means to preserve and spend as little natural resources as possible in the processes done. This can be achieved by reducing emissions on an individual, industrial and global level. The physical environment needs to be also protected from pollution, waste, and extensive corrosion. (United Nations 2021 b.)

Choices on the individual level have to do with energy and water usage, food and fashion choices and waste management like recycling as well as choosing reusable options instead of disposable ones (United Nations 2021). The emissions on company levels can be controlled by the organizations themselves to an extent. On a larger scale, the company emission as well as the national emissions, are also controlled by governments and international agreements, such as the Paris Climate Agreement (2015).

However, sustainability includes other aspects than just taking care of the environment. The social sustainability has to do with the human side of sustainability. It concerns cultural matters, individuals, their social relationships, and quality of life. Everyone has an equal right to experience and live their life in full intellectual, emotional, physical, and spiritual health (Hussain, Ajmal, Gunasekaran & Khan 2018.) For industries, this means to use ethical labor, not discriminate anyone by their gender, race, or sexual orientation and to maintain basic human rights in all other ways (United Nations 2021 b).

Economic sustainability has to do with the finances. Economic development means growth in financial capital, but without doing it with the cost of social or environmental capital. If financial decisions are made in the way that does not protect the people or the natural resources, it is not sustainable in a long run (Royal Institute of Technology 2021). The

three aspects of sustainability mentioned, will be discussed further in the context of traveling, in section 3.2 of this thesis.

After the Covid19 pandemic there is a lot of recovering to do economically. The International Monetary Fund fears the global recession to be at least as bad as in 2009, and the International Labor Organization estimates that almost half of the global work force has lost or is at risk to lose their jobs. (United Nations 2021 b.) In the aftermath of the global Corona pandemic, there is however, also a great opportunity for many companies and corporations to reinvent themselves as more sustainable. World Wide Fund for nature has listed the “eight sustainability trends shaping businesses in 2021”. These include environmental factors such as smarter energy and water usage, as well as creating less food and plastic waste. There are also social factors included; transparency and trust are some of the main trends in the corporate world right now. Public discussion, youth voices and effective moves are also encouraged in the responsible businesses 2021. (WWF 2021.)

### 3.2 Sustainability in traveling

In traveling the overall sustainability can be seen through the same three factors: environmental, social, and financial. In other words, three Ps: “Planet, People and Profit” (figure 6). All these go hand in hand, and for traveling to be truly sustainable, traveling itself as well as the linked actions and organizations, should be working with respect to these three elements (Vantuno 2016.)

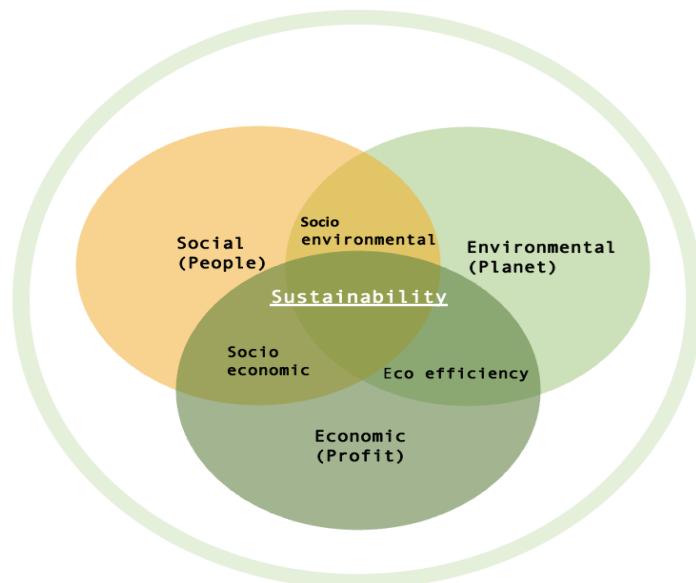


Figure 6. The Triple Bottom Line model (Jadav 2018)

The “Social” part represents the people, such as human rights, community, and diversity. The “Environment” part includes all the factors that have to do with the well fair of the planet, including climate change prevention, pollution control and maintaining the biodiversity. The “Economic” part, also referred to as Profit, represents the capital growth and efficiency, innovation, and risk management. The three factors overlap and create subcategories of “socio economics”, “socio environmental” and “eco efficiency”. Socio environmental refers to the environmental policies and well fair, including global crises management in climate change. The eco efficiency comprises of factors such as managing the regional materials and natural recources. Socio economic part includes the social investment, local economic impacts and creating jobs locally. (Jadav 2018). Only if all the elements are in balance so that one is not taking away from another, can one talk about sustainability in tourism.

Sustainable tourism growth is one of the current megatrends in the tourism market. As tourism creates around 5% of the global emissions, there is a high demand to act responsibly when it comes to battling the climate change. Is also essential for the future of tourism to try and sustain the environment of the destinations, lower the greenhouse emissions of the transportation, and minimize the negative environmental impacts of tourism (OECD 2018.)

All impacts of tourism are by no means negative. It can help to educate and raise awareness of the cultural and environmental values. The financial benefits brought by tourism can also help to protect areas and bring jobs to people even in more rural destinations. Furthermore, it can promote social interaction between people and through that help them to understand one another better (OECD 2018). The UNWTO Tourism Report (2017 a) also shows that tourism helps to employ especially young people and women. With 13% of the workers in the tourism industry being aged 15-24 and almost 6 out of 10 females, the industry scores well above average in both employment categories.

The Corona virus pandemic dropped the numbers of travelers significantly in the years 2020 and 2021. Due to the changed situation, new ways to operate had to be developed quickly; social distancing and the usage of electronic options instead of physical contact just to mention a couple. It is yet to be seen what sort of permanent impacts it will have on the way we travel. Nonetheless, Galvani, Lew, and Perez (2020) suggest that the tourism industry has the potential to continue to raise the global consciousness in the post pandemic world. They also predict that the pandemic may have had a positive effect in the

sustainability and way people view their natural environment in the future (Galvani, Lew & Perez 2020.)

### **3.3 Sustainable food tourism**

Food tourism can offer both social as well as economic benefits to a destination. The perks include sustainable economic growth, reduction of poverty, social inclusiveness, and employment. It also sustains the culture, values, and heritage of the area. As food often is an essential part of an area's culture, through food experiences people can learn more about the destination and its way of life. (UNWTO 2020 b.)

In a world where the majority of food is just packages bought from the supermarket, food tourism also offers a way to reconnect with origins of what we eat. By for example picking, planting, or otherwise participating in the food processes in the growing areas and consuming local non processed foods, the traveler can learn new things in a sustainable way. And hopefully even incorporate new sustainable practices in their everyday lives. (Eco-tourism World 2020.)

The usage of the term "sustainable" in the context of food products and events can be somewhat complex. De Jong and Varley (2018) found in their research on "Food tourism events as tools for social sustainability", that it is in fact, very difficult to make sure that the community gets to be involved in the decision making when it comes to larger scale events. They also raised the question of what "local" food means in the context of for instance local food festivals. Does it come from the area, from the nation, or does it just have to resemble local specialties? And when searching for these certain qualities, who gets to decide what classifies to fit the category in the end?

In a small coastal town of Scotland where the event De Jong and Varley were researching was held, it was also evident that the organizers own vision of the event went over the sustainability of the area and its food offerings. The fishing industry in the area was commonly known to use controversial methods such as dredging in their practices. Despite this, it was more important for the organizers to sustain the image of the area as a fishing town, than actually promote some of the more sustainable food items and practices of the area. Here the willingness to offer the visitors a food experience the organizing committee thought they wanted to have, as well as maintaining the social relationships with the fisher community, went over any environmental sustainability concerns. (De Jong & Varley 2018.)

For regions, reaching sustainability can be a challenge in terms of finding a balance. If a practice takes away from one area of sustainability while adding to another, is it really sustainable? Long (2011) found similar issues in a community food tourism research in the Northwest Ohio. The problem in this case was that the traditional manufacture of food in the area was relying heavily on mass production and industrial farming. The food itself was meat and carb based, heavy on the body as well as the environment. Therefore, not the type of food that would promote the ecological sustainability, or a healthy lifestyle for that matter. However, when intervening with the local food traditions, the cultural sustainability of the destination is being compromised. In this case, it creates a dilemma of which part of sustainability to sacrifice over another. (Long 2011.) Figure 7 demonstrates the dimensions of food tourism. For true sustainability to be achieved, all aspects need to be in balance.

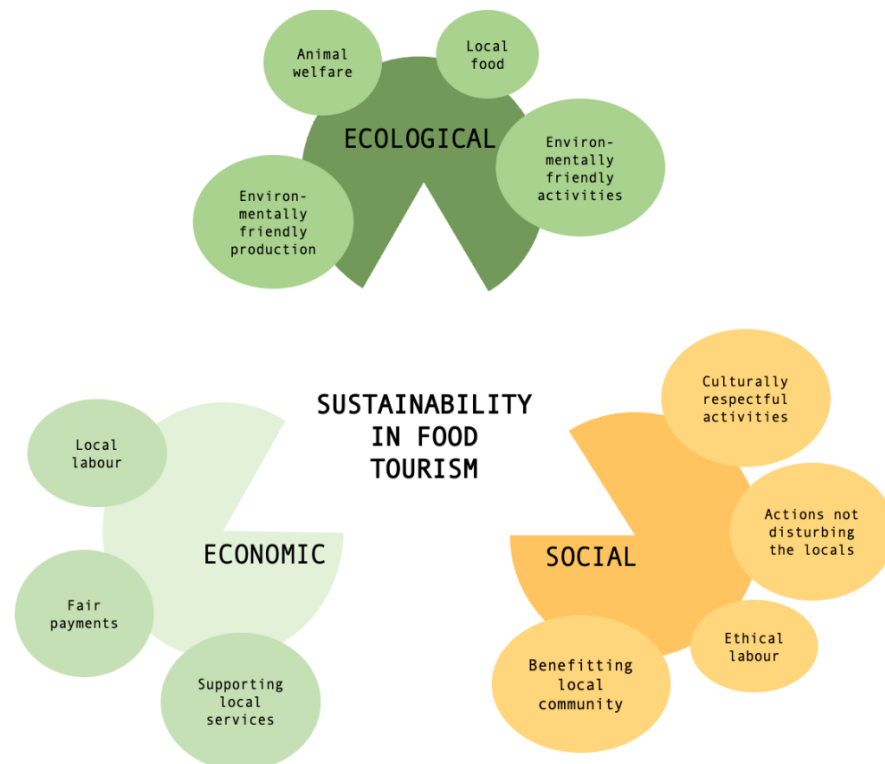


Figure 7. Dimensions of sustainability in food tourism

It is essential to take care of the environment when planning food tourism services, while also taking care of the community and people. It is important to make sure the money is spent to support the right practices, and that the profit made, goes to the right place - supporting local infrastructure and bringing competitive advantages to the local businesses and brands. Good relationships between service providers and between them and the

community are important when maintaining overall sustainability as well. Ethical consumerism needs to be enabled by making sure all the processes in the production chain are done with respect to nature, human and animal welfare and sustainable consumption. Organic and free-range products as well as Fairtrade are some of the well-known certifications for the consumers. (Hall & Gössling 2016). When all aspects of sustainability are taken into consideration in the destination, can the consumers enjoy truly responsible and sustainable food tourism.

## 4 Research process and methods

This part of the thesis discusses the methodology and the timeline of the research. The data collecting method as well as data analyzing methods will be introduced and the selection will be explained. The choosing criteria for the food tourism products included in the research will be also discussed. Furthermore, a step-by-step description of the empirical research process is included in the end of this chapter.

### 4.1 Nonparticipant observation as data collection method

While using observation as the primary method in a research it is essential to have clear and distinct research questions and be consistent and systematic throughout the study (Ciesielsca, Boström & Öhlander 2017). The aim of this research was to landscape the characteristics of the European sustainable tourism market in 2021 and furthermore to find answers to the following research questions:

- What kind of sustainable trends and food tourism products are there in the European food tourism market?
- Which factors make these food tourism products sustainable?

When answering the research questions, the methods are to be chosen carefully to best serve the purpose of the research. Where quantitative research is based on numerical data that can be used to for example confirm or disconfirm a specific hypothesis, qualitative research can be used when the aim is to find more comprehensive understanding on the research matter (Streefkerk 2019). When conducting a qualitative research, the main ways to collect data are interviews and observation (Adedoyin 2020).

There are two different approaches to observation research method: participant and non-participant. In participant observation, the researcher actively takes part and tries to understand and observe the researched situation from the point of view of the subject. In the non-participant approach the researcher remains passive and observes the situation or subjects without interacting or intervening in any way. (Mack, Woodsong, MacQueen, Guest & Namey 2005.)

For the purpose of this thesis, qualitative research was conducted, using nonparticipant observation as the data collection method. The nature of this research is qualitative rather

quantitative, as there was no preexisting hypothesis to either confirm or disconfirm, but the aim was to view what kinds of sustainable food tourism products exist in the European market and how the sustainability and responsibility can be seen in their implementations and communication.

Furthermore, due to the width of the research area, using for example focus groups on the research, would have demanded more resources timewise as well as financially. In this kind of research, the participants would have had to either physically travel to the same location or alternatively technological arrangements for the gathering would have had to be made. Because of the existing situations with Covid19, gathering and traveling is also not recommended. For these same reasons all kinds of participant observation methods were ruled out as well as methods where the researcher would have physically visited the researched attractions.

To find reliable and current data for this research, it was also not mandatory to have outside participants. There is a large amount of information online on different company websites and social media channels, such as Instagram and Facebook. While observing services and products, the most present information is posted on these channels by the companies themselves. Other sources include travel agencies, travel blogs and country or region websites. Current issues of online magazines from the field can also be used to gather up-to-date data on the food tourism products Europe wide. Therefore, for this kind of research, observation in online sources was seen to be the best research method.

#### **4.2 Criteria for selecting the products**

The focus of this research was on sustainable food tourism. The products chosen for the research, brand themselves to be sustainable, and list sustainability among their core values. The sustainability could be seen in ecological food choices i.e., organic or locally sourced food, as well as implementations that were done in respect of the local nature. The use of ethical labor and fairly traded products in the services for example, show social sustainability. Furthermore, employing local people and using local products also adds to the economic sustainability of the product. Table 2 Shows the selection criteria of the products in the research.

The selected products also needed to fit to the definition of a food tourism product. There are several types of food tourism products available, and to highlight the variety, multiple different activities and experiences were included in the research. Similarly, for variety, the

selected products were for most part, from different countries in Europe. Some products that were very similar to one another or from the same areas, were excluded from the research.

Table 2. Selection criteria for the research food tourism products

Criteria	
Sustainability	<ul style="list-style-type: none"> <li>• Lists sustainability within their values</li> <li>• Lists concrete actions that showcase sustainability and responsibility environmentally, socially and/or economically</li> </ul>
Location	<ul style="list-style-type: none"> <li>• Located in Europe</li> <li>• Excluding Russia but including all other european territories</li> </ul>
Definition	<ul style="list-style-type: none"> <li>• Fits the definition of a food tourism product</li> </ul>
Variety	<ul style="list-style-type: none"> <li>• Including products form different parts of Europe</li> <li>• Including different kinds of food tourism products</li> </ul>

The total number of the products was 20. This amount allowed to get an overall view of the field, while still making the analyzing realistic within the time frame. As the research concerns the entire Europe, it was important to include products from different countries and parts of the continent. For a longer research period, a larger sample could have given a more in-depth image of the European food tourism field, however considering the timeframe and resources, this amount was seen to be suitable for the research purposes.

Although during the data collection, the food tourism company websites were observed throughout, the main focus was on individual products offered by the food tourism providers. Focusing on the individual products, rather than the entire company and its offerings in general, allowed to look at the product characteristics more comprehensively. It also helped in the categorizing and analyzing process. There were however some food tourism services that did not offer individual products, but where the food tourism attraction was the main event itself, e.g., festivals and markets. In these cases, the attractions were discussed as a whole. In addition, information about the food tourism company's sustainable values was usually listed on a different page within the website from the observed product's description. This information was used as a part of the data, as it was seen to add to the information about the individual food tourism product included in the research, although it concerned the entire company.

### 4.3 Thematic analysis as data analyzing method

"To be accepted as trustworthy, qualitative researchers must demonstrate that data analysis has been conducted in a precise, consistent, and exhaustive manner" (Nowell, Norris, White & Moules 2017), choosing suitable data analysing methods and tools, are therefore one of the most important parts of the research process.

Thematic analysis is one of the data analyzing methods that can be used when handling a large amount of raw qualitative data. While thematic analysis is not on its own the most well-known data analyzing method, similar thematic organizing is used in the process of many other data analyzing methods. The aim of this method is to identify common themes within the data, and to organize it based on those themes. Thematic analysis makes larger entities easier to understand and unlike some other more advanced analyzing methods, it does not require a lot of prior technological knowledge and skills from the researcher (Nowell, Norris, White & Moules 2017).

The first step in the thematic analysis is to get familiar with the data by carefully going through it. In the next phase, the data is "coded" into small packets of information and underlying topics and key themes. In this phase for example different color codes can be used to highlight parts of the data. The next step is to create theme groups for the coded data and creating a map where similar themes are in their own groups. The map lives and changes through the analysis, so it is important to review it as the process progresses. The final part in the process before the data is ready to be reported, is to name the theme groups with descriptive titles (Sendze 2019). The individual steps of the analyzing process of this research are introduced in chapter 4.4 Research process.

Thematic analysis was chosen as the data analyzing method of this research, because it allowed to view the large amount of raw written data in a more organized easily readable form. Because all the data was already in a digital form, going through it with the coding method was quite clear. Using different colors in coding, made the categorizing easy. There are also mind map tools available online, of which "Miro" was chosen to be used. Creating a thematic map of the data with the tool, made the findings effortless to read and the data clear to view for result writing. Handling all the data in the organized digital form allowed it to be reviewed and changes to be easily made when necessary.

In addition to conducting a thematic analysis, an observation table was used as a tool for summarizing and getting familiar with the data. By organizing and picking the key themes

to the observation table, helped to support the analyzing process and the reliability of the findings. By organizing the data onto the observation table, made it also easier to read and view. The thematic analysis was however made with the raw data, and the summarized data was only used to support the findings made with the main analyzing method. The observation table used in the analyzing process can be found as appendix 1. at the end of this thesis. Description of how the observation table was build and used, is included in the chapter 4.4.

#### 4.4 The research process

The empirical research process began after finalizing the theoretical framework part of this thesis. The observation began on the 25<sup>th</sup> of September and finished on the 3<sup>rd</sup> of October. The analyzing of the data took place between the 7<sup>th</sup> of October and the 15<sup>th</sup> of October. After the analysis of the data the results writing began on the 16<sup>th</sup> of October and went on until the 25<sup>th</sup> of October. Finally, the conclusions and the discussion of the re-search findings were written between the 26<sup>th</sup> of October and the 10<sup>th</sup> of November 2021. Figure 8 shows the timeline of the empirical research process.

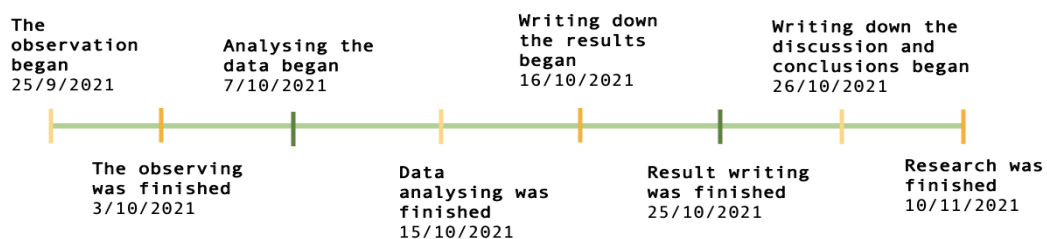


Figure 8. Timeline of the empirical research

The observation was done using online sources between the 25<sup>th</sup> of September 2021 and 3<sup>rd</sup> of October 2021 on seven separate days. Google was used as a search engine to look up different key words to find travel blogs and articles, as well as agency, company or country websites discussing sustainable tourism products. Hashtags were used on social media channels such as Instagram and Facebook to look for posts and influencers who would be likely to attend sustainable food tourism activities.

The key words and hashtags consisted of words that have to do with sustainability and food tourism. The research included both wider searches such as “sustainable food tourism Europe”, and more specified searches with a certain type of food tourism activity or country, such as “Valladolid sustainable wine tasting”. Table 3 shows the keywords used

in the observation process as well as the time spent doing research on different observation dates.

Table 3. Keywords and time used in the observation process

Date	Hours	Keywords
25th September	1 hour	<ul style="list-style-type: none"> <li>• Sustainable food tourism practices Europe</li> <li>• Eco food tourism Europe</li> <li>• #sustainablefoodie</li> </ul>
28th September	3 hours	<ul style="list-style-type: none"> <li>• Sustainable foodies on Instagram</li> <li>• Sustainable foodie travellers</li> <li>• Foodie experience Europe</li> <li>• Green food festivals Europe</li> <li>• #foodieexperience</li> <li>• Sustainable food experience</li> <li>• Food experience netherlands</li> <li>• Green food events Europe</li> </ul>
29th September	2 hours	<ul style="list-style-type: none"> <li>• Responsible food Europe</li> <li>• Sustainable farms Europe</li> <li>• Beer destinations Europe</li> <li>• Sustainable cooking experiences</li> <li>• Sustainable airbnb experience</li> <li>• #sustainablebeer</li> <li>• #sustainablebrewing</li> <li>• #sustainablewinetasting</li> <li>• Valladolid sustainable wine tasting</li> <li>• Eco friendly gastronomy experiences in Europe</li> </ul>
30th September	3 hours	<ul style="list-style-type: none"> <li>• Airbnb sustainable cooking experiences</li> <li>• Visit Estonia</li> <li>• Traditional cooking workshops Europe</li> <li>• Sustainable culinary tourism experiences Europe Eco tourism Europe</li> <li>• #europefoodtours</li> </ul>
1st October	3 hours	<ul style="list-style-type: none"> <li>• Food festivals europe</li> <li>• Smaka good food festival</li> <li>• #consciousfoodie</li> <li>• #ecofoodie</li> <li>• #responsiblefoodie</li> <li>• Sustainable market hall Europe</li> <li>• Rotterdam market hall</li> <li>• Organic food expo</li> </ul>
2nd October	2 hours	<ul style="list-style-type: none"> <li>• Sustainable food truck Europe</li> <li>• Sustainable street food</li> <li>• Sustainable food experience</li> <li>• Sustainable food festival</li> </ul>
3rd October	2 hours	<ul style="list-style-type: none"> <li>• Sustainable olive experience</li> <li>• Sustainable mediterrainian</li> <li>• Eco friendly gastronomy</li> <li>• Food destinations sustainable</li> <li>• Sustainable gastronomy experience Europe</li> </ul>

The found data was collected on a separate document with descriptions of the products directly from the websites. The majority of the descriptions were taken from the website of the product in question, but a few of the product websites were either not translated in English or there was more information available of the product, for example on an article or travel agency website. In these cases, the information that was more comprehensive, was added to the data that could be found on the product website itself.

An observation table was used to organize and summarize the data before conducting the themed analysis. On the table the initial ideas were identified and written in a short form for easy reading. This helped to get familiar with the data and later when writing down the results. The observation table was assembled based on the theoretical framework and the

research questions of this thesis. The aim was to make sure to find the answers to the questions that were in the core of this research. The columns of the table consisted of topics to identify certain characteristics of each selected product. In addition to the product description, the location, price, and duration information were listed. The main target group of each product was also included on the table. As the focus was on the sustainability of the food tourism products, separate columns for social, economic, and environmental sustainability actions were added to the observation table, alongside of a column for how the sustainability is communicated in the description of the product. The sustainability trends and a column for any other observations, such as “wow-factors” of the product, were also included on the table.

The themed analysis was done from the raw data collected from the webpages. The overall amount of the raw data was 26 pages. The analyzing began with cutting the text into smaller parts by using different colors to code, identify and highlight important themes and key words in them. After that, the parts of the descriptions were rearranged and grouped based on similarities and differences. An online mind map tool “Miro” was used to create a thematic map of the findings. Figure 9 shows the individual steps of the themed analyzing process.

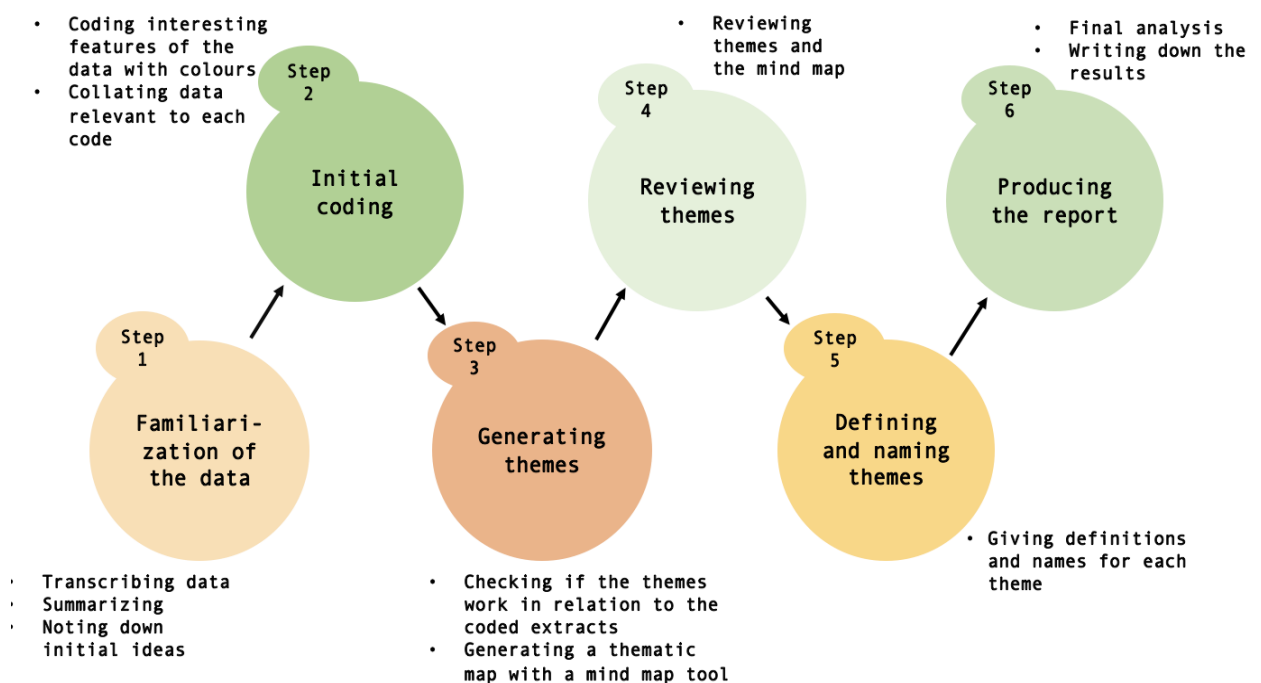


Figure 9. Steps of the analyzing process (adapted from Sendze 2019)

The grouping was reviewed multiple times during the process to make sure all themes were found and accurate. By moving the texts around with the mind map tool, the same parts of descriptions could be also grouped under more than one theme during the revision. After categorizing the data, each group was named with a descriptive title that summarizes the underlying theme. After final analysis, the findings were read and transferred to the results part.

## 5 Results

This chapter discusses the results of the research. The characteristics of the research products will be viewed from the perspective of duration, price, and availability. Each product involved in the research will be grouped according to the product type and briefly introduced. Furthermore, the sustainability implementations of the products discovered during the study will be presented and discussed profoundly. The ways sustainability is expressed and communicated to the customers in the context of the food tourism products will be also addressed.

### 5.1 Characteristics and types of the research products

During the research a total of 20 food tourism products were selected around Europe. All these products demonstrate sustainability in their implementations, values, and brand. The sustainability could be seen in different ways, in some products the focus was more on the environment and some focused more on the social or economic sustainability. Regardless of the focus, none of these products were implementing any actions that would be counterproductive to any areas of sustainability.

The products included different activities for different target groups and areas of interest. Some of the products were more suitable for families with children, and some of them were more suitable for solo travelers, couples, or groups of adults. The activity and levels of involvement varied per product as well. There were some events included that took place only once a year and some products were available all year round. Some of the selected activities were guided and some could be done independently, some without any reservation, some only by request. Different kinds of products were included to get variety and to be able to better landscape the characteristics of sustainable food tourism in Europe.

The selected products were all located on the European continent and most of them in different countries. There was one product from each of the following countries included in the study: Ireland, Denmark, Brussels, Slovenia, Romania, Sweden, The Netherlands, Austria, Estonia, Portugal, Sweden, Greece, and Hungary. There were two products from Spain, Germany, and Italy each, and in addition there were two products from United Kingdom, separated as one from England and one from Scotland. The products were se-

lected so that there would be samples from each culinary area, Northern Europe, Southern Europe, Central Europe, and Eastern Europe as divided in the chapter 2.5 of this thesis. Figure 10 shows the geographical location of each product on European map.

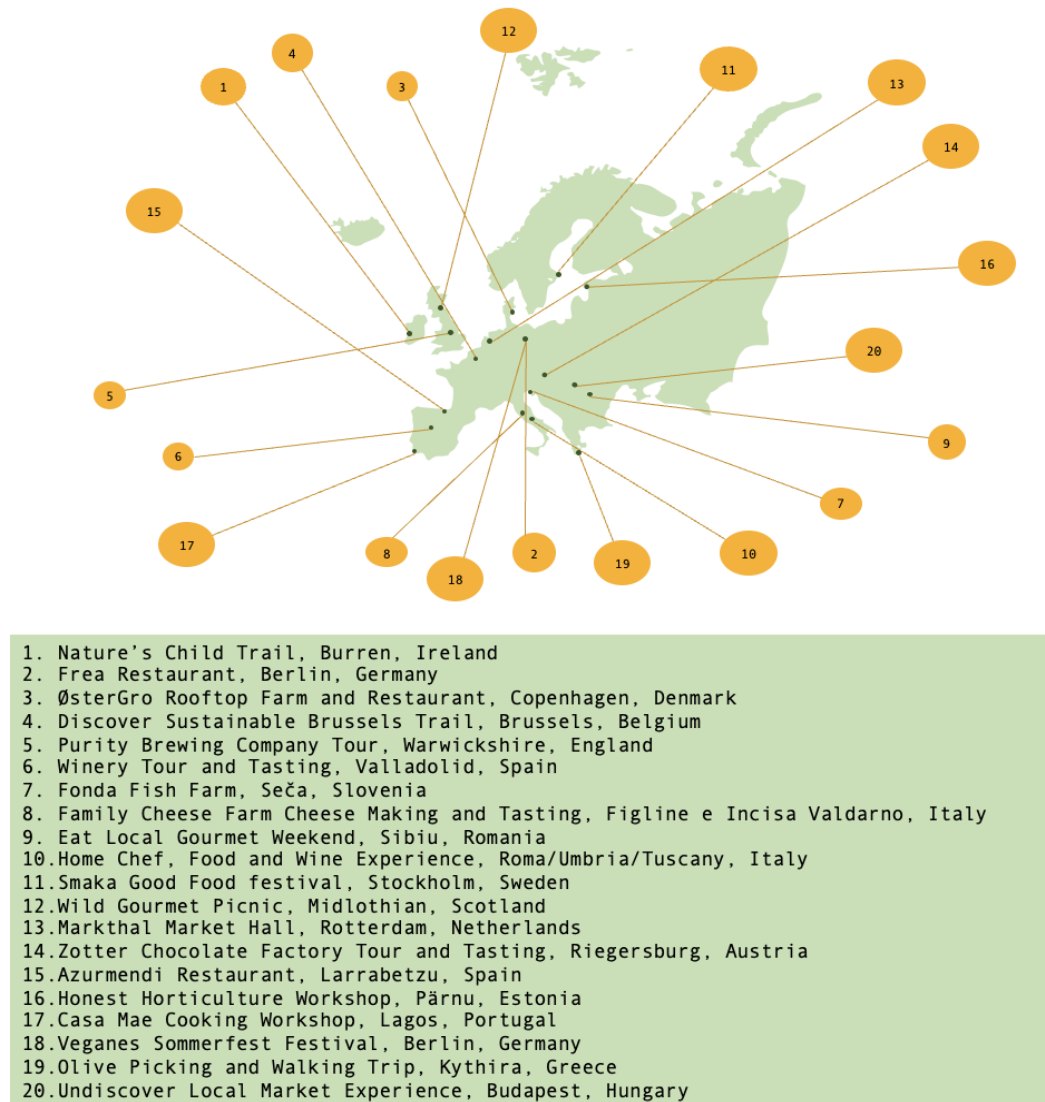


Figure 10. Geographical locations of the food tourism products included in the research

Some of the food tourism attractions could be visited independently, such as restaurants, markets, and events, but for example the tours and workshops were mainly led by a guide or a teacher. Some of the products were available throughout the year, but many of them required booking and were available upon request only. Some of the products were available only at a specific time of the year e.g., events and activities depending on the season. Figure 11 shows the variance of availability among the selected products.

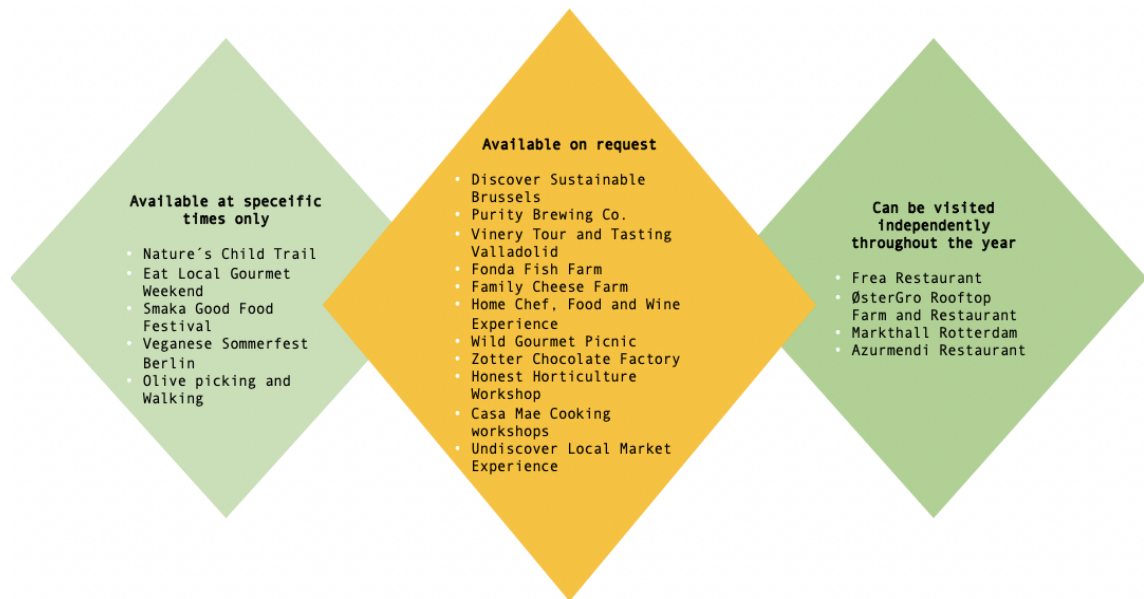


Figure 11. Availability of the food tourism products included in the research

The price for guided tours, food activities, and workshops varied between 11,90€ and 75€ and the unguided market experiences, food events and restaurants were entrance free. The several day trips were naturally more expensive because the price also included for instance accommodation and transportation. Many of the activities could be participated in with a family or own traveling party, but also alone. Most of the guided activities assembled suitable groups out of the participants, and only had a minimum and maximum number of people for the activity to be carried out. Again restaurants, markets and other independent activities were not limited in the participants, apart from some temporary restrictions caused by Covid19.

The duration of the activities varied from a couple of hours to several days depending on the type of product and its nature. Some of the selected products did not list a specific duration, but this could be explained in most cases by the activity being either independently implementable or otherwise flexible with its participation time. Of the ones that did list duration information on the websites, the shortest one was found to be the winery visit in Valladolid that lasted for two hours, and longest one was the olive picking and walking experience which was marked as a seven-day trip.

The selected products could be roughly divided into eight different activity types. There were restaurants, food trails and food tours, food festivals, culinary trips, visits to breweries, wineries or factories, cooking classes and workshops, markets and market halls and

farm visits. Some of the experiences could have been categorized to fit more than one activity type, e.g., family cheese farm visit, which included a cheese workshop and ØsterGro rooftop farm, which also had its own restaurant on the premises. Figure 12 demonstrates how the products distribute into different food tourism activities. Chapters 5.2.1-5.2.8 include short description of each of the food tourism products included in the research, divided based on the activity type. Links to the website of each research product, can be found in the end of this thesis as appendix 2.

<p><b>Restaurants</b></p> <ul style="list-style-type: none"> <li>• Frea Restaurant</li> <li>• Azurmendi Restaurant</li> </ul>	<p><b>Food trails and tours</b></p> <ul style="list-style-type: none"> <li>• Nature's Child Trail</li> <li>• Discover Sustainable Brussels</li> </ul>	<p><b>Festivals</b></p> <ul style="list-style-type: none"> <li>• Smaka Good Food Festival</li> <li>• Veganese Sommerfest Berlin</li> </ul>	<p><b>Culinary trips</b></p> <ul style="list-style-type: none"> <li>• Eat Local Gourmet Weekend</li> <li>• Wild Gourmet Picnic</li> <li>• Olive Picking and Walking</li> </ul>
<p><b>Factory, Brewery and Winery Visits</b></p> <ul style="list-style-type: none"> <li>• Purity Brewing Co. tour</li> <li>• Winery Tour and Tasting Valladolid</li> <li>• Zotter Chocolate Factory</li> </ul>	<p><b>Workshops and Cooking Classes</b></p> <ul style="list-style-type: none"> <li>• Home Chef, Food and Wine Experience</li> <li>• Honest Horticulture Workshop</li> <li>• Casa Mae Cooking Workshops</li> </ul>	<p><b>Markets and market halls</b></p> <ul style="list-style-type: none"> <li>• Markthall Rotterdam</li> <li>• Undiscover Local Market Experience</li> </ul>	<p><b>Farm visits</b></p> <ul style="list-style-type: none"> <li>• ØsterGro Rooftop Farm and Restaurant</li> <li>• Fonda Fish Farm</li> <li>• Family Cheese Farm</li> </ul>

Figure 12. Research products divided into activity types

### 5.1.1 Restaurants

Within the selected food tourism products, there were two restaurants. Although a few of the other products in the research had their own restaurant on the premises, or at least kitchen facilities to prepare food to serve, these two focused solely on restaurant services. These selected restaurants both claimed to offer a unique sustainable dining experiences to their customers. One of the restaurants offered more high-end fine dining, whereas the other one focused on affordable food for anyone to enjoy.

The first one of the two was Frea, a zero-waste restaurant in the Mitte district of Berlin, Germany. All food in the restaurant is made from scratch in the restaurant kitchen and is 100% plant based. The food is also locally sourced and seasonal. Any food scraps created in the restaurant goes in the composter in the premises and are given to the partner farmers to be used as fertilizer for their plants. The low-price level aims to make the res-

restaurant available for anyone to visit. The interior and art in the restaurant are also all recycled and sustainable, assembled from used furniture, fungus lamps and recycled plastic artwork.

The second one, Azurmendi restaurant in Larrabetzu, Spain, offers a sustainable fine dining experience. It was once titled to be the most sustainable restaurant in the world. The architecture is inspired by the natural milieu surrounded by vineyards. Recycled materials were used in the construction of the restaurant and there are trees and plants growing inside the building. The restaurant works together with local responsible producers and the fruit and vegetables used in the cooking are grown in the restaurant's own garden. Azurmendi works to sustain "gastronomy as cultural heritage and as a right for future generations" and supports sustainable development.

### **5.1.2 Food trails and tours**

Two of the selected food tourism products were primarily categorized to be food trails and tours. Again, some of the other research experiences included a tour on the premises in addition to its other activities. However, these two tours included visits to several different places and service providers in a wider area. One of the tours was a city walking tour that aimed to show the destination to the visitors from a new, more sustainable viewpoint and the other one was a more traditional local food tour, targeted specifically for families with children.

The first one of the two was Burren Food Trail in Burren, Ireland. It has won the "European Destination of Excellence – Tourism and Local Gastronomy" (EDEN) award for their responsible gastronomy tourism offerings that respect the local community and environment as well as promote sustainable tourism. The trails aim to show the visitors the journey the food takes from "farm to fork". There are five different trails to choose from, of which Nature's child trail is specifically targeted for families with children. The trail involves a local farm visit in Burren Nature sanctuary, ice cream on the beach from a local ice cream shop and stops at the local family run bistro and cave café. All the stops on the trail are run by local entrepreneurs and the trail is available every Monday from May to October.

Another tour included in the research was called "Discover sustainable Brussels" in Brussels, Belgium. It is a walking and tasting tour around the city, discovering places lesser

known to tourists. The local guide shows and tells examples of how to live more sustainably. The tour takes the visitor through an old industrial area where now are start-ups and citizen's initiatives. Places such as citizen's gardens, urban farm, and a zero-waste shop are be visited. There is also a sustainable local beer tasting included in the experience.

### **5.1.3 Festivals**

There were two food festivals included in the research. Both festivals took place once a year in the summertime. A strong focus was given to sustainability of both events by the organizing party. One focused more on pure and local food and bringing local service providers together. The other one's focal point was on ethical food and non-discriminative and respectful behaviour between people and across species.

The first festival was called "Smaka Good Food" in Stockholm, Sweden. It has been celebrated for over 30 years. During the festival, some of the best chefs and restaurants gather in a park in the middle of the city. The food and practices focus on "good food" that is not only good for the taster's body and soul, but also good for the environment. The festival focuses on being green and sustainable. It also offers the local providers a chance to co-operate and network with each other, as well as teaches the festival goers about sustainable food. The festival takes place annually in June.

The other festival was Veganes sommerfest in Berlin, Germany. The event celebrates plant-based diet and equality of all humankind and beyond. The message is that no one should feel discriminated, and species should coexist on the planet peacefully. In fact, anyone who is seen to demonstrate some sort of discrimination, will be removed from the festival area. Veganes Sommerfest is the biggest all vegan food festivals in Europe and numerous food stands and food trucks are gathering every year to serve vegan delicacies to festival goers. The festival takes place annually in the city centre of Berlin and is free for anyone to enter.

### **5.1.4 Culinary trips**

The culinary trips category consists of travel experiences that were different in duration and distance. There was one day trip and two several night getaways included in this group. The same day trip took place in a secret location in the local nature and its duration was a few hours. Of the longer journeys, one was a weekend trip that included several

food tourism experiences in the destination area. The other longer trip was a seven-night stay in a rural destination, and the experience was built around olives and olive picking.

First one of the three was Wild Gourmet Picnic in Midlothian, Scotland. It is a picnic in a secret location in the beautiful nature of the area. The served food is all sustainable, seasonal, and locally sourced by the partner suppliers of the service provider. The half day experience can be done in groups of up to eight participants and always in respect to the local nature. Scottish food and drink trails use recycled materials and “leave-no-trace” policy on their picnics. This experience aims to offer nature therapy and a digital detox for foodies who love nature.

The second trip included, was Eat Local - Gourmet weekend in Sibiu, Romania. A gourmet weekend in the countryside, consisting of three different culinary experiences; Transylvanian brunch, A gastronomic culture tour and a “taste at the producer” experience. At the brunch, the visitor gets to try all the delicacies of the area, home made by the locals. The culture tour takes place in ASTRA museum where the visitors will learn about the traditional rural culinary culture of Romania. In the last experience, the people will get to visit local manufacturers, taste their products, and hear their stories. The tours are designed to support the rural area’s economy, share the traditions and culture to the visitors. All of the practices are socially and environmentally friendly.

The last food trip in the research was called “Olive picking and walking experience” in Kythira in Greece. The trip promotes off-season tourism on Greek islands and takes the visitor to an authentic journey of olive harvesting. The trip takes seven days during which the visitor gets to see the island, relax, and help the villagers to collect the olive harvest. During the trip, the visitor gets to meet the locals and work with the community, and enjoy the unspoiled nature of Kythira, one of the quieter tourist destinations in Greece. The experience also includes local food from local producers and of course olive oil, of which everyone will also get a souvenir bottle when they leave.

#### **5.1.5 Factory, brewery, and winery visits**

These three food tourism products were grouped together because they all included a visit to the production premises of food or a beverage, including a tour of the facilities and tasting of the products. There was one of each included in the research: a factory visit, a brewery visit, and a winery visit. The factory visit was in a chocolate factory that produces

chocolate that is sustainable, ethical and Fairtrade. The brewery visit was on a farm located brewery that pays a lot of attention to their waste management and emissions. Lastly, there was a winery visit to a rural vineyard that uses natural and sustainable farming and production methods.

Zotter chocolate factory tour and tasting, Riegersburg, Austria, was the first one of the three. It takes the visitor into the world of chocolate. During the tour there are 500 different kinds of chocolates available for tasting and the visitor gets to see how sustainable chocolate is made. All chocolate is both fair trade and organic and the factory runs on green energy. The company buys its coco beans from small farms in Latin America and runs development projects in the countries to support local communities. Zotter is also titled to be one of the most sustainable companies in Austria.

Second one was a visit to Purity brewing Co. in Warwickshire, England. The company offers a tour in a sustainable brewery located on a farm. The brewery uses sustainable technology in brewing as well as cans its own beer to reduce the miles and fuel used in the process. The company also recycles its own wastewater and uses the grain scraps created, to feed the animals on the farm. On the tour the visitor gets to see and hear how the sustainable beer is made and gets to taste the products.

The third product including a visit on the production premises was a winery tour and tasting in Valladolid, Spain. The winery is located in a small village called Quintanilla de Arriba. The sustainable winery grows Temperanillo wine. The viticulture and the wine making practices used in the vineyards are all sustainable and environmentally friendly. The tour consists of a walk through the vineyards and stories about how natural wine is made. After the tour, there is a wine tasting in the cellar with local snacks paired with the wines from the winery.

#### **5.1.6 Workshops and cooking classes**

The food tourism products under this category offer experiences build around active participating. Although there were other food tourism activities that involved participation from the visitor, these three products' primary focus was on teaching new skills through the experiences. The two cooking related workshops both were built around local and traditional food of the destination. One of them included a private class at the participants own holiday villa, and the other one offered workshops specifically for children and teenagers. The

third product was a gardening workshop that taught about growing eatable plants and how to use them. Fresh ingredients were in the core of each of the experiences.

Home Chef, food and wine experience, Umbria/Paciano/Rome, Italy, was the first one of the workshops. This experience offers an opportunity to learn about traditional Italian cooking without leaving the holiday home, as the chef comes to the villa. The experience teaches about Italian traditional cooking and pasta making. The Chef is also a trained wine and olive oil sommelier, and the experience includes learning about and tasting these products too. All the food is made from organic and sustainable ingredients. The experience is available on request in Paciano, Umbria or Rome.

Another workshop product was called "Farm to table with our chefs in Casa Mae" located in Lagos, Portugal. The provider offers culinary and cooking experiences to visitors of different ages. There are workshops for grown-ups but also for children and teenagers. The place is surrounded by gardens with vegetables, fruit and herbs of all kinds, and there is also a large henhouse. Casa Mae produces a lot of its own food ingredients, and the cooking workshops are also built around their own production. During the workshop the children and teens get to visit the vegetable and herb gardens and help to pick up the ingredients for the cooking or baking done later in the workshop. The experience teaches the younger visitors about traditional Portuguese food preparation and involves all their senses in the process.

The final workshop in the research was Klara- Manni Honest Horticulture in Pärnu, Estonia. The experience teaches the participants how to grow useful plants such as vegetables and herbs, in a sustainable way without harmful chemicals. During the workshop everyone will also plant a seed in a pot they get to take home with them, enjoy the harvest later and remember the workshop. During the workshop the visitors get to also make their own lemonade, out of fresh organic herbs and of course, taste it too with local snacks on the side.

### **5.1.7 Markets and market halls**

Two of the research products fit the category of markets and market halls. One of them was a market experience run by a local guide that included meeting local farmers and suppliers as well as a dining experience from the products of the market. The other one was a market hall, an attraction that could be visited and experienced independently all

year round. The market hall paid special attention to the overall sustainability of the building and its actions, whereas the market experience focused on local food and communication with the actual growers and suppliers of the food.

The market experience was called “Undiscover local market”, located in Budapest, Hungary. The experience includes a visit to a local food Market where the visitor gets to meet the community of market sellers and shop keepers. There are several family businesses of cheese makers and local farmers that will talk about their history, life and products and answer any questions of the visitors. Tasters of the food will be given during the walk, and the tour ends with a traditional Hungarian three-course lunch with an international twist in a local bistro, cooked from the fresh seasonable ingredients from the market hall. There are also local wines and beers available for tasting with the lunch.

The only market hall included in the research was Markthal in Rotterdam, the Netherlands. Markthal combines a market hall with urban housing. Inside of the building is painted with visual art throughout, and some of the surrounding apartment windows face the hall. There are several restaurants, food stands and international supermarkets in the market hall. The complex pays a lot of attention to sustainability all the way from its waste management and conscious staff, to sustaining urban wildlife by offering nesting places for example to the bats and birds common to the area. They also aim to encourage people to use public transportation when visiting and offer charging places for electric cars. The hall can be visited independently throughout the year, but they also offer guided tasting tours.

### **5.1.8 Farm visits**

The final category, farm visits, includes products that were built around visiting a growing area of plantation or livestock. There were three food tourism experiences from the research included in this category. An urban farm that grew its own vegetables and herbs and had its own henhouse and beehives. A traditional sheep farm that produced its own cheese, and a sustainable sea bass farm. As the urban farm also had its own restaurant at the location, where they utilized the harvest of the farm, and the sheep farm visit included a cheese making workshop, these products could have been grouped into other categories as well. However, the farm visit itself was seen to be in the core of the experiences, and therefore the products were categorized accordingly.

The first farm was an urban rooftop farm ØsterGro located in Copenhagen, Denmark. In Copenhagen's "climate neighbourhood", ØsterGro is a 600m<sup>2</sup> roof top farm, run by an international staff and volunteers. The farm grows organic fruit and vegetables, flowers and herbs; there are also beehives and a henhouse on the premises. The farm works in cooperation with local community and companies that pay for their share of the harvest. They also run their own restaurant at the location that furthermore uses the products of the farm and offers an eating experience surrounded by the garden.

Another farm visit in the research was called "Sheep's cheese on a family farm experience" in Figline e Incisa Valdarno, Italy. During the visit to this traditional family farm, the visitor can meet all the animals, including goats, horses, dogs and sheep while taking a tour around the farm. After the tour the sheep cheese making workshop will take place where the owners of the farm will show and explain their traditional techniques of making cheese. Tasting of the cheese will take place either outside in the garden or inside a "bottega" build in an old stable.

The final farm visit in the research was at Fonda Fish Farm, Seča, Slovenia. It offers a trip to a unique fish farm in the middle of the sea where Fonda seabass is grown. The tour can be taken by boat or if the visitor wishes, on a kayak or a paddle board. The tour consists of hearing about sustainable fish farming practices and about the origins of the farm as well as seeing where the fish are grown. The products of the farm are also tasted alongside some other local delicacies such as olive oil and wine from the area.

## **5.2 Sustainability trends**

Multiple common trends could be found within the data. The trends reflected pure food choices and farming methods, locality and community supporting one another, green energy, and waste management as well as traditionality and sustaining the culture and heritage of the area. Although some of the trends were more predominant and they somewhat varied between individual products, no clear difference could be found between the product types and the trends found. There was also no clear contrast in the trends between the areas of Europe. The findings were quite cohesive regardless of the country or region of the product and similar themes could be found across the research area. Figure 13 shows the underlying sustainability trends found within the data. All the findings were grouped into four main categories based on the similar themes. Each trend category is further opened and explained in chapters 5.2.1-5.2.4.

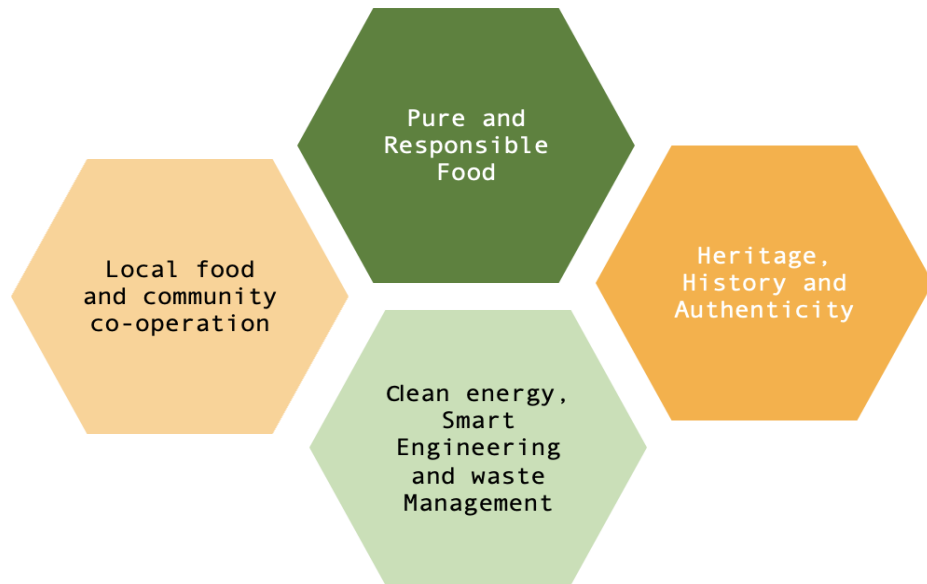


Figure 13. Underlying sustainability trends found within the food tourism products

### 5.2.1 Local food and community co-operation

The most common trend found within the data was locality. Local food, locally sourced food, local farmers, and supporting local was mentioned in the context of 15 out of the 20 products. Many of the products' descriptions mentioned co-operating with local suppliers and farmers and offering local delicacies. Especially food tours and farm visits showcased the concept of knowing exactly where the food comes from. Seeing the animals and where the food is grown and engaging directly with the suppliers was repeated in many of the product descriptions.

Many of the products wanted to show the visitors the entire journey the food takes from "farm-to-fork". In the tasting experiences a lot of the tasted products were paired for example with local drinks from another local supplier. Many of the research products, especially restaurants and workshops also mentioned growing some of their own food, and the food prepared and served was made at least partly out of those self-grown products. Urban farming and consuming food that comes from close by, even in the city environment was also found to be a trend. Using volunteers and community force to help in running the operations was also seen in context of many products.

### **5.2.2 Pure and responsible food**

Another large trend was to serve food that was unprocessed and environmentally and socially responsible. Organic food was one of the most common trends within the data. Many of the farms and self-growing gardens used organic farming methods and restaurants and workshops used organic foods. In many cases the food was plant based, and vegan food was served either by request, or even exclusively. Animal welfare was mentioned in the context of the farms and the events quite frequently. Themes of fairtrade products and transparency were also found within the data. Many of the food tourism operators marketed their food with words “ecological”, “fresh”, “natural” or “green” which all refers to food that has not been overly processed and has not travelled a long way before being served. Self-growing and serving of own products was also mentioned to highlight these qualities in food.

### **5.2.3 Clean energy, smart engineering and waste management**

The usage of green energy was mentioned multiple times within the data. Particularly the services where the energy consumption played a larger role such as factories and bigger buildings, highlighted this factor. A couple of the places had solar panels to contribute to generate their own energy. Instead of using disposable materials in serving the food, many companies mentioned to use reusable ones. Recycling trend was also seen in decoration and building materials of some of the location buildings. In building planning the local wildlife was also taken into consideration in some cases and the engineering offered nesting places for the animals. Waste management was paid attention to and many of the operators mentioned segregating waste. Also, some product descriptions mentioned for instance recycling their own waste waters or food scraps back into fertilizer. “Zero-waste” and “leave-no-trace” were mentioned more than once within the data and many companies wanted to avoid littering and polluting with their actions.

### **5.2.4 Heritage, history, and authenticity**

One of the common themes was also highlighting the heritage, traditional foods and practices of the area and sharing them with the visitor. History and stories repeated in many of the product descriptions. Traditional and authentic ways of cooking and eating were common especially in the food tours and workshops. Particularly the products located in the

more rural area, wanted to bring up the aspect of traditionality and stories. The rural destinations also brought up “getting off the beaten track” and getting to know the place more authentically. The majority of the guided tours were given either by a local who knew the area beyond the common tourist attractions or the owner of the company themselves. Willingness to show the traditional culinary culture in the true and authentic way and particularly from the point of view of the locals, was displayed across the products in the data. Communicating and engaging with the local providers and seeing and understanding their work was highlighted in many of the food tourism products.

### 5.3 Implementation of sustainability

All aspects of sustainability, social, environmental, and economic could be seen in the descriptions of the products, although some of them paid more attention to one aspect than the other. For instance, some products were promoting organic and ecological food usage, where some places highlighted supporting the local community and working together with local suppliers. All products however listed some concrete actions they were taking in order to make their products more sustainable. Figure 14 shows the implementations of sustainability found among the products.

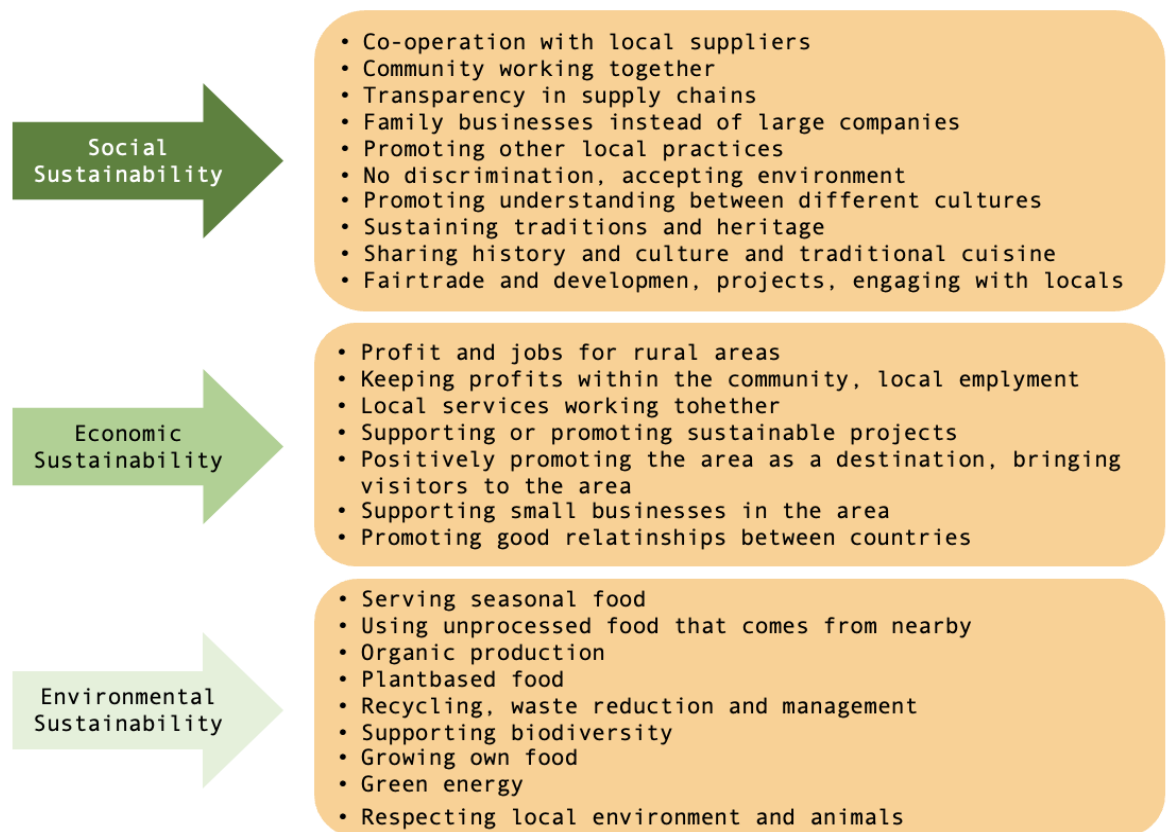


Figure 14. Sustainability implementations of the food tourism products

### **5.3.1 Social sustainability actions**

Most of the product providers reported to co-operate with other local suppliers in one way or another. Either by using their ingredients or products in the implementation of their own product or even by giving the other local service providers a chance to promote themselves as a part of the experience. There were several “meet and greets” mentioned as parts of food trails and market visits, similarly food events offered an opportunity for visitors to meet the suppliers and for the suppliers to network. Communal working in the form of involving volunteers was also seen in several products. Many companies preferred to support small family-owned businesses instead of larger companies, and many also took pride in being one.

Acceptance was brought up in multiple occasions, and many of the food tourism attractions wanted to brand themselves as a place where everyone is welcome. Promoting understanding between different cultures and people was also mentioned. Locality came up also in the context of heritage and traditions. Especially in the more rural areas, sustaining the local culture and food traditions played a large role. Commonly in cooking workshops and farms, “old family recipes” and “traditional recipes” was mentioned when describing the food. Fairtrade products, charity work and developmental projects were mentioned in the descriptions of companies that supplied some of their ingredients, such as coco or coffee, from more developing countries.

### **5.3.2 Demonstrating economic sustainability**

The economic sustainability was highlighted in the context of the rural destinations and bringing jobs to the countryside. Off-season tourism was also mentioned. Most of the places even in the city environment wanted to use local suppliers and keep the profits in the own community when possible. Supporting small companies and family businesses instead of large chains was mentioned often as well. A company which was supplying some of the products from abroad, mentioned to be “promoting good relationships between countries”. A couple of the product descriptions mentioned supporting sustainable developments and innovations in the area by spreading knowledge about the projects to the visitors. Some of the festivals and products where special delicacies specific to the area were served mentioned to be “one of a kind” or “the biggest in Europe”. These kinds of products bring tourism to the area since the visitors cannot get a similar experience anywhere else.

### 5.3.3 Environmental sustainability operations

Alongside locality, seasonality of food was mentioned by most of the products that served food. The freshness of the food and a short, transparent supply chain were a large theme among the products. Most companies implied having personal contacts with the farmers or self-growing some of the food they were serving. Organic food was mentioned in the description in almost half of the products. Vegetarian and vegan food was available on request in most cases, and a few of the places only served plant based products. Zero-waste, recycling and waste management played a large role in many company descriptions. A couple of the product providers even mentioned the scraps from the cooking or production to be reused as fertilizer or animal food. The restaurants used recycled materials in buildings and interior decorations and some of the tours mentioned using reusable materials, instead of disposable.

Preserving the environment was mentioned multiple times across the data, and so was animal welfare. One company had taken the local wildlife into consideration by reserving special nesting places into the architecture of the building. Leave-no-trace and supporting biodiversity of the area was mentioned in the context of a few products. Usage of green energy was highlighted with some of the larger buildings and factories. One description mentioned also supporting the usage of electric cars and public transportation when visiting their premises.

### 5.4 Communication of the sustainability

Communicating the sustainability appeared both by using words that describe the sustainable ideologies and by using pictures and other visuals that connect to sustainability mindset. The most common word describing the sustainability was “local” either in the context of local food or local farmers, suppliers, or community. The words “sustainable”, “seasonal” and “fresh” were also commonly used across the data when describing the food. Almost half of the product descriptions also mentioned the word “organic”. The words “home-made” and “traditional” were mentioned frequently in the context of food. “Recycling” and “waste management”, “reducing waste” and “zero-waste” were common phrases in the data. Green energy was also implied to be used by more than one food tourism attraction. “Local farming”, “sustainable farming” and “free range farming”, “organic farming” and “urban farming” were mentioned in the context of growing plantation or livestock. Animal welfare and sustaining wildlife and biodiversity were also mentioned in some of the product descriptions. “Communal” and “supporting community” were also



## **6 Discussion and conclusions**

In this chapter, the results of this research will be reflected onto the theoretical framework and previous research findings on the topic. Points of improvement will be given to the found food tourism products well as suggestions on what kind of practices can be adopted by the Finnish food tourism operators. Finally, the validity and reliability of this study will be critically viewed and suggestions for future research offered.

### **6.1 Discussion of the research findings**

When looking at the results of this research, it is evident that many service providers in the food tourism industry are paying attention to the sustainability of their products. This makes sense in the light of increasing demand for travel sustainability among consumers (booking.com 2019). Considering that 53% of the travelers can be nowadays classified as food tourists (World Food Travel association 2021), it is essential for the industry to be able to serve particularly this segment and for these sustainable food tourism products to be available for the consumers. As Millennials and generation Z are the most active travelers now, and the concern for sustainability issues seems to be growing by the generation (Wolf 2020), for the future of travel industry it is even more important to keep developing food tourism and tourism in general to a more sustainable direction. This is not only crucial for the industry, but for the future of the planet as well (United Nations 2019).

Fortunately, the offerings of the food tourism products included in the research seem to be meeting the demand quite well. The sustainability has been taken into consideration among the researched food tourism products, not only environmentally but socially and economically as well. As De Jong & Varley (2018) found, when it comes to sustainable food tourism it is essential that all aspects of sustainability are in balance and none of them are sacrificed over another. According to OECD (2018) some of the positive impacts of tourism include increasing understanding and awareness across cultural gaps, and likewise this opportunity has been embraced by many of the product providers in the conducted research as well. Among the food tourism products included in the study, showing cultural traditions, telling stories, and sharing the heritage of the country were found to be common. Traditional cooking classes and meeting locals as a part of an experience were commonly seen, and many of the research food tourism experiences wanted to express the national heritage through food. In many cases the food tourism offerings also reflected

the food and drink products special for the area as divided in the chapter 2.6. e.g., wine in the Mediterranean and chocolate in Austria.

Locality, which was found to be one of the most common trends in the research is also one of the current sustainability trends in the entire food tourism industry (Wolf 2020; LAB8 2019). Consuming local food in a destination, supports the sustainability of the area not only socially, but economically and environmentally as well (Potter 2020). This factor was commonly highlighted within the research data of this study as well. By buying local, the profits are kept within the community and as the food does not need to travel long distance, it is also better for the environment. In the research results it was evident that both city and countryside food tourism attractions, wanted to be able to provide food to their customer, that was produced as locally as possible. Underlining the locality in the research food tourism practices can also be linked to the core idea of food tourism as World Food Travel Association (2021) defines it: "it is the act of traveling for a taste of place in order to get a sense of place".

As Ecotourism World (2020) suggested, by seeing in person where the food comes from and taking part in the harvesting and preparation actions, can help the travelers to connect with the food more and learn to appreciate it in a different way. Among the research products, there were multiple that involved the participants in the experience beyond just eating. Many of the experiences showed and taught the visitors about sustainable agriculture and farming, first-hand. Organic and responsible farming methods were seen across the research products, which also reflects the industry trends in food tourism (Wolf 2020). Other trends listed by Wolf (2020) commonly seen in this research as well were the offerings of plant-based products and the attention paid to eco-friendly materials and recycling. Many of the companies paid attention to their waste management, energy usage and overall transparency, which all were also listed among the "eight sustainability trends shaping businesses in 2021" by WWF (2021).

Sustainability is commonly communicated with phrases that demonstrate the locality, sustainable farming methods and traditionality of the food. Similarly, as Hall and Hössling found in their research (2016) "organic", "Fairtrade" and "free range" marks are commonly used by the food tourism service providers to communicate sustainable values, as they are already widely known by the consumers. Sustainable image is also strengthened by using green colour and fresh and nature filled pictures in website designs. De Young and

Varley (2018) raised the issue of sustainability in the context of food events and the question of how to make sure the “local food” is actually local. Within the food tourism products of this research, many had solved the issue with transparency, and by arranging opportunities for the visitors to talk to the farmers and suppliers directly and hear their stories. Many of the companies also only used named partner companies where they supplied their food from. This enabled for the consumer to know more about the specific origin of their food.

Overall, the concept of sustaining the balance between “planet, people and profit” (Jadav 2018) seems to be taken into consideration by the food tourism service providers in the research. The products found demonstrated not only a variety of sustainability implementations but also different experiences for different segments of food tourists. Consumers these days are seeking for memorable and unique experiences (Pine and Gilmore 2019) and based on the research results it is possible that the European food tourism has the potential to offer it to them. By offering local delicacies specific to the area, paired with stories and engaging participation, the activities involve every sense of the participant. Tasting, smelling, hearing, and feeling alongside visual stimuli is widely offered in different forms by the experiences included in the research. As Pine and Gilmore (2019) describe the experiences that touch each of the four realms, “escapist, entertainment, educational and esthetic”, they reach the “sweet spot” of the experiential. As there are different kinds of food tourists, of different ages and with different interests, it is important that there are also different kinds of products available, as it appears in the research. As Jinxue (2013) pointed out, the personal interests of the food traveller, affects the sort of activity they are willing to participate in.

The aim of this research was to characterize the overall landscape of the European food tourism in 2021, to find out what kinds of trends and products there are in the European food tourism market, as well as to find out which factors make these products sustainable. The trends found in the research, followed the trends of the travel industry as well as the food tourism trends of the previous research (LAB8 2019; Wolf 2020). Food tourism products in the research demonstrated variety in types of activity and levels of participation. Open and sustainable mindset was communicated in the product descriptions in several ways. Although, economic sustainability could be “read between the lines” in the descriptions of the research products, it was directly mentioned much less compared to environmental and social sustainability concerns and implementations. Of the overall sustainability themes, locality, sustainable ingredients, and products as well as traditionality were

found to be on the surface within the research data. All in all, there are products available for different kinds of food tourists concerned with sustainability, and many food tourism operators are putting an effort into sharing those concerns with the customers and tackling the issues from their own part with their practices.

## **6.2 Points of improvement and suggestions for the Finnish service providers**

Although sustainability was widely taken into consideration by the selected 20 food tourism industry providers, there is always room for improvement. While researching the products, it also appeared that it is still fairly common for food tourism attractions not to pay attention to the sustainability issues. According to Booking.com (2019) survey, 72% of consumers think that making traveling industry more sustainable needs to be made a priority now. As the demand is this high from the consumers side, one would expect tackling sustainability issues to be a major concern for today's food tourism service providers as well. As the Covid19 pandemic is still ongoing, the full extent of its effects on the tourism industry remains to be seen. Galvani, Lew and Perez (2020) suggested that the pandemic may have a positive impact on how the travelers view and appreciate their natural environment in the future. If this is the case, reflecting to the tourism industry, products not concerned with sustainability factors may not continue to answer to the need of the consumers.

This is also good to be recognized by the food tourism industry providers in Finland. While Finnish food tourism offering focus on natural surroundings and ingredients, and Hungry for Finland lists sustainable and responsible businesses to be in the centre of the actions in developing Finnish food tourism (Hungry for Finland 2021), there are still things that individual operators can improve and learn from the food tourism products elsewhere. Some of the concrete sustainability implementations found within the selected 20 food tourism products of this research could be directly adopted to the food tourism operations in Finland. Firstly, the co-operation and creation of food tourism products out of individual services could be utilized more even in the city areas in Finland. Hungry for Finland already lists this among their main development ideas for Finnish food tourism (Hungry for Finland 2021), and this research likewise confirms that it is a common practice within the selected food tourism operators in Europe, and that it could be implemented more actively in Finland as well.

Furthermore, as the demand for sustainability is high from the consumers side and the food travellers are also getting more conscious (Booking.com 2019; Wolf 2020) it could make sense to pay more attention in branding the products specifically to be sustainable

choices. By including more terms that promote sustainability in advertising and branding of food tourism products, could help to win over also the travellers that are more concerned with sustainability. And better yet, combining tours and packages that include only sustainable food tourism operations could help to bring conscious visitors to different areas of Finland.

Another interesting practise in the food tourism products of the research was growing and using of self-grown products in the service's operations. There are a lot of picking and cooking activities available in Finland but growing of own ingredients even in urban settings could be a more common practice among food tourism services. Especially during the summertime, seeing roof top gardens and plantations of for example restaurants and workshops, could also add to the customer's food tourism experience. Likewise, among the sample practices in the research, a few mentioned to generate their own scraps of bio-waste and give it back to be utilized by farmers as animal food or fertilizer for fields. There are already some food tourism products that aim for the "zero-waste" policy in Finland too and finding a beneficial use for the little waste they unavoidably create, would be a good addition to the concept.

Usage of recycled materials in building and decorating locations could also be implemented more by the Finnish food tourism services. This gives a personalized touch to the location as well as it adds to the overall sustainable image of the service. Moreover, the local wildlife could be taken into consideration in engineering of larger food tourism attractions, as it was seen in the research. There are fewer safe nesting places for birds and other wildlife in the urban areas, and these buildings of food tourism products, such as market halls and factories could help by including them in the building's design.

Traditionally, Finnish cuisine is quite heavy on meat and dairy products, which are not, as ingredients, the most sustainable. As a solution, food tourism service providers could utilize plant-based substitutes in making traditional dishes. For instance, restaurants and workshops could offer meat and dairy free food and cooking experiences as an alternative to the original equivalent. This could also attract tourists with special diets such as vegans, vegetarians, or lactose intolerants, who still want to experience the traditional Finnish cuisine.

Another improvement point that was found within the research data, was the balance between areas of sustainability. Where the economic growth of the area could be seen to be

somewhat of a concern especially in the rural area tourism, it was directly mentioned far less compared to social and environmental sustainability. As OECD 2018 suggests, the potential in economic growth from tourism in the area is significant, especially for employing women and young people. This factor could be highlighted more in context of the food tourism products as well. Considering the global recession brought by the pandemic (United Nations 2021) sustaining the economic balance is now crucial for many countries. To be able to talk about true sustainability, all areas of sustainability need to be in balance (Vantuno 2016). This is also important to keep in mind when reaching for the economic growth. The social and environmental sustainability are not to be sacrificed over the economic growth as both are also essential for the future of the tourism industry. Figure 16 lists the suggestions for the Finnish food tourism operators, drawn from the research findings.

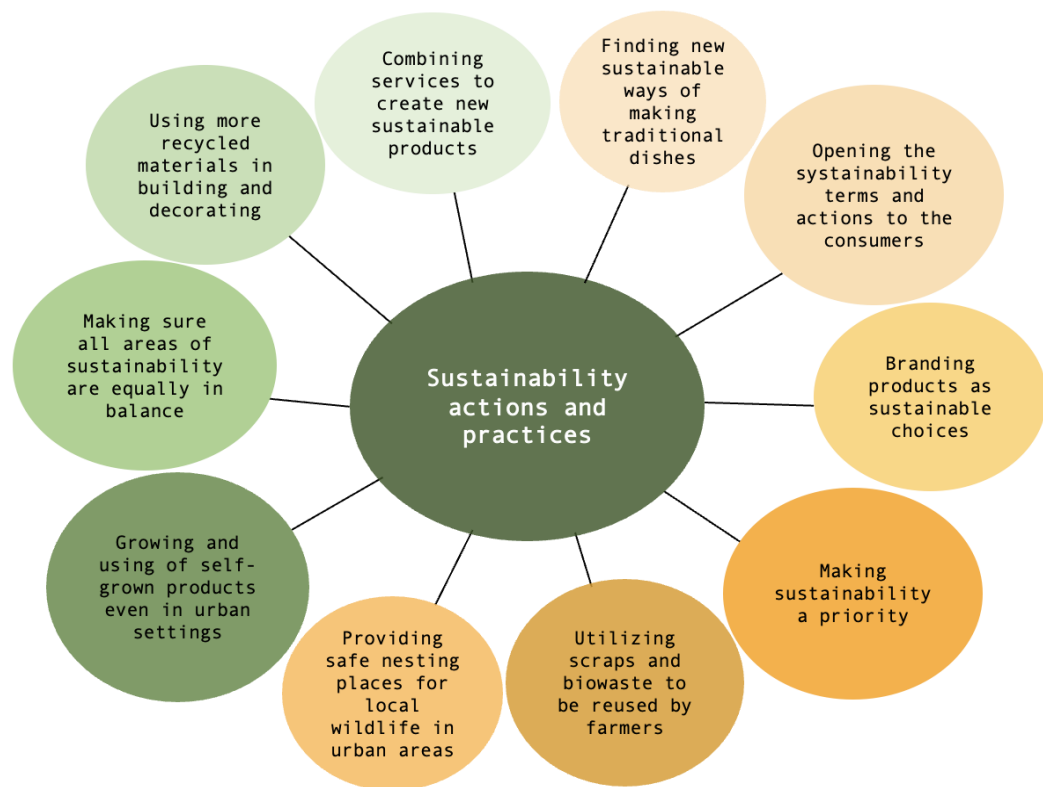


Figure 16. Suggestions for the Finnish food tourism operators adopted from the research

It is good to keep an optimistic and positive tone in communication of sustainability in relation to the food tourism products. Painting negative images of the future and “guilting” the consumers into making more sustainable choices, can easily have an opposite reaction from what was aimed. However, the communication of sustainability needs to also be clear and transparent. As De Jong and Varley (2018) also found in their research, there is

no common criteria for sustainability, and this makes it difficult to measure or evaluate. That is why transparency and opening terms like “locality” or “authenticity” to the consumers is very important. Knowing and showing the concrete actions and steps that the food tourism operations are taking to improve the sustainability of their practices, helps to make the industry more honest and truly sustainable.

### **6.3 Learning process of the author**

The overall process has been very educating and valuable skills of doing research and writing were learned throughout the study. As this is the first wider research solely conducted by the author, the learning from the beginning until this point has been significant. Some of the underlying points of improvement across the process, have been to learn how to search for reliable information from the right sources and how to use the information found in benefit to one’s own research. The data processing and analysing were also something the researcher was using for the first time, and they required more preparation and research to be done beforehand than initially expected. Asking for critique and receiving it constructively, were also factors that in the beginning felt challenging from time to time. As the process went on, it became easier to use the feedback as an advantage and not to doubt oneself as a researcher.

The amount of new information learned about food traveling was also remarkable. When choosing the topic, the author did not know much about food travelling and already while writing the theoretical framework, so much was learned. The interest and excitement towards food tourism as a phenomenon also grew on a personal level throughout the process. This made the research even more rewarding and alluring to conduct. Although the process took longer than initially planned and there were periods of time when the writing was progressing slower, the extra time was also useful for the overall process. In this kind of research, it is sometimes helpful to go back and reassess the findings and how the study works altogether.

Since the beginning, there was a lot of help and advice available from the thesis supervisor. As the supervisor was also the representative of the commissioning party for this thesis, it made the communication easy and the setting of the goals clear. The questions were always answered through messaging and the number of video meetings was sufficient. The suggestions were helpful, and the overall attitude was always encouraging from the supervisor. The guidance given throughout the thesis process, has been invaluable for

the completing of this research. All in all, considering the time spent to conduct the process, the outcome succeeds to answer the initial goals of the research. The research was completed, and the research questions answered. Although, with more time or by narrowing down the topic the research could have been more detailed, even with these limitations the research can be considered successful.

#### **6.4 Validity, reliability, and suggestions for further research**

Validity and reliability measure the trustworthiness of the research, both from different perspectives. When evaluating the validity of the research, the research questions and goals need to be brought back to be considered. Validity of the research means whether the research questions have been answered and the goals achieved. Moreover, does the study measure the right things and are the research instruments constructed and used in a correct matter. Even a well conducted research can be invalid if it simply measures the wrong things or answers to wrong research problems. (Heale & Twycross 2015.)

Reliability of the research means whether the study was done in such a way that it can be considered reliable. It can be measured by analyzing the quality of the sources and methods used and by considering whether all parts from planning the study to analyzing the data and writing the results have been conducted in a careful and exhaustive matter. (Golafshani 2015.) Repetition of the study and careful step-by-step reporting of the process, enable the consistency of the results to be checked. These kinds of measures add to the reliability of the research. (Heale & Twycross 2015.)

Generally, this research was conducted according to the initial research plan and there were no major setbacks or changes on the way with the study. Smaller changes were able to be added to the initial plan without compromising the project. The research questions were kept in mind all through the study, from building the theoretical framework all the way to writing the results. The initial timetable was adjusted during the process a couple of times, as editing, and re-evaluating the content took longer than initially planned. However, the overall goal of the research being ready for December 2021, was able to be met.

The study was able to succeed in answering the initial aim of characterizing the landscape of European sustainable food tourism in 2021 and to furthermore answer the research questions of “what kind of sustainable trends and food tourism products are there in European food tourism market?” and “which factors make the food tourism products sustainable?” in the expected matter. The correct analyzing of the data was checked multiple

times during the analyzing process to minimize the chance of errors. Furthermore, the steps of the research process have been written down specifically and in detail, so that the study can be redone by another researcher and the reliability and consistency of the results can be re-evaluated.

The reliability of the research was somewhat defined by the researched content available online. There was some variation to the quality and quantity in the descriptions of the research products online. Although the product descriptions that provided a minimal amount of information about themselves, were left out from the research, still the length of descriptions and number of details in them, differed between products. To balance the difference, some outside sources such as blog texts or country website descriptions were added to the data, as they were able to mention some additional information about the products to the website of the product alone. Still, the effect of the variance to the overall reliability cannot be completely ruled out. Another issue while looking at the data is that the descriptions written by the providers themselves can be biased by their own ideas. Only a few of the products had customer reviews available, and even if they did, the offering company can choose the reviews they want for the audience to see. It is always possible that the implementations and sustainability actions can be different in practice from the ones mentioned on the website.

The width of the research area brought its own challenge to the study. As the aim was to get an overview of the whole of Europe, this meant that the results gotten within the timeframe were somewhat cursory when it came to details. To be able to research the topic in more depth, would have either required more time or for the research area to be narrowed down. This could have been done, for instance, by researching only one area of Europe, i.e., Northern or Southern Europe specifically. However, the aim was to also highlight the variety in European offerings and to get an overall view of the European food tourism market. Considering the limits of the schedule the research succeeded in that. The sample of 20 products was enough to map the overall offering on the field and to answer the research questions. With a larger sample of products, the research would have faced the issue of time in analyzing the larger amount of data.

For future research, different parts of Europe could be researched separately to get a better view of the sustainable food tourism per area. For instance, this study found no clear difference between the areas of Europe and the type of sustainability the products located there were implementing. With more targeted research, these sorts of factors could be

studied further. As The Covid19 pandemic is expected to have its own effects on the food tourism industry across the globe, there will be further research needed of the “new normal”. Especially the role of sustainability in food tourism products in the post pandemic world, will be an important topic for future research.

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## Appendix 2. Source websites of the research products

Product Number	Product Name	Links to Websites
1	Burren Food Trails; Natures Child Trail	<ul style="list-style-type: none"> <li>• <a href="https://www.burrenengeopark.ie/discover-explore/trails/the-burren-food-trail/">https://www.burrenengeopark.ie/discover-explore/trails/the-burren-food-trail/</a></li> </ul>
2	Frea Sustainable Restaurant	<ul style="list-style-type: none"> <li>• <a href="https://www.frea.de/">https://www.frea.de/</a></li> <li>• <a href="https://www.lonelyplanet.com/articles/unmissable-foodie-experiences-in-europe">https://www.lonelyplanet.com/articles/unmissable-foodie-experiences-in-europe</a></li> </ul>
3	ØsterGro Rooftop Farm and Restaurant	<ul style="list-style-type: none"> <li>• <a href="https://www.oestergro.dk/in-english">https://www.oestergro.dk/in-english</a></li> </ul>
4	Discover Sustainable Brussels Walking Tour and Beer Tasting	<ul style="list-style-type: none"> <li>• <a href="https://www.airbnb.fi/experiences/492050">https://www.airbnb.fi/experiences/492050</a></li> </ul>
5	Purity Co. Brewery tour	<ul style="list-style-type: none"> <li>• <a href="https://puritybrewing.com/pure-eco/">https://puritybrewing.com/pure-eco/</a></li> </ul>
6	Winery Tour and Tasting in Valladolid	<ul style="list-style-type: none"> <li>• <a href="https://www.curi-seety.com/guides/sarmen-tero/winery-tour-and-tasting-val-ladolid">https://www.curi-seety.com/guides/sarmen-tero/winery-tour-and-tasting-val-ladolid</a></li> </ul>
7	Fonda Fish Farm Visit and Tasting	<ul style="list-style-type: none"> <li>• <a href="https://www.slovenia.info/en/unique-experiences/an-unforgettable-day-at-the-fonda-fish-farm">https://www.slovenia.info/en/unique-experiences/an-unforgettable-day-at-the-fonda-fish-farm</a></li> </ul>
8	Make Sheep's Cheese on a Family Farm Experience	<ul style="list-style-type: none"> <li>• <a href="https://www.airbnb.com/experiences/230550?currentTab=experience_tab&amp;federatedSearchId=8406425d-92fa-4240-85f3-1b38ec17d4ac&amp;searchId=&amp;sectionId=5e79297d-580b-4118-95bd-9794818a3af4&amp;source=p2">https://www.airbnb.com/experiences/230550?currentTab=experience_tab&amp;federatedSearchId=8406425d-92fa-4240-85f3-1b38ec17d4ac&amp;searchId=&amp;sectionId=5e79297d-580b-4118-95bd-9794818a3af4&amp;source=p2</a></li> </ul>
9	Eat Local - Gourmet Weekend	<ul style="list-style-type: none"> <li>• <a href="https://www.eco-romania.ro/en/colinele-transilvaniei/eat-local-gourmet-weekend/">https://www.eco-romania.ro/en/colinele-transilvaniei/eat-local-gourmet-weekend/</a></li> </ul>
10	Home Chef, Food and Wine experience	<ul style="list-style-type: none"> <li>• <a href="https://www.slowcooking-school.com/">https://www.slowcooking-school.com/</a></li> </ul>
11	Smaka Good Food Festival	<ul style="list-style-type: none"> <li>• <a href="https://smakagoodfoodfestival.se/english/">https://smakagoodfoodfestival.se/english/</a></li> <li>• <a href="https://expatexplore.com/blog/travel-taste-bud-europes-finest-food-festivals/">https://expatexplore.com/blog/travel-taste-bud-europes-finest-food-festivals/</a></li> </ul>

12	Wild Gourmet Picnic	<ul style="list-style-type: none"> <li>• <a href="https://www.scottish-foodanddrinktrails.com/wild-gourmet-picnic">https://www.scottish-foodanddrinktrails.com/wild-gourmet-picnic</a></li> </ul>
13	Markthal Market Hall	<ul style="list-style-type: none"> <li>• <a href="https://www.markthal.nl/en/about-markthal/sustainability">https://www.markthal.nl/en/about-markthal/sustainability</a></li> </ul>
14	Zotter Chocolate Factory Tour and Tasting	<ul style="list-style-type: none"> <li>• <a href="https://www.zotter.at/en/about-zotter">https://www.zotter.at/en/about-zotter</a></li> <li>• <a href="https://www.travlin-mad.com/blog/zotter-chocolate-factory">https://www.travlin-mad.com/blog/zotter-chocolate-factory</a></li> </ul>
15	Azurmendi Restaurant	<ul style="list-style-type: none"> <li>• <a href="https://azurmendi.restaurant/">https://azurmendi.restaurant/</a></li> <li>• <a href="https://littlelosttravel.com/7-of-the-most-sustainable-restaurants-in-europe-2019-edition">https://littlelosttravel.com/7-of-the-most-sustainable-restaurants-in-europe-2019-edition</a></li> </ul>
16	Klaara-Manni Honest Horticulture Workshop	<ul style="list-style-type: none"> <li>• <a href="https://www.vis-itestonia.com/en/klaara-manni-honest-horticulture-workshop">https://www.vis-itestonia.com/en/klaara-manni-honest-horticulture-workshop</a></li> </ul>
17	Farm to Table with our Chefs Workshop	<ul style="list-style-type: none"> <li>• <a href="https://casa-mae.com/whats-on/farm-to-table-with-our-chefs/">https://casa-mae.com/whats-on/farm-to-table-with-our-chefs/</a></li> </ul>
18	Vegan Summer Festival Berlin	<ul style="list-style-type: none"> <li>• <a href="https://veganes-sommerfest-berlin.de/en/">https://veganes-sommerfest-berlin.de/en/</a></li> <li>• <a href="https://proveg.com/what-we-do/fairs-events/">https://proveg.com/what-we-do/fairs-events/</a></li> </ul>
19	Olive Picking and Walking experience	<ul style="list-style-type: none"> <li>• <a href="https://ecotourism-greece.com/tour/olive-picking-and-walking/">https://ecotourism-greece.com/tour/olive-picking-and-walking/</a></li> </ul>
20	Undiscover Local Market Experience	<ul style="list-style-type: none"> <li>• <a href="https://www.airbnb.fi/experiences/650399">https://www.airbnb.fi/experiences/650399</a></li> </ul>