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Culinary tourists in the Spanish region of Extremadura, Spain

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Abstract

Food and wine are considered to be part of the cultural identity of an area. In recent years, this identity has been getting stronger and creating possibilities for tourist destinations which, in turn, is supporting the economic development of certain regions. This paper presents a study into the relationship between wine, food and culture in the Spanish region of Extremadura. As part of this study, a survey of tourists dining in restaurants of the city of Cáceres was carried out. The main results of this study show that food and wine are closely linked to culture; cuisine and culture are the resources which tourists value most highly and desire most; and culinary tourists are distinguished by their high cultural and income levels, which make them an attractive market segment for tourist destinations.

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Keywords: Food and wine; Tourism economics; Tourism management

1. Introduction

Tourism is constantly changing and at present is seeking to meet the needs of increasingly demanding tourists. Modern tourists are able to choose from a wide range of destinations and want to have active experiences instead of playing a passive role. As a result of these changes, thematic tourism has become more popular, in which everything linked to the recovery and enhancement of the cultural, social and environmental heritage of different geographical regions plays a key role. Therefore, in recent years there has been a firm commitment to everything linked to culinary traditions and wine or, in other words, with cultural and historical resources which reflect the identity of a specific geographical area. In this sense, wine,

cuisine, culture and tourism appear to form a perfect symbiosis for tourists, allowing them to appreciate different products and get to know different destinations, therefore promoting the sustainable economic development of certain areas (López-Guzmán and Sánchez-Cañizares, 2012).

According to Stewart et al. (2008), this type of tourism promotes the idea that wine and food can act as the main attractions for visiting a region and are not necessarily secondary or additional attractions. Wine and local cuisine are reflections of the cultural and social heritage of places, which in themselves represent the idiosyncrasies of their inhabitants. This kind of tourism offer can be broadly defined as the ‘wine landscape’ (Brunori and Rossi, 2000).

The aim of this paper is to present an analysis of how food and wine can strengthen a specific cultural destination, such as the city of Cáceres in Spain. The city, declared a World Heritage Site by UNESCO, is located in the south west of Spain, in the region of Extremadura. This area boasts the *Ribera del Guadiana* Designation of Origin (DO) for its wines, among others. In this paper, the results of a study carried out in this city are presented, the aim of which is to identify the profile of tourists for whom the main motivation of their trip was to learn about the wine culture of the area. Tourists were

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approached whilst eating in certain restaurants in the city which had been previously selected by the researchers. More concretely, this paper is focussed on an analysis of the profile of tourists visiting a cultural destination, as is the city of Cáceres, and for whom the main motivation for travelling was to gain a cultural understanding of the city which includes enhancing their interest in local wine and culinary culture. Due to its rich cultural and culinary heritage, Cáceres appears to be an ideal location to carry out this research. Following this introduction, this paper is divided into distinct sections. Next, the relationship between food and wine tourism is discussed, followed by an analysis of the development of wine tourism in Spain. The geographical area is then described, paying particular attention to the *Ribera del Guadiana* Designation of Origin. The methodology used will also be presented, as well as the main results of the research, followed by conclusions and references.

2. Literature review

According to [Getz and Brown \(2006\)](#), wine tourism can be simultaneously defined as a consumer behaviour, a strategy for the development of a given region and its wine market, and an opportunity to allow wineries to sell their products directly to consumers. [Hall et al. \(2000:3\)](#) consider wine tourism to consist of visits to vineyards, wineries, wine festivals and wine shows, for which wine tasting and experiencing the attributes of a particular wine region are the prime motivating factors for visitors. The origin of research in the field of wine tourism dates back to the mid 1990s, with the primary focus being the New World ([Beverland, 2000](#); [Charters and Menival, 2011](#)). These early works focussed on two aspects: the study of the behaviour of tourists visiting wineries ([Alebaki and Lakouidou, 2011](#); [Sampaio, 2012](#)) and the analysis of the socioeconomic impact the development of this kind of tourism has in rural areas ([Getz, 2000](#)). The studies which marked the beginning of research into this field are as follows: *Wine tourism around the world* ([Hall et al., 2000](#)), *Explore wine tourism* ([Getz, 2000](#)), *Wine, food and tourism marketing* ([Hall, 2003](#)), *Global Wine Tourism* ([Carlsen and Charters, 2006](#)) and *Food and wine tourism* ([Croce and Perri, 2010](#)).

Wine tourism is not defined or conceptualised in a uniform manner in the existing literature in this field and it has been analysed from many perspectives. A review of the various definitions and conceptualisations of wine tourism has been developed by [Clemente-Ricolfe et al. \(2012\)](#). Similarly, [Mitchell and Hall \(2006\)](#) believe there are seven key topics within the field of wine tourism: wine tourism as a product and its development; wine tourism and regional development; the size of the winery visitor market; winery visitor segments; the behaviour of winery visitors; the nature of the visitor experience; and the biosecurity risks posed by visitors.

There exist several studies which have focused on analysing the demand for wine tourism. [Charters and Ali-Knight \(2002\)](#) proposed that tourists can be classified using three different dimensions: the purpose of their visit, their general motivation

for travelling and the relationship they have with other tourist activities. However, other studies look into the different motivations and profiles found amongst specific groups, such as for example national and international tourists ([Alonso et al., 2007a](#)), male and female ([Fraser et al., 2008](#)), age groups ([Alonso et al., 2007b](#)) and region of origin ([Marzo-Navarro and Pedraja-Iglesias, 2012](#)).

Profiling of wine tourists and analyses of their motivations have been carried out in various geographical areas including Champagne ([Charters and Menival, 2011](#)), Calgary ([Getz and Brown, 2006](#)), Madeira ([Sampaio, 2012](#)) and northern Greece ([Alebaki and Lakouidou, 2011](#)).

Food and wine tourism has been studied applying a variety of different concepts (gourmet tourism, cuisine tourism, gastronomic tourism, culinary tourism, etc.) which imply higher or lower levels of motivation ([Hall and Sharples, 2008](#)). In this particular study, the term of culinary tourism is adopted. Using this concept, food is considered to be a major motivator and a significant part of the overall tourist experience ([Hall and Sharples, 2008](#)).

Culinary tourism assumes a relationship between food and tourism. Therefore, in accordance with the work of [Henderson \(2009\)](#), it is possible to identify three different lines of research: firstly, the role of food as a tourism product, which encapsulates matters such as food festivals and farmers' markets; secondly, the use of food as a marketing tool to strengthen the appeal of a tourism destination, such as in the case of food festivals; and thirdly, the establishment of culinary tourism as a vehicle for economic development within a given geographical area, as is the case with cluster strategies when applied to the agricultural industry. Therefore, the scientific literature (above all [Tikkanen, 2007](#)) states that cuisine (and wine) provides a synergy with tourism through a series of variables. Firstly, it acts as an attraction, which means the destination can use its local cuisine as a resource in promoting and advertising that specific region. Secondly, it can be a component of a more generic tourism product, of which the focus would be the design of culinary tourist routes ([Hillel et al., 2013](#)). Thirdly, it may be an experience, dealing with the existence of one or several places where the cuisine has attained a level of excellence and has therefore become an attraction in itself. Fourthly, it may be considered a cultural phenomenon, which is sustained by the presence of culinary events ([Smith and Costello, 2009](#)). Consequently, culinary tourism demonstrates a greater or lesser degree of development depending on the intensity of the connection between culinary traditions, local culture, agricultural production and the natural resources found in the area in which tourism is being developed ([Riley, 2005](#); [Smith and Costello, 2009](#)) since cuisine becomes the link between a satisfactory experience for the tourist and the sociocultural heritage of the destination ([Ignatov and Smith, 2006](#)).

Wine tourism in Europe has been structured primarily through the design and creation of tourist routes, which have been given intriguing names such as *La Strada del Vino* (Italy), *Routes des Vin* (France), *Rutas del Vino* (Spain) and *Rota do Vihno* (Portugal). Given that Europe is a continent rich

in cultural resources and with such an extensive traditional heritage, wine tours are not limited to fine wine tasting alone. Instead they are enriched by pairing wine with local cuisine. In this way, these thematic routes allow tourists to connect with the cultural and environmental background of the destination. Therefore, each route – although similar in terms of content – is different in terms of the unique values and heritage of the territory in which it operates (Brewer, 2003). This represents differential strength for each destination and provides each route with a special *genius loci*. This turns a generic tourist product into a unique experience, which nowadays is a key factor in attracting and satisfying modern-day tourists.

Culinary routes allow for the development of the geographical area in question. Therefore, Telfer (2001) believes that it is necessary to establish strategic partnerships which will allow the area to develop economically which in turn will lead to both private and social benefits, such as the improvement of local infrastructure.

Some studies (Telfer, 2001; Correia et al., 2004; Tomljenovic and Getz, 2009) conclude that it is necessary to develop strong partnerships between the various private and public companies involved in order to strengthen existing links and develop a well-structured and homogenous product within a given tourist destination. It is therefore essential to develop tourism services and complementary products in conjunction with the marketing strategies for the tourism product (Jurinčić and Bojnec, 2009).

Creating a food and wine route should serve to develop the geographical area economically, socially and culturally. For this reason, the aim of this kind of tourism ought to provide tourists with an experience anchored in the knowledge, appreciation and tasting of wine and food, which together add value to tourism in the area.

3. The development of wine tourism in Spain

The concept of quality, with which official wine routes in Spain wish to be associated, requires direct control on the supply. To reinforce this concept, and in accordance with the idea of collaboration between public and private entities, an agreement was reached between the Spanish Association of Wine Cities (ACEVIN), which works on behalf of the Spanish government, and various private bodies linked to the different wine routes. This agreement resulted in the creation of the ‘Tourist Observatory of Spanish Wine Routes’. This institute aims to control the development of the wine tourism product in order to ensure that it meets the high quality standards laid out. In addition to its objective of maintaining high levels of quality, through various fieldwork studies the Observatory also provides interesting information about both supply and demand within this specific market.

At the time of writing (February 2014), under the official name ‘Wine Routes of Spain’ there are a total of 21 routes, 13 of which are certified, 5 of which are in the process of gaining certification and 3 are new routes (Fig. 1).

In accordance with figures supplied by the Observatory, Table 1 shows the number of visitors to the main routes during 2010–2012.

As shown in Table 1, over the last three years the number of wine tourists in Spain has remained constant, with the two most significant areas being Sherry and Penedés which account for around 60% of wine tourists in Spain.

Moreover, it is worth highlighting the importance of the areas where the most well known wines are produced. Currently more than 1.5 million tourists have visited the wineries of the different wine routes in Spain.

4. Description of the geographical area

Fieldwork for this study was carried out in the Spanish region of Extremadura. According to Ortega et al. (2012), the wine industry has traditionally been an important sector of the regional economy in this area. Since 2004, it has undergone significant improvements and there has been an increase in the number of wineries, rising from 50 to 250. The quality of local wines has also improved over the years and Extremadura can now boast the Designation of Origin *Ribera del Guadiana*.



Fig. 1. Wine official routes in Spain.

Source: http://www.acenologia.com/cienciaytecnologia/rutas_del_vino_1cienc1110.htm

Table 1

Number of visitors on the main official wine routes. Period 2010–2012.

Source: own elaboration based on ACEVIN (2013).

Route	2010	2011	2012
Sherry	455,854	480,767	416,569
Penedés	459,400	470,276	479,499
Rioja Alavesa	112,272	119,842	110,869
Ribera del Duero	91,421	112,970	132,470
Rioja Alta	70,236	70,236	n.a.
Ribera del Guadiana	23,482	15,205	17,109
Others	218,649	258,999	274,076
Total	1,441,314	1,528,95	1,430,592

Note: n.a.: not available.

Vineyards in Extremadura occupy approximately 82,331 hectares (MAGRMA, 2013a), of which 32,135 are listed on the D.O. Ribera del Guadiana (MAGRMA, 2013b). Altogether, the DO *Ribera del Guadiana* can be split into six sub areas: *Montánchez*, *Cañamero*, *Ribera Baja*, *Ribera Alta*, *Tierra de Barros* and *Matanegra* (Fig. 2). In these areas the most common grape varieties are the white Alarije, Cayetana and Pedro Jimenez (Ortega et al., 2012).

In addition to its oenological assets, it is important to note that Extremadura is an area of Spain with a rich and unique heritage. Over the course of last few decades, tourism has been the driving force behind a structural change in the economic system of the region, activating a qualitative change in the production system which has traditionally been based on primary sector activities such as farming. The development of the tourism industry has contributed to the diversification and upgrading of the local economy and an improvement in social wellbeing. For these reasons, it can be said that tourism is having a significant impact on the local economy and therefore has to be considered a strategic sector for Extremadura. From a quantitative standpoint, tourism accounts for 4.3% of regional GDP which represents more than 700 million euro (Ortega et al., 2012). These figures are not significant in absolute terms, but they do become highly significant when set against the specific economic context of Extremadura.

The city of Cáceres is located in the north of the region (Fig. 3) and has a population of 95,668 (National Statistics Institute of Spain, 2013). It is the capital of the province of the same name and its economy is based primarily on the tertiary sector, in which tourism plays an important role.

The old town is very well preserved and is recognised as being one of the best historical areas of Spain (Ortega et al., 2012). As a result, Cáceres is mostly considered to be a cultural destination. Moreover, due to the presence of a high quality architectural heritage, the city was declared a UNESCO World Heritage Site in 1986.

Tables 2 and 3 show the evolution of the number of visitors to Cáceres and the number of overnight stays for the period 2007–2012.

With regards to local gastronomy, Cáceres can boast a very deep rooted culinary culture and identity which is based on the use of local products, many of which are covered by quality certifications (i.e. Designation of Origin). Among these, the following should be highlighted: Dehesa de Extremadura ham, Jerte Valley cherries, Gata-Hurdes olive oil, Villauercas-Ibores honey, Torta del Casar cheese, Ibores cheese and La Vera paprika. Game is one of the distinctive elements of the city's local culinary traditions and forms the basis of many recipes and dishes. This has led to the creation of a thematic tourist route called the *Ruta de la Caza*, or the Hunting Route, the aim of which is to enhance this particular aspect of Cáceres' local cuisine (Ortega et al., 2012). However, the star product of Cáceres' culinary traditions is Iberian pork and its many derivatives (ham, sausages and other meat products). Even though cured ham is a product typically associated with Spanish gastronomy as a whole, the ham produced in Extremadura is considered to be a point of reference at a national level.

In addition to its high quality products, the typical cuisine of Cáceres is enhanced by a robust network of restaurants which offer a wide variety of dining options. In addition to standing



Fig. 2. The geographical area of production of the P.D.O. Ribera del Guadiana. Source: adapted from <http://www.riberadelguadiana.eu> [online 4.11.2013].



Fig. 3. Geographical position of the city of Cáceres, Extremadura.
 Source: own elaboration with Google Maps Engine: <https://mapsengine.google.com>.

Table 2
 Evolution of the number of visitors to the city of Cáceres. Period 2007–2012.
 Source: NSI, 2013.

Year	Total	Spanish visitors	Foreign visitors
2007	213,383	187,980	25,403
2008	201,187	176,357	24,830
2009	206,973	183,021	23,952
2010	215,490	192,783	22,706
2011	233,053	202,811	30,242
2012	223,071	192,464	30,607

Table 3
 Evolution of the number of overnight stays in the city of Cáceres. Period 2007–2012.
 Source: NSI, 2013.

Year	Total	Spanish visitors	Foreign visitors
2007	342,243	300,590	41,653
2008	336,971	295,418	41,553
2009	326,969	286,717	40,252
2010	341,579	306,930	34,644
2011	368,701	326,394	42,306
2012	358,549	312,216	46,333

out for their high quality cuisine and supreme chefs, most of them are surrounded by the historic and monumental buildings of the city's old quarter which therefore offers visitors the

opportunity to enjoy two elements of the city's cultural heritage at the same time – the history and the food. This combination enriches tourists' overall experience.

5. Methodology

This study was carried out using field based research which aimed to ascertain the profile of tourists who visit a traditionally cultural destination and consider cuisine and wine to be their main motivation for travelling to that specific place. Therefore, the purpose was to obtain the tourists' opinions of both the local wine and the local cuisine. Ultimately, this research focussed on profiling culinary tourists visiting the city of Cáceres and analysing their motivations.

To fulfill the research aims, fieldwork in the form of a questionnaire was carried out. Tourists dining in a selected group of the city's restaurants were asked to complete a questionnaire whilst still having their meal, mostly during coffee or dessert – in other words, at the end of their dining experience. The questionnaire was presented in Spanish to both Spanish and foreign tourists. When approached, foreign tourists declared they understood the Spanish language perfectly. A very small minority of foreign tourists made the interviewer aware that it would not be possible to communicate in either Spanish or English. In these cases, the questionnaire was not completed. The restaurants were chosen by the researchers based on two main considerations: location (i.e. proximity to the old town and the tourist area of the city)

and the presence of local products and traditional recipes in their menus. Using these two criteria, 13 restaurants were selected. The cooperation of the proprietors was formally requested in order to facilitate the work of the researchers. This request was made via an official letter which was delivered personally by the authors of this study in order to ensure that the process of data collection could be developed without compromising the comfort of the restaurants' customers.

The decision to use restaurants themselves as the location for conducting the research improves the quality of the fieldwork and, consequently, of the results obtained. Additionally, the only questionnaires considered were those completed by tourists who demonstrated, through a filter question, their subjective knowledge of the local *Ribera del Guadiana* Designation of Origin, who showed an interest in the world of wine and who recognised the importance of food and wine as a factor in choosing a destination.

The structure of the questionnaire used in this research is based on several previous studies (Charters and Ali-Knight, 2002; Carmichael, 2005; Getz and Brown, 2006; Ignatov and Smith, 2006; Okumus et al., 2007; Dawson et al., 2011; López-Guzmán and Sánchez-Cañizares, 2012) and looks at five key areas: the sociodemographic characteristics of the tourists surveyed; their economic profile; their reason or motivation for travelling; features of their trip; and their evaluation of and opinions about certain aspects of the destination.

The questions included in the survey aimed to answer and empirically verify the following research hypotheses or assumptions:

Hypothesis 1. Gastronomy forms part of the culture of a destination and therefore tourism centred around food is likely to find greater opportunities for development in cultural destinations.

Hypothesis 2. Gastronomic motivation maintains a close relationship with cultural motivation. Tourists travelling with cultural motivations also consider local cuisine to be an important element of their tourist experience.

Hypothesis 3. The culinary tourist stands out from the rest due to their higher cultural and economic levels. Attracting this kind of tourist is much more beneficial for tourist destinations compared to other types of tourist who have different motivations for their trip.

The questionnaires were carried out between April and May 2012 and were completed by participants independently. However, the interviewers were there to assist in case respondents had any difficulty in understanding the questions. The questionnaire was entirely anonymous. A pre-test of 12 questionnaires was also conducted prior to the fieldwork in order to detect any deviations or errors. The total number of valid questionnaires was 303, all of which were obtained from tourists visiting the city and who were, therefore, not residents of Cáceres. Respondents have been intercepted among tourists dining in restaurants previously selected by the authors and who expressed, answering a filter question, their knowledge about local D.O. Ribera del Guadiana wines. On the basis of

Table 4
Research specifications.
Source: own elaboration.

Number of tourists (2012)	223,071
Sample	303 Surveys
Sampling error	± 5.6%
Confidence level	95%
Sampling technique	Simple random sampling
Period of realisation	April and May 2012
Control of the sample	Implementation and supervision of fieldwork by the authors of the research

this selection a simple random sampling was carried out. The items used aimed to respond to the indicators and measurements proposed in order to analyse the demand and to make systematic comparisons between different wine and food destinations (Fox, 2007).

A series of questions were measured using a five point Likert scale in order to assess motivations and expectations. Both open and closed ended questions were used, meaning respondents could leave comments about their dining experience. Reliability analysis was conducted on the only multi-item scale present in the survey, measuring satisfaction with local cuisine. The Cronbach α statistics yielded are in the acceptable range of 0.846.

The total number of tourists who visited the city in 2012 was 223,071 (NSI, 2013) and this is considered to be the total population of the study. The research sampling error was ± 5.6. For this research, the total population is considered to be all tourists visiting the city of Cáceres as there is no disaggregated data available which divides this group by their reason for visiting (for example culture, food, business etc.). Table 4 presents the technical datasheet for this research.

The data gathered has been organised, tabulated and analysed using SPSS 15.0. The data processing was carried out using univariate and bivariate statistical tools.

6. Results and discussion

Table 5 shows the demographic characteristics of the tourists surveyed in Cáceres who consider knowledge of food and wine to be a main motivating factor for visiting a given destination, more specifically in this case the city of Cáceres.

With regards to the sociodemographic profile of the tourists surveyed, they were in the main part Spanish (94.6%), therefore Cáceres can be considered as a national tourist destination. The majority of Spanish tourists came from the regions of Madrid, Andalucía and Castile and Leon. In terms of their level of education, those with a university degree clearly predominate (62.4%). This result concurs with previous results obtained from research into both culinary tourists (Kivela and Crotts, 2006; Ignatov and Smith, 2006; Mckercher et al., 2008; López-Guzmán and Sánchez-Cañizares, 2012) and wine tourists (Getz and Brown, 2006). This also backs up the idea that tourists who appreciate local wine and food have a high level of education, as is also the case with cultural tourists (López-Guzmán and Sánchez-Cañizares, 2012).

Table 5
Demographic characteristics of the tourists of the city of Cáceres.
Source: own elaboration.

Variable	Percentage (%)	Variable	Percentage (%)
Gender (N=296)	Man	Education (N=298)	Secondary school or lower
	Woman		Professional training
Age (N=302)	Less than	Income (N=295)	University degree
			Less than
			1000 euros
			1000–1500 euros
			1501–2000
			More than 2000 euros
	30		25.5
	30–39		12.1
	40–49		62.4
	50–59		13.0
	60 or more		28.3
			26.8
			32.0

In terms of age, there is great uniformity between three age groups (30–39 years, 40–49 years and 50–59 years) which represent a similar proportion of tourists. This result concurs with the data gathered by Kivela and Crotts (2006), who came to similar conclusions.

Furthermore, it has also been demonstrated that tourists who come to the city have a high income. Thirty-two per cent stated that their income was over 2000 euro per month. This result concurs with the findings of previous studies (Jolley, 2002; Dawson et al., 2011; Charters and Menival, 2011).

With regards to the length of their stay in the city, the majority (32.5%) were staying in Cáceres for one night, while 27.8% were spending between three and seven days and a further 28.8% were not staying overnight. For 31.1% of those questioned it was their first visit to the city. Most respondents were travelling accompanied by their partner (43.5%) or with colleagues and/or friends (32.2%). A link was found between income level and gender (Pearson chi-square statistics=17.192, $p=0.001$), age (Pearson chi-square statistics=58.458, $p=0$) and level of education (Pearson chi-square statistics=31.681, $p=0$). These figures allow the third research hypothesis to be confirmed, as tourists have a high income and are attracted to the city by its significant cultural heritage.

Turning to tourists' reasons for visiting Cáceres, the main findings are summarised in Table 6. Outcomes are measured on a five point Likert scale, in which one represents not important at all and five is very important.

According to the data shown in Table 6, there are two main reasons for tourists visiting the city. Firstly, they want to learn about the culture and heritage of the city and secondly they wish to enjoy the local cuisine. The latter is part of the culture and therefore a thorough understanding of the culture of a given city is transferred through the understanding of its wines and culinary heritage. According to the literature (Fox, 2007), cultural tourists and food and wine tourists are closely related. In fact, the enjoyment of food as a motivation for travelling scores very high, with an average rating of almost four. This result underlines the importance of the food in Cáceres as a means of reinforcing and promoting the city as a tourist destination within Spain and abroad. At the same time, the historic and cultural heritage of the city is also recognised as a strong complementary asset. This finding confirms the first and

Table 6
Reasons to visit the city of Cáceres.
Source: own elaboration. Measures refer to a 5 points Likert scale

Culture	4.09
Gastronomy	3.86
Rest and relaxation	3.41
Leisure	3.52
Visiting friends and relatives	2.85
Educational	2.41
Business or work	1.93
Medical reasons	1.45

Table 7
Items related to the cuisine of the city of Cáceres.
Source: own elaboration. Measures refer to a 5 points Likert scale

Traditional cuisine	4.26
Service and hospitality	4.10
Quality of the dishes	4.03
Establishments atmosphere	3.87
Facilities	3.84
Innovation and new flavours in the dishes	3.48
Prices	3.52

second hypotheses as there is great similarity between the evaluation of cultural heritage and local cuisine. In short, tourists consider local gastronomy to be a cultural element of the city. With regards to tourists' evaluations of certain elements of Cáceres' cuisine, the main results are shown in Table 7. Outcomes were once again measured on a five point Likert scale, in which one is not important at all and five is very important. The Cronbach α statistics measuring the reliability of this scale is in the acceptable range of 0.846.

As shown in Table 7, the aspects most highly valued by the tourists surveyed are the traditional cuisine and the hospitality they receive in local restaurants. On the other hand, tourists criticise the lack of innovation and new flavours in the dishes, an element already highlighted by tourists in other researches carried out in Spain (López-Guzmán and Sánchez-Cañizares, 2012). Prices were also criticised. Therefore, it is clear that greater innovation on the part of the city's restaurants is required. While using the same local products, the city's restaurants could

create new flavours and culinary trends in order to meet the desires of visitors.

In terms of the dishes typical of the city's cuisine, Iberian ham stands out as a notable favourite (80.2%) as well as *Torta del Casar* cheese (51.8%). Iberian ham appears to be the flagship product of this area, with the majority of traditional dishes created around it.

Another key point analysed in the questionnaires was the purchasing behaviour which tourists demonstrated in their own place of residence with respect to the food and wine of this specific geographical area. On this point, 51.5% of those surveyed stated they regularly consume food and wine from this area in their own place of residence and 34.5% stated that they do so on rare occasions. Considering this, it is important to strengthen the relationship between food, wine, tourism and the image of culinary products from a given area and consequently support this relationship by encouraging the purchase of local products outside of the region in which they are produced. This in turn would have a positive impact on various economic activities.

Turning to the level of satisfaction with the cuisine in Cáceres, using a five point Likert scale the average rating was 4.2. Therefore, 38.9% of respondents were very satisfied and 44% were quite satisfied with the cuisine in this area. No link was found between the level of satisfaction with the food and gender, age, level of education or income. Moreover, in terms of overall satisfaction with their visit to Cáceres (again on a five point Likert scale), the average rating was 4.43. Consequently, 54.1% of tourists surveyed were very satisfied with their visit and 36.8% were quite satisfied. No link was found between the level of satisfaction and gender, age, level of education or income.

7. Conclusion

In recent years, food and wine have come to be considered as one of the main motivations for visiting certain geographical areas. In fact, tourists are demanding new experiences which stimulate other senses in addition to sight: culinary tourism is able to stimulate other senses such as taste and smell. This type of tourism is being dealt within scientific literature through various studies focussed on both wine and food (Hall et al., 2000). Most studies have addressed the need for joint analysis due to the importance of the relationship between these two products.

Culinary tourism shows great potential as both a tourism product and a tool for marketing tourist destinations. This is particularly true in the case of cultural destinations due to the strong relationship which exists between cultural and culinary motivations. Moreover, this type of tourism creates new opportunities for the development of other economic activities, in particular those related to the primary sector, thereby strengthening the links between different activities.

This paper has presented a study which analyses the profile and motivation of culinary tourists visiting the Spanish city of Cáceres. Firstly, tourists for whom a passion for wine was a key motivation for travelling were identified. Then, based on

the identification of these tourists, those who have a similar motivation based in gastronomy were also selected.

This research was consequently based on a fieldwork study in which a questionnaire was completed by tourists who were dining in specific restaurants recognised as having menus which rely heavily on local products. Using this method, the profile and motivations of food and wine tourists visiting the city of Cáceres have been accurately identified.

The main results of this study show that cuisine (and wine) is closely linked to culture, as these are the elements valued most highly by tourists. Also, as already noted in previous studies (Jolley, 2002; Dawson et al., 2011; Charters and Menival, 2011), culinary tourists have a high income and are well educated which clearly makes them an attractive target market for tourist destinations.

Finally, a significant level of satisfaction has been proven with both the overall visit to the Cáceres and its cuisine. In terms of the main limitations of this research, it is important to highlight the limited time period in which it was carried out meaning it would be desirable to obtain responses from tourists during other periods of the year.

This research can serve to back up other studies in the field of culinary tourism in Europe and also provides managers within this field, both in the public and private sector, with a greater understanding of the profile and motivations of tourists in the city of Cáceres who are seeking a profound link between food and wine and local culture.

As a future research, it would be useful to analyse the behaviour of tourists in their own place of residence with respect to the purchase of food and wine typical of the places they have visited.

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