

THE ROLE OF LOCAL FOOD IN THE TOURISTIC EXPERIENCE

A focus on Visit Tampere All Bright!
Marketing Program

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ABSTRACT

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A focus on Visit Tampere All Bright! Marketing Program

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In an age where the population is being encouraged to think about eating more healthily, and celebrity chefs are highlighting the often unsavory side of mass farming, local food is a valuable resource which makes a significant contribution to local economies and encourages diversification amongst rural communities, not to mention the big opportunities that can bring to the tourism industry.

This thesis tries to define the role local food plays in tourism promotion by analyzing the promotion of local food in the marketing material of Visit Tampere-All Bright! It also focuses in the importance of linking local food in tourism, and to promote a more sustainable tourism.

This paper review printed and web tourism Visit Tampere marketing materials from Tampere Region Economic Development Agency (Tredea), which is responsible for Tampere Region's marketing. This paper tries to give an insight and to provide useful information on the current situation on local food promotion in Tampere, to reveal that local food is not being featured enough as an attraction for national and international tourists.

Key words: local food, food marketing, food marketing

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1. INTRODUCTION

1.1. Background to the study

Combining food and tourism is having a powerful appeal in recent years. Offering local products and culinary traditions to international and national visitors adds a new component to the image of the tourist destinations and creates additional economic activity in and around the destination. (Halkier 2012, p.1)

Despite this obvious appeal, many, if not most, destinations find it difficult to translate local food into a resource in tourism development. Bringing local food to tourism requires local food experiences – specific products or culinary practices – that is being made accessible (organised, produced, packaged, communicated) for visitor consumption – and, of course, such local food experiences must be in demand by tourists in order to be economically viable from a long-term perspective. (Halkier 2012, p.1)

This thesis seeks to identify the role that local food plays in tourism promotion, by analysing the extent of local food promoted through content analysis method. The focus of the research is Tredea Oy's Visit Tampere marketing, Tampere Region Tourist Guide 2014 and Visit Tampere's website.

Visit Tampere Region has been developed under the All Bright! brand, which is intended for the area's international marketing, and its goal is to unite the Tampere Region into one attractive entity and bring out the best sides of Tampere area from the viewpoints of tourism, living, innovations and investment.(<http://www.tredea.fi>)

This thesis tries to contribute with information that can support in effective marketing, improve product development and sustainability by linking local food and tourism.

1.2. Aims and Objectives

This paper aims to identify the importance and benefits of promoting local food as a powerful marketing tool in tourism. The main objective is to evaluate the extent of local food that is currently promoted in Visit Tampere Region marketing material, “Tampere Region Tourist Guide 2014” and Visit Tampere’s website.

Hopefully this thesis will be used to identify possible opportunities in promoting local food in tourism.

1.3. Key Concepts

Key concepts used in this thesis are:

Local Food: The Local Food Group (YTR 6/2000) has defined local food as food production and consumption which uses the ingredients and production inputs of its own area, promoting the economy and employment of that local area. Geographical boundaries do not have to follow the boundaries of municipalities or regions but should more be thought of in terms of freshness, quality and short transport and storage times, which also affect the amount of additives and packaging required. (<http://www.trueflavours.fi>)

Food Tourism: Wolf (2002, p. 5) describes culinary tourism or food tourism as simply – “travel in order to search for, and enjoy, prepared food and drink.” This includes all memorable culinary experiences, not just those with reputations for ‘fine dining’ but equally a memorable food experience at a “roadside café in the middle of nowhere.”

Food Marketing: Food marketing does not have an official definition, thus can be defined as the process of communicating the value of food and its related activities with the purpose of selling. In this specific case, food produced locally. In food marketing the use of images are very important, the images must awake the appetite of the consumer.

1.4. Organization of the thesis

This first chapter describes the background of the study, the objectives and aims for it and the key concepts of this report.

Chapter 2 presents literature review according to the main topic. It takes a look to the role of food in tourism. The concept of culinary tourism and its potential is described. Chapter 2 also describes the marketing of food in tourism. It highlights the importance of images in tourism marketing.

Chapter 3 introduces the city of Tampere, tourism in the city and the brand created for the Tampere region.

Chapter 4 describes the research method used for this research process. It describes content analysis method and presents the theoretical background for it, this method include the analysis of Visit Tampere marketing material.

Chapter 5 presents the findings of the study. This chapter is divided into printed Visit Tampere tourist guide 2014 and the website, presenting results from each part separately according to content analysis.

Chapter 6 draws the conclusion from the study results, describes the main aspects out of the research.

Chapter 7 gives some opportunities for future research and development.

2. LITERATURE REVIEW

2.1. Food and Tourism

Wolf (2002, p. 5) describes culinary tourism or food tourism as simply – “travel in order to search for, and enjoy, prepared food and drink.” This definition can also include a dinner in the house of a local, a visit to the local market, or attending a local food event, such as fish market in Tampere. This concept can be very broad.

According to Tannahill (1988, p. 326), it was not until the early to mid-nineteenth century and the beginnings of the restaurant industry that characteristic national and regional styles of food and cooking emerged, and food and wine itself became a travel product. However, the number of travellers who took a particular interest in food and wine at this time was small because travel was often difficult, time-consuming and very expensive

According to Sharples (2003, p. 113), “the media undoubtedly form a pervasive and invasive aspect of culture which has enormous influence on destination and place image, as well as on taste.” This, in effect, has ‘lifted’ food from the realms of functionality and hospitality and elevated cuisine in importance in today’s western lifestyle, facilitating the transition of food and drink from a necessity to a status commodity (Hall and Mitchell, 2005, p. 76).

The relationship between food and tourism presents significant opportunities for sustainable rural development; in particular, linking the two can create jobs and increase sales of local produce, as well as create interrelationships, linkages and networks between stakeholders (Hall, Mitchell and Sharples, 2003, p. 26).

To summarize: the relationship between food and tourism has until recently been relatively overlooked by academics, policy-makers and communities alike. However, food is now recognized as one of the fastest growing aspects of tourism today. Studies reveal the role of food as both a lifestyle marker and a means of cultural identification. When consuming food of ‘others’, tourists can become ‘part’ of that culture, however briefly. Food also provides ‘authentic’ representation of the culture for the tourist. Tourism lit-

erature reveals the potential role for food in tourism in sustaining regional identity and contributing to regional development, as well as being a key element in competitive destination marketing (Steinmetz 2010. p.72-73). Local food can be seen as a mean to explore a country's culture, because represent the geography, history, and people of a country. It represents the identity of a destination, like a symbol of a place. Hence, the importance of linking food as promotion tool in tourism.

2.1.1. Food tourism marketing

'Place marketing', also known as 'destination marketing', is the practice of applying marketing and branding strategies to regions, states, cities and nations. Integral to this is 'place identity' or how the place wants to be perceived. This is the sum of characteristics that differentiate the place from other places. Place image is the outcome of place marketing (Kotler, Bowen and Makens, 2006).

Jenkins (1999), states that pictures are not only central to tourism marketing, but vital if a destination wants to successfully create and communicate a specific destination image. According to Papen (2005, p. 79), "food images may convey multiple messages in the marketing of a destination, such as lifestyle, authenticity, cultural identity, status, and regional differences."

Hjajager and Corigliano (2000, p. 282) identify that food images are used in marketing in the following ways:

- "Complementary – Food is used as appealing eye-catchers in brochures, videos and television programmes"
- "Inventory – 'An intensive effort is being put into creating new tourist products and experiences. The inventory regions may create a special atmosphere that appeals to guests whose main interest is the culture of food and eating'"
- "Superficial – Where food is used as a side 'prop' but is not considered the focus of the images portrayed"

- “Disconnected – The food images displayed bear no relation to the message given. For example, “...the emerging fast-food sector does little to connect local cultures and images with the act of eating.”

Okumus, Okumus and McKercher (2007, p. 254) maintain that “tourists’ buying behaviour can be influenced positively towards consuming local food through active marketing.” However, not all global destinations exploit the potential opportunities that food presents, and many of those that do use food in their marketing campaigns do not do so effectively (Okumus et al., 2007, p. 253). Habdszuh (2000) suggests that the reality regarding food in tourism globally is that local food is rarely promoted as an important resource in tourism promotional campaigns.

According to Robinson (2008), there is a danger with local food that some of the main messages can be lost along the way, or confused with other projects. Local food does not, for example mean organic, although some local organic food may not be accredited as organic but produced with the ethos of organic farming.

Of course packaging plays a large role in managing and influencing customer expectations, but media coverage of healthy living and environmental protection may also confuse consumers. Ultimately local producers need to identify systems to communicate the quality and value of their produce through clear labelling, relevant quality standards and membership of local or regional food projects. (Robinson 2008)

This study also tries to analyze the extent of pictures representing local food in Visit Tampere marketing material.

3. TAMPERE

Tampere is located in south-west Finland, around 170 kilometers north of the capital city of Helsinki. With the population of over 210 000 Tampere is the third largest city in Finland and the largest inland city in the Nordic countries. The city was founded in 1779 and was originally one of the most important industrial cities in Finland. Afterwards, Tampere is developed to a popular student city with three different universities as well as quite a lively cultural life with many theaters, museums, restaurants, and other facilities. (Visit Tampere 2013. <http://www.visittampere.fi/tampere-all-bright>.)

3.1. Tourism in Tampere

Tampere has established its position in one of the most popular city destinations in Finland, being the second most visited city after the capital city of Helsinki. Tourism has been a growing sector in Tampere during the recent years regardless of the long lasting recession caused by the Euro crisis. The amount of overnights in the city has been growing reaching its highest peak in 2012 with a little over one million overnight stays. However, a decline in the amount of tourists' overnight stays occurred in 2013. In 2012 the most foreign visitors came from Russia, Germany and Sweden. Tampere has an international airport providing direct flights from different parts of Europe as well as some domestic flights. (Tampereen matkailun tunnuslukuja 2013. <http://www.visittampere.fi/materiaalipankki>.)

Most of the tourists in the city are domestic and the main purpose of travel is leisure (52,2 %), though business travels are increasingly common as well (41,1 %). Summer is the most popular time to travel to Tampere. Some of the famous places to visit include for example Särkänniemi Adventure Park, Finlayson area, Tampere Cathedral, and Pyyrikki ridge area. In addition, Tampere region offers plenty of possibilities for outdoor activities with its versatile nature. (Tampereen matkailun tunnuslukuja 2013. <http://www.visittampere.fi/materiaalipankki>; Visit Tampere 2013. www.visittampere.fi.)

3.2. Tampere marketing

Tampere Region Economic Development Agency Tredea (Tredea) is in charge of the marketing of Tampere Region. According to Tredea's website, the focal points of Tampere's international marketing are Visit, Invest, Live and Innovate.

Tredea's regional marketing goal is to build in co-operation with the operators of the area the Tampere - AllBright! marketing that will reach the pivotal Visit-Invest-Live-Innovate target groups with crystallized messages provided through appropriate information channels. (Tredea 2014. [http://www.tredea.fi/en/.](http://www.tredea.fi/en/))

3.2.1. All Bright! Brand

The Tampere - All Bright! Brand is intended for the area's international marketing, and its goal is to unite the Tampere Region into one attractive entity and bring out the best sides of Tampere Region from the viewpoints of tourism, living, innovations and investment. The brand gives frame and vision to regional marketing. It is intended for the use of all regional operators. (Tredea 2014. [http://www.tredea.fi/en/.](http://www.tredea.fi/en/))



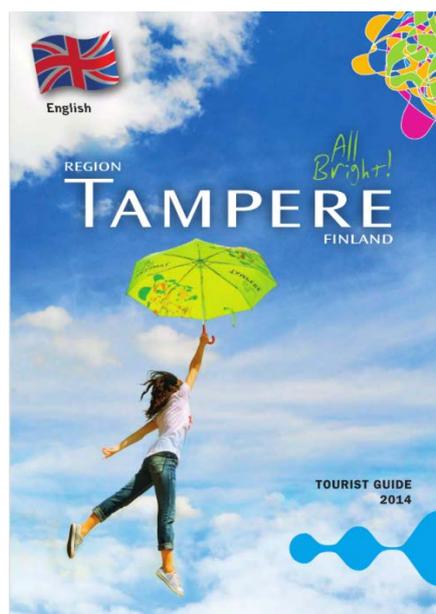
PICTURE 1. Tampere All Bright! logo (<http://www.tamperebrand.fi/in-english/graphic-material/tampere-all-bright-logos/>)

3.2.2. Visit Tampere

According to Tredea Oy (2014), the goal of the Visit Tampere Region project is to add awareness of the Tampere Region as a travel destination, increase the region's income from tourism, and help the region's tourism entrepreneurs in their internationalisation efforts. The project's main task is to organise such events, both at home and abroad, where the entrepreneurs can sell and market their products and services.

Tredea is currently targeting the biggest growth area, Russia. By focusing on New Year's and Epiphany time's program Tredea pretends to attract Russian travellers to the region. The actions of the Visit Tampere Region –project, which is managed by Tredea, are also targeted towards direct flight destinations: Great Britain, Germany, and Italy. Visit Tampere produces enhancement material in Finnish, Russian, English and German. (<http://www.tredea.fi>)

Visit Tampere project holds a printed tourist guide and a website (<http://www.visittampere.fi>) containing tourism information. Tredea has published the new tourist guide 2014 in six languages (Finnish, English, Deutch, Italian, Russian and Swedish). The guide is available at the tourist information office at Tampere railway station, hotels, museums, many restaurants and cafés, and several other places. The guide is also available in all languages at <http://www.visittampere.fi>.



PICTURE 2. Cover of Tourist Guide 2014 (Tampere All Bright!)

4. RESESARCH PLAN AND METHODOLOGY

4.1. Content Analysis

Content analysis is defined by Neuman (2006, p. 19) as a “technique for gathering and analyzing the content of text. The ‘text content’ refers to words, meanings, pictures, symbols, ideas, themes or any message that can be communicated.”

The content analysis ‘approach’ can be applied very effectively to any promotional material that provides an accessible and rich source of textual and imagery data. This might include brochures, magazines, web pages, photographs and advertisements. (Steinmetz 2010 p.84). In the context of this thesis, this method of data consolidation and analysis was crucial in understanding how the local food image is used in place promotion in Visit Tampere.

Jenkins (1999, p. 8) also recognizes the usefulness of this research tool, stating “content analysis of written information, such as guidebooks or visual information including photographs in travel brochures, can provide a great deal of information about the images projected of tourist destinations.”

In qualitative content analysis, Jennings (2001, p. 202) states that the researcher is free to evaluate texts without having to prove or disprove a theory. This means that the researcher is more ‘open’ to a variety of results.

Okumus et al. (2007, p. 256) employed a five-stage content-analysis model, based on procedures developed by Finn et al. (2000, p. 135) and Neumann (2006, p. 15), in order to facilitate their research. The model was also applied in the case of this research and involves the following steps:

1. Identification of aims and objectives
2. Sample selection
3. Development of coding scheme and defining categories for investigation
4. Data consolidation and reduction
5. Interpretation of data.

(Finn et al., 2000, p. 135)

The first stage of the content analysis is to define the aims and objectives of the research. In this case the aim of the content analysis was to identify how local food is promoted in Visit Tampere project by pointing the availability of local food offered to tourists in Tredea's marketing material by capturing data on text and pictures that indicate the presence of food.

The second stage is the selection of the samples to be used in the research. The samples for this research consisted of 'official' Visit Tampere project marketing material. These promotional materials also represent, for the most part, the 'first port of call' for tourists seeking visitor information about Tampere. The sample material was reviewed during March – April 2014. The promotional materials used for the content analysis consisted of the following:

- Visit Tampere – All Bright Tourist Guide 2014
- Visit Tampere website – <http://www.visittampere.fi>

The third phase of the content analysis involved capturing manifest data based on frequency and type. The units of analysis were words, sentences, paragraphs, messages and pictures that indicated the presence of food. In order to portray the extent that food was used in tourism marketing materials, text and images were recorded separately. (Table 2 and Table 3)

Stage four of the content analysis involved data consolidation and reduction. In this research the context in which the unit of analysis sought was the indication of availability or the offer of local food in Tampere Region for tourists. A set of categories were then established (Table 1)

| Category | Reason |
|------------------------|--------------------------------------------------------------------|
| Local Food | To illustrate the amount of local food promoted in Tampere |
| Food Events | To determine the context in which food image is presented |
| Local Market | To determine the place where usually local food is traded |
| Food Facilities | To analyze where the food is presented, e.g. Cafés and Restaurants |
| Other food | To determine other types of food promoted. |

Table 1. Content Analysis Categories

The last stage is the interpretation of data, in this case was determining what the frequency of data mean. This was done by analyzing text and images in Chapter 5.

To conduct basic textual analysis of the web pages and the tourist guide PDF format the 'Find' option was used to conduct keyword searches and word counts. This method was considered appropriate because the context of the words for the frequency count was not viewed as important to the understanding of the study, yet the process still provides narrative information as to the image of food presented in web pages and brochures (Choi, Lehto and Morrison, 2007, p. 121).

| TEXT | FREQUENCY | | |
|----------------------|------------------|---------------|---------|
| | Category | Tourist Guide | website |
| Local Food | 9 | 16 | 25 |
| Food events | 2 | 2 | 4 |
| Local Market | 7 | 9 | 16 |
| Food facility | 10 | 60 | 70 |
| Other food | 10 | 60 | 70 |

Table 2. Text Content Analysis Frequency

| IMAGES | FREQUENCY | | |
|----------------------|------------------|---------|-------|
| Category | Tourist Guide | website | Total |
| Local Food | 5 | 8 | 13 |
| Food events | - | - | - |
| Local Market | 1 | 2 | 3 |
| Food facility | 10 | 20 | 30 |
| Other food | 3 | 6 | 9 |

Table 3 Image Content Analysis Frequency

Frequency of most mentioned local food

FOOD

Fish

Bread products

Berries

Beer

Mushrooms

Cheese

Black Sausage

Potatoes

Milk from Kyyttö

Meat products

5. FINDINGS AND DISCUSSIONS

In order to provide a clearer understanding of the extent local food is featured in Visit Tampere marketing material, the printed tourist guide and the official website were analyzed separately.

5.1. Printed Visit Tampere Tourist Guide 2014

The printed tourist guide has forty seven pages and displays general information on local culture, food and the main places to visit in Tampere.

The guide has the following content list:

| | |
|----------------------------------------------------|-----------|
| Welcome | 02 |
| Guided tours..... | 04 |
| Urban nature..... | 05 |
| Tammerkoski rapids | 06 |
| Events..... | 08 |
| Restaurants | 10 |
| Culture | 14 |
| Museums and exhibitions | 16 |
| Activities and sports..... | 23 |
| MAP OF TAMPERE..... | 24 |
| Shopping..... | 26 |
| Tampere City Region | 28 |
| Families with children | 34 |
| Särkänniemi | 36 |
| Winter | 38 |
| Sauna | 39 |
| Boat traffic..... | 40 |
| Accommodation | 41 |
| Good to know..... | 46 |
| Tourist information for the Tampere Region..... | 47 |

PICTURE 2 List of Contents. (Tampere All Bright! Tourist Guide 2014)

Local food in the guide was described in the following sentences:

*“Sun –bathed lakes and lush ridges, **local baker’s butter-eyed buns**, European experiences and...” (pg.2)*

*“Morning coffee at **Laukontori Market Square**” (pg.2)*

*“In the **market hall** you can find **all kind of delicacies from barely breads and black sausage to even more exotic goodies.**” (pg.6)*

*“**Tammelantori Market Square** is famous for its cafés and the stalls selling the **local specialty, black sausage**. Also other **fresh local produce, from eggs to fish and form berries to mushrooms, can be purchased at Tammelantori.**”(pg.7)*

*“In Tampere you can enjoy **the flavors of locally grown food** as well as numerous imported delicacies from all corners of the world. **The more subtle local flavors can be experience by tasting , for example, the local white bread, new potatoes, zander, blueberries, chanterelles, and cheese produced with the milk of the native Finnish breed of cows called “Kyyttö”**(pg.10)*

*“... If you take a trip to the neighboring regions, you will certainly find **something different and truly local.**”(pg.28)*

*“Here are some tips for the road: **ask for earthy local food, such as local breed and seasonal products...**”(pg.28)*

One of the most representative and traditional bread from Tampere Region is the barely white bread, called “rievä” in Finnish. Despite it is mentioned three times and suggested to try it in the guide; there is not a single picture of it.

Same happen with the berries and mushrooms that grow in the Finnish forests, and are part of traditional Finnish diet. Mushrooms and berries are used by gourmet chefs and are increasingly exported, unfortunately in this guide the word “mushroom” is only mentioned twice and despite that in Finland there are several species of mushrooms,

only chanterelle was mentioned once, and again there was not a single picture of mushrooms.

There are 37 edible species of wild berries in Finland, of which around twenty species are picked for consumption. In order of importance, they are lingonberry, bilberry, cloudberry, raspberry, buckthorn berry, arctic bramble, cranberry, bog whortleberry, mountain crowberry, rowan berry. Bilberry is the berry enjoying greatest international demand. (<http://www.foodfromfinland.com>)

There is a large selection of foodstuffs prepared from berries in Finland. Berries are used both fresh and frozen. Industry makes juices, jam, jelly, marmalade, berry liqueur, berry wine, sorbets, sauce, powder etc. Berries are often added to muesli, sweets, ice cream, yoghurt and bakery products. (<http://www.foodfromfinland.com>)

Despite all the above benefits from the different berries and its products again it was not possible to find any representative picture; the only image was from Tammelantori Market, where strawberries are sold among other products (PICTURE 6.) The only mentioned berry in the guide is the blueberry.

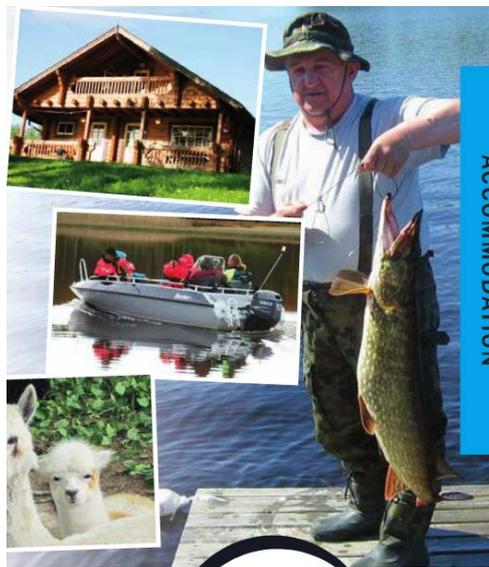
It is shown that local food displayed in the printed marketing material plays apparently a limited role in the promotion of Tampere Region. A very representative food from Tampere is the “black sausage”, in the guide it is mentioned where you can find it, but there is not an image of it.

The relation between text and image is very poor. The first image of food in the guide makes allusion to the local baker’s butter-eyed buns sold at Pyynikki Observation Tower Café. Even the word bread is mentioned in the guide there is only one picture representing local bread (PICTURE 3.)



PICTURE 3. Boy with local baker's butter-eyed bun sold at Pyynikki Observation Tower Café. (Tampere All Bright! Tourist Guide 2014)

One of the most mentioned food is fish. However, there is just one single image of a fish in the forty seven page guide. The picture represents a big pike that was just caught. This image is related more with fishing activities rather than with food, despite fish is seen and perceived by tourists as one of the main food products from Finland and Finnish cuisine. Tampere is surrounded by lakes; lake fish are local delicacies that are not well described in the guide.



PICTURE 4. PIKE (Tampere All Bright! Tourist Guide 2014)

In the section “Events in Tampere”, it is intended to invite tourists to experience Tampere Fish Market, held twice a year in April and September, but not further information is provided. This kind of food activity represents a good opportunity to promote local food and culture and gastronomic tourism destination image. This kind of events also provides opportunities for greater interaction between locals and tourists.

Usually other Finnish handicrafts are sold in these markets. In addition, food festivals and celebrations add greatly to a community's pride and self-value and can enhance local life.



PICTURE 5

Tampere Fish Market(<http://fishinginfinland.fi/tapahtumat&tiedoteid=6>)

Local markets are an important part of culinary tourism and are a central venue for experiencing culinary heritage of a destination (Long, 2004). Local markets in Tampere are the main places for selling and purchasing locally grown and produced products. The analysis shows that there is very little display of information from local Markets.

In the tourist guide it is mentioned that Tampere Market Hall is the largest market hall in Nordic Countries and one of the main points to find local products, unfortunately the guide doesn't show any picture from the main Market Hall, despite its importance and its great local charming environment. The only picture from a market was from Tammelantori Market (PICTURE 6.)



PICTURE 6. Tammelantori Market (Tampere All Bright! Tourist Guide 2014)

In the guide you can find more information on international food restaurants, Italian, Tex-Mex, Grilled Stakes, and Spanish cuisine, (PICTURE 7),

It was reviewed that when local food is used by restaurants, it increases food production and assists in branding and promoting both the menu as well as the restaurant (Henchion & McIntyre, 2000). Therefore it enriches the food experience and gives to the establishment authenticity.



PICTURE 7. International Food Restaurants (Tampere All Bright! Tourist Guide 2014)

PICTURE 8 displayed food apparently imported, due to its physical characteristics it is appreciated a paella with sea food, mainly shrimps, a grilled beef, and an Italian cheese, not very representative of local food.



PICTURE 8. International Food (Tampere All Bright! Tourist Guide 2014)

The printed Visit Tampere tourist guide 20014 recognizes very briefly local food, and suggests visitors to experience locally grown flavors, unfortunately the information provided is not enough, the mentioned food does not match the images displayed. Image information on local food is very scant or non-existent.

5.2. Visit Tampere’s Website

Visit Tampere’s website content is divided as shown in PICTURE 9:



PICTURE 9. Website content (<http://www.visittampere.fi>)

The official Visit Tampere’s website tries to communicate the message of local food in almost all the sections. In the Tampere-All Bright section, local food is referred in the following sentences:

*“Drive out a little to **Laitikkala**, ‘the tasty village’, and buy the most honest ingredients for your own summer night’s menu: wonderful fresh vegetables and berries from the **Suttinen farm**, wholesome bread from **Berit’s bakery**, cheese direct from the **Heikkilä farm**, and delicious ham and sausage by **Katajan liha** at their **Kesänmaku outlet**. Round it all off with a locally produced Finnish berry wine from the shop at **Rönnvik farm**”.*

Front page › Tampere - All Bright › What to do on a weekend › B&B – Rural impressions and good Finnish food

*“You’ll be driving by the **Teisko church**, and possibly shopping at the **Teisko Viinikoski wine outlet**, courtesy of the **Teiskon Viini vineyards and winemakers**”.*

Front page › Tampere - All Bright › What to do on a weekend › Art for the whole family

*“..visit a marketplace and taste the traders’ fresh produce. Definitely don’t forget ‘**mustamakkara**’, the local black sausage typically enjoyed with lingonberry jam and cold milk – or the famous doughnuts at **Pyynikki observation tower**. Foody fortification to carry you through the night!”*

Front page › Tampere - All Bright › What to do on a weekend › Summer Night City...

“Traditional pot-brewed coffee and bakeries fresh from the oven are the perfect pick-me-up!”

Front page › Tampere - All Bright › What to do on a weekend › On the cultural trail – the art of cycling

*“Food won’t taste better anywhere else, perhaps with the exception of a sausage toasted over an open fire in the lakeside forests of **Kirskanniemi**”*

Front page › Tampere - All Bright › What to do on a weekend › Enjoy wonderful nature, almost in the city centre

*“And if it’s **berry-picking time of year**, take a bucket. **Everyman’s right** means you can **pick bilberries, for instance; great eaten just as you find them or baked in a pie**”.*

Front page › Tampere - All Bright › What to do on a weekend › To forests further afield

*Buy your picnic lunch at the quayside from **Laukontori Market**, or the nearby **Kauppa-halli indoor market hall**.*

Front page › Tampere - All Bright › What to do on a weekend › Best for the whole family

In this section, the following images are displayed:



PICTURE 10, 11. Blueberries and table set up (<http://www.visittampere.fi>)

On the Activities section, local food is described as;

*“**Fried porcinis, mashed false morels, marinated butter mushrooms, morel soup, fresh and fried yellow chanterelles, preserved and salted northern milkcaps and wooly milkcaps and fried trumpet chanterelles are all real delicacies. Wild mushrooms taste wonderful with both fish and meat**”.*

Front page › Activities › Nature › National parks › Mushroom picker's paradise

*“**The forests in the Tampere region are a treasure trove of various berries, and everyone is allowed to pick them. Berries can be used for juices, liqueurs, jams, cooking and pastries. As they contain benzoic acid, they keep extremely well**”.*

Front page › Activities › Summer activities › Hiking and cycling › Juicy treats from the woods

In this section the images match the text (PICTURE 12, 13.)



PICTURE 12, 13. Blueberries and mushrooms (<http://www.visittampere.fi>)

On the Eat, Party & Shop section, tourists are suggested to try dishes from Tampere; *“It’s well worth trying the seasonal dishes in Tampere. Tastes are as a rule gentle, rich in aroma and full. Recipes are often prepared from ingredients obtained from the wilds. Lake fish, crayfish, elk, reindeer, mushrooms and berries are great delicacies. Tampere’s restaurants present variety and choice”*.

At the top, a crayfish dish illustrates the section.



PICTURE 14. Crayfish (<://www.visittampere.fi>)

In this section, a link to find locally produced food to Aitoja Makuja website is provided. Aitoja Makuja is a search engine to local food business and also provides information about food tourism in Finland.

The Eat, Party & Shop section has a link to Finnish specialties and a list of restaurants in Tampere where tourists can experience local food;

“In Tampere, you can enjoy the flavors of locally grown food. Taste for example the local white bread, new potatoes, zander, blueberries, chanterelles and cheese produced with the milk of the native Finnish breed of cows called ”kyttö”. So Tampere has other local delicacies to offer than just mustamakkara (black sausage). Enjoy the seasonal produce of the lakes, forests and fields at the many restaurants of Tampere”.

This section also provides information on marketplaces, vineyards and farm products; *“There are marketplaces full of atmosphere and the largest market hall in the Nordic Countries lures you in with delicious produce counters and service. The over 100 year-old market hall is a traditional yet modern marketplace that offers you local delicacies, fresh seasonal products and specialist shop”*.

Front page › Eat, Party & Shop › Shopping › Markets & Market Hall

“The seasonal products of the local vineyards and farms are great souvenirs from Tampere Region!”

Front page › Eat, Party & Shop › Shopping › Vineyards & Farm products



PICTURE 15, 16. Markets (<http://www.visittampere.fi>)

The website gives more information on food events than the printed tourist guide. For example; *“Tampere Fish Fair – Tampereen kalamarkkinat – attracts about 50,000 enthusiasts from all over the Tampere area and beyond to Laukontori Square twice each year. The Fish Fair presents the most diverse range of fish in Finland. The atmosphere, aromas and flavours are beyond compare”*.

The mentioned ingredients are: fresh vegetables, berries, mushrooms, bread, cheese, ham, sausages and berry wine, all from local producers. Visit Tampere’s website tries to give a clear message of local food and culture in tourism. The phraseology provides to the visitors an image of Finnish food as fresh, clean, and good quality.

Content analysis of the website reveals that although the use of images is also very little and the pictures employed are rather small and low detailed, they match the text.

6. CONCLUSION

Destinations need to offer a unique and differentiated tourism product in order to remain competitive (Ritchie and Crouch, 2003). The promotion of food in tourism is seen as one way of developing the distinctiveness and identity of a region while retaining and maximizing the benefits of visitor spend to the region's economy and local communities (Hall and Sharples 2003).

The core objectives for the research were: to establish the current role of local food in Visit Tampere marketing material, and to identify constraints against the more effective linkage of the food and tourism.

The following key points have emerged from the content analysis of marketing materials:

- Visit Tampere project recognizes local food as a key tourist attraction. This, however, was not reflected properly in Visit Tampere marketing material. Content analysis indicated that local food was not used to its full potential.
- Tampere is the second most visited city after the capital. Tampere is able to offer distinguishable cultural food products to tourists that are linked to the region and to Finland in general. Despite this, and the recommendations to try fresh and locally tasty flavors, there was little information about local food in Visit Tampere material.
- Critically there was an evident lack of food images in the promotional material. In most of the cases food description did not match images or images did not exist.
- Food from the forest was the most heavily promoted food throughout Visit Tampere marketing material.
- Local foods that were promoted indicate a perspective of wild, fresh, local, and good quality.
- Analysis of marketing material revealed a very low or almost nonexistent promotion of local food events in Tampere, despite that in fact; events are one of the most successful aspects of linking food and tourism.

Consequently the need for a more effective marketing of local food in the Visit Tampere project is clear.

The reasons why food is not promoted as a key or supportive attraction, du Rand, Heath and Alberts (2003, p. 108), in their study of food in destination marketing in South Africa, concluded that there may be financial or marketing constraints or a “lack of knowledge regarding local and regional food”. Du Rand, Heath and Alberts (2003, p. 108) acknowledge that these issues can be addressed with the incorporation of food into regional tourism strategies. One further constraint in the adequate promotion of food in the tourism materials could be attributed to poor communication between stakeholders, resulting in a less than cohesive collection of images for public consumption (Choi, Lehto and Morrison, 2006. Steinmetz 2010 p.158).

7. OPPORTUNITIES

- Local tourism businesses and the wider community would benefit from food events such as a Tampere's fish fair. Food events have become increasingly important in affirming community identity and values (Hall and Sharples, 2008). Rusher, (2003, p. 198) states: "... such festivals raise awareness of the host community and region, repositioning or reaffirming the region in the minds of festival attendees."
- Greater promotion on Finnish food experiences, featuring high quality ingredients, such as berries, mushrooms, fish and game.
- Promotion and development of smaller artisan producers.
- The development of a unique local food experiences section in printed and website Visit Tampere.
- Improvement of images and addition of high quality videos. It is important to portray food as attractively as possible and present as great a variety of images as possible. Reilly (1998) recommends that if the photographic images used in brochures and any other promotional material are not good, it is better not to use the images at all because they may contribute to a negative perception of the destination rather than a positive outcome.

This thesis tried to highlight the importance of local food in tourism. The use of local food and products will contribute to Tampere's region economic and sustainability. The potential of Finnish food or local food should not be underestimated; on the contrary, its potential should be supported by tourism policy makers, marketing agencies and stakeholders.

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