

The Pedra Furada restaurant's pilgrim welcome activity on the Portuguese Way of St James

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Objectives | The aim of this study is to get to know the family background of the *Pedra Furada* Restaurant, now in its second generation, with more than 50 years of existence, as well as its integration and interaction in the rural environment of the interior of the municipality of Barcelos. It will also be important to learn about the permanent relationship with the Portuguese Way of St. James, through the assistance given to pilgrims of different nationalities, and its consequent internationalisation, as a result of the appearance of the establishment in several international pilgrimage guides. At the same time, it is important to study the contribution made to the establishment of Barcelos as a gastronomic destination of reference in terms of *galo* (rooster) culinary speciality, otherwise, this establishment would not have been mentioned in the Michelin and *Boa Cama Boa Mesa* guides.

Methodology | For this study, the main methodology will be a case study. This methodology will make use of informal interviews to get in direct contact with the people who run the restaurant, trying to reveal the dynamics established both in terms of the connection with the Portuguese Way of St James and the management of the restaurant itself, the dichotomy between innovation and gastronomic tradition, the brand image of this landmark establishment. We also plan to use the data collection techniques of participant observation and documentary analysis.

Main results and contributions | This study aims to provide an academic and scientific understanding of how this venture has survived and adapted to different dynamics over more than half a century. How it has adapted to all social and economic circumstances without ever leaving the family sphere. On the other hand, how it has become a local, regional, national and international reference point for Portuguese gastronomy and, we dare say, the most important private sector reference point on the entire Portuguese Pilgrim's Way to Santiago. António Herculano, co-owner of the restaurant, started writing in the restaurant's book of honour in 2007/2008. In the meantime, he started receiving postcards "a lot of postcards I received". He also

said had "dozens and dozens of postcards where I don't have a repeat". This testimony illustrates the importance of this restaurant in welcoming pilgrims, as well as the existence of bonds between the pilgrims and the co-owner of the restaurant even when the physical experience of the pilgrimage is over.

Limitations | The main limitations are mainly related to the time frame of the study, which means that the seasonality does not fully reflect the reality of the dynamics of the restaurant, both internally and in terms of its location on the Portuguese Way of St James.

Conclusions | After more than 50 years, the *Pedra Furada* Restaurant has established itself as a national and international gastronomic benchmark. A unique case study, where what began as a typical local "venda" is now, after two generations, a double international reference: on the one hand, gastronomy and, on the other, pilgrim's hospitality. It is well documented in the most important national and international gastronomic guides, as well as in the most important international pilgrimage guides.

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