

**Promotion of Food Tourism on Websites of Tourist Offices:  
Cross-content Analyses of Helsinki, Copenhagen, and Lyon.**

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<p>This paper will compare Helsinki to Copenhagen and Lyon concerning food tourism, as it is forecasted to be one of hot consumption trends in tourism for the next decades. The paper will answer four questions: Firstly, what are the current statuses of food as an attraction in Helsinki, Copenhagen and Lyon? Secondly, what are Helsinki's unique selling points (USPs) to be made visible on the website to attract culinary tourists? Thirdly, what lessons can be learnt from Copenhagen and Lyon's websites (two famous cities when it comes to culinary tourism) in promoting the cities' cuisines and eating cultures.</p> <p>As the paper will argue, by taking good use of official tourism website as a main communication channel, Helsinki can create and project the city's image as a destination for food tourism. As a result, a framework for promotion will be constructed and presented as a guideline to improve food tourism's visibility on Helsinki's official tourist website.</p> <p>The paper will conclude that food plays an important role in destination marketing as it reflects attractiveness as well as the culture of a city. Research findings can be of benefit in developing marketing strategies, and more importantly in creating a unique brand for Helsinki. Last but not least, food tourism branding and mobile application are also merely discussed and suggested for further research.</p>	
<p><b>Keywords</b></p> <p>Food tourism, internet marketing, content analysis</p>	

## Table of Contents

1	Introduction.....	1
1.1	Research problem.....	1
1.2	Thesis's objectives.....	1
1.3	Background of the research.....	2
1.4	Key concepts.....	2
2	What is food tourism? .....	3
2.1	Definitions of food tourism.....	3
2.2	Origin of food tourism.....	4
2.3	Food tourism experiences.....	6
2.4	Emerging trends in food tourism.....	8
3	Food tourism marketing.....	10
3.1	Who are food tourists? .....	10
3.2	Internet marketing.....	12
3.3	Marketing tourism destination online.....	14
3.4	A new area of internet marketing – social media.....	16
4	Official tourism websites .....	17
4.1	Visithelsinki.fi - Helsinki City Tourist and Convention Bureau .....	17
4.2	Visitcopenhagen.com – Wonderful Copenhagen .....	18
4.3	Lyon-france.com – Lyon Tourist Office and Convention Bureau.....	21
5	Methodology.....	23
5.1	Content analysis.....	23
5.2	Selected samples .....	23
5.3	Research procedure.....	24
5.3.1	Stage 1: Hypotheses, Conceptualisations and Operationalisation .....	25
5.3.2	Stage 2: Coding and sampling.....	28
5.3.3	Stage 3: Final analysis .....	30
6	Findings and discussions.....	31
6.1	Introduction of food culture via official tourists' websites .....	31
6.1.1	Origin of food culture.....	31
6.1.2	Introduction to traditional and seasonal foods/drinks .....	32

6.1.3 Culinary professionals .....	34
6.2 Information for food tourists .....	36
6.2.1 Information on local foods and recipes .....	36
6.2.2 Restaurant certification .....	37
6.2.3 Mobile applications .....	38
6.3 Food tourism marketing strategy .....	40
6.3.1 Promotion of selected restaurants.....	40
6.3.2 Local food (or culinary) tours .....	41
6.3.3 Tasting or cooking classes/schools.....	42
6.3.4 Food-related events.....	43
6.3.5 Food-related souvenirs .....	44
6.4 Restaurant guides – search function .....	45
6.5 Level of interactivity .....	47
6.6 Reliability and validity .....	49
7 Conclusions and suggestions .....	50
Attachments.....	54
Bibliography.....	58
List of figures and tables .....	65

# **1 Introduction**

## **1.1 Research problem**

According to “Global Report on Food Tourism” of the World Tourism Organisation (UNWTO), food tourism is commented as a fast growing segment of tourism industry. As a matter of fact, many countries, tourist destinations, tourism stakeholders, tourist offices, event companies, tour operators and travel agents have recognised the importance of food tourism in local, regional and national tourism development. The report also reveals results from a survey on food tourism marketing promotion, from which internet marketing tools, such as websites have been effectively utilised to promote food tourism in a particular destination. (UNWTO 2012.)

This thesis, therefore, is going to discuss a number of issues regarding food tourism and its promotion on tourist official websites of Helsinki, Copenhagen and Lyon. To be more precise, the research aims to find if there is enough information concerning food tourism in Helsinki’s tourist official website ([www.visithelsinki.fi](http://www.visithelsinki.fi)) compared to those of Copenhagen ([www.visitcopenhagen.com](http://www.visitcopenhagen.com)) and Lyon ([www.lyon-france.com](http://www.lyon-france.com)). Furthermore, how attractive and user friendly the information is will also be a matter concern for the study.

## **1.2 Thesis’s objectives**

The paper aims to find current statuses of food as an attraction in Helsinki, Copenhagen and Lyon. In addition, the research wishes to identify Helsinki’s unique selling points (USPs) to be made visible on the website to attract food-concerned tourists. Last but not least, a number of lessons can be learnt from Copenhagen and Lyon’s websites in terms of user interface, graphic design, etc. As a result, a framework for promoting culinary tourism on Helsinki’s tourism website will be created. Plus, suggestions and recommendations for further researches to project its image as a food tourism destination will be discussed in the last chapter.

### 1.3 Background of the research

The paper is a report of project “Helsinki as a tourist destination” which is commissioned by HAAGA-HELIA University of Applied Sciences. The project started in middle of March 2013. A second-year student of HAAGA-HELIA University of Applied Sciences from Porvoo (hereby referred to as the author), conducted the research on websites of Helsinki, Copenhagen and Lyon concerning promotion of food tourism. The data were collected through a content analysis of the websites. The results of this research will be used by Helsinki City Tourist and Convention Bureau (HCTCB) in order to realise potential to promote the city as a food tourism destination.

### 1.4 Key concepts

The list below summarises key concepts that are concerned under the context of this report:

**Food tourism** means travelling to seek enjoyment via eating and drinking experiences at the destination (World Food Travel Association 2013a)

Another definition of **Food tourism** is tourists’ visits to places where food is produced (primary or secondary producers’ premises) or participation in food events, festivals; cooking demonstration or in any activities involve food tasting are the first motivation to travel. (Hall & Sharples 2003, 9 - 10.)

**Gastronomic tourism** as defined in the “Global Report on Food Tourism” is trips in which part of or all activities food related. (World Tourism Organisation 2012, 6.)

## 2 What is food tourism?

### 2.1 Definitions of food tourism

It goes without saying that food is an essential part of human life because food is crucial in maintaining human's life. It is a daily social topic; and furthermore, it represents cultures and countries. Likewise in tourism, food is an indispensable element not only because food is a part of travelling experience but also because it is often the main reason to visit a destination. Food tourism, for this report context, has to do with how food influences travellers' motivation and behaviours. (Boniface 2003, 27; Hall & Sharples 2003, 9; Mitchell & Hall 2003, 60.)

There are many terms used to express a close relation between food and tourism, such as: gastronomic tourism, culinary tourism or as simply as food tourism. There are slight differences among those terms regarding the contexts in which they are used and level of eating and drinking experience concerned. For instance, "Gastronomy tourism" was rooted from the word "gastronomy" which was defined in Encyclopaedia Britannica (2000) as: 'the art of preparing, serving, and enjoying fine food'. This definition entails a sense of nobility and is considered not anymore suitable in modern context. However, it has gradually been widely accepted as a more general sense of food enjoyment. Besides, to some extent, "gastronomic tourism" also implies a hint of culture aspects that tourists nowadays encounter, such as: food culture, eating culture and so on. (Hjalager & Richards 2002, 3.)

Hjalager & Richard's definition does not include the aspect in which food is one of the motivators to travel. The same term is applied in UNWTO's report on food tourism; however, their definition is more straightforward to tourism-motivation as a behind-the-scene factor. It is said that: "gastronomic tourism applies to tourists and visitors who plan their trips partially or totally in order to taste the cuisine of the place or carry out activities related to gastronomy." (World Tourism Organisation 2012)

Apart from above definitions, the World Food Travel Association has chosen "Food tourism" to express the whole industry. According to their definition, "food tourism"

is: “the pursuit and enjoyment of unique and memorable food and drink experiences both far and near.” This term implies contribution of food and drink services in tourism industry, for instance restaurants, street food vendors, local markets and eateries to delivering “enjoyment”, exclusive and unforgettable experiences when travelling. (World Food Travel Association 2013a.)

Likewise, Hall & Sharples (2003) defined the term “food tourism” in their research as visits to primary or secondary food producers, restaurants, food events, festivals, food fairs, local farmers’ markets, cooking classes, chef demonstrations or any activities in which food involves. More importantly, those are the primary factors contributing to travelling decision. The two author’s definition is one of the most utilised definitions and it describes food tourism at its own right. (Hall & Sharples 2003, 9, 10.)

Having considered several definitions above, overall, food tourism (gastronomic tourism) comprises these following characteristics:

- Food is one of primary travel motivators
- Eating and drinking create memorable travelling experiences
- Tourists consume cultural products via eating and drinks at the destination

In order to not to confuse the readers, a single term “food tourism” will used in the rest of the report.

## **2.2 Origin of food tourism**

Food tourism as discussed in the previous chapter is a search for enjoyment and extraordinary eating experience. The origin of food tourism formerly started when eating and drinking were auxiliary factors contributing to tourism experiences. However, there have not been many studies going into this matter. This chapter will discuss how food tourism was created based on historical causes and factors in the modern context. (Boniface 2003, 14, 15.)

Priscilla Boniface pointed out in the book “Tasting Tourism: Travelling for Food and Drink” a number of main contributors to food tourism which involve mainly influence of urbanisation, agriculture’s emergence, globalisation or localisation, interests for



food, eating experience and cultural differences among tourism consumers around the world. These factors are summarised as follows:

- Urbanisation is a cause for human's separation with agricultural and rural culture from which food is rooted. (farm visit, fruit picking, vineyard, etc.)
- Agriculture industry is changing towards tourism alternatives. (food tourism as a subset of rural tourism).
- Individual responses toward globalisation and localisation.
- Consumers are increasingly knowledgeable in consuming food and drinks.
- Consumers find curiosity in cultural differences and exchanges
- Consumers consume food and drinks as a form of cultural consumption to enhance individual identity

(Boniface 2003, 14, 15, 16.)

There has also been a strong wish among people nowadays to seek the lost bond between human and natural surroundings. This can be illustrated by the fact that many people enjoy the natural ambience, eager to make food and eat freshly made produce right from the farms. Food, now, as argued by Boniface has become an item of "pleasure and indulgence, "matter to enjoyable, tourism". Moreover, Boniface (2003) and Jane (2001) shared a common view on the shift within agriculture industry and rural areas towards diversification. They both agreed on emergence of world's agriculture in terms of product surpluses and overproduction. A hint of development towards tourism is suggested. Innovative businesses are generating from augmented products and services for both local inhabitants and tourists' consumption. They are formed into *core activities*, for instance tourism attractions, accommodation (cottage houses, farm hostels) and food establishments (local eateries, ranches, vineyard, etc.) and *non-core activities* which include visits to rural shops, food manufactures and farms. (Boniface 2003, 4, 5, 14, 15, Eastham, 2003 in Hall & Mitchell et al 2001, 228,229).

Apart from these, a matter of 'globalisation' and 'localisation' has been merrily discussed in recent years, especially under tourism context. Both are leaving impact on people eating culture this day and age. While some tourists support the globalised food phenomenon, specifically the empire of McDonald's fast-food chain; because of it is

convenient, budget-wise costs and availability in almost any corner of the world; others protest and see fast food as unacceptable, spoiling one's health and taking a "sense of place" from the locals and the tourists. The local, on the other hand, can be seen either a counter reaction toward the global and the standardised food consumption. The local, as promoted by the Slow Food Movement – an international movement, based in Italy, encourages local consumption of the local products and tourists contributing to a sustainable tourism. The two phenomena, however as argued by Richards (2003), are not pole apart but are companions in creating "new foods and eating experiences", products can be globalised yet the experience is local. (Richards 2002, 6, Scarpato 2002 in Hjalager & Richards 2002, 138.)

Another pull factor mostly contributing to the birth of food tourism is from the consumers. They become more knowledgeable; more sophisticated and are always hunger for more. People know what is essential of "eating out" in terms of where to eat, what to eat and how to eat in a proper manner. Consumer desire for food novelty in form of new recipes and ingredients, innovative cooking techniques and so on. For many people, having a rich cultural asset of food and drink is rewarding and is a way to enrich one's identity. For instance, eating exotic food or being at a local restaurant where only the indigenous go are experiences that differentiate a traveller from a mass tourist. (Boniface 2003, 16, Richards in Hjalager & Richards 2002, 10, 11.)

### **2.3 Food tourism experiences**

This section is exploring how food tourism is delivered as an 'experience' under a concept of "experience economy" developed by Pine and Gilmore (1999). As the world is moving toward an era of the 'experience economy' in which what is offered is experience. As Richards and Hjalager (2003) agree that the basis of tourism is to deliver experiences through consumption of products and services. They also point out that eating and drinking contributed largely to tourists' experiences at the destination (Richards & Hjalager 2003, 11.). If the two researchers see a parallel development between tourism and gastronomy, then Figure 1 below illustrates how food as an element of tourism is delivered into experience as defined by Pine and Gilmore (1999).

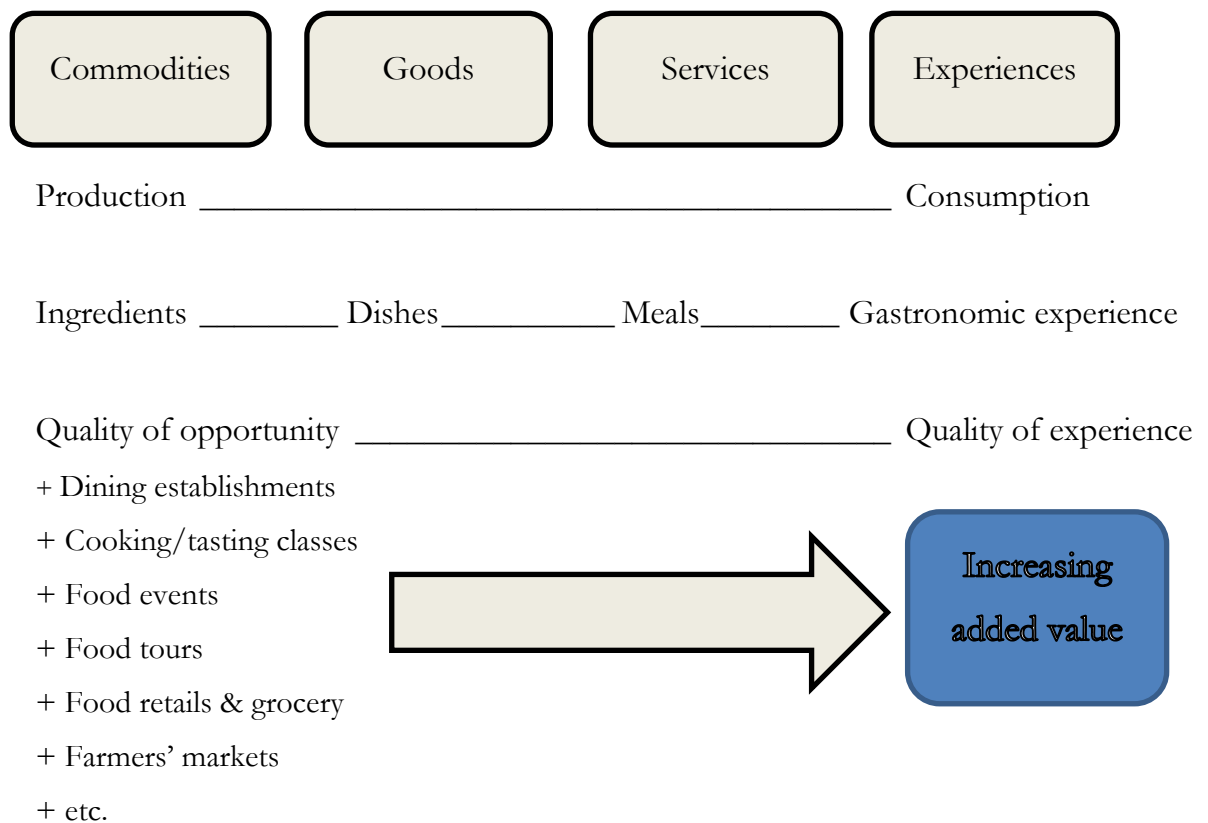


Figure 1. Relating consumption and production in food tourism experiences (readapted from Richards & Hjalager 2003, 19.)

Obviously, food, as illustrated in Figure 1 is delivered from raw ingredients to dishes. Next, it proceeds into meals which tourists enjoy during their stays at the destination. At last, it creates what Richards & Hjalager et al. named gastronomic experience. The transformation of food (as a general term) proceeds according to the economic theory. However, the opportunities to engage in food related activities are what food tourism reflects in the experience economy. It can be seen that there are many opportunities to engage in food tourism. The International Culinary Tourism Development (2009), later promoted itself as World Food Travel Association, has identified 12 categories of food tourism experiences. They are presented in the following list:

1. Cooking schools & classes
2. Culinary attractions
3. Culinary destinations
4. Culinary events
5. Culinary media

6. Culinary lodging
  7. Culinary retail & grocery
  8. Culinary tours, guides, packages & agents
  9. Dine & drink establishments
  10. Farms, ranches & farmers' markets
  11. Food & drink clubs
  12. Food manufacturers
- (Alberta Culinary Tourism Alliance, 2013)

## **2.4 Emerging trends in food tourism**

Having discussed the above matter concerning the birth of food tourism as well as the possibilities to engage in multiple forms of food experiences, this section will shortly report on emerging trends in food tourism. It is believed that these trends are recipes for tourism businesses' success as more and more travellers are attracted by food of a particular destination.

According a report on food tourism from UNWTO, food tourism is an answer to new consumption trends in tourism. Today's tourists are adventurous, both culturally and environmentally conscious. As a matter of fact, they expect to experience local culture, a healthy lifestyle and authenticity but at the same time to sustain the environment. Needless to say, the food trends are rising thanks to a group of affluent consumers who are well-educated and sophisticated when choosing food tourism products at the destination. Among households and families, democratic choices on food are opened to every single individual. Furthermore, the celebrity chefs and media are playing an increasing role to spur demand on food tourism. Moreover, an issue of hygiene and quality of food product rising among health conscious consumers is challenging businesses. The issue has also opened a new page of organic products, especially those made locally. In association with businesses in food tourism, there is no denying that Internet is inevitably important to provide information regarding food availability, special offers, testimonials, reservations or even discounts despite travellers' locations. (World Tourism Organisation 2012, 12)

Many countries have recognised their potentials concerning food tourism and have put concrete efforts to promoting their images as food tourism destinations. However, the road to success requires joint contribution of business owners, marketers, policy makers, etc. The upcoming chapter will go into a discussion of food tourism marketing which is one of crucial aspects of destination marketing. (World Tourism Organisation 2012, 12, Hotel & Resort Insider LLC, 2007)

### 3 Food tourism marketing

This chapter will cover two main topics: types of food tourists and internet marketing concerning food tourism. The first topic aims to identify target groups who favour food tourism. The latter one will discuss and evaluate one of marketing activities implemented to promote food tourism of a tourist destination.

#### 3.1 Who are food tourists?

The question is obvious, however the answers are vague. Are food tourists all those who love food and drink? It is likely a yes. Certain scholars and researchers, such as Boniface (2003) and Yeoman (2008) have vigorously discussed and stated their perception on type of food tourists.

According to Boniface (2003), food tourists are people, who are ‘well-educated, discerning sort of person’. Especially, they want to experience their tourism ‘slowly and deeply’. This group are probably the main one as she suggests. The second group are those whose focus is on gourmet food, are outgoing type of individuals. They are searching for a change of daily routine to enjoyment during holidays. This group is called ‘party animal’. Their concerns are placed on ‘bars, pubs, nightclubs and up-scale restaurants’ more than the rural, the local speciality foods. The middle group, lying between the previous groups, is called ‘design enthusiasts’. They are in favour of food which well-matched with a fashionable lifestyle. A diner in a trendy hotel or a restaurant is what the group is hunting. Obviously, Boniface has classified food tourists based on how their lifestyles have reflected food consuming experiences. Each group display their characteristics in everyday consumption which later mirrors their choices in holidays. (Boniface 2003, 19, 20.)

Professor Ian Yeoman, a guru in tourism industry, also conducts a research on the future of food tourism, in which he sorts food tourist by eleven (11) drivers:

1. Disposable income and spending patterns
2. Demographics and household change
3. Individualism

4. The multi-cultured consumer
  5. The role of the celebrity chef and media
  6. Well-being and food
  7. Time pressures
  8. Internet usage
  9. The desire for new experiences and cultural capital
  10. The science of food
  11. The consumer is a hypochondriac
- (Yeoman, I. 2008, 196.)

Among these eleven drivers, some were discussed earlier and were projected as emerging trends in food tourism. However, back to the main stream, Yeoman classified mass tourists according to their interests in food and drinks. They are:

- Gastro Tourists:
  - They are food experts, critics. They can adopt to taste in a wide range of restaurants with high quality food and drink. They are mostly middle class.
- The Foodies:
  - They are semi-dedicated food enthusiast. Their concerns placed on food channels, food-related magazines and destinations with identical food culture and cuisine. Good quality, local produced and seasonal food and drink mostly interest these people.
- Interest Purchaser:
  - They believe food is an indispensable element contributing to their holidays. They consume local food without a pre-plan. A visit to local farmer's market is simply an alternative to them.
- Un-reached:
  - They believe food generally contributes to their enjoyment on holidays. They taste local food without initiatives.
- Un-Engaged
  - They do not consider food as a contributor to their holiday's enjoyment. Yet they are not negative towards tasting local food.
- Laggards:

- This group consists of individuals who have no interests to taste exotic food but their home food. Some of them may prepare food prior to their trips.

The fact is that the majority of food purchasers are buying food for its function. While a minority of 10% made up by the gastro tourists and foodies can be the target group of food tourism. The gap is huge; however, the potential to bridge the gap can be seen as the task of marketers and tourism administrators who are challenged to make the best out of the least. (Yeoman 2008, 206-208.)

### **3.2 Internet marketing**

This section will cover an aspect of internet marketing, especially the World Wide Web in tourism industry. The World Wide Web is recognised as an optimal and a global tool to promote a destination. Thanks to its advent, people's lives are constantly connected despite being in various corners of the world. Besides, people communicate greatly when the Internet brings opportunities to access to a variety of information, including tourism information. It is said that those countries which spend more on tourism have a larger number of internet users. According to statistics collected by Eurostat, the statistical office of the European Union, internet access has become common thing in the region, which is illustrated by the fact that '1 household out of 2 has a broadband connection'. Among European citizens, Finnish users are more active on banking and travel service. Table 1 shows the activities European residents do by using the Internet. It can be seen that Finland is a country which has the most proportion of internet users engaging in online travel services (69 per cent). (Europa 2012)



Table 1. Statistics on purposes of internet using in European countries (readapted from Eurostat News Release, Europa 2012)

	% of internet users in the last 3 months having used internet for:				
	Reading online news, newspapers	Internet banking	Posting messages to social media	Travel and accommodation services	Creating a website or blog
EU27	61	54	52	50	9
Belgium	53	69	u	49	7
Bulgaria	69	7	57	18	7
Czech Republic	85	47	35	58	7
Denmark	79	86	:	60	11
Germany	67	55	42	62	8
Estonia	91	87	56	28	12
Ireland	43	56	59	61	5
Greece	77	17	59	38	10
Spain	76	45	61	58	12
France	38	66	40	47	7
Italy	55	37	52	45	6
Cyprus	73	35	61	48	5
Latvia	88	64	51	u	8
Lithuania	92	65	71	21	6
Luxembourg	75	69	55	65	11
Hungary	86	36	62	25	16
Malta	76	60	64	46	7
Netherlands	59	86	70	55	17
Austria	57	57	46	51	10
Poland	48	51	68	20	5
Portugal	67	41	75	28	12
Romania	73	8	48	24	9
Slovenia	69	41	66	46	7
Slovakia	63	52	62	52	7
Finland	89	91	54	69	8

So far, what have been discussed are the Internet and its revolution and impacts. Yet, a question rises is “what is internet marketing?” Generally, Internet marketing is defined as a form of marketing in which information technology is involved. As for the concerned aspect the World Wide Web is one of the tools utilised not only to communicate with customers but also to manage customer relations. Internet marketing brings value to customers and in turn it benefits the organisations. (El-Ansary. 2006, 2-13). Another question is “how internet marketing is beneficial?” Filenius and Kettunen (1998, 86) reaffirmed the benefits gained from internet marketing from both service providers’ and customers’ point of view. First of all, for the customers, the Internet enables a border-free service access. For the most part, it is possible to compare the services. Thus, customers are able to find the most suitable one. Last but not least, they believe that Internet marketing is rational in terms of time and money invests. Secondly, for the service providers, they found Internet marketing useful to catch up with fast-changing trends, to maintain relationship with customers and to find and to target at the right groups of consumers. (Filenius & Kettunen 1998, 84 – 90).

### 3.3 Marketing tourism destination online

Technology and the internet have penetrated vastly every aspect of life, for instance: education, research, businesses (including tourism), etc. The fact is always true in tourism marketing when more and more destinations are embracing the internet to get to be known and to build a valued tourism brand. Many destination marketing organisations (later referred as DMOs) have created their own websites. Among many of them, a research was conducted to look at 25 DMO websites. The list below will demonstrate key features of a DMO website. Some of the features will be well concerned and discussed later when studying about DMOs' websites of Helsinki, Copenhagen and Lyon. (WTOBC 1999, 81.)

- The homepage: The first contact point between the websites with online users. Accordingly, being able to deliver the first impression from the site's appearance and basic information of the destination are critical to stimulate visitors' interests. A good homepage should include adequate information yet demonstrate them clearly with simple layout. Normally, a homepage will provide a site's list of content. Texts of description, photos, logo and brand are commonly found on a website's homepage. (WTOBC 1999, 82.)
- The appearance of Web page: Generally speaking, web page's appearance is important as well as its contents. Visiting a website as described in a report of the World Tourism Organisation Business Council on marketing tourism destination online is 'a highly visual experience'. Needless to say, while providing information, it is critical to keep information delivered in an interesting way. For example, multimedia (photographs, videos, etc.) are more effective methods to convey information than conventional blocks of texts. A well-presented web page is a combination of various means of presentation, various colours, photos and graphics to increase its attractiveness and ability to transmit information. (WTOBC 1999, 83.)

- General information contained within the Site: General information is important to visitors, especially those first time travellers to the destination. Thus, information about how to get to the destination, its seasonal weather, history, customs, activities, community, telecommunication and public transportation are all needed for the first visit to the destination. Generally, information is presented in text and is distributed throughout the website. A good website will enable users to quickly find the information they are interested in and skip the one that is not desired. (WTOBC 1999, 83.)
- Interactivity – Interactive trip planner and virtual brochures: The role of consumer in marketing communication has changed thanks to the advent of the internet. Consumers nowadays are able to actively take part in the marketing process. As a matter of fact, an interactive website is likely preferable. An example of an interactive website is an interactive trip planner and virtual brochures or guide books which information is actively selected by the users. A trip planner or booking planner allows users to select several options of transportation, accommodation during their trip. Users are able to select based on a number of searching criteria such as by location, by time, or by rate. A virtual brochure or guide books allows users to save their choices and later print out an itinerary or a handbook to help them locate where to go as they have planned. Both require inputs from the users (normally by ticking the boxes of alternatives) which increases the level of involvement. Hence, customers' satisfaction likely increases. (WTOBC 1999, 83.)
- Site features: link to the homepage, a list of main content, search facility and multi-lingual websites: These listed features are suggested to ensure that users with different competence are able to use the website. In other words, including these features on the website will help increase its usability and prevent frustration from design faults. A link to the homepage in every page is a good practice for large sites, which contain lots of pages and internal links. It helps user to go back the base in case they are lost in flocks of information. A list of main content will save users' time to locate the information they are looking for. A simi-

lar practice applied to search facility. By using key word on the topic are being search, search facility can save a lot of time for the users. The practice of having the website readable in different languages is increasingly important as the destinations are marketing themselves to other groups of tourists, who's English is not their first language. Additionally, all information should equally and correctly translate from the destination's language to foreign languages. (WTOBC 1999, 84.)

### **3.4 A new area of internet marketing – social media**

It is undeniable that Internet marketing is one of essential tools of tourism marketing nowadays thanks to its endless ability to deliver information every day, every week and year round. In addition to conventional webpage marketing, direct email marketing, etc. it is projected that consumer-generated media or social media, as Facebook, Twitter, You Tube, blogs etc. are commonly known, will soon take over the scene in internet marketing. (Goeldner 2009 et al., 551.)

Consumer-generated media or more widely known as social media are online platform where the Internet users are able to create their own contents, exchange among other users. For the most part, information is more than pieces of writing by professionals or websites' administrators. Discussion boards, blogs, social network sites, such as Facebook, MySpace, and LinkedIn, so on and so forth are included in social media group. Regarding blogs, they are websites created as a journal, recording news around the owner of the website. As a consequence, blogger (a person who keep a blog), blogging (an action of writing and keeping blog updated) are vocabulary about blogs. However, from a marketing perspective, a blog can be a thread connecting the firm and its consumers by getting an insight into consumer experience. As for tourism, a blog is where travellers share their stories on trips to destinations. The function to review and moderate number of visits and comments will enable the organisation to address problems and interact with its users. In the next chapters, we will review if any of the three analysed websites is adopting blog as a tool to marketing food tourism. Apart from blogs, wiki and podcast are well consumed by many Internet users, however, under this the-

sis's scope, it is not necessary to go further on these two marketing tools. (Goeldner 2009 et al., 551, 552.)

## 4 Official tourism websites

This chapter is going to give the reader an overview of each official tourism websites in terms of general travel information as well as guides on eating for food tourists. Each website has distinct demonstration, graphics, text and pictures to make their food more appealing towards visitors, especially those who take food as a prime choice for a visit. Besides the main websites, the research also aims to take a look at extended links to tourist blogs, travel forums where there is a high interaction between the websites' administrators and visitors.

### 4.1 Visithelsinki.fi - Helsinki City Tourist and Convention Bureau

Visithelsinki.fi is an official website of Helsinki City Tourist and Convention Bureau (hereinafter referred as HCTCB). An "H" which was made up of green dots is the official logo of the organisation.



Figure 2. Helsinki City Tourist and Convention Bureau's logo (Visit Helsinki 2013a)

It is developed as the main portal, providing versatile information about Helsinki region's travel services and marketing the city as a tourist destination. The website is managed by the Communications Unit in HCTCB. The unit is in charge of producing marketing materials, such as brochures (both printed and electronic ones) and other information materials. Overall, the website targets both tourists and professionals. For a tourist, Visithelsinki.fi offers a selection of travel services and information on the city in general, significant tourist attractions, accommodation, eating, transportation, night-

life, events, tours. Especially, the website has a designate category for families. For professionals, one can also find similar travel services as searched by tourists. Besides, it can be found abundance of information on Helsinki's tourism statistics, marketing material, press releases to function business communication between the organisation and other stakeholders such as travel agencies, business suppliers, sponsors, so on and so forth. (Visit Helsinki 2013a)

The appearance of the website has a focus on a single tone of colour: light palate, such as: light green, red and blue. However, the effect of these light colours is that it requires more mental effort to read the texts when colour of the text does not stand out from the whole background colour. Thus, it could challenge certain group of users, for instance older visitors. Another good practice that Helsinki's website has is that pictures and texts complement well. Pictures illustrate the texts and are targeted at the right consumer groups. For example, cartoon-like pictures, together with numerous photos depicting happy moments of kids and families are messages the website want to communicate to visitors who are travelling to Helsinki with their loved ones. (Visit Helsinki 2013a)

Generally, abundant information can be found from Helsinki's tourist website. Especially, information is cluttered in comprehensive information index which enable users to browse for the information they desire. Additionally, the site allows visitors to look for virtual brochures. They can download them on personal mobile or then later print and carry them during the trip. Furthermore, apart from Finnish, the website is translated into total eight (8) foreign languages: Swedish, English, Chinese, Italian, French, Spanish and Estonian. English site was chosen to be analysed. (Visit Helsinki 2013a)

## **4.2 Visitcopenhagen.com – Wonderful Copenhagen**

Visitcopenhagen.com is the website designed to promote Copenhagen's tourism. Overall, the homepage is filled with information, photos, taglines which deliver an image of Copenhagen. For instance, a sliding script of popular attractions in Copenhagen is made with high-quality photos and short description which catches visitor's attention. As it is described, Copenhagen is a harbour city, easy to move around, a capital of

world-class restaurants with fashionable design and architecture, a gay-friendly city and a place where fairy tale still exists. Although there are substantial amount of information presented in the homepage, they are clearly laid out with simple fonts and good-quality photos. For the most part, the homepage has conveyed a positive image of Copenhagen. Moreover, it is smart to have a figure of a mermaid which basically portrays an image in tourist’s perception of Copenhagen. Whereas, a long time ago, Copenhagen used to use a logo: Copenhagen written bold and circled around the word “open”. Basically, this is a sort of word play which then purposely creates a brand for the city. The idea behind the brand OPEN Copenhagen is generated from a term in software development “open source”. The term literately means ‘blocks of programme’, ‘were previously closed to all apart from the company that developed them’. As for Copenhagen, ‘open source’ can be understood as a place where everyone can be a part of the city and be contributors to the city’s brand. Other than that, the brand is flexible and appropriate for various target groups, such as: organisations, businesses, educational and culture institutions. The OPEN Copenhagen helps to create a combined effort between marketing and communications for both the city and its users. (Open Copenhagen 2013a)



Figure 3. The old logo of Copenhagen’s website

With a new logo and new appearance on the homepage, the idea behind is to rebrand the city with the old logo. It is simple but it effectively speaks more about the city, the capital of Denmark, the homeland of a famous fairy tale “The Little Mermaid”.



Figure 4. A cut of Visit Copenhagen’s homepage (Visit Copenhagen 2013a)

The homepage also provide an interactive map of the city which helps tourists to know and navigate the city and the neighbourhood.



Figure 5. An interactive map of Copenhagen on the homepage (Visit Copenhagen 2013a)

The appearance of the web pages is nice and neat. Almost every page is identical in terms of layouts, formats and fonts. There are no big pieces of text in the sites. A navigation map always follows when an attraction is mentioned which helps visitors easily locate the place they would like to visit.

The website offers a large amount of information which is presented simply and clearly. The site includes a well-informed index system, which enables users to select only the information they are looking for. Interestingly, under each categories (Attraction, Activities, Shopping, etc.), the top 10 best places are recommended. This tells that the city wants to offer the best to their tourists. For instance, under Restaurants, there are smaller categories which introduce 'top 10 breakfast', 'top 10 brunch', 'top 10 traditional Danish lunch', or 'top 10 value for money restaurant'. Since there are too many information within the site, a search engine and a list of content are available on every page which prevent users from getting lost.



When it comes to interactivity, it has an interactive trip planner and interactive database that can be used to search for attractions, accommodations and other activities. Notably, searching criteria are very customer-oriented according to where visitors want to go (Location), what kind of activities they are interested in (Interests), and what groups of customers they are. Additionally, lists of places to eat and restaurant are made available for food tourists or those who have general interest in Copenhagen's food. Last but not least, the website is also readable in English and other languages. (Visit Copenhagen 2013a)

### 4.3 Lyon-france.com – Lyon Tourist Office and Convention Bureau

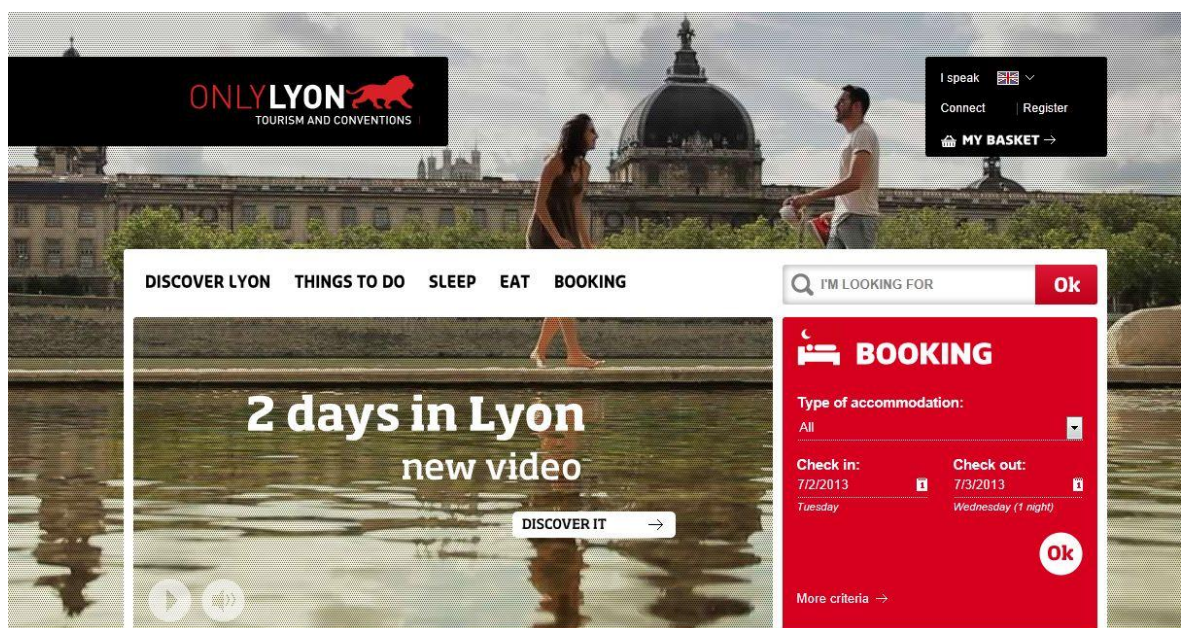


Figure 6. The homepage of Lyon Tourism and Conventions' website (Only Lyon 2013a)

Virtually, Lyon's website demonstrates good practice. The homepage is visually interesting. It has a black background with an automatic played video of Lyon which depicts a dreamy holiday of a couple. The homepage is covered with photographs, graphics and internal links to other pages. The city brand is well-noticed, easy to understand and memorable. The city demonstrates a desire of the city to state 'its values, its identity, its personality and its exclusivity'. General speaking, it is only Lyon, the city with an international recognition, with experience only in Lyon. The name Lyon is illustrated with a figure of a red Lyon, which has been widely recognised. The brand

originally created in 2007 and so far has been the official city brand for the city. (Only Lyon 2013b)

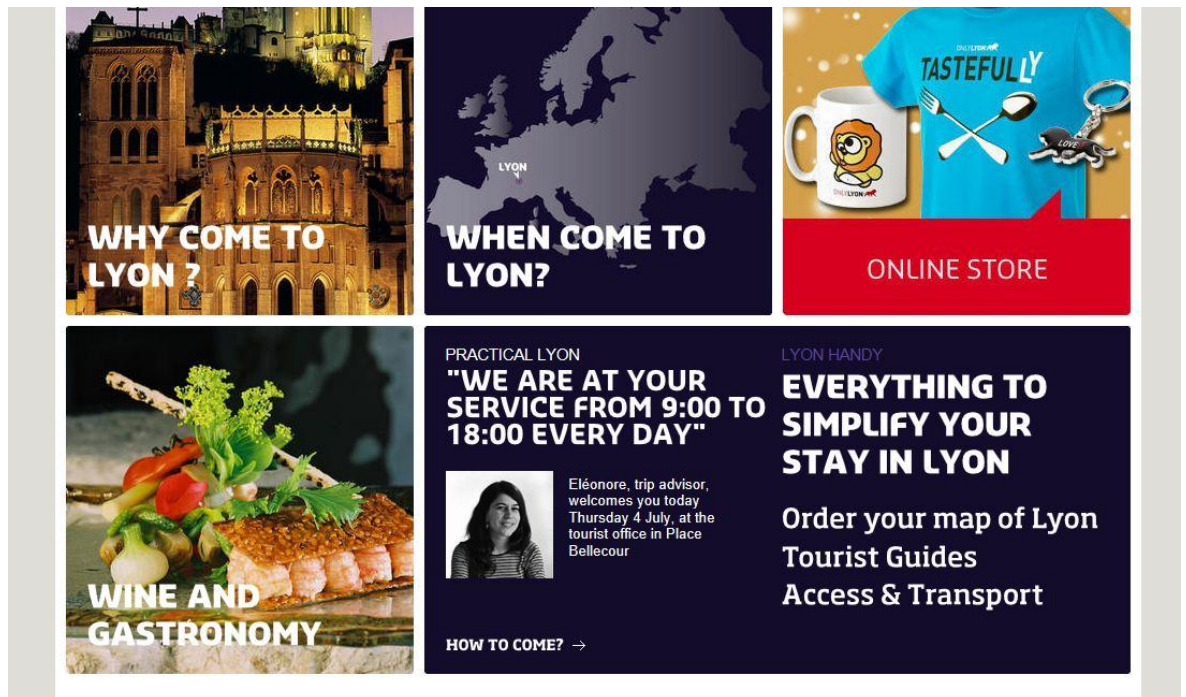


Figure 7. A cut of Lyon's website front page. (Only Lyon 2013a)

Essentially, there is a booking engine available on the front page. It provides detailed information and various choices of areas, types of accommodations, facilities, names and contact of service providers, as well as a brief description of the service, a photo, rating and a navigation map. Moreover, the accommodation search engine is very interactive. The best practice in the accommodation service is processed right on the page of Lyon. In other word, the site is not automatically move to another external link. Moreover, accommodations alternatives are arranged alphabetically, by prices, by location, etc. This helps users compare and choose the most suitable ones to meet their needs. (Only Lyon 2013a)

## 5 Methodology

### 5.1 Content analysis

In this section, the theory of content analysis will be briefly introduced. Content analysis is believed to be one of “the fastest growing” methods to explore the messages behind texts, visual materials, so on and so forth (Neuendorf, 2002, 1.). According to Finn W. et al, content analysis is argued to be a quantitative approach to analyse qualitative and non-statistical data. As the matter of fact, the object of content analysis range from mass media such as newspapers, television, radios, commercial ads to printed materials for instance books, letters, brochures, postcards to name a few. The method has also been adopted to assess websites in our new digital era. (Hall & Valentin, 2005 in Ritchie et al., 2005, 191, Finn, Elliott-White & Walton 2000, 134,135.)

In the book “The Content Analysis Guidebook”, Neuendorf uncover the myths about content analysis. One of them is preparation for content analysis. The method requires the researcher to have adequate knowledge as well as preparation when conducting this type of research. The researcher applying content analysis is referred as “human coder” (computer coding is out of this report’s scope) who will make decision on the message embedded in each measured unit. This fact points out a downside of content analysis. The potential of being biased is obvious if the coding scheme is not objective and reliable enough. Therefore, a well-planned coding scheme is critical to deliver valid and reliable results. (Neuendorf 2002, 8, 9.).

### 5.2 Selected samples

Helsinki, Copenhagen and Lyon were selected and compared for a number of reasons. Above all is the fact that the three cities are in European Union. Helsinki and Copenhagen are geographically related because they are situated in Scandinavian region. To some extents, they have a number of similarities concerning food, culture, life style. Thus, the two cities are competing with each other when it comes to food tourism by the fact that they are engaging in promotion strategies to marketing its food culture. As for Helsinki, in recent years there has been “Restaurant Day” festival, and made known

worldwide and attracting tourists visiting the city. Copenhagen put its significance on the Nordic gastronomy and world-class restaurants. Lyon, on the other hand, has been known for “Food capital of the world”. Food and culinary culture have long been strong assets of Lyon city’s tourism. Overall, each city has a strong advantage and good practices to be reviewed.

### **5.3 Research procedure**

When it comes to a scientific research, a clear and well-developed research procedure will contribute largely to the final results. In this research, a guideline to content analysis, which was introduced by Neuendorf (2002), is being applied. However, in order to accommodate with this research context as well as researcher’s resources, some steps will be integrated under a single stage. Figure 7 illustrates briefly three stages this research is encountering. First, it is necessary to present what kind of content will be examined and they will be mentioned in the following subchapter. More importantly, aims and objectives of the research are once again worthy to be repeated at this stage. As suggested in step 2, after selecting a bulk of information, a research starts the conceptualisation, from which critical variables are extracted. Critical variable are information that concern the research context. To be more precise, all information regarding eating and drinking or any other food-related activities will be conceptualised in terms of food culture, food tourism marketing activities, restaurant guides, so on and so forth. Next, all dimensions (in this context, ‘dimensions’ will be used instead of ‘variable’) will be measured specific units of measurement. Research validity will be assessed at this step. The procedure continues to the following stage, a coding scheme is being developed. A codebook and a coding form are needed materials. At this point, the process is separated into two junctions, human coding and computer coding. In this research, the author decided to choose human coding. In the final stage, results are collected, refined and reported.

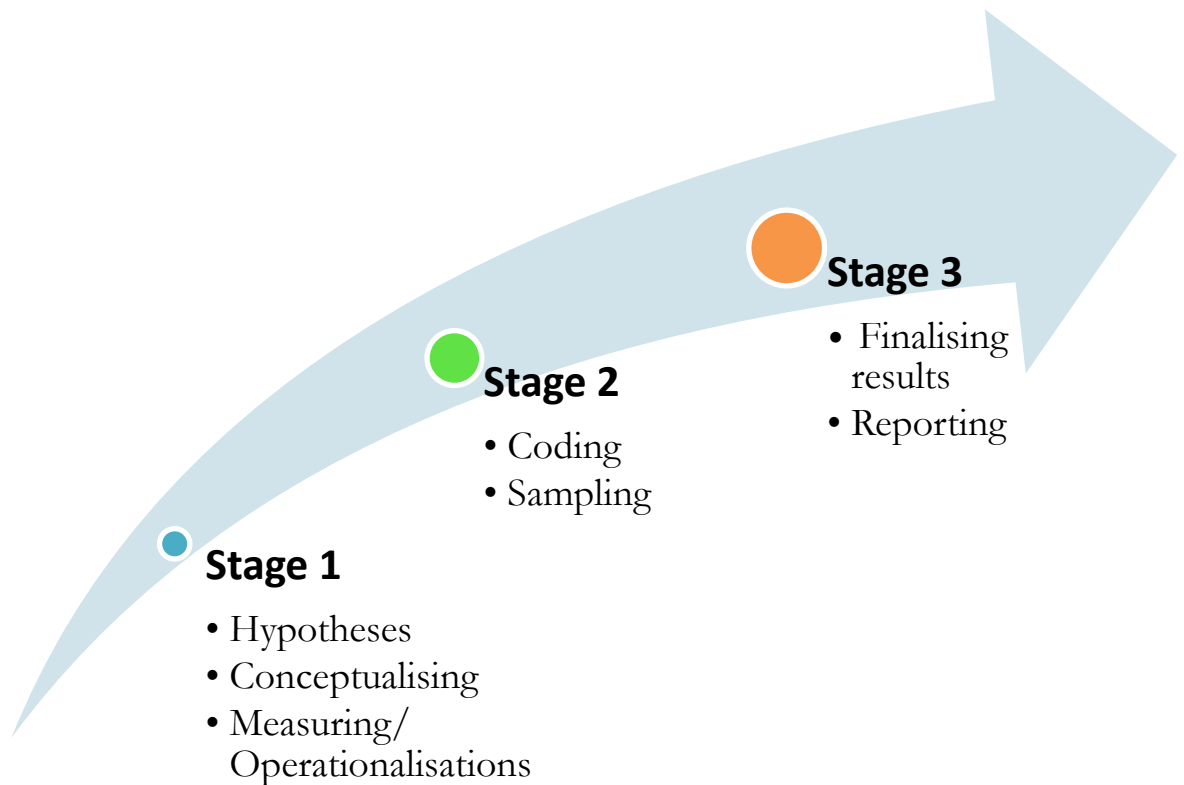


Figure 8. Process of Content Analysis Research (readapted from ‘A flowchart for the Typical Process of Content Analysis Research’ Neuendorf (2002, 49-51))

### 5.3.1 Stage 1: Hypotheses, Conceptualisations and Operationalisation

The next section will consider the contents being examined and the perspectives that they indicate which has an importance to the studied topic. As stated earlier in Chapter 1, the research will consider if there are texts, photos, videos, extended links or other similar materials on official tourists’ websites of Helsinki, Copenhagen and Lyon delivering food tourism. It is important that the research is not looking for how often “food tourism” is mentioned but examines a degree of content devoted to food tourism experiences (both products and services). In order to do so, the author has set up a group of hypotheses. They are summarised as follows:

1. Are there any texts, articles, photos, videos, etc. discussing or describing food culture in each city’s website?
2. Are there any texts, articles, photos, videos, etc. delivering information to food tourists?
3. Are there any texts, articles, photos, videos, etc. marketing food tourism?

4. Is restaurant searching tool consumer-oriented enough (by food categories, by type of restaurant and by consumer groups)?
5. Is the site interactive enough? (social networks, Web 2.0)

### **Conceptualization**

Having set up research questions or hypotheses, the next step is to conceptualise critical variables. As argued by Neuendorf (2002, 48), “a variable is a definable and measurable concept that varies” and “it holds different values for different individual cases or units”. Likewise, Neuendorf also suggested that even though the content analyst can take control over the variables, being “a boss” as the author reminded. For instance, the thesis is studying three (3) cities; therefore specific name of each city will represent a variable. They are presented as acronym by combining capital letters from their names’ phrases.

As for each dimension, the names of variables vary. Dimension 1 and dimension 2 focus on the presentation of written texts and visual means of communication such as photographs and videos. Thus, most of variables are conceptualised as “Written description of...” or “Visual description of...” From the dimension 3 onwards, the formula is not the same. Since the investigated subjects are topics or themes which widely mentioned throughout the website, for instance, restaurants, food tour packages, cooking or tasting classes, food souvenirs. All items related to these themes are counted

### **Operationalization**

As the research adopts two mains methods: quantitative and qualitative. A quantitative research is mainly conducted by counting texts/videos/photographs presented on the website. The measure unit is not numeric which can later be analysed by computer programme. Simply as “Yes” and “No” are main units to measure the contents of a particular topic or theme. From a personal point of view, at this stage, the research is valid enough when the unit of measurement is rather unbiased. The answer is only either “Yes” or “No” or vice versa.

The research was conducted during the time from 26<sup>th</sup> of May to 30<sup>th</sup> of June, year 2013. This period was scheduled by the researcher. Results and analyses were present-

ed, whether the websites had been updated, the research was extended to include the updates as well.

### 5.3.2 Stage 2: Coding and sampling

This section will explain the dimensions that are being examined and their associations. The dimension will be the headline of each analysing table. There are 5 dimensions corresponding to 5 hypotheses set up in the previous subchapter. The samples will be coded into HCTCB, WC and LTOCB. They are Helsinki City Tourist and Convention Bureau, Wonderful Copenhagen and Lyon Tourist Office and Convention Bureau respectively. Importantly, since this is a content analysis, the author will examine the visibility of texts, articles (which hereinafter will be coded as “written description”). Apart from written texts, visual materials such as photos and videos are worth mentioning because it is no denying that photos can speak thousands words than a text.

The first dimension is titled food culture. It covers tradition foods/ drinks, representative cuisines, featured food and drinks in terms of season to foods in festive occasions, or eating manner if there are specific manners that foreign tourists should take into consideration. As an old saying goes “When in Rome, do as Romans do”. In this case, eating manners are out of the question. Last but not least is the representative of culinary professionals, who have partly contributed to food culture’s identity of each city. Moreover, their recommendations and stories will increase the credibility of the websites.

The second dimension concerns the information which benefits food tourists, those who are simply searching for places to eat during their trips or those who are coming to the destination only because of the local food, for instance: representative cuisines, international cuisines (ethnic or fusion cuisines are sometimes looked for). For the sake of the latter group of consumers, the author is also searching for feature food recipes. In addition, restaurant certification is of benefit as well for those who are especially concerned about quality of services in restaurants. Mobile applications, which have recently received lots of attention, are discussed under this dimension.

The third dimension aims to answer the question: “Are there are texts, articles, photos and videos playing a role in food tourism marketing”. Specifically, are there texts, articles and photos introducing selected restaurants where tourists can find local dishes or



special eating experience? Likewise, are there texts or articles promoting food tour organisers, cooking classes or current food-related happenings, which towards some groups of tourist, are exactly what they are hunting for?

The next dimension will compare the searching function in each website in term of searching inputs, for instance, types of restaurant, food categories (breakfast, lunch, dinner, etc.), groups of consumers, by entailed services, facilities or by rates (how much money customers want to pay). When nowadays, internet citizens are flooded by myriad of information, searching tool is an ideal life saver. This dimension will measure the level of its being friendly-user and consumer-oriented of the searching tool adopted by each website.

The last dimension discusses the level of interaction between the user and the website regarding the application of social media and the Web 2.0. The dimension of customer interaction is considered significantly in digital marketing. It is due to the fact that consumers want to engage with not only among themselves but also with marketers. Thus, it is important that the company and organisation listen to consumers' feedback and expectations (Winpro IT Business 2013). The author will look up what types of social networks and digital communication channels are employed, what is commonly utilised among the cities, what tools Helsinki is using while other two do not. The results will be revealed in the next section.

### 5.3.3 Stage 3: Final analysis

In this final stage, by comparing the results extracted from Helsinki's, Copenhagen's and Lyon's websites.

First of all, the analysis is looking at what is the single aspect that makes one city differentiable from the other. Is it the food culture, representative cuisine, specialty food or food festival?

Having defined the unique selling point of each city, the next step is to look at what kind of information is being delivered to the website visitors. It is necessary to answer the question that "Do the websites contain enough relevant information regarding food tourism?" For instance, companies arranging food tour, restaurant where to get rewarding meals, etc.

Then, the thesis will discuss the marketing strategy that each city is doing. The purpose is to compare Helsinki with other two cities, regarding what Helsinki is doing while the others do not. Moreover, by reviewing the strategies adopted by Copenhagen and Lyon, Helsinki could learn some tips to make it better.

Last but not least, a table reviewing the marketing and interaction tools will give reader a better view of internet marketing on tourism organisations. Overall, Helsinki is seen to have a better use of versatile social media such as social networks and blogs.

## 6 Findings and discussions

### 6.1 Introduction of food culture via official tourists' websites

#### 6.1.1 Origin of food culture

In order to promote a destination's culinary tourism, it is necessary to introduce the country's representative cuisine as well as its food culture or in other words, how people at the destination enjoy foods and drinks. The results reveal that the website of Helsinki provides a section describing the origin of the city food culture. The city proudly promotes itself as "Delicious Helsinki". Simply presented in an article with photos illustrating Helsinki's food culture reflected in different aspects. Helsinki's food culture can be found among its habitants. The picture in which a line of people are waiting for food made by the local people during Restaurant Day, an innovative event in which home-cook's restaurant pop up on the public places. Apart from that, Helsinki is recognised as 'a dynamic new centre for food culture', where lots of food projects have been carried on, such as the Abattoir, or other food-related events. Helsinki's food culture is also reflected on the fine-dining scene. For example, the Helsinki Tourism Board a concept of "New Nordic Cuisine" which depicts Helsinki as a place to enjoy good food. Especially the city puts a highlight on local Finnish products which are a part of Nordic cuisine. Therefore, food culture is not only made by and for local residents, but also an attraction of the destination (Visit Helsinki 2013b)

"In just a short time Helsinki has developed into the home of good food. "New Nordic Cuisine" has taken over the scene and found a truly receptive audience...Helsinki also has a dynamic new centre for food culture, the Abattoir, which hosts a variety of innovative food-related events" (Visit Helsinki 2013b – Delicious Helsinki)

Copenhagen, a neighbour in the Nordic region, is putting the same efforts to promote the concept of New Nordic Kitchen. Copenhagen has comprehensively remarked its restaurant scene as a well-known tourist attraction even though it has developed for a decade. Furthermore, the city's gastronomy is open to various groups of consumers, from budget-wise people to gourmet eaters. Copenhagen and Helsinki share a common perspective of Nordic cuisine, which fresh seasonal, local ingredients are the es-

sences. Moreover, Copenhagen has a more sounding restaurant scene which has longer been a part of the brand Copenhagen. As a matter of fact, the city has 15 Michelin starred restaurants, out of which Noma, AOC, Geranium and Søllerød Kro are often appraised. (Visit Copenhagen 2013b)

“What is the essence of the Nordic kitchen? In short, it is the focus on mainly using the natural resources of the Nordic larder. Fresh seasonal vegetable locally caught fish and cured or smoked fish and meats.” (Visit Copenhagen 2013b – Copenhagen gastronomy)

Unlike Helsinki and Copenhagen, Lyon Tourist Board does not have to write for itself but to have others talk about the city’s cuisine. The website presents a series of interviews with culinary professionals, restaurant managers so on and so forth. For instance, an interview with a manager of a typical traditional Lyonnais restaurant will reveal some tips for tourists who would like to experience the real Lyonnais dishes. The interview included a talk about a piece of history, a typical bouchon, food made and served in Lyon’s style. Lyon, as well as any other regions of France, has a great pride of wine and food. The story of an unknown contributor is also a good practice to introduce the local gastronomy. The story written about personal experience in Lyon will create a sense of curiosity for those who have never been to Lyon. Overall, this is a very smart strategy to promote the destination which can be a good example for both Helsinki and Copenhagen. (Only Lyon 2013c)

### **6.1.2 Introduction to traditional and seasonal foods/drinks**

Traditional foods or drinks among other attractions are not only the essence of one country’s food culture but also identities to make a country’s brand. For instance, sushi and miso are what people often talk about when discussing Japan; curries are Indian soul; wine and cheese make up France’s fame. Each speciality contributes largely to its region’s identity and is essential in food tourism marketing. Therefore, all three websites have a specific page to introduce their traditional cuisines.

On the site of Visit Helsinki, Finnish cuisine is presented as both cuisines of the city and of the nation. Fresh and natural ingredients are essential when talk about Finnish cuisine. Besides, it is said that Helsinki's cuisine is also a combination from the East and the West's influence. Photos on the page display typical Finnish food, such as cranberries, Baltic herring, potatoes, reindeer, etc.



Figure 9. Photos of traditional Finnish food (Visit Helsinki 2013b)

Since Finnish cuisine is featured by natural ingredients, the site provides a list of specialities found around the year in Finland. All culinary treats are very commonly found and are an integral part of Finnish society. For example, Runeberg tarts and Shrove buns (*laskiaipulla*) are treats of February; lamb, Finnish pudding (*mämmi*) and pasha are eaten around March and April. June and July are great to harvest and enjoy new potatoes, salmon, sausage and a variety of berries (strawberries, blueberries, etc.) (Visit Helsinki 2013b)

In addition, Lyon's website specifically provides video recipes with culinary professionals' instructions to cook traditional best Lyonnais dishes. The project is named "Lyon Miam Factory". Following each episode, visitors will be exploring the regional cuisines and especially try to cook the local dishes like the locals. Both visual and written instructions are provided which are good practices to get food tourists engage in the process. So far, the websites have provided two episodes illustrating the "Praline" tart and the "Cervelle de Canut" which are well-known and authentic Lyonnais dishes. More videos can be found on the YouTube official video's channel of the Miam Factory ([www.themiamfactory.com](http://www.themiamfactory.com)). Videos mainly describe chefs performing the dishes from scratch. Ingredients visually presented and executed so audience can easily catch

up with. Even though the language in the video is French, the English translation is provided as written scripts right under the video. (Only Lyon 2013d)



Figure 10. The Miam Factory's logo (Only Lyon 2013d)

“Lyon Miam Factory

Want to know everything about the best dishes in Lyon? The Miam Factory revisits their cuisine highlights in Lyon. Episode by episode, follow the culinary chefs in Lyon and discover the secrets to their renowned in a fun and visual way. You will be drawn in by the sheer brilliance and simplicity of some of the greatest recipes in Lyon.” (Only Lyon 2013d – Lyon Miam Factory)

### 6.1.3 Culinary professionals

Each city has its unique culinary tradition, which is created and contributed by culinary professionals. Among three websites, Lyon's has the most presence of these people. They are Michelin-starred chefs, restaurateurs, business doers in food industry, etc. The website does not provide detailed biographies of these people but has them speak about food as an attraction of the destination. Each interview presents an expert on a typical produce in Lyon. For instance, a manager of an old olive oil establishment (L'Olivier) talks about their long-tradition on high quality oil and vinegars which are famous local products in Lyon. In another interview, a wine establishment owner talks about wine tradition and how to choose wine in France. (Only Lyon 2013e)



Figure 11. Photos of culinary professionals on Lyon's website (Only Lyon 2013e)

On the site of Visit Helsinki, a culinary professional appears to be an advisor with recommendations where to go, what to try and experience once visiting the city.



Figure 12. Timo Santala – founder of Restaurant Day (Visit Helsinki 2013)



Figure 13. Matti Wikberg and Tomi Björck, co-owners of Gaijin and Farang (Asian style restaurants), Helsinki (Visit Helsinki 2013)

On the webpage of Helsinki, images of these professionals are arranged side by side with articles and the professionals' quotes. Simply put, the contribution of culinary professionals is inevitable especially to promote the local cuisines because they understand the locals or moreover, they are the locals, who are contributing towards the culinary culture of the destination.

## **6.2 Information for food tourists**

### **6.2.1 Information on local foods and recipes**

Generally, each city has an advantage when delivering information for food tourists. Helsinki's website provides both written and visual description of Finnish cuisines. Lyon made a specific page for people who would love to cook the local food on their own by creating the Miam Factory project. A series of cooking videos is made to meet the needs of foodies.

Regarding exotic eating experience, Visit Helsinki's website provide an article "Street food brings and international air to Helsinki", which reports on another prospective of Helsinki. As it is said, new street food culture in Helsinki has brought flavours of the world to the city. A trip in Helsinki besides Finnish foods, one can sample a variety of authentic flavours, from Mexico, Vietnam to the Middle East (Visit Helsinki 2013c). The other two cities Copenhagen and Lyon offer information about exotic restaurants in form of restaurant guides. For example, the website Visit Copenhagen provides a selection of top 10 restaurant guides, from Italian restaurants to unique locations to



eat. Each top 10 list includes an introduction to each category and brief reviews of the restaurants which talk about their significance. In addition, contact information (including addresses, homepages, emails, faxes and phone numbers) is made available. Apart from the fundamental information, additional information on capacity and price level is a good practice to help tourists plan their trip in advance. Especially, those who want to find place to eat matched with their travel budget. Moreover, a navigation map is attached right on the site which enables users to find way to restaurant from their locations. Suggested transportation is also very smart help. (Visit Copenhagen 2013c)

While Helsinki and Copenhagen's websites do not have recipes for featured food and drinks, Lyon is the only city doing differently. Furthermore, the recipes are simple and are representative of the local cuisine. Basically, conventionally written recipes are provided. Video instructions have made the recipes interesting and visually attractive. Having looked at the websites, Visit Helsinki and Visit Copenhagen, for the time being, there are no recipes showing how to cook traditional food of Helsinki and of Copenhagen. This could be a new idea for development in the future for both cities.

### **6.2.2 Restaurant certification**

The implication of restaurant certification is to ensure quality of both food and services in food establishments. The Lyon Chamber of Commerce and Industry has created a restaurant quality label "Bouchon Lyonnais" (see Figure 13) so that tourists can select cafés, restaurants which are recognised by the authorities. (Only Lyon 2013f)



Figure 14. Logo of the quality label « Les Bouchons Lyonnais » (Only Lyon 2013f)

Similarly, one can find the Helsinki Menu – online brochure which offers a list of menus from around 20 restaurants in Helsinki. The brochure was made in a joint effort between these restaurants and Helsinki authorities. The brochure was made in English and Russian language. This enables tourists to have a glimpse of high quality local restaurants during their trip to Helsinki. (Visit Helsinki 2013d)

“The HelsinkiMenu can be tried at around 20 different restaurants throughout the city. The menu varies according to restaurant and season. The recipes interpret Finnish traditions in new and exciting ways.” (Visit Helsinki 2013d – HelsinkiMenu – restaurants)

### 6.2.3 Mobile applications

Mobile application (or mobile apps) is a technical term in information technology. As explained by Webopedia™, they are:

“Internet applications run on smartphones or other mobile devices. Mobile applications usually help users by connecting them to Internet services more commonly accessed on desktop or notebook computers, or help them by making it easier to use the Internet on their portable devices.” (Webopedia™ 2013).

Nowadays, when the number of smartphone users is growing significantly, the development of mobile applications is inevitable. The bond between smartphones and mobile apps has brought about a new way of life, specifically a new way of communication. As for tourism industry, mobile apps have eased the life of tourists all around the world. As a matter of fact, travel apps have become one of the most popular apps among other mobile apps. With the rise of travel apps, it is important that tourism policy planners and authorities as well as technology developers work closely to deliver the best services to their consumers.

According to Table 3, two out of three websites have engaged at least one mobile application to assist tourists connecting with food services offered by the websites. For example, Helsinki's CITY OPAS® mobile app, a guide to smorrebrod (traditional Danish open-faced sandwiches) in Copenhagen. Helsinki's CITY OPAS® acts as a portable tourist map, a handbook and a guide to explore the cities in many aspects. Specifically, Food and Drink is one of the categories which benefits food tourists to locate eating places, restaurants, events, etc. It is not only easy to download but also can be used without internet connection. It is available for the most prevalent smartphones and devices, such as iPhone and iPad. Furthermore, its functions are readable in Finnish and English. (Visit Helsinki 2013e)

The website of Copenhagen introduces a mobile app which acts as a versatile guide to a single traditional dish of Denmark, the Smorrebrod. The app is developed under the category Food & Drink as is done in the case of Helsinki. The app includes many interesting features such as: a glossary of all things related to smorrebrod, guides to the best restaurants in Copenhagen where best smorrebrod is served, updated new recipes, videos, and a function to share recipes and reviews on restaurants via Facebook, Twitter and email. The app is only available for iPhone, iPod touch and iPad. It is updated and optimized for iPhone 5. The app requires Internet connection and is available both in Danish and English. (Visit Copenhagen 2013d)

## 6.3 Food tourism marketing strategy

### 6.3.1 Promotion of selected restaurants

It goes without saying that a proper marketing strategy will effectively sell the image of a destination, especially when food tourism is concerned. Restaurants or any kind of eating places have traditionally been a focus in food tourism marketing (du Rand et al., 2003). Thus, an introduction to a number of selected restaurants will give visitors an overview of where they are dining during the trip.

First of all, a good quality photo of the restaurants is displayed. Apart from that, detail information on location, opening hours, special offers, capacities as well as significant dishes is provided. The information can be found partly from the webpage of tourism board or from hyperlinks of the local restaurants/eateries. For example, Copenhagen, a city of fine-dining scene, reflect its restaurant eating culture by making top 10 lists of its restaurants in terms of types of meals, types of cuisines, groups of diners and eating experience, for instance: “Top 10 breakfast”, “Top 10 brunch”, Top 10 traditional Danish lunch”, “Top 10 Italian restaurants”, “Top 10 kid-friendly restaurants” or “Top 10 unique locations to eat”. The site also provides a function which enables users to add the restaurant to their own customised guidebook. They also list names of bakeries, patisseries, cafés where typical Danish pastries, breads, sweet treats and coffees can be found. (Visit Copenhagen 2013e)

Lyon’s website has a Restaurant category which groups restaurants according to their locations, types, services and facilities available and amount of money diners would like to pay for. The site suggests places to taste food made by traditional Lyonnais restaurants or general French cuisine. (Only Lyon 2013g)

As for Helsinki, it can be seen that the dining scene is various and customer-oriented. The website has categorised the city’s restaurants into “Smart Casual restaurants”, “Bistros”, “Vegetarian restaurants”, “Ethic restaurants”, “Eco-friendly restaurants”. In each restaurant category, all information discussed earlier can be found. While Copen-

hagen has its own suggested lists, Helsinki's website has brought about Trip Advisor's reviews to increase credibility. (Visit Helsinki 2013f)

### **6.3.2 Local food (or culinary) tours**

From Table 4 it is obvious that only Helsinki's and Lyon's websites recommend food tours to visitors. The Helsinki City Tourism Board suggests a tram route in the city which stops by a number of design and culinary sights. Following the tram route 6, beside art and design attractions, visitors will come across two famous local market halls in Hietalahti and Hakaniemi, where lots of local delicacies and fine ingredients can be found. The tram will lead coffee lovers to the oldest cafés in Helsinki, Café Ekberg and then continue the culinary trip to Abattoir – “the new culinary concentration of the city”. Furthermore, from the website of Helsinki, one can find a walking tour with Food Sightseeing ([www.foodsightseeing.fi](http://www.foodsightseeing.fi)), which is promoted under Sightseeing trips and guidance. The tour offers a chance to learn about Helsinki's history and particularly its food. With the help of tour guides who are Helsinki's locals, tourists will get to know the city better and their culinary experience will be enhanced. Examples of activities on the tour are: tasting regional Finnish food from markets, listening stories of Finnish history, having dinners in local restaurants, etc. The website also supplies necessary information to participate in the tour, such as seasonal availability, group size, and contact numbers to the operators. (Visit Helsinki 2013g)

On the website of Copenhagen, having searched with the keyword “food tour”, one of the first results displayed is Copenhagen Food Tour. The walking tour takes visitors to taste the best food in the city and at the same time learn about the city's food culture and history. The tour features unique experiences which have made up the brand Copenhagen, such as the world's best restaurant, Nordic cuisine, sweet treats, open faced sandwiches, Danish beer. Apart from that, tourists have opportunities to get another perspective of food preparation and meet up with local people who are the soul of city. (Visit Copenhagen 2013f)

### 6.3.3 Tasting or cooking classes/schools

The idea of spending holiday in a cooking class/school, making the food which is not usually made at home has become popular recently (Sharples, 2003, 102). For many people, it creates unique experience which is far different than tasting the food made by chefs or cooks. Through these cooking classes, tourists can learn how to eat the local food, how to prepare it and at the same time exchange the culture via personal contacts.

Table 3 reveals that only Helsinki's and Lyon's websites offer information about cooking classes. As for Helsinki, there is no specific category for cooking classes or schools to be found. By searching with keyword "cooking classes", only an article mentions about cooking classes at the Flavour Studio. The classes are opened to both locals and tourists who seek for experience with food. (Visit Helsinki 2013h)

"A tasty way to learn

For anyone who is looking for a more in-depth knowledge of flavours, Flavour Studio offers the chance to participate in workshops, tastings and cooking classes focusing on individual ingredients and different combinations." (Visit Helsinki – Stay and Enjoy/Eat)

Only Lyon's website has a single directory for cooking classes and wine tastings. The offers are endless, ranging from private classes to groups, children to cooking as team-building activities. The courses are arranged by local cooking schools or restaurants and offered in many languages. Most cooking classes teach participants the representative dishes and how to improve their cooking skills. Moreover, these classes are open to all levels and various culinary tastes. For the most part, tourists will taste their own food, which is more than fabulous. (Only Lyon 2013h)

"Lyon, the capital of gastronomy,

Take a cooking class: in a relaxed atmosphere, learn tricks, secrets and cooking tips from chefs to choose your ingredients, make delicious recipes and prepare beautiful dishes. Sweet, salty, sour or seasonal, your friends and guests will be impressed!

The tasting is trendy! Introduction to wine tasting, chocolate tasting, water, whiskey...It is an awakening of the senses to learn how to detect the more subtle flavours in a dish or a wine. The art of tasting is to appreciate the richness and finesse. Tasting is a refined education and lifestyle.” (Only Lyon 2013h – Cooking classes and tastings).

#### **6.3.4 Food-related events**

When it comes to events, all three cities are putting efforts to polish their food culture via different event projects, such as Restaurant Day, Copenhagen Cooking to name a few. Overall, Helsinki and Copenhagen are competing intensively in this aspect. Especially, both cities are trying to appeal to international recognition. Restaurant Day has become a sensation when it first started in Helsinki for the first time in 2011. The event is held every three months and is one of the events contributing largely to the eating culture of the city. The influence of the event goes beyond Finland’s border when many other cities within Finland and around the world response to this innovative idea. The success behind Restaurant Day is as said by Timo Santala – the founder of the Restaurant Day: “a good website and mobile apps”. The website is multilingual and the mobile apps are versatile which have benefited tourists when visiting Helsinki when they would like to be involved. As a matter of fact, many tourists have returned good messages about Restaurant Day and shown their interest to visit the city and join the event. (Visit Helsinki 2013i)

Apart from Restaurant Day, Copenhagen is also hosting food festivals. Copenhagen Cooking, which will take place in August 2013, is one of those events.

“Copenhagen opens its doors to the food festival, Copenhagen Cooking, where you can take a bite of culinary Copenhagen and the Nordic region” (Copenhagen Cooking – August 2013)



Figure 15. Copenhagen Cooking’s website (homepage extracted from [www.copenhagencooking.com](http://www.copenhagencooking.com))

On the main website of Copenhagen Cooking, it is said that the event is “a non-profit festival” and “a platform to attract tourists” (Copenhagen Cooking 2013). The event opens opportunities to food experiences such as “cooking schools, street kitchens, Michelin restaurants and experimental food events”, to those who are keen on food. The city also claims Copenhagen Cooking is “Northern Europe’s largest food festival” which to some extent demonstrate its effort in promoting food as one of its attractions and attracting masses’ attention.

### 6.3.5 Food-related souvenirs

Souvenirs are physical memories which partly represent experience that tourist undertake during holidays or trip to a destination. Souvenirs can be a piece of handicraft made by the locals or samples of food produced at the local. According to Pine and Gilmore (1998), it is important that design of souvenirs should be taken into consideration when implementing a culinary marketing strategy. Table 4, shows that only the Lyon’s website offer information about food gifts, specifically under Gourmet Addresses. Popular gourmet souvenirs are chocolate, sweets, spices or cheeses. Some of them are made and crafted at the local which will be a special gastronomic presents for people back home. Each local souvenir establishment will be presented by its specialised products (chocolate, wine or spices) by its reputation, concept and history. (Only Lyon 2013i)

“The Crave Chromatique is a wine shop with a contemporary, modern and feminine style. Retaining all of the professionalism and know-how of a traditional wine store, you can discover a wide range of French and world wines here!” (Only Lyon 2013i - Gourmet Addresses)



#### **6.4 Restaurant guides – search function**

Table 5 gives an insight to one of the important functions which is developed for every website. In this case, searching tools of Helsinki's, Copenhagen's and Lyon's website are concerned regarding restaurant guides. Searching function should allow online users to find their preferred restaurants based on food categories, by type of restaurant, by services, facilities available and by their budget.

Table 5 reveals that Visit Helsinki has only a function to search for restaurants by locations (all restaurants, centre or outside centre). Visit Copenhagen has a general search tool to look for entries on websites which restaurants are mentioned. Among three websites, Lyon's website has a well-developed restaurants' search tool. The site has a single category for restaurants, in which numerous searching criteria can be found. Figure 15 below is an illustration for the website searching inputs. Under each criterion, one can find abundant choices for dining.

Type	Services, facilities	Rates	Location
<ul style="list-style-type: none"> <li>Speciality restaurants (237)</li> <li>World cuisine (224)</li> <li>French cuisine (176)</li> <li>Brasserie (109)</li> <li>Crêperie (102)</li> <li>Grill (102)</li> <li>Pizzeria (102)</li> <li>Fast food (61)</li> <li>Bouchon lyonnais (traditional restaurant) (49)</li> <li>Lyonaise cuisine (41)</li> <li>Restaurant spectacle/restaurant show (35)</li> <li>Fine dining (28)</li> <li>Vegetarian or organic cuisine (9)</li> </ul>		<ul style="list-style-type: none"> <li>Less than 20€ (150)</li> <li>20€ to 35€ (61)</li> <li>35€ to 50€ (12)</li> <li>More than 50€ (8)</li> </ul>	<ul style="list-style-type: none"> <li>Lyon bellecour 2ème (115)</li> <li>Lyon cordeliers république 2ème (108)</li> <li>Lyon perrache 2ème (99)</li> <li>Lyon brotteaux 6ème (90)</li> <li>Lyon part-dieu 3ème (73)</li> <li>Lyon vieux lyon 5ème (70)</li> <li>Lyon gerland 7ème (67)</li> <li>Lyon terreaux 1er (64)</li> <li>Lyon est (55)</li> <li>Lyon nord (35)</li> <li>Lyon croix-rousse 4ème (34)</li> <li>Lyon vaise 9ème (28)</li> <li>Lyon sud (21)</li> <li>Lyon ouest (16)</li> <li>Dombes val de saône sud (1)</li> </ul>
Type of cuisine	Commune		
<ul style="list-style-type: none"> <li>French regional cuisine (212)</li> <li>Asian cuisine (90)</li> <li>Mediterranean cuisine (86)</li> <li>Italian cuisine (62)</li> <li>Tripe (36)</li> <li>Japanese cuisine (34)</li> <li>Chinese cuisine (31)</li> <li>Fish and sea food (29)</li> <li>Oriental cuisine (19)</li> <li>Indian cuisine (17)</li> <li>Thai cuisine (13)</li> <li>Vietnamese cuisine (12)</li> <li>North-american cuisine (11)</li> <li>South-american cuisine (10)</li> <li>Gastronomic cuisine (9)</li> <li>Organic cuisine (9)</li> <li>African cuisine (8)</li> <li>Spanish cuisine (6)</li> <li>Indonesian cuisine (5)</li> <li>Mexican cuisine (4)</li> </ul>	<ul style="list-style-type: none"> <li>Lyon 2ème (155)</li> <li>Lyon 6ème (90)</li> <li>Lyon 3ème (75)</li> <li>Lyon 7ème (73)</li> <li>Lyon 5ème (70)</li> <li>Lyon 1er (64)</li> <li>Lyon 4ème (34)</li> <li>Lyon 9ème (28)</li> <li>Villeurbanne (27)</li> <li>Décines-charpieu (9)</li> <li>Lyon 8ème (8)</li> <li>Vénissieux (8)</li> <li>Saint-priest (7)</li> <li>Caluire-et-cuire (6)</li> <li>Bron (5)</li> <li>Collonges-au-mont-d'or (5)</li> <li>Dardilly (5)</li> <li>Givors (5)</li> <li>Neuville-sur-saône (5)</li> <li>La tour-de-salvagny (4)</li> </ul>		

Figure 16. Searching criteria for restaurants on Lyon's website. (extracted from Only Lyon 2013)

For example, apart from French cuisine or Lyonnais cuisine, other options could be World cuisine, Fine Dining, Vegetarian or organic cuisine. Lyon also offers a wide range of international cuisines, such as: Mediterranean, Italian, Japanese, Chinese, Thai or Vietnamese cuisine for travellers who miss their hometown food while on holidays. Interestingly, one of the things that Lyon's website does that the other two do not is that it allows online visitors to search for restaurants based on price range. For a certain group of consumers, this is such a good practice, especially for budget-wise travellers.

## 6.5 Level of interactivity

In this last section, a matter of interactivity of DMOs' websites is concerned. In order to understand the subject, first of all, definitions of "interactivity" will be considered. Basically, interactivity implies two distinctive aspects: two-way communication and management. The former aspect best portrays the meaning of interactivity. To be more exact, information should be transferred back and forth between the website and the online users. Moreover, there should be a close relation in the exchanged information between participants (Alba et al, 1997; Rafaeli and Sudweeks, 1997). However, other definitions have considered the latter aspect to be more important. One of those are Jensen's (1998) and Roger's (1995), they believe that a control should involve in information communication. It means that visitors are able to control both received and sent messages. In addition, for online activities, especially information exchange, control will ensure a certain level of satisfaction for all parties (both website administrators and online visitors) (Liu, Yu Ping 2003). However, under the scope of this research, in order to measure the level of interactivity, a quantitative research was conducted to find how many communication media are engaged in the websites of Helsinki, Copenhagen and Lyon.

As shown in Table 6, the communication media are classified into two categories. Facebook, Twitter, Instagram are typical examples of social networks where flow of information is freely exchanged among a certain group of users. The latter terminology, Web 2.0, is defined according to Webopedia as follows.

"Web 2.0 is the term given to describe a second generation of the World Wide Web that is focused on the ability for people to collaborate and share information online. Other improved functionality of Web 2.0 included open communication with an emphasis on Web-based communities of users, and more open sharing of information. Over time Web 2.0 has been used more as a marketing term than a computer-science-based term. Blogs, wikis, and Web services are all seen as components of Web 2.0" (Webopedia 2013)

Among the most prevalent social networks, Facebook and Twitter are utilised by three websites because the majority of online users are customers of these services. According a recent report of Global Web Index, Facebook is leading the social network world

when it has 82% of accounts are active users, followed by 62% by Twitter and 60% by Google Plus (Social Media Today 2012). Both Helsinki's and Copenhagen's website are using Instagram's and Pinterest's service to share photos and videos to and with visitors. Interestingly, on the website of Copenhagen, via Instagram, users are able to share their photos on the website with friends, family and other website's users. In a recent article posted on the website of Business Insider, Google Plus a new player in the social network service has outpaced Twitter to become "the world's number two social network, behind perennial titan Facebook" since its launch in summer 2011. Lyon's website is the only who is adopting Google Plus, together with Facebook. A majority of videos available on official websites of three cities is endorsed by YouTube's service. For instance, Helsinki's tourism board owns a channel on YouTube where all promotional videos are made available to online users. Moreover, Helsinki's website is as well endorsed by Trip Advisor, which has longer been seen an online reference for travellers.

Interestingly, Helsinki's website takes full advantage of Web 2.0 by creating Helsinki Tourism Blog. The Helsinki City Tourist & Convention Bureau believes that blogging is an advantage viewpoint to keep visitors follow the latest tourism trends in the city, such as popular attractions, services providers and happenings around the city. Regarding food tourism, a single category Food is created in Helsinki Tourism Blog. For certain groups of visitors, updated entries about places to eat and personal culinary experiences will be such a credible reference.

## **6.6 Reliability and validity**

In order to ensure the reliability and validity of the analysis, the researcher of paper, who is a student major in tourism and hospitality management, used the Internet Explorer browser to review the contents of each website.

In addition to counting the responses on each dimension, the researcher also conduct a qualitative research to analyse the contents' meaning. After concluding the evaluation results, the researcher compared and presented the differences between each website's marketing strategies regarding food tourism. Thus, the research is relatively reliable.

As presented in above tables, three websites were evaluated based on five dimensions: food culture, information for food tourists, marketing strategies for food tourism, search function for restaurants and level of interactivity.

## 7 Conclusions and suggestions

The main purpose of this study was to analyse how official tourists' websites of Helsinki, Copenhagen and Lyon present their gastronomy and food tourism as part of destination marketing strategy. It can be seen that some of the common techniques are employed by all three cities concerning the presentation of websites, the amount and type of information provided, though there are some individual differences and individual advantages that could be good lessons to other city. For instance, Copenhagen underlines their gastronomy by offering a single category to write about it, including written description and photos depicting the local cuisine. In term of marketing strategy, this website offers lists of top best restaurants with featured cuisines and unique eating experiences. Therefore, it attracts people with fine palates. As for Helsinki, its significance is put on the rising food culture, where food is placed alongside with other attractions, such as culture and design. Helsinki also describes its local cuisine in associated with national Finnish cuisine and highlights the contribution of natural and fine ingredients. Helsinki employs various communication media to communicate and keep in touch with visitors, from mobile applications (CITY-OPAS) to multiple up-to-date social networks (Facebook, Twitter, Instagram, and Pinterest). As for Lyon, the city of world gastronomy, directly promote it representative local food, gastronomic culture and restaurants. Major marketing channels are restaurants, cooking classes, wine-tasting tours and chef demonstrations.

What have been done so far on these websites are significant, however, there are still rooms for improvements. First of all, it should be bared in mind that information is updated regularly and correctly because online visitors rely on largely on the information they found. There is no point in putting incorrect information, thus mislead tourists. In addition to that, information should be arranged in concise and friendly-using ways. For example, English spelling-mistakes should be checked and identical to the original language. A function to moderate the size of font on the website is a good practice as is applied on Helsinki city tourism's website. Secondly, the websites can be more attractive and eye-catching if there are more photos and texts. For example, when writing about culinary tour in Helsinki, beside texts, it could be a plus if a couple

of photos from the trip (Helsinki Food Tour) are displayed on the websites. With plain texts, the website has failed to create a sense of curious to participate in the tour. Photos of good quality will leave a better impression than the low-quality ones. Apart from that, a short description tagged on each photo will shortly tell users what the photo is about, where it was taken and to whom its credit is given. Thus, both written texts and photos should well accomplish each other to increase the overall attractiveness. Also, Copenhagen's website allows users to share the photos of signature cuisine, but very short or no written introduction to name of the dish and how it was made. Another plus point for Copenhagen's website is the function to enlarge photos into as nearly as full-screen size which creates a greater impression of the photos.

Concerning marketing of food tourist spots, Godin (2003) and Tellström et al. (2006) place importance on the knowledge and the origin of the product which marketers should take for granted. They said that "if you don't have the right knowledge, the origin won't give the product the advantage over others' products that it could". The 'advantage' in other sense is the ability to create an image by extensive knowledge of the business and experience. As a result, it will establish a strong cognitive connection in potential consumers' minds. For example, the knowledge of Nordic cuisine and its association: natural, fresh, seasonal ingredients, innovative cooking techniques. Helsinki and Copenhagen, the two Nordic cities are competing over each other to build their brand name with Nordic cuisines. To some extents, Copenhagen is taking the scene with better communication strategy, such as the project, Nordic Kitchen. As for Helsinki, the image it is creating is the city of events, in which food-related happenings are a common scene. (Urban-marketing in Helsinki)

Regarding only Helsinki, the thesis has found out both strengths and weaknesses of the city in marketing food tourism. First of all, the city has a strong knowledge about its history, culture and its surroundings. It is illustrated by the fact that all articles are carefully written. However, Helsinki has not yet actually brought what it has to be further known by visitors. Say, Helsinki has not created a brand for itself when it comes to food tourism. The representative food for the city and the national one is vague. Concerning the communication channel, specifically the website, it is well constructed con-

cerning the contents. Yet, the downside is that the website should have a smarter filter tool, with more criteria. For instance, restaurant guide should have been classified by more criteria as what have been done by Lyon's website. Furthermore, Helsinki has not had many alternative choices for food tour. To be more specific, besides Food Sight Seeing, one cannot have other choice to explore the city's food. Alternatively, the company and the city should have engaged in many jointed work to create a variety of possibilities on food tours. In addition to what Helsinki has done well, Restaurant Day has become a sensation and a brand "made in Finland". To some extent, the festival itself has made the city unique, compared to other two cities. Furthermore, it helps boosting the image of city full of events, in which food tourism engages. Last but not least, Helsinki should be given praise for having efficiently utilised social media to promote food tourism. For instance, while other two cities do not have a blog on food tourism, Helsinki is maintaining a well-based blogs on several aspects of the cities and food is one of topic usually updated.

Gastronomy so far has been recognised as a powerful marketing tool in selling tourism of a destination (Richard, G. 2002). Tellström et al (2006) agrees that gastronomy or food is a key attraction to reinforce a destination's culinary-cultural identity. Thus, DMOs should design culinary tour packages to help tourists learn the traditions and the local cuisine, such as: cooking classes, tasting excursions to local food producers or food markets. For example, Lyon offers a wide range of tour packages to French wine producers, cooking classes which meet the needs of several groups of food tourists from beginners, children to gourmands and foodies. The experimental stories with food, the taste of delicious dishes and a piece of flavour to bring back home will definitely stay in tourists' memories.

As a final result of this research on three cities official tourism websites, the Figure 4 (see Attachment 2) will summarise the key dimensions to promote food tourism in each city. The figure illustrates four (4) core aspects in food tourism marketing: "Food culture", "Food and recipes", "Food experience" and "Restaurant guides". In each aspect, smaller categories represent the information should be included on tourist's websites. Generally speaking, all four aspects are equally important and play a role in



marketing strategy. Depending on how the city would like to promote its food tourism, then one of these four aspects is placed more importance. For example, Copenhagen and Lyon place significance on its restaurant dining scene, thus its “restaurant guides” are well developed. Lyon is proud of its traditional French cuisine. Hence, “Food and recipes” are put more efforts. Helsinki has good features on “Food culture” and “Food experience”. However, on Helsinki Tourist’s website, there are no features of Finnish dishes or any tips on the traditional cuisine. The “Restaurant guides” should be made with more filter criteria, for instance cuisine categories, consumer groups, services & facilities and prices as is done on Lyon’s website.

In conclusion, the fact that “food tourism” brings numerous benefits to a destination is now obvious. However, food tourism’s marketing strategy should be able to adapt to the local’s resources. Besides making food the key element to promote on official website, being able to connect it with multidisciplinary aspects, such as local culture, social and natural environment will strengthen the image of the destination.

## Attachments

### Attachment 1. Tables

Table 2. Content contribution to food culture

<b>Dimension 1: Food culture (origin, traditional foods, seasonal foods, featured foods/drinks, culinary professionals)</b>			
	<b>HCTCB<sup>1</sup></b>	<b>WC<sup>2</sup></b>	<b>LTOCB<sup>3</sup></b>
Origin of food culture	Yes	No	No
Written description of food culture	Yes	Yes	No
Visual description of food culture	Yes	Yes	No
Written description of traditional food(s)/drinks	Yes (Finnish cuisine)	No	Yes
Visual description of traditional food(s)/drinks	Yes	Yes	Yes (Lyon Miam Factory)
Written description of seasonal foods/drinks	Yes	No	No
Visual description of seasonal foods/drinks	Yes	No	No
Written description of culinary professionals	No	No	Yes
Visual description of culinary professionals	Yes	No	Yes

Table 3. Information for food tourists

<b>Dimension 2: Information for food tourists</b>			
	<b>HCTCB</b>	<b>WC</b>	<b>LTOCB</b>
Written description of representative cuisines	Yes	No	Yes
Visual description of representative cuisines	Yes	No	Yes
Written description of exotic dining establishments	Yes	Yes	No
Visual description of exotic dining establishments	Yes	Yes	Yes
Written recipes of featured foods/drinks	No	No	Yes
Visual recipes of featured foods/drinks	No	No	Yes
Restaurant certification	No	No	Yes
Mobile application	Yes	Yes	Yes

Table 4. Food tourism marketing strategies

<b>Dimension 3: Food tourism marketing strategies</b>			
	<b>HCTCB</b>	<b>WC</b>	<b>LTOCB</b>
Introduction to selected restaurants	Yes	Yes	Yes
Introduction to food tour operators	Yes	No	Yes
Introduction to tasting & cooking schools/classes	Yes	No	Yes
Introduction to food-related festivals	Yes	No	No
Food-related souvenirs	No	No	Yes

Table 5. Contribution to search function as restaurant guides

<b>Dimension 4: Restaurant guides</b>			
	<b>HCTCB</b>	<b>WC</b>	<b>LTOCB</b>
Search function – by cuisine category	No	Yes	Yes
Search function – by type of restaurant	Yes	Yes	Yes
Search function – by consumer groups	No	Yes	Yes
Search function – by services, facilities	Yes	No	Yes
Search function – by prices	No	No	Yes

Table 6. Contribution to the level of interaction

<b>Dimension 5: Level of interaction (by means of communication)</b>				
		<b>HCTCB</b>	<b>WC</b>	<b>LTOCB</b>
Social networks	Facebook	Yes	Yes	Yes
	Twitter	Yes	Yes	No
	Google+	No	No	Yes
	Pinterest	Yes	Yes	No
	Instagram	Yes	Yes	No
Web 2.0	You Tube	Yes	Yes	Yes
	Flickr	No	Yes	Yes
	Trip Advisor	Yes	No	No
	Blogs	Yes	No	No
	Other website services	No	No	No

## Attachment 2. Marketing Framework

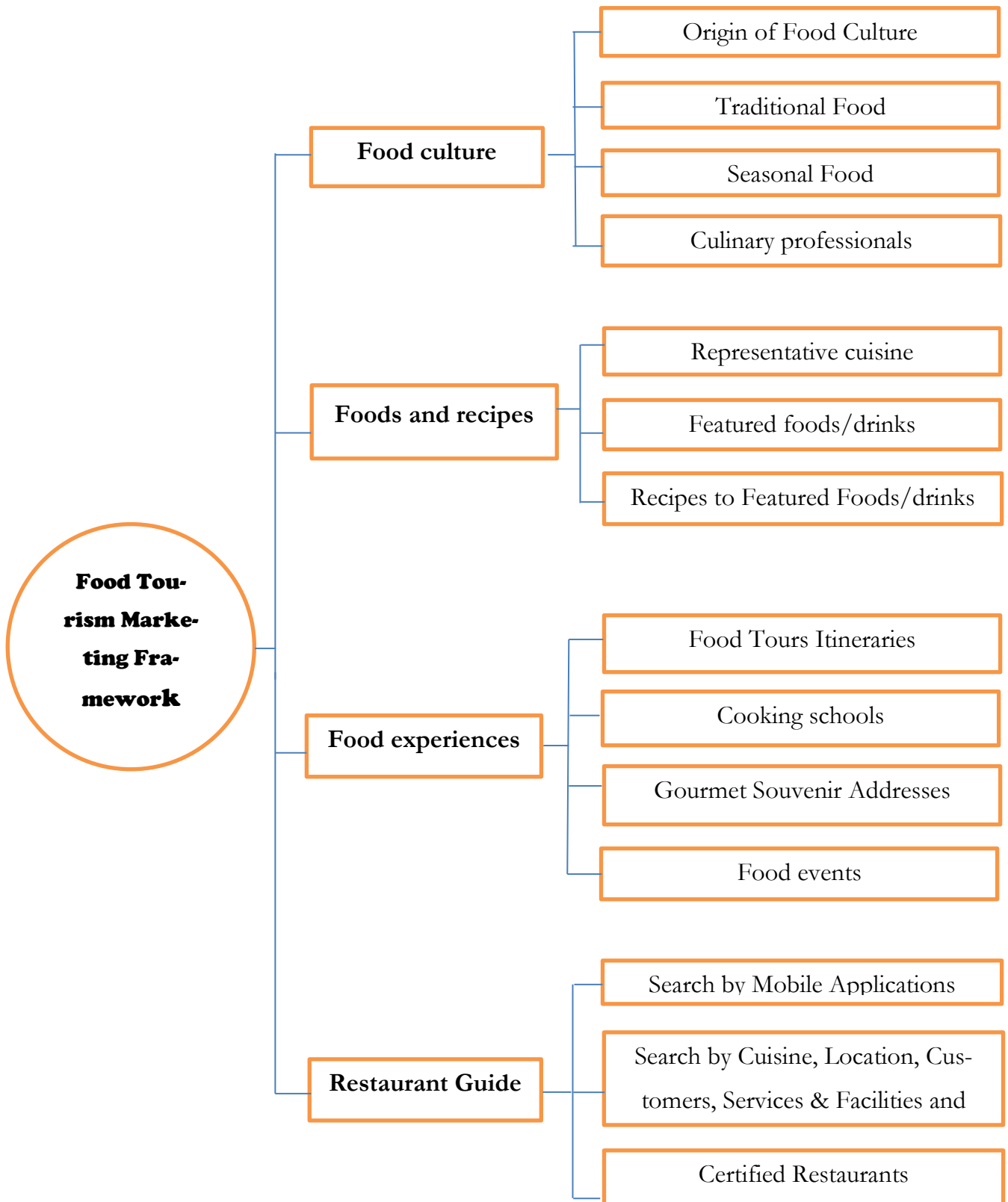


Figure 17. Official Tourists' website's framework to promote Food Tourism

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## List of figures and tables

Figure 1. Relating consumption and production in food tourism experiences

Figure 2. Helsinki City Tourist and Convention Bureau's logo

Figure 3. The old logo of Copenhagen's website

Figure 4. A cut of Visit Copenhagen's homepage

Figure 5. An interactive map of Copenhagen on the homepage

Figure 6. The homepage of Lyon Tourism and Conventions' website

Figure 7. A cut of Lyon's website front page

Figure 8. Process of Content Analysis Research

Figure 9. Photos of traditional Finnish food

Figure 10. The Miam Factory's logo

Figure 11. Photos of culinary professionals on Lyon's website

Figure 12. Timo Santala – founder of Restaurant Day

Figure 13. Matti Wikberg and Tomi Björck, co-owners of Gaijin and Farang (Asian style restaurants), Helsinki

Figure 14. Logo of the quality label « Les Bouchons Lyonnais

Figure 15. Copenhagen Cooking's website

Figure 16. Searching criteria for restaurants on Lyon's website

Figure 17. Official Tourists' website's framework to promote Food Tourism

Table 1. Statistics on purposes of internet using in European countries

Table 2. Content contribution to food culture

Table 3. Information for food tourists

Table 4. Food tourism marketing strategies

Table 5. Contribution to search function as restaurant guides

Table 6. Contribution to the level of interaction

