

## **Destination Gastronomy Experiences – Food dimensions that counts**

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### **Abstract**

Travel dining is most often a pleasurable experience, a pull factor more and more destination marketers utilize to attract tourist. In previous exploratory studies destination gastronomy related attributes adding to positive food experiences have been identified. Focus in these studies has primarily been on the food culture, the food, contextual factors, and the service encounter. Expanding this research horizon, the importance of where the food consumption takes place and the importance food shopping as dimensions of a destination's gastronomy have not been explored. By the means of a quantitative study among Finnish travelers this paper reveal how destination food experience value is founded on five dimensions, the extended food scape, the restaurant scape, experiences of local food, food safety and ethics, and the hunt for new food experiences. Consequently, this paper argue for an extended view on tourist destination gastronomy experiences. A perspective that goes beyond the restaurant scape most service marketing researchers are focusing on. A destination gastronomy scape consists of two contexts, one staged by the tourism industry and one created and shaped by the locals living their normal life. In this, destination gastronomy scape, Finnish tourists value authentic, local and safe, but to some extent new, food experiences.

**Keywords:** Tourist food experiences, destination gastronomy, food quality