DESTINATION FOODSCAPE – A HOLISTIC CONCEPTUAL FRAMEWORK

Edgar Bernardo[1]
Dora Agapito[2]
Manuela Guerreiro[3]

ABSTRACT

While destination foodscape experience is a subject of growing interest, most studies have been dominated by a management and marketing approach. This theoretical research builds upon current literature on destination foodscape and identifies diverse elements that can influence the destination foodscape experience. The research contributes to different social science fields by drawing a multidisciplinary holistic conceptual framework that can help to better understand the importance of food systems. This reflection indicates that place and space as well as performance in connection with consumption are essential for foodscape destination analysis. Findings suggest that by complementing different social sciences, considering different academic points of view and taking different stakeholders into account, the proposed holistic conceptual framework allows for a deeper and wider understanding of destination foodscape.

Keywords: Destination Foodscape, Conceptual Framework, Food System, Consumption, Performance, Experience.

JEL Classification: L83

1. INTRODUCTION

Food tourism experience research is well known, mainly from an 'experiencescape' perspective (Quan & Wang, 2004) on food-related inputs resulting from participation in activities or from social interaction (Mossberg, 2007). In the context of services marketing, research on 'scapes' is usually attributed to Bitner's (1992) framework around the servicescape. This construct entails an understanding of how physical characteristics of a service environment can influence the behaviour of service providers and consumers. Bitner argues that it would be possible to steer or influence consumer experiences and service quality through a better understanding of how cognitive, affective and behavioural inclinations are influenced by the environment (symbols, space and artefacts; see Pine & Gilmore, 1998).

This principle was expanded within tourism studies because it opened a floodgate to related 'scapes' in which destination tourism experiences were explored (O'Dell, 2005), not just as external environments but also internal ones, that is, emotional, psychological and sensorial environments. Mossberg (2007) suggested the concept of experiencescape, arguing that the tourist experience is influenced by the environment, products and souvenirs. Thus, it is important to communicate the core values of the destination via storytelling or

---

[1] CinTurs - Research Centre for Tourism, Sustainability and Well-being, University of Algarve, Faro, Portugal (eabernardo@ualg.pt)
[2] CinTurs - Research Centre for Tourism, Sustainability and Well-being, Faculty of Economics, University of Algarve Faro, Portugal (dlagapito@ualg.pt)
[3] CinTurs - Research Centre for Tourism, Sustainability and Well-being, Faculty of Economics, University of Algarve, Faro, Portugal (mmguerre@ualg.pt)

theme design (staging) in order to ensure a 'more meaningful experience' (p. 71). Mossberg recognised that the tourist experience is beyond the full control of the service provider. Consumer experience within the context of tourism depends on interactions with others as much as with products. Consumers are active in their experiences and co-create value (Prahalad & Ramaswamy, 2004), which requires an approach that invites consumer theories developed in various disciplines (Mossberg, 2007).

Foodscape is a context-specific experiencescape within tourism studies which is focussed on food-related experiences, such as those which occur in destinations that highlight food experiences as part of their brand. Foodscapes are dynamic in nature and allow travellers to bring their experiences back home in the form of memories, souvenirs and new behaviours (Dolphijn, 2004). They can occur in organised environments common to tourism services – such as hotels and restaurants – and also in non-organised environments that are part of everyday life (Long, 2010) – like beaches and bakeries. Some are even in co-organised environments (Vargo & Lusch, 2004) which are usually present in co-created experiences.

Björk and Kauppinen-Räisänen (2019) defined destination foodscapes as every type of food-related environment in which a tourist has a given experience that is 'constantly being produced and reproduced in staged and non-staged foodscapes by a varying set of actors' (p. 468). In terms of destination foodscape research centred on food consumption, D. Su et al. (2020) concluded that foodies' motivation intentions towards food travels is influenced by sensory experience (taste of food), intangible experiences (cultural experiences) and psychological experience (learning and connecting), which in turn is related to the destination foodscape (in both its core as well as its complementary scopes). Destination foodscape can contribute to memorable experiences mostly from experience quality, environment typology, interaction and immersion.

While food tourism has been mostly focused on motivations, and (destination) foodscape has centred on experience evaluation following a managerial approach (Björk & Kauppinen-Räisänen, 2019; D. Su et al., 2020), it is argued that other dimensions have been toned-down, namely performance, place and space, and food system (Yasmeen, 2005). Additionally, although we can define the concept, there is no broad holistic guideline which encompasses all the dimensions and perspectives that must be considered when researching destination foodscapes. By a holistic approach, we refer to the recognition that a destination foodscape is more than the sum of its parts; thus, relevant theoretical contributions from different social sciences and academic fields in which foodscapes have been researched should be considered. To showcase this, we shall first categorise the components and dimensions of the theoretical frameworks presented by Björk and Kauppinen-Räisänen (2019) as well as other studies within tourist experience research.

This research also covers broad theoretical and empirical contributions to produce an adequate and operational research framework that features the characteristics of a food system followed by the performance dimension, both primarily influenced by a socio-anthropological approach. Finally, it highlights the place and space dimension, which is generally influenced by human geography. We attempt to demonstrate other key variables that need to be considered and propose a holistic conceptual destination foodscape framework based on the theoretical and empirical contributions from other social sciences. Before presenting and discussing our proposal, we first dwell on the contributions of marketing and management on this subject, followed by the contributions from the social sciences.

2. MARKETING AND MANAGEMENT DESTINATION FOODSCAPE FRAMEWORK

Marketing and management approaches attempt to anticipate and manage tourist satisfaction and attitudes towards food products or experiences in a destination (Hashimoto & Telfer, 2006) by providing memorable and enjoyable experiences for tourists (Björk & Kauppinen-Räisänen, 2016). This link between local food consumption and satisfaction can result in higher tourist revisit probability (Ignatov & Smith, 2006; Björk & Kauppinen-Räisänen, 2016, 2019) by establishing an emotional connection with the destination (Tsai, 2016). This connection is based on a memorable moment with a specific gastronomic identity (Chandralal & Valenzuela, 2013) that can be influenced by destination attachment and trust (Han et al., 2021).

In fact, from a demand-side overview, several studies have related motivation and behaviour to gastronomy (Fields, 2002; Ignatov & Smith, 2006; Björk & Kauppinen-Räisänen, 2016), perceived food image (Chi et al., 2013; S. Kim, Choe & Lee, 2018) and imagery and consumption (Karim & Chi, 2010). As for typologies proposed so far, Fields (2002) identified four food-related motivation typologies (cultural, interpersonal, physical and status) and Santa Cruz et al. (2019) segmented travellers according to their gastronomic experiences (survivors, enjoyers and experiencers). Özdemir and Seyitoğlu (2017) divided gastronomical quests into three typologies and Björk and Kauppinen-Räisänen (2016) into three gastronomy-related behaviour groups. Finally, Boyne et al. (2003) categorised tourists according to their information searches.

Some researchers have identified dimensions that influence food tourism consumption in relation to sociodemographic profiles (Sengel et al., 2015; Gupta et al., 2019), tourist's evaluation of dining experiences (Chang et al., 2011), satisfaction and physical environments in restaurants (Han & Ryu, 2009), tourist's memorable food and culinary experiences (Stone et al., 2018) and even other attributes related to tourist's satisfaction with street food experiences (Jeaheng & Han, 2020). Some researchers have studied consumption's connection to the quality of products and the competence of providers (Mahfud et al., 2019), innovation (Hjalager & Wahlberg, 2014; Marwanti et al., 2020), the origin of food – local ethnic food consumption (Addina et al., 2020) – and intangible heritage consumption (Y. Kim & Eves, 2012).

However, the relationship between tourist–object cannot be understood as separate from society's role in setting the stage or mediating the interaction between hosts and guests. It is critical to understand the gastronomic discourse in order to properly convey it (see Beer, 2008). In fact, Rosenbaum and Massiah (2011) proposed the *social dimension* and socially symbolic meanings as key environmental dimensions for servicescape perception. As Hillel et al. (2013) put it, "By deciphering (…) the gastronomic discourse, tourists can either accept or refute the existence of an organic link between food, place and community" (p. 202), and by doing so, food, community, and place can be linked.

The close link between behaviour studies and marketing is clear since knowledge of behaviour and motivation allow for a better food marketing strategy for tourists (Hillel et al., 2013; Broadway, 2017). The importance of branding food culture in a destination (Pearson & Pearson, 2017), food tourism policy (Slocum & Everett, 2010), destination image (Henderson, 2009), food web marketing (Mohamed et al., 2012) or city marketing (Amore & Roy, 2020) are some of the issues that have been tackled by researchers within management and marketing.

Some authors have focused on specific foodscapes, such as markets, in tourism destinations, (Björk & Kauppinen-Räisänen, 2016), including location and accessibility (Dimitrovski & Crespi-Vallbona, 2017), satisfaction and intention to revisit (Crespi-Vallbona & Dimitrovski,

2016), visitor segmentation (Castillo-Canalejo et al., 2020), merchant response to food markets, adaptation to tourism and gentrification (Maskov & Shoval, 2020). Even the dimensions and attributes that lead to food souvenirs have been studied – namely sensorial, utilitarian and symbolic dimensions (Lin & Mao, 2015).

Others added destination foodscape-related environment studies– like food or culinary routes from the supply side (Mei et al., 2016), food harvest routes and experiences (Merkel et al., 2021), traditional food production facilities (Morales et al., 2015), urban foodscapes (Nelson, 2016), street food (Gupta et al., 2019) and museums (Hjalager & Wahlberg, 2014).

Foodscape research in management and marketing has expanded with regard to destination, food and market development (Henderson, 2009) and is mainly focussed on the management of external environment stimuli. One of the most important studies within this approach is by Björk & Kauppinen-Räisänen's (2019), whose concept of destination foodscape recognises that tourists experience a destination foodscape with a set of distinctive motivating factors drawn from the tourist's typology, past experiences, personal preferences and level of curiosity. Additionally, tourists evaluate the experience at a destination foodscape through six main dimensions (see Figure 1, adapted from Björk and Kauppinen-Räisänen [2019] p. 472), namely:

1. Social dimension (from perceived symbolic meanings to interactions with locals and other guests);
2. Physical environment (where the experience takes place, be it organised, unorganised or co-created settings);
3. Food quality (of the consumed products);
4. Monetary value (in comparison with other destination food experiences);
5. Divergence (uniqueness in relation to authentic local experiences and product origin);
6. Experience (specifically, emotional connection and memorability). This dimension relates to D. Su et al.'s (2020) study on foodies as a core foodscape consumer type, allowing us to consider this as part of authenticity.

These dimensions, in turn, manifest positive or negative responses that may lead to tourist's revisit and intentions to recommend destinations. A destination foodscape framework should simultaneously consider the importance of immersion for local costumers and guests.

Figure 1. Destination Foodscape Framework in Management and Marketing
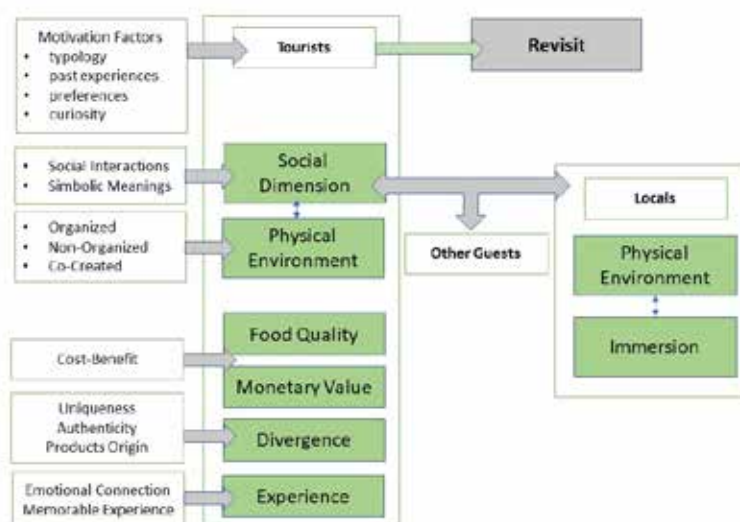
Source. Own Elaboration

Research on destination foodscape has proposed and tested this management and marketing approach by analysing specific elements (or variables) in tourists' discourses. However, a few challenges come to mind; the most evident is the realisation that this framework focuses on tourists' evaluations of their experiences and mostly ignores the destination foodscape itself. Foodscape studies mainly focus on the social interactions and symbolic meanings among the immediate network of participants that interact with the tourist (other tourists, local costumers and service providers).

Destination foodscape is assumed to be an internal experience, detached from production, from its food system, from indirect relations and from the impacts it creates. Looking only at tourists' perceptions, this framework overlooks the food system and connected values, norms, culture and identity that are in play within the physical environment, disregarding the social and environmental system to which they belong. This framework is also focused on social interactions and services directed towards the tourist. It is important to reinforce that local costumers have agency, goals and interactions, and consider tourists' performances, which is a central dimension that helps reveal motivation and social behaviour. These are some of the issues tackled in this research with the goal of providing inputs that may fill some of the existing framework gaps. Let's begin by looking into the food system and its relation to motivations.

3. CONSUMING OTHER FOOD SYSTEMS: TASTING ELSEWHERE

Food consumption, regardless of its environment, is a form in which to communicate culture and its symbolic meanings via interactions during consumption rituals, both ordinary and extraordinary. Sociology stresses that *Food Systems* are mirrors of a greater social system that is in play (Douglas, 1975) in which values (De Soucey, 2010), rules and meanings are (re) produced (Mintz, 1985). We argue that every destination foodscape is part of a specific food system with its own social and environmental system, cultural identity, set of values, rules and meanings.

In anthropology, the food social system is understood as a process that reproduces cultural identity via *performance*, which means there is always a goal-driven cultural performance of consumption that moulds eating practices and individual and collective identity. Destination foodscapes are a small and specific part of the *food social system* in which production/producers and consumption/consumers are interactive dynamic forces within tourist consumption. The individual agency produces a continuous social change as an outcome of the experience that in turn influences cultural identity in the food social system in an ever-dynamic loop.

New sociology discussions on postmodernity consumption (Richards, 2014) are pulling researchers to take a look into newfound tourist interest in local/traditional food products, primarily as a gateway to reveal today's culture consumers (Kiralova & Hamarneh, 2017), its relationship to the need for a contrast with daily life and how it can determine tourist experiences (Quan & Wang, 2004). Cohen (1979) would argue that tourist motivations to consume a destination foodscape come from the opportunity to experience something beyond their ordinary life ('centre out here'). Experiences that vary according to specific desired modalities (recreational, diversionary, experiential, experimental and existential) can vary even within a single trip. Every destination foodscape is an experience specific to a *Food System* in which curiosity and opportunism also play key roles (McIntosh et al., 1995).

The desire to taste food elsewhere can also be influenced by past experiences and related emotions (Leri & Theodoridis, 2019; Sthapit et al., 2019) and by personal preferences, such as price (Wall & Mathieson, 2006), media exposure or other external factors (S. Kim et al., 2019); in other words, a range of different motivations that can lead to consumption.

In this research, we have divided destination foodscape consumption analysis into three distinct dimensions: the tourist's *experience evaluation* (based on Figure 1), the tourist's *performance*, and *place and space*. At this point, we shall address the place and space dimension, followed by the performance dimension.

4. CONSUMING A PLACE AND SPACE: TASTING CULTURAL LANDSCAPES

Foodscape was used by Yasmeen (2005) as a means to analyse the spatial relationship with food and was an expansion on Appadurai's (1990) concept of scapes that understood tourists' cultural consumption as attempts to temporarily experience the everyday life of others. Foodscape is understood as a symbolic binary relationship between food and *place* (Adema, 2006). Yasmeen (2005) proposed foodscape as an individual subjective imaginary construct that is the result of tensions between the global and the local in modern society (Bell & Valentine, 1997) in which multiple people, places, and meanings struggle in a power relation (Panelli & Tipa, 2009). Foodscapes are then opportunities to observe and study social change within a food-related context, specifically the role of foodscapes in industrialised and post-industrialised contexts on a global scale (Mintz & Dubois, 2002), and the multiple ways tourism fluxes can influence foodways (Teixeira & Ribeiro, 2013).

Foodscape studies in human geography are seen as a chance to deepen *place* knowledge through social relations and their interrelationships. Food tourism research has come to be about the production and consumption of *places* (Everett, 2012) and *spaces* (see Bell & Valentine, 1997) where food is recognised as material culture. The food we consume is seen as cultural artefacts that can only be understood in relation to spatial as well as social contexts in which globalisation, cultural materialisation of the economy and a commodity fetish allow for an understanding of the 'geographies of displacement' (Cook & Crang, 1996). Place is not assumed geographically but as a shared social construct between hosts and guests.

Foodscapes in different geographies of food tell stories about how production and consumption reveal deep economic tensions, inequalities and issues of power (Goodman, 2015). Studies have shown how inequalities in socioeconomic conditions (Yasmeen, 2005), nutrition (Smoyer-Tomic et al., 2006), food access and health (Miewald & McCann, 2014; Lebel et al., 2017; Pinho et al., 2020), wellbeing (Panelli & Tipa, 2009), food (in)security (Hainstock & Masuda, 2019) and food governance (Sonnino, 2014) can flourish in different foodscapes. But foodscapes also rely on alternative food networks, on the need to reconnect producers and consumers and to reduce inequalities through behavioural changes in consumption. Foodscape research allows us to 'identify and analyse the socio-spatial manifestation of human-food activities, foodstuff and subsequent social or health implications' (Panelli & Tipa, 2009, p. 456). Sociology has also recognised how food studies are advantageous in order to analyse symbolic meanings and materiality in society. Ranging from gender to race studies, power relations to inequalities, from micro to macro, many studies have been on food-related issues (see Murcott, 2019) of contemporary consumption (Paddock, 2011).

Destination foodscape entails *relational materiality* that states how food consumption can tell tales of inequality, thereby closing the gap to sociological studies in which food geographies can be (re)defined (Goodman, 2015). There is an interdependent relation between the human dimension of foodscapes and the environmental or terrain dimensions. For human geography, destination foodscape must be understood as a multidimensional experience that crosses *places* and their shared social construct (social relations among consumers and producers) with *spaces*, namely the environment (or spatial setting). This

intersection of places and spaces establishes relational materiality that crosses culture – local cultural tradition and people – with the environment – natural and social. This nexus exposes impacts, contentions, disparities, inequalities and other issues in the existing relations and interactions at a destination.

This focus on the intersection of places and spaces relates to Pizam and Tasci's (2019) argument that we should focus on the perspectives of different stakeholders or on moderating factors and not just consumers and providers in experiencescape research. This also leads us to the next and final dimension to consider in destination foodscape research: performance.

5. FOODSCAPE PERFORMANCE

Foodscapes are built upon values which are attached to specific food items or ways of preparing and consuming food, reinscribing social identities for both individuals and groups (Chan & Farrer, 2021). It is a dynamic place where food actors relate and act differently within their food environment and existing social structures depending on their perceived goals and where authenticity is understood as a performance and not as a specific product or plate. An anthropo-sociological approach to tourist performance reveals that there are three main goals that tourists seek to achieve: *identity formation, sensory and cultural consumption* and *social distinction*.

For anthropologists, the role of food tourism in *identity formation* in postmodern societies became a point of interest (S. Kim & Iwashita, 2016) after the link between place and identity as part of the same symbolic landscape was made, thus welding the sociocultural and environmental dimensions (Adelson, 2000). Food is a form of cultural consumption and it builds identity and moulds a person (Mak et al., 2012) through a ritualised performance (eating practices) in which food sharing and eating together are understood as social ideals.

Anthropology studies on this subject have ranged from slow foodscapes (Grimaldi et al., 2019), gender and food production (Tucker, 2020), pop-up restaurants as temporary *communitas* building (Bardone & Kannike, 2018), and others all the way to digital foodscapes (Schneider & Eli, 2021) and connecting food to culture and identity building, especially local food (Berris, 2019) in relation to heritage (Mercado & Andalecio, 2020).

Food is an opportunity to interact and to exchange and share with others, hence communication and food consumption are connected (Karrebaek et al., 2018). They are an integrated part of both the physical–physiological and social–symbolic aspects (Cohen & Avieli, 2004) which connect different environments or systems (Bessière, 1998), relating food tourism consumption to globalisation processes (Mak et al., 2012), identity (De Jong & Varley, 2001) and rules and meanings (Atkinson, 1983); a *cultural* as much as *sensory consumption* and an opportunity to study the cognitive and bodily engagement of place (see Everett, 2019), thereby expanding our understanding of food consumption beyond the visual and into the multisensorial linking of embodiment with performativity (X. Su & Zhang, 2020). A focus on symbolic meanings rather than on action is intended to highlight the non-material and its role in tourism performance.

Another important element in foodscape performance is the goal of *social distinction*. In terms of foodscape research, sociology does not see the food environment as an external dimension. The symbolic meanings and their relation to materiality precede it, setting the stage and conducting the orchestra of interactions, relations and motivations; an unconscious, active force that drives actions, perceptions and behaviours. Anchoring on Pierre Bourdieu's contribution, some researchers use foodscape studies to better understand class culture and relations and other everyday practices of consumption (Bourdieu, 1984). Warde and Martens (2000) showed how eating in restaurants entails a display of distinctive

class identities, and Mennel et al. (1992) discussed how taste is morally valued and thus can be used to discriminate against others. Studies like these take us back to Bourdieu's proposition that culture consumption has a social function of marking and legitimating social differences between social subjects (Paddock, 2011). A distinction between 'us' and 'them' that is based on socio-economic, cultural and moral attributes (Southerton, 2002).

As Bennet et al. (2009) and Mellor et al. (2010) found, food consumption in different foodscapes contributes to establishing, and reinforcing relational networks through *performance*. The same purpose of distinction can occur in the way people prepare and consume food (Ashley et al., 2004; DeSolier, 2005), or where they consume it. Among the most common motivations for destination foodscapes are broad perceptions of authenticity and exoticism. These require cultural capital to appreciate or value, hence playing into the class distinction argument (Johnston & Baumann, 2007) to justify different consumption behaviours and attitudes (Johnston et al., 2012). Recently, some researchers have also studied food literacy (Mikkelsen, 2020) in order to better understand the values shared by people, re-educating them on food consumption practices (Oncini, 2019).

Sociologists are also concerned with ethnic foodscapes, meaning how ethnicity and food can reveal social inequality and hidden hierarchies (Ray, 2016), primarily through ethnic food consumption in restaurants (Miranda-Nieto & Boccagni, 2020) or consumption attitudes in certain cultural environments (Yalvaç & Hazir, 2021). Others look at ethics in food consumption in both consumers and rural producers (Carolan, 2020) and in workers (Woodhall-Melnik & Matheson, 2017) in relation to globalisation and modernity (Zhang, 2018) and as a theoretical debate on normality and deviance (Koskenniemi, 2019).

In a nutshell, these studies anchor on Bourdieu's proposition that individuals' *habitus* form a lifestyle construct that guides them to value or not value given propositions or choices. This social orientation builds a world view that orients the actors' predispositions that are manifest in choices according to their different accessible resources (capital). This sense of place allows the actors to morally judge others that are outside their worldview and to reinforce their own (Paddock, 2011; Hiamey et al., 2020). Sociology teaches us that modernity is a complex force that sets the stage for tourism performances in which senses, culture and identity have a role in defining the individual's worldview as set by class culture, a key feature of the social distinction function. Destination foodscape is, then, one specific and privileged stage from which to observe and study this performance.

Only by considering performance as a separate dimension of analysis can we properly look at it based on a set of classifications and rules and look at food environments as foodscape displays (Winson, 2004). Destination foodscapes must also be approached as staged performances connecting senses, cultural predispositions and social identity. This means that more attention must be given to consumer and provider motivations to consume and promote within a given destination foodscape as it can help us understand what kind of distinctive experience the actors look for, and for the provider, the values and ideas about the destination's culture that they are trying to reinforce and promote.

6. CONCLUSION

By going back to the contributions of several social sciences on foodscape research, we have uncovered different contributions that have helped to draw a comprehensive conceptual framework that improves upon Björk and Kauppinen-Räisänen's (2019) proposition; one that attempts to cross dimensions, perspectives and approaches to foodscape studies by applying them in one holistic destination foodscape framework. We propose a model that reflects the dynamics and fluidity that the destination foodscape encapsulates.

The Food System (Figure 2) is a specific social environment with a predefined identity, perceptions, values, rules and meanings which exist before tourists arrive at the destination foodscape. Consumption is driven by motivating factors influenced by the said food system; hence, to understand the motivations, it is key to know the tourist's typology, past experiences, personal preferences and level of curiosity. This reveals the tourist's perceived expectations and how they may play into their experience evaluation, the performance.

Consumption requires an understanding of the Place and Space specific to the destination foodscape. This means that the connections between products, providers, producers and the local community as well as the shared social construct and environment most be considered. Only then can we establish the relational materiality that the destination foodscape may be creating, the foreseeable outcomes for the community and the influence on the tourist's experience.

Consumption also entails performance. Understanding a tourist's performance helps to know their goals, namely how the experience facilitates social distinction and identity formation through a specific sensory and cultural consumption (socio-anthropological contribution). This not only relates to motivation and evaluation but implies a social and behavioural change that can be studied to understand the destination foodscape that is being communicated and how the experience can influence the food system's future social and environmental changes.

Drawing mostly from business and marketing, the experience evaluation depends on: (a) the physical elements surrounding the experience (design, comfort, environment, typology, etc.); (b) the level of competence of the providers (servants, chefs, entertainers, tour guides, etc.); (c) the perceived quality and monetary value of the consumed product and its uniqueness (divergence); and (d) the perceived experience, namely the level of emotional connection and memorability.

This evaluation, in turn, results in a set of cognitive, conative and affective responses that can be positive or negative, influencing the overall evaluation and the chance of a future revisit. The relation between emotional response and positive loyalty (revisit intention) has been broadly demonstrated (see Godovykh & Tasci, 2020) and underlines the significance of looking at a destination foodscape as a material and immaterial performative experience.

As the proposed framework in Figure 2 shows, destination foodscape research implies diving into an intricate system of values, relations, performances, experiences and outcomes that are dynamic and, therefore, require a holistic approach that reflects its complexity. This framework expands upon previous contributions and reveals that understanding the tourist experience requires a much broader theoretical approach. It stands to reason that research on this subject demands a multidisciplinary approach capable of tackling a multifaceted scenario with different actors, environments, relationships, connections and outcomes.

Figure 2. Destination Foodscape Framework
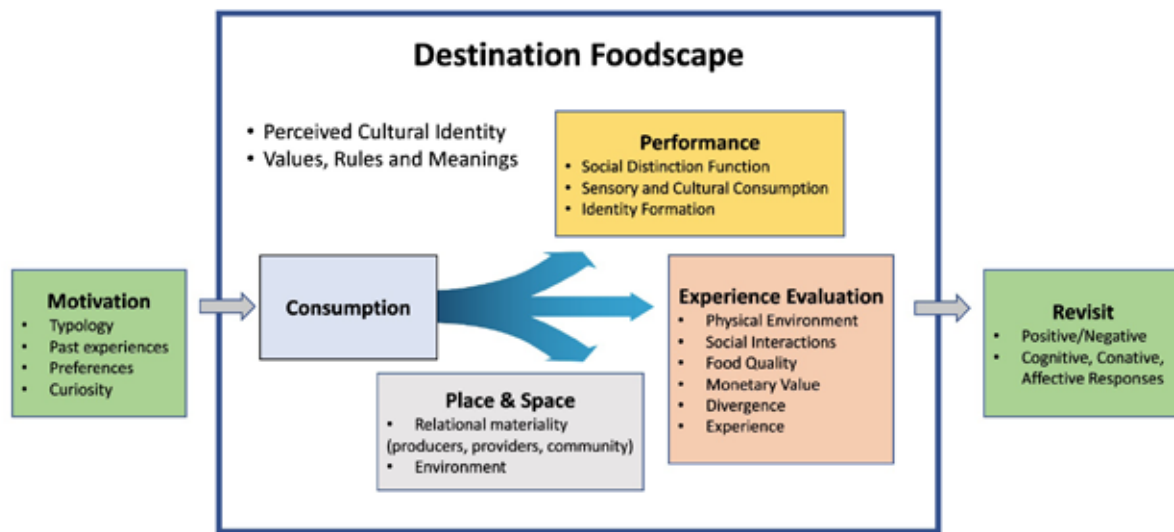
Source: Own Elaboration

This study considers that destination foodscape is a complex setting that is still lacking a conceptualisation framework which encompasses holistically different social scientific approaches and perspectives. Recent authors have successfully tried to broaden the approach to destination foodscapes (Björk & Kauppinen-Räisänen, 2019) and others have successfully deepened it (D. Su et al., 2020). However, we believe that this subject can benefit from an even more intrinsic approach woven by even more scientific disciplines.

With that goal in mind, and after a brief take on food tourism contributions, we have reviewed key studies and theoretical contributions from sociology, anthropology, human geography and management and marketing studies to build a holistic framework that helps to better operationalise the concept. The proposed holistic destination foodscape framework not only fills the gaps needed for a broader model but also opens the door to variables to test and potentially correlate in future research. It goes beyond the tourist's immediate experience evaluation and into the relational materiality created by place and space as well as the importance of the tourist's performance in the destination foodscape context. It also emphasises the role and perception of different stakeholders, from providers and producers to the very communities at a destination (Pizam & Tasci, 2019). By bringing multiple approaches to the destination foodscape framework, this paper goes beyond the marketing studies approach, thereby gaining conceptual robustness and theoretical validation.

Given the importance of the tourist experience for tourism success, this research contributes to better understand destination foodscape experiences and, therefore, improve the overall tourist experience. This approach also allows for a better understanding of the role of communities and society at large in these experiences. By highlighting how people are central in the success of tourism, it is possible to better understand how their values, norms and attitudes become key elements in the tourist's experience and satisfaction. Public policy and planning in a given destination must not only consider provider and consumer but also environments and social systems that are in play in a destination foodscape.

The main limitation of this research is that even though it recognises the complexity of the destination foodscape framework, the framework requires empiric testing. Future research should test the proposed framework to determine its empirical viability, ensure its operationalisation and multidisciplinary value, and even finetune the framework by discussing it with food tourism research experts using, for example, a Delphi method or

focus group discussion approach. We also consider it pertinent that future destination foodscape research tackles co-organised experiences since it may help us better understand the relations between the aforementioned dimensions.

ACKONWLEDGEMENTS

REFERENCES

Addina, F., & Sucipto, I. (2020). Concept of Halal food development to support Halal tourism: A review. *International Conference on Green Agro-Industry and Bioeconomy*. IOP Publishing, 475. doi:10.1088/1755-1315/475/1/012053

Adelson, N. (2000). *"Being alive well": Health and the politics of Cree well-being*. Toronto: University of Toronto Press.

Adema, P. (2006). *Festive foodscapes: Iconizing food and shaping of identity and place* (Doctoral thesis). Retrieved from http://www.lib.utexas.edu/etd/d/2006/ademap68672.pdf

Amore, A., & Roy, H. (2020). Blending foodscapes and urban touristscapes: International tourism and city marketing in Indian cities. *International Journal of Tourism Cities*, *6*(3), 639-655.

Appadurai, A. (1990). Disjuncture and difference in the global cultural economy. *Theory, Culture & Society*, *7*(2–3), 295–310.

Ashley, B. Hollows, J. Jones, S., & Taylor, B. (2004). *Food and cultural studies*. Oxon: Routledge.

Atkinson, P. (1983). Eating virtue. In A. Murcott, A. (Eds.), *The sociology of food and eating: Essays on the sociological significance of food* (pp. 9–17). Aldershot: Gower Publishing Company Ltd.

Bardone, E., & Kannike, A. (2018). Eating out and in between: Observations from the pop-up restaurant scene in Estonia. *Folklore-Electronic Journal of Folklore*, *71*, 11-36.

Beer, S. (2008). Authenticity and food experience e commercial and academic perspectives. *Journal of Food Service*, *19*(3), 153–163.

Bell, D., & Valentine, G. (1997). *Consuming geographies: We are where we eat*. London: Routledge.

Bennett, T. Savage, M., Silva, E., Warde, A., Gayo-Cal, M., & Wright, D. (2009). *Culture, class, Distinction*. Oxon: Routledge.

Berris, D. (2019). Food: Location, location, location. *Annual Review of Anthropology*, *48*, 61–75.

Bessiere, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis*, *38*(1), 21–34.

Bitner, M. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, *56*(2), 58–59.

Björk, P., & Kauppinen-Räisänen, H. (2016). Local food: A source for destination attraction. *International Journal of Contemporary Hospitality and Management*, *28*(1), 177–194.

Björk, P., & Kauppinen-Räisänen, H. (2019). Destination foodscape: A stage for travelers' food experience. *Tourism Management*, *71*, 466–475.

Bourdieu, P. (1984). *Distinction – a social critique of the judgement of taste*. London: Routledge.

Boyne, S., Hall, D., & Williams, F. (2003). Policy, support and promotion for food-related tourism initiatives: A marketing approach to regional development. *Journal of Travel and Tourism Marketing, 14*(3–4), 131–154.

Broadway, M. (2017). "Putting place on a plate" along the West Cork food trail. *Tourism Geographies, 19*(3), 467-482.

Carolan, M. (2020). Ethical eating as experienced by consumers and producers: When good food meets good farmers. *Journal of Consumer Culture*, 1–21. doi:10.1177/1469540519899967

Castillo-Canalejo, A., Sanchez-Cañizares, S. M., Santos-Roldan, L., & Muñoz-Fernandez, G. (2020). Food markets: A motivation-based segmentation of tourists. *International Journal of Environmental Research and Public Health, 17*(7), 2312.

Chandralal, L., & Valenzuela, F. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economy, Business and Management, 1*(2), 177–181.

Chang, R., Kivela, J., & Mak, A. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management, 32*(2), 307–316.

Chan, Y., & Farrer, J. (2021). Asian food and culinary politics: Food governance, constructed heritage and contested boundaries. *Asian Anthropology, 20*(1), 1–11,

Chi, C., Chua, B., Othman, M., & Karim, S. (2013). Investigating the structural relationships between food image, food satisfaction, culinary quality, and behavioral intentions: The case of Malaysia. *International Journal of Hospitality and Tourism Administration, 14*(2), 99–120.

Cohen, E. (1979). A phenomenology of tourist experiences, *Sociology, 13*(2), 179–201.

Cohen, E., & Avieli, N. (2004). Food in tourism: Attraction and impediment. *Annals of Tourism Research, 31*(4),755–778.

Cook, I., & Crang, P. (1996). The world on a plate: Culinary culture, displacement and geographical knowledges. *Journal of Material Culture, 1*(2), 131–153.

Crespi-Vallbona, M., & Dimitrovski, D. (2016). Food market visitors: A typology proposal. *British Food Journal, 118*(4), 840–857.

De Jong, A., & Varley, P. (2017). Food tourism policy: Deconstructing boundaries of taste and class. *Tourism Management, 60*(1), 212–222.

DeSolier, I. (2005). TV Dinners: Culinary Television, Education and Distinction. *Continuum: Journals of Media and Cultural Studies, 19*(4), 465-481.

DeSoucey, M. (2010). Gastronationalism: Food Traditions and Authenticity Politics in the European Union. *American Sociological Review, 75*(3), 432–455.

Dimitrovski, D., & Crespi-Vallbona, M. (2017). Urban food markets in the context of a tourist attraction – La Boqueria market in Barcelona, Spain. *Tourism Geographies, 20*(3), 397–417.

Dolphijn, R. (2004). *Foodscapes. Towards a Deleuzian ethics of consumption*. Delft: Eburon Publisher.

Douglas, M. (1975, 1999). *Implicit meaning: Selected essays in anthropology* (2nd ed.). London: Routledge.

Everett, S. (2012). Production places or consumption spaces? The place-making agency of food tourism in Ireland and Scotland. *Tourism Geographies, 14*(4), 535–554.

Everett, S. (2019). Theoretical turns through tourism taste-scapes: The evolution of food tourism research. *Research in Hospitality Management*, *9*(1), 3–12.

Fields, *K*. (*2002*). *Demand* for the *gastronomy tourism product*: *motivational factors*. In A. *Hjalager & G. Richards* (*Eds*.), *Tourism* and *gastronomy* (pp.37-50). London: Routledge.

Franklin, A., & Crang, M. (2001). The trouble with tourism and travel theory. *Tourist Studies*, *1*(1), 5–22.

Godovykh, M., & Tasci, A. (2020). The influence of post-visit emotions on destination loyalty. *Tourism Review*, *76*(1), 277–288.

Grimaldi, P., Fassino, G., & Porporato, D. (2019). *Culture, heritage, identity and food – A methodological approach*. Interreg Central Europe Slowfood-CE.

Goodman, M. (2015). Food geographies I: Relational foodscapes and the busy-ness of being more-than-food. *Progress in Human Geography*, *40*(2), 257-266.

Gupta, V., Khanna, K., & Gupta, R. (2019). Preferential analysis of street food amongst foreign tourists: A case of Delhi region. *International Journal of Tourism Cities*, *6*(3), 511–528.

Hainstock, N., & Masuda, J. (2019). "We have a roof over our head, but we have to eat too:" Exploring shifting foodscapes from homelessness into Housing First in Kingston, Ontario. *Health and Place*, *59*(6), 102197.

Han, H., Lho, L., Raposo, A., Radic, A., & Ngah, A. (2021). Halal Food Performance and Its Influence on Patron Retention Process at Tourism Destination. *International Journal of Environmental Research and Public Health*, *18*, 3034.

Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality & Tourism Research*, *33*(4), 487–510.

Hashimoto, A., & Telfer, D. (2006). Selling Canadian culinary tourism: Branding the global and regional product. Tourism Geographies, *8*(1), 31–55.

Henderson, J. (2009). Food tourism reviewed. *British Food Journal*, *111*(4), 317-326.

Hiamey, S., Amenumey, E., & Mensah, I. (2020). Critical success factors for food tourism destination: a socio-cultural perspective. International Journal of Tourism Research, *23*, 192-205.

Hillel, D., Belhassen, Y., & Shani, A. (2013). What makes a gastronomic destination attractive? Evidence from the Israeli Negev. *Tourism Management*, *36*, 200–209.

Hjalager, A., & Wahlberg, M., (2014). Museum guests as contributors to regional food innovation. *Museum Management and Curatorship*, *29*(1), 50-65.

Ignatov, E., & Smith, S. (2006). Segmenting Canadian culinary tourists. *Current Issues in Tourism*, *9*(3), 235–255.

Jeaheng, Y., & Han, H. (2020). Thai street food in the fast growing global food tourism industry: Preference and behaviors of food tourists. *Journal of Hospitality and Tourism Management*, *45*, 641-655.

Johnston, J., & Baumann, S. (2007). Democracy versus Distinction: A Study of Omnivorousness in Gourmet Food Writing. *American Journal of Sociology*, *113*(1), 165-204.

Johnston, J., Rodney, A., & Szabo, M. (2012). Place, Ethics, and Everyday Eating: A Tale of Two Neighbourhoods. *Sociology, 46*, 1091 - 1108.

Karim, S., & Chi, C.G. (2010). Culinary Tourism as a Destination Attraction: An Empirical Examination of Destinations' Food Image. *Journal of Hospitality Marketing & Management, 19*, 531-555.

Karrebaek, M, Riley, K., & Cavanaugh, J. (2018). Production, Consumption, and Circulation of Meaning and Value. *Annual Review of Anthropology*, *47*, 19-32.

Kim, S., Choe, J., & Lee, S. (2018). How are food value video clips effective in promoting food tourism? Generation Y versus non–Generation Y. *Journal of Travel & Tourism Marketing*, *35*(3), 377-393.

Kim, S., & Iwashita, C. (2016). Cooking identity and food tourism: the case of Japanese udon noodles. *Tourism Recreation Research*, *41*(1), 89-100.

Kim, S., Park, E., & Lamb, D. (2019). Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists. *Tourism Management Perspectives*, *29*, 176-186.

Kim, Y., & Eves, A. (2012), Construction and validation of a scale to measure tourist motivation to consume local food. *Tourism Management*, *33*(6), 1458-1467.

Kiralova, A., & Hamarneh, I. (2017). Local gastronomy as a prerequisite of food tourism development in the Czech Republic. *Marketing and Management of Innovations*, *2*, 15–25.

Koskenniemi, A. (2019). Deviant consumption meets consumption-as-usual: the construction of deviance and normality within consumer research. *Journal of Consumer Culture*, *21*(4), 827-847.

Lebel, A., Daepp, M., Block, J., Walker, R., Lalonde, B., Kestens, Y., & Subramanian, S. (2017). Quantifying the foodscape: a systematic review and meta-analysis of the validity of commercially available business data. *Plos One*, *12*(3), e0174417.

Leri, I., & Theodoridis, P. (2019). The effects of the winery visitor experience on emotions, satisfaction and on post-visit behaviour intentions. *Tourism Review*, *74*(3), 480-502.

Lin, L., & Mao, P. (2015). Food for memories and culture – A content analysis study of food specialties and souvenirs. *Journal of Hospitality and Tourism Management*, *22*, 19-29.

Long, L. (2010). Culinary tourism and the emergence of an Appalachian cuisine: Exploring the "foodscape" of Asheville, NC. *Folk-Lore Journal*, *51*(1), 4–20.

Mahfud, T., Pardjono, & Lastariwati, B., (2019). Chef's Competency as a Key Element in Food Tourism Success: a literature review. *GeoJournal of Tourism and Geosites*, *26*(3), 1057-1071.

Mak, A., Lumbers, M., & Eves, A. (2012). Globalisation and food consumption in tourism. *Annals of Tourism Research*, *39*(1), 171–196.

Marwanti, M., Hamidah, S., & Sandya, E. (2020). Cooked Rice Innovation to Increase the Tourism Attraction of Pindul Cave. *GeoJournal of Tourism and Geosites*, *34*(1), pp. 42-46.

Mashkov, R., & Shoval, N. (2020). Merchants' response towards urban tourism development in food markets. *International Journal of Tourism Cities*, *6*(4), 1089-1110.

McIntosh, R., Goeldner, C., & Ritchie, J. (1995). *Tourism Principles, Practices, Philosophies, New York*: New York, Wiley.

Mei, X., Lerfald, M., & Brata, O. (2016). Networking and collaboration between tourism and agriculture: food tourism experiences along the National Tourist Routes of Norway. *Scandinavian Journal of Hospitality and Tourism*, *17*, 59-75.

Mellor, J. Blake, M., & Crane, L. (2010). When I'm Doing a Dinner Party I don't Go for the Tesco's Cheeses: Gendered Class Distinctions, Friendship and Home Entertainment. *Food Culture and Society an International Journal of Multidisciplinary Research*, *13*(1), 116-134.

Mennel, S. Murcott, A., & van Otterloo, A. H. (1992). *The Sociology of Food: Eating, Diet and Culture*. London: Sage.

Mercado, J., & Andalecio, A. (2020). Ysla de Panciteria: a preliminary study on the culinary heritage significance of pancit using the heritage documentation approach – the case of Luzon island, Philippines. *Journal of Ethnics Foods*, *7*(19), 1-25.

Merkel, A., Säwe, F., & Fredriksson, C. (2021). The seaweed experience: exploring the potential and value of a marine resource. *Scandinavian Journal of Hospitality and Tourism*, DOI:10.1080/15022250.2021.1879671

Mikkelsen, B. (2020). Passive feeding or active learning in the kindergarten foodscape?: Qualitative insights from the Dagmar intervention. *The International Journal of Sociology of Agriculture and Food*, *26*(1) 1-25.

Miewald, C., & McCann, E. (2014). Foodscapes and the Geographies of Poverty: Sustenance, strategy, and politics in an Urban Neighborhood. *Antipode*, *46*(3), 537-559.

Mintz, S. (1985). Time, Sugar and Sweetness. *Marxist Perspectives*, *2*(4), 56-73.

Mintz, S., & DuBois, C. (2002). The Anthropology of Food and Eating. *Annual Reviews of Anthropology*, *31*, 99-119.

Miranda-Nieto, A., & Boccagni, P. (2020). At Home in the Restaurant: familiarity, belonging and material culture in Ecuadorian restaurants in Madrid. *Sociology*, *54*(5), 1022-1040.

Mohamed, M.E., Hewedi, M.M., Lehto, X.Y., & Maayouf, M. (2020). Marketing local food and cuisine culture online: a case study of DMO's websites in Egypt. *International Journal of Tourism Cities*, *6*(4), 1045-1068.

Morales, P., Guzmán, T., Cuadra, S., & Agüera. F. (2020). Análisis de la demanda del oleoturismo en Andalucía. *Revista de Estudios Regionales*, *104*, 133-149.

Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, *7*(1), 59–74.

Murcott, A. (2019). *Introducing the Sociology of Food and Eating*. Bloomsbury: London.

Nelson, V. (*2016*). Peru's image as a culinary destination. *Journal of Cultural Geography*, *33*(2), 208-228.

O'Dell, T. (2005) "Experiencescapes: Blurring borders and testing connections". In O'Dell, T., & Billing, P. (Eds), *Experiencescapes – Tourism, Culture, and Economy* (pp. 11-34). Copenhagen Business School Press.

Oncini, F. (2019). Cuisine, Health and Table Manners: food boundaries and forms of distinction among primary school children. *Sociology*, *54*(3), 626-642.

Özdemir, B., & Seyitoğlu, F. (2017). A conceptual study of gastronomical quests of tourists: Authenticity or safety and comfort? *Tourism Management Perspectives, 23*, 1-7.

Paddock, J. (2011). *Class, Food, Culture – Exploring 'Alternative' Food Consumption*. Cardiff University PhD Thesis in Sociology.

Panelli, R., & Tipa, R. (2009). Beyond foodscapes: considering geographies of indigenous well-being. Health and Place, *15*, 455-465.

Pearson, D., & Pearson, T. (2017). Branding Food Culture: UNESCO Creative Cities of Gastronomy. *Journal of Food Products Marketing*, *23*(3), 342-355.

Pine, B., & Gilmore, J. (1999). *The experience economy*. Boston: MA Harvard School Press.

Pinho, M., Mackenbach, J., Braver, N., Beulens, J., Brug, J., & Lakerveld, J. (2020). Recent changes in the Dutch foodscapes: Socioeconomic and urban-rural differences. *International Journal of Nutrition and Physical Activity*, *17*(43), 1-11.

Pizam, A., & Tasci, A. (2019). Experienscape: expanding the concept of servicespace with a multi-stakeholder and multi-disciplinary approach. *International Journal of Hospitality Management*, *76*, 25-37.

Prahalad, C., & Ramaswamy, V. (2004). Co-creating experiences: The next practice in value creation. *Journal of Interactive Marketing*, *18*(3), 5-14.

Quan, S., & Wang, N., (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism Management*, *25*(3), 297–305.

Ray, K. (2016). *The Ethnic Restauranteur*. New York: Bloomsbury Academic

Richards, G. (2014). Património turismo e desenvolvimento regional. In Município de Arcos de Valdevez (Eds.), *Actas do 4.o Congresso Internacional Casa Nobre - Um património para o futuro* Arcos de Valdevez. Arcos de Valdevez: Município de Arcos de Valdevez, 1151–1159.

Rosembaum, M., & Massiah, C. (2011). An expanded servicescape perspective. *Journal of Service Management*, *22*(4), 471-490.

Santa Cruz, F., Tito, J., Pérez-Gálvez, J., & Medina-Viruel, M., (2019). Gastronomic experiences of foreign tourists in developing countries. The case in the city of Oruro (Bolivia). *Heliyon*, *5*(7), 1-8.

Schneider, T., & Eli, K. (2021). Fieldwork in online foodscapes: how to bring and ethnographic approach to studies in digital food and digital eating. In J. Leer, & Krogager (Eds.), *Research Methods in Digital Food Studies* (part 2). London: Routledge.

Sengel, T., Karagoz, A., Cetin, G., Dincer, F., Ertugral, S., & Balik, M. (2015). Tourist's Approach to Local Food - Word Conference on Technology, Innovation and Entrepreneurship. *Procedia – Social and Behavioral Sciences*, *195*, 459-437.

Slocum, S., & Everett, S. (2010). Food tourism initiatives: resistance on the ground (pp. 745-759). In C. Brebbia (Eds.), *The Sustainable World*. Southampton: WIT Press.

Smoyer-Tomic, K., Spence, J., & Amrhein, C. (2006). Food deserts in the prairies? Supermarket accessibility and neighborhood need in Edmonton, Canada. *The Professional Geographer*, *58*, 307–326.

Sonnino, R. (2014). The new geography of food security: exploring the potential of urban food strategies. *The Geographical Journal*, *182*(2), 190-200.

Southerton, D. (2002). Boundaries of 'Us' and 'Them': Class, Mobility and Identification in a New Town. *Sociology*, *36*(1), 171-193.

Sthapit, E. (2017). Exploring tourists' memorable food experiences: A study of visitors to Santa's official hometown. *Anatolia*, *28*(3), 404–421.

Stone, J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research,* *57*(8), 1121–1132.

Su, D., Johnson, L., & O'Mahony, B. (2020). Will foodies travel for food? Incorporating food travel motivation and destination foodscape into the theory of planned behavior. *Asia Pacific Journal of Tourism Research*, *25*(9), 1012-1026.

Su, X., & Zhang, H. (2020). Tea drinking and the tastescapes of wellbeing in tourism. *Tourism Geographies*, 1-20. DOI:10.1080/14616688.2020.1750685

Teixeira, V., & Ribeiro, N. (2013). The lamprey and the partridge: A multi-sited ethnography of food tourism as an agent of preservation and disfigurement in central Portugal. *Journal of Heritage Tourism*, *8*(2–3), 193–212.

Tsai, C. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, *18*(6), 536–548.

Tucker, H. (2020). Gendering sustainability's contradictions: between change and continuity. *Journal of Sustainable Tourism*, *38*, 100820.

Vargo, S., & Lusch, R. (2004). Evolving to a new dominant logic for marketing. *Journal of Marketing*, *68*(1), 1–17.

Wall, G., & Mathieson, A. (2006). *Tourism: Change, impacts and opportunities*. Toronto: Pearson Prentice Hall.

Warde, A., & Martens, L. (2000). *Eating Out: Social Differentiation, Consumption and Pleasure*. Cambridge: Cambridge University Press.

Winson, A. (2004). Bringing Political Economy into the Debate on the Obesity Epidemic. *Agricultural and Human Values, 21*, 229-312.

Woodhall-Melnik, J., & Matheson, F. (2017). More than convenience: the role of habitus in understanding the food choices of fast food workers. *Work, Employment and Society*, *31*(5), 800-815.

Yalvaç, N., & Hazir, I. (2021). Do Omnivores Perform Class Distinction? A qualitative Inspection of culinary tastes, boundaries and cultural tolerance. *Sociology*, *55*(3), 469-486.

Yasmeen, G. (2005). *Bangkok's Foodscape: Public Eating, Gender Relations and Urban Change*. White Lotus Press: Bangkok.

Zhang, J. (2018). How to be Modern? The social negotiation of 'good food' in contemporary China. *Sociology*, *52*(1), 150-165.