

Slow tourism and food: The ‘Good’ principle as Portuguese trend

Slow Tourism e Alimentação: O princípio do “Bom” como tendência portuguesa

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Abstract | Slow Food (SF) is an alternative agri-food system centred on a world where people can eat food that is good for them, for the people who grow it and for the planet, allowing reflections around the table and also on fair and sustainable consumption. The SF concept allows putting into perspective new ways of thinking about gastronomy and tourism and embodies three interconnected principles: ‘Good’, ‘Clean’ and ‘Fair’. This study intends to contribute to better understanding the ‘Good’ principle and its influence, mainly in the ‘slow tourism and gastronomy’ trends for Portugal. Two specific objectives are: i) clarifying the ‘Good’ principle by exploring its three explanatory factors - ‘Happiness and pleasure’, ‘Sensory aspects’ and ‘Health’; and ii) understanding key trends around this principle for gastronomic and tourism activities. The Delphi method was applied with the help of 24 panellists from the country’s academic, public and private sectors, answering towards the prediction period of 2017-2027, within three rounds. The findings allow to forecast trends that envisage a conceptual development of food as a phenomenon increasingly linked with place, culture, nature, tradition, soil and people. They reinforce the debate around food and wine as ‘slow tourism’ pillars and present a fresh perspective towards critical thinking using the ‘slow food’ paradigm as an alternative agri-food system.

Keywords | Slow tourism, slow food, gastronomy tourism, Delphi study, Portugal

Resumo | Slow Food (SF) é um sistema agroalimentar alternativo visando garantir que todos tenham acesso a alimentos bons - para quem os consome, para quem os produz e para o planeta, permitindo reflexões em torno da mesa e de um consumo justo e sustentável. O conceito SF permite perspetivar novas formas de pensar a gastronomia e o turismo e incorpora três princípios interligados: ‘Bom’, ‘Limpo’ e ‘Justo’. Este estudo pretende contribuir para a melhor compreensão do princípio ‘Bom’ e a

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sua influência, principalmente nas tendências do 'slow tourism' e gastronomia, em Portugal. O estudo tem dois objetivos: i) esclarecer o princípio 'Bom' explorando os seus três fatores explicativos: Felicidade e Prazer, Aspetos Sensoriais e Saúde; e ii) perceber as principais tendências em torno deste princípio para as atividades gastronómicas e turísticas portuguesas. Foi aplicado o método Delphi com a colaboração de 24 especialistas dos setores académico, público e privado. O painel respondeu para um período previsional de 2017 a 2027, em três rondas. Os resultados permitiram antever algumas tendências para o desenvolvimento concetual da alimentação, como uma realidade cada vez mais ligada ao local, à natureza, à tradição, ao solo e aos povos. A pesquisa vem reforçar o debate recente em torno da comida e do vinho como pilares do 'slow tourism' e representa uma nova perspetiva usando o 'slow food' como um sistema agroalimentar alternativo.

Palavras-chave | Slow tourism, slow food, turismo gastronómico, estudo Delphi, Portugal

1. Introduction

The prefix 'slow' is increasingly used in several contexts, such as: living, socialization, cities, food and tourism. Its use, more than prolific in generating fashionable buzzwords, encapsulates a profound antagonism towards the dominant logic of the ultra-fast pace of life in the capitalist world we live in (de Salvo et al., 2019; Fullagar et al., 2012). Particularly in the Western societies, 'speed' is a present imperative, resulting from the economic globalisation and the highly business competitiveness, but also from the growing need for affirmation, success, and social and personal progress. The urgent goals for high productivity, unbridled consumerism/materialism, and the general eagerness to live in quantity over quality, are standards that generally represent living worse (Honoré, 2004; Humphrey, 2010).

Contrasting this general picture, two movements have emerged in Italy: Slow Food (SF) and Slow Cities. The first started in 1986, created by Carlo Petrini, in a spirit of revolt against the global homogenization brought by fast food to food consumption - the so-called 'McDonaldization'. Today, according to its institutional mission, the Slow Food Movement (SFM) demands to defend biodiversity in our food supply, spread taste education and connect producers of excellent foods with co-producers and their clients through events and

initiatives. The SFM defends three universal principles: (i) Good - educated demand for genuine local seasonal flavours; (ii) Clean - respect for biodiversity, ecosystem preservation, agroecology and balance between soil and consumption; (iii) Fair - economic, social, and cultural fairness contributing to a respectful business ecosystem (Slow Food, 1989). On the other hand, the Slow Cities movement principles, are focused on preservation and development of cities full of vitality and quality, healthy environments, sustainable economies, traditions preservation, healthy life rhythms of local communities and, as far as the SFM is concerned, good food (Knox, 2005). Based on these two movements, other concepts and underlying activities were developed following similar principles, such as: Slow Living (Parkins, 2004); Slow Reading (Walker, 2017); Slow Gardening (Rushing, 2011); Slow Sport (Martínková et al., 2022) and, of course, Slow Tourism (Calzati & de Salvo, 2018; Clancy, 2014; Fullagar et al., 2012).

The close connection between tourism, gastronomy, culture, and local heritage is increasingly recognized, and could make food a potential, central and binding element as the main cultural attraction of a destination (Getz et al., 2014). According to Lai et al. (2019) gastronomy also contributes decisively to the global appreciation of the destination and particularly to its image. This is

particularly important in the field of Slow Tourism, characterized by strong cultural motivations to discover destinations and their different resources anchored in history, identity, and local tradition (Corvo, 2011; Heitmann et al., 2011). Thus, through food tasting, experiencing, and purchasing, tourists can experience the historical and cultural heritage of destinations, making their consumption more participatory rather than merely contemplative (WTO, 2012). In this context, the quality and authenticity of food are key issues, which deserve a deeper comprehension regarding the principles of SF. Independently of the role played by the dimensions 'clean' and 'fair', particularly the explanatory factors underlying the SF's 'Good' principle seem to be worthwhile studying, since this SF dimension should, arguably, attract visitors the most, as most are linked to their personal motivations and are also the most portrayed in tourist promotion (Getz et al., 2014). Also, the evolution of this principle deserves attention.

Based on a literature review and complemented by the reflections shared on the topic by an expert's panel, the present investigation specifically explores three factors leading to a deeper knowledge of the 'Good' principle, which are: i) Happiness and Pleasure, ii) Sensory aspects around food, and iii) Health. A better understanding of these factors could be useful to establish a definition of this principle, discuss its role and underlying structure and contribute to upgrade gastronomic and tourism business attractiveness through the consideration of the three factors identified.

2. Literature review

2.1. Slow Tourism and Food Tourism

Slow tourism should not be seen as a fashion or a new tourist product, but rather as a life philosophy and a social movement that in recent years has characterized many social-economic activities at local communities (Honoré, 2004). Babou

and Callot (2009) define slow tourism based on the perfect convergence of two fundamental resources: space and time. In its philosophy, slow tourism is opposed to mass tourism aiming to contrast its negative externalities, i.e., the extensive development of the tourist territory based mainly on economic interest rather than on social and environmental dynamics. Also, for Clancy (2014), slow tourism is the antithesis of traditional (massified) tourism and, in this sense, the author advocates the value of a slow pace of consumption, of enjoying the journey itself and the connections with local culture and practice. From the consumers' perspective, the slow tourism philosophy proposes a clear focus shift from the volume/quantity and fast pace of tourism consumption to the quality of a generally smaller set of deeper and more enriching experiences (Heitmann et al., 2011). According to Valls et al. (2019, p.18), the slow tourism concept and its development oppose to mass tourism that began in the 1960s, and is based on a set of characteristics representing different travel behaviours, such as: "Less rapidity and more tranquillity; seeking to discover the small, the peculiar, and the personal; an alternative way of approaching routes, local culture, and zero-kilometre products; keen awareness and care of the environment; and emphasis on the search for authentic experiences". Lumdsen and McGraph's (2011) study revealed, as core requirements for slow tourism: slow pace of consumption, the travel experience, and environmental consciousness. Conway and Timms (2012) proposed the slow tourism concept with five key dimensions: Place, People, Time, Travel and Personal. The last dimension mentioned relates to slow tourism motivations resumed in Table 1.

In their proposed theoretical delimitation of the phenomenon, Calzati and de Salvo (2018) defend three paradigms related to slow tourism: (i) the enriched experience of tourism consumption; (ii) the greater sustainability with respect to the territory; and (iii) the well-being related to a higher quality of life derived from slow tourism practices.

Table 1 | Slow Tourism Motivation

Motivation	Author
Well-being; Pleasure; Recreation; Conviviality; Learning; Meaning; Enjoyment; Understanding.	Conway and Timms (2012)
Desire for higher quality; unexpected experiences at the destination; need to relax and slow down; engagement with the local population and with each other.	Robbins and Cho (2012)
Revitalization; Self-enrichment.	Oh et al. (2016)
Relaxation; Self-reflection/ Discovery; Escape; Novelty-seeking; Environmental Concern; Social Interaction; Engagement.	Özdemir and Çelebi (2018)
Exploring local destinations, being close to nature, establishing connections with local people; supporting communities; being environmentally friendly.	Jung (2021)

Source: Own elaboration

Slow tourism practices are specifically projected into various activities/experiences, such as: transportation – *avoiding air travel* (Dickinson & Robbins, 2009); hospitality – *deeper contact with host communities* (Heitman et al., 2011); accommodation – *small scale guesthouses* (Paul, 2014), quality food – *good, clean, and fair* (SF principles); and culture – *seeking for authenticity, engaging in local culture, heritage, and traditions* (Corvo, 2011; Hernández-Mogollón et al., 2012). All these components constitute experiences enriched by slowness, which benefit tourists as well as destination sustainability. In the case of more peripheral, insular or rural destinations, the development of slow tourism is convenient and even structurally important (Calzati & de Salvo, 2018; Petroman et al., 2021). These destinations benefit largely from the spirit and values of slow tourism, both towards its sustainability and natural resources quality and destination identity preservation (Valls et al., 2019; Viveiros et al., 2017).

As for tourism products, Agrotourism, Ecotourism, Nature Tourism, Religious-Cultural Tourism, Rural Tourism and Food Tourism, among others, are often considered products that may be integrated under the umbrella of slow tourism (Moira et al., 2017). Furthermore, Oh et al. (2016) believe that individual motivations, subjective choices of travel mode and lifestyle are strong drivers towards slow tourism, suggesting that the slow tourism phi-

losophy is essentially connected with the spirit and attitude of tourist participation and can be present in almost all tourism product categories.

Regarding product-territory link, Sidali et al. (2015) defend the combination of rural and food tourism, highlighting their synergistic potential in a small-scale intimate context. As a tourism resource, food can be seen as a reliable alternative to 'classic' tourism resources (sun, beaches, mountains, monuments), especially in destinations where these resources are scarce (Scarpato, 2002). Although the development of culinary tourism is not limited exclusively to rural areas, it is, according to Hall (2006), in this context especially valued, due to potential relationship between gastronomy and tourism, and represents a significant opportunity for product and marketing development, as well as for rural diversification. On the other hand, given the increasingly experience-oriented tourism consumption trends (WTO, 2012), the various opportunities to explore local food resources in rural territories, may lead to differentiated, enriching and appealing tourist experience. As Valls et al. (2019) argue this could increase tourism receipts, as tourists will pay more for an enhanced experience.

As mentioned, food can be one of the main motivations for travelling, and even a destination core element of attraction. As proposed by WTO (2012) food tourists are those who travel in search

of the authenticity of places through food and are concerned with the origin of the products. They value food and gastronomy as a means of socializing and sharing relevant moments of life through exchange of experiences. Food tourists spend more money than average, are discerning connoisseurs, and avoid standardized supply. From the motivation perspective, food tourism can be synthetically understood as a destination visit with the primary purpose of experiencing local food (Hall, 2006). This can encompass a large and diverse number of activities, such as: visiting producers, farmer markets, restaurants, festivals, and other food events, as well as learning about food cultivation techniques, food processing and even culinary production techniques (Corvo & Matacena, 2017). These learning processes are particularly important in the SF philosophy, which from the beginning defends palate education to better appreciate diversity, locality, quality, and authenticity of food products (Clancy, 2018).

The homogenising force of globalisation is often considered a threat to food locality and authenticity (Leitch, 2009). A recent study on food tourism in Portugal highlighted the strong concern in preserving the identity of the Portuguese cuisine, given the risks of the emerging touristic demand and the homogenization of the supply - represented all around by the phenomenon of Spanish 'Tapas' (Mendes et al., 2021). With the global forces controlling food supply, good, authentic, and healthy food is an emerging political issue, with local food production being considered more sustainable, accessible, and supportive of the local economy (Wilkinson & Marmot, 2003). Authenticity and food are linked by cultural, heritage and territorial ties, with authenticity demanded as a crucial aspect of the local gastronomy experience (Cianflone et al., 2013; Robinson & Clifford, 2012). Iconic food stands out as an excellent representative of these links, bringing a strong charge of historical and cultural knowledge, rooted in customs, traditions and the gastrono-

mic heritage of a given destination (Araújo, 2021). When defending food tourism as a cultural anthropological concept, Ellis et al. (2018, p.261) refer that the combination of "(...) authenticity, culture and motivations represent origin, history, place, and language of a place (...)", suggesting that "...food tourism is about cultural anthropology through understanding the interactions of tourists with place through the medium of food". This should be essential to the most demanding food tourists - the 'Foodies', defined by Yozukmaz et al. (2017) as people passionate about learning, cooking and eating good food. In their study on Foodies and their travel preferences, Getz and Robinson (2012) describe Foodies as people passionate about food with a genuine interest in trying new food products, fresh materials and quality presentation; in a word, Foodies consider food to be a form of art.

As argued by the WTO (2012), destinations investing in food tourism must work on their quality in several ways through protection and recognition of local products, development of a competitive offer, professionalism of human resources, consumer satisfaction and at the root of all these - betting on good food!

2.2. Slow Food and its 'Good' principle/ dimension

The goal of the SFM is the protection of the right to consume Good, Fair and Clean food, with an attitude of environmental and biodiversity respect, while observing and appreciating food heritage within regional and traditional cuisine (Morrisey, 2010; Petrini, 2005; 2013; Ritzer, 2001). The 'Good' principle of SF can be generally defined as the conscious search for genuine, tasty and origin food, corresponding to the search for diets based on fresh, seasonal foods with organoleptic and nutritious qualities, resulting from educated and trained senses. Therefore, educated consu-

mers can become better decision-makers and even co-producers of good food, assuming eating as an agricultural educated act (Rosa et al., 2022). It is also assumed that this dimension is very much related to: (i) each region's '*terroir*' characteristics, and (ii) local food production and what it can produce as good food. Even though some authors, as van Leeuwen et al. (2018), refer to '*terroir*' as a cultivated ecosystem in which the vine interacts with the soil and the climate, Trubeck (2008) also describes how specific characteristics of a defined location and land that interacts with the genetics of the plants is considered '*terroir*' not only for wine, but also for products such as coffee, chocolate, tea, and cheese.

The reference of '*terroir*' has also been used for describing the environment from which the products come, for example, in the case of Darjeeling tea, standing for the environment where it is grown, enhanced by the rainfall, the humidity and the "magic fingers" of the local women that worked these fields (Besky, 2014). Jacobsen (2010) broadens the '*terroir*' concept as he relates it with quality local food, associating it to apples, mushrooms, coffee, honey, cheese, salmon, wine, and chocolate. Additionally, Michel et al. (2017) explained how not only microbial diversity, but also the human and socio-cultural practices, affect bread-making, giving the bread produced in certain French areas a 'sense-of-place'.

The term '*terroir*' has furthermore been used to enhance the social ties to a certain place and community – 'social *terroir*', considering for example the Swedish case of Craft Beer, required using specific local procedures to produce the beverage, although relying also on imported elements essential to its production from very specific origins outside the region (Sjölander-Lindqvist et al., 2019). '*Terroir*' has, therefore, a straight connection to the products produced and sold locally by the producers themselves in the Farmers' Market, expressing an educated demand for genuine local seasonal flavours, and revealing how for consumers who

value 'farm-to-table' options, the 'good food' concept is closely related to the 'Good' principle that the SF concept stresses (Petrini, 2005).

Dodds and Holmes (2017) agree that buying at the Farmers Market (FM) expresses both buying 'good food' as well as the values associated to this choice. They discuss the 'good food' concept and how it changes according to customers' habits of purchasing at FM. Carson et al. (2016) go further and stress how purchasing at FM allows interaction with producers, which according to Hinrichs et al. (2004) assures that consumers are fully aware of their purchases' benefits. The consumers learn from vendors and, based on the knowledge acquired, can make better purchasing decisions (Carson et al., 2016).

Going further into the commitment to the SFM, Andrews (2013) questions if Earth Markets (EM) are not the new FM, as EM are also concerned with community development and the social benefits of a SF system, which commits to reasonable prices and fair labour treatment practices, selling, growing, or creating food products. This commitment introduces the encouragement of one of the dimensions of the SF concept: Fair (Petrini, 2005) - economic, social, and cultural fairness contributing to a respectful business ecosystem. Also, events, activities and processes taking place in these markets are important, as, in the pursuit of sustainable consumption and production, they influence other sustainable development goals related to public health, biodiversity, small-businesses, gastronomical heritage and traditions, social cohesion and sustainable cities and communities (Hatipoglu & Inelmen, 2021).

A recent study by Rosa et al. (2022) claims that the definition of the SF principles/dimensions requires more details to specify their meaning. The authors' highlight three explanatory factors of the 'Good' dimension, related to the socialization, spirituality, and knowledge contexts, which are: Happiness and Pleasure, Sensory Aspects and Health.

2.2.1. 'Happiness and Pleasure' explanatory factor

From a hedonistic perspective (especially regarding the pleasures of the senses), 'good' food should be associated with the happiness and pleasure that can be derived from the global experience of its consumption, encompassing not only the feelings, emotions or sensations associated with the sensorial stimulation of consuming genuine foods, but also with the moments spent in the harvesting, production, and confection, individually or in socialisation moments shared with family and friends.

According to Real and Dias (2022), "conviviality"- supporting elements, as the community, eating together, family, festivals and celebrations, knowledge sharing, flavours and traditions, or the social and communication exchanges are all attributes to consider. Similarly, Sengel et al. (2015) explain that food consumption at the tourism destination is not restricted to satisfying physiological needs, but includes the whole tourist' experience of the destination's gastronomy for diverse purposes, including symbolic, social and entertainment aspects. The consumption of food brings out positive sensations of enjoyment, sensory stimulation, and fulfilment, which suggests that gastronomy and particularly local restaurants in a vacation environment may significantly enhance enjoyable tourist experiences (Vignolles & Paul-Emmanuel, 2014). Siniscalchi (2014) refers to the case of restaurant owners who, when serving a meal to customers, describe what the meal was made of, where the products came from, how they were transformed and who produced them. Mossberg (2008) regards this as a differentiating feature of the meal, which can also be used as a story-telling entertainment activity (Wakefield & Blodgett, 1994). Zohry et al. (2021) further considered that storytelling was important for the word-of-mouth impact, increasing customers' intentions to return to the restaurant.

2.2.2. 'Sensory Aspects' explanatory factor

As Kivela and Crotts (2006) point out that eating is the unique form of activity that gratifies all five senses – eyesight, hearing, taste, touch and smell. Food consumption could offer 'sensory pleasure' fulfilling the desirable 'experimental' part of the tourist consumption (Hjalager & Richards, 2002). However, not everyone may be prepared to enjoy these sensations. Taste education is mandatory to be able to appreciate and understand 'good food'. According to Chrzan (2004), if a movement such as the SFM is based on consumer choice and preference, its public should be prepared to understand and differentiate quality and flavours from distinct origins: local grown production farms *versus* corporate manufacturing food industries. Additionally, 'terroir-based' local food and wine pairing should enhance the experience quality through optimal sensorial matching, as offered in several Douro and Vinho Verde premises (Rachão et al., 2019).

2.2.3. 'Health' explanatory factor

The term 'foodways' (referring to the connection between food-related behaviour and patterns of membership in cultural community, group, and society), involves the behaviours, beliefs and the act of production, preparation, serving and eating of food (Counihan, 1999). Further, 'foodway' could have a double meaning: i) it highlights the significance of traditional modes of producing food, and ii) could be seen as a movement and direction across time (history) and space (culture).

According to Wilkinson and Marmot (2003), a good diet - based on quality food and adequate food supply and education, is essential to promote health and well-being. As pointed by Nettleton (2006, p.170) "health is not a unitary phenomenon and is a highly elastic cultural notion". Consequently, a better culture regarding the role of food for health, includes knowledge about food and nutri-

tion, culinary skills, and the social value of preparing a meal and eating it together.

3. Methodology

As mentioned before, there is a lack of literature around the 'Good' dimension as a particular feature that is part of the SF concept, seen as an alternative agri-food and tourism system.

The specific questions of the present research were: i) will it be possible to identify factors that explain the meaning of the 'Good' dimension? ii) how can the 'Good' dimension be described? and iii) what will the 'Good' trends for the Portuguese agri-food and tourism market be? To achieve these objectives, the Delphi method was used, with a perspective of the period - 2017/2027.

This research reports only on the results of one principle of the SF model - 'Good', to understand and discuss the gastronomy trends in Portugal for the period 2017/2027. Based on the complexity of the topic under analysis, this method is relevant because it permits forecasting trends, based on various questionnaires and opinions, judgments and feedback from experts (Brady, 2015; Gupta & Clarke, 1996).

The Delphi method has been largely adopted in tourism research, for example, for understanding the future of the global tourism system (Bergner & Lohmann, 2013). Other studies such as that of Real et al. (2020) use the Delphi method to predict the impact of future use of Mediterranean diet in 2028 in Portugal, not only in the environmental, economic and health fields, but also, in the tourism sector. The following section will describe the selection criteria used to identify the panel of experts, the methodological process, and the procedures that allowed to implement the successive rounds of questionnaires.

3.1. The Delphi method

The principal objective of a Delphi research is to allow a consensus of judgmental opinions and perspectives from a group of experts (Jarir et al., 1979). It involves collecting and creating knowledge through a series of questionnaires that allow controlled opinion feedback (Adler & Ziglio, 1996). Defined as "a method of structuring an effective group communication process, allowing that a group of individuals can deal with a complex problem as a whole" (Linstone & Turoff, 1975, p. 3), the Delphi method could also be used as a means to obtain opinions, insights and perspectives from experts on a specific topic, issue or theme to better inform decision making (Dalkey & Helmer, 1963). The Delphi method has been used in several scientific fields such as technology, education, and other sectors (Cornish, 1997). It is considered as a long-term forecasting technique based on the collective opinion and experience of a panel of experts (Gupta & Clarke, 1996). Originally, the Delphi method was mentioned in ancient Greece through the ancient oracle at Delphi, which gave visions on the future to those who sought advice (Gupta & Clarke, 1996). As argued by Fowles (1978), in the original Delphi process, the key factors were: i) structuring of information flow; ii) feedback to the panellists; iii) anonymity between the group. All these three characteristics were respected by this study. Concerning the steps of the Delphi process, Fowles (1978) pointed that there are ten critical steps to follow when designing a Delphi Method: i) training a team to undertake and monitor a Delphi on a given subject; ii) selecting one or more panels with panellists who are experts in the area to be investigated; iii) developing the first round of the Delphi questionnaire; iv) testing the questionnaire for proper wording (e.g., ambiguities, vagueness); v) administering the first questionnaires to the panellists; vi) analysis of the first round; vii) preparation of the second-round of questionnaires (and possible testing); viii) adminis-

trating the second-round of questionnaires to the panellists; ix) analysing the second-round responses (steps 7 to 9 are reiterated as long as desired or necessary to achieve stability in results); x) reporting the conclusions of the study.

3.2. Panel selection criteria

As mentioned, there is no fixed number for a panel of experts, but Brockhoff (1975) found that groups of experts as small as four can perform well. According to Powell (2003) the representativeness of the panel is based on the experts' quality rather than quantity. Even so, in this study three criteria for the constitution of the Delphi panel were considered: i) panellists' professional backgrounds and experience; ii) connection with the trends' environment; iii) direct or indirect work in the agri-food and tourism sectors, from farmers to cooks.

As summarized in Table 2, from the total number of experts, 62.5% were from the private sector, 25% from the academic and 12.5% from the public sector, granting the presence of all the three sectors, as recommended by many authors regarding the Delphi methodology. Each expert's profile was carefully assessed. The final panel was constituted by 24 national experts (Appendix 1).

Table 2 | Panel of experts: representativeness and selection criteria

Experts' origin Sectors	Representativeness		Panel selection criteria and analysis
	Number of experts	%	
Representatives of Business Associations and Industry Experts	15	62.5	<ul style="list-style-type: none"> - Connections with business trends in the gastronomy, tourism and agri-food sectors from private, public and academic fields; - Professional experience - Managing positions and policies makers; - Profile analysis.
Representatives of Academia	6	25	
Representatives of Public Administration	3	12.5	
Total	24	100	

Source: Own elaboration

3.3. Delphi procedures

The present research was based on three rounds of questionnaires (Figure 1). A pre-round was considered to: i) measure the degree of each expert's knowledge regarding a set of statements previously defined for each factor of the 'good' dimension and ii) obtain new perspectives and opinions from the experts. This last step allowed to include, in the following rounds, other perspectives on the category analysed.

Experts' opinions regarding the 'Good' principle were explored through a 5-point Likert scale to measure their agreement about the perceived likelihood of occurrence (till 2027) of a certain number of events described in statements (1- 'extremely unlikely' to 5- 'extremely likely'). According to Corbetta (2007), this scale is suitable to measure attitudes, due to its simple structure. A quantitative analysis of the experts' responses was performed based on descriptive statistical measures - average, standard deviation, and coefficient of variation. According to Toppinen et al. (2017), in many Delphi studies, quantitative analysis is used to determine the position of the answers and assess the consensus of (dis)agreement. In this case, the average was chosen to know the central tendency of the opinions. According to Jarir et al. (1979), in Delphi studies, a stopping criterion should be defined based on the level of consensus. In the present research two statistics of dispersion were considered: the standard deviation (SD) and the coefficient of variation (CV). In the Delphi literature, a CV value equal or below 0.5 is commonly accepted as an indicator of consensus (Milli & Zúñiga, 2001); however, in the present research a stricter criterion was used, namely consensus was considered as reached with a CV value, i.e. the ratio between the standard deviation and the average, of 0.31 or below (Pestana & Gageiro, 2020). To test the stability of responses, changes in the relative CV between the three rounds were checked, as suggested by Mili and Bouhaddane (2021). The

statements with less consensus were included in the next round for experts' re-evaluation. Table 3 presents the range of values used to evaluate

the degree of consensus and support the decision about next rounds.

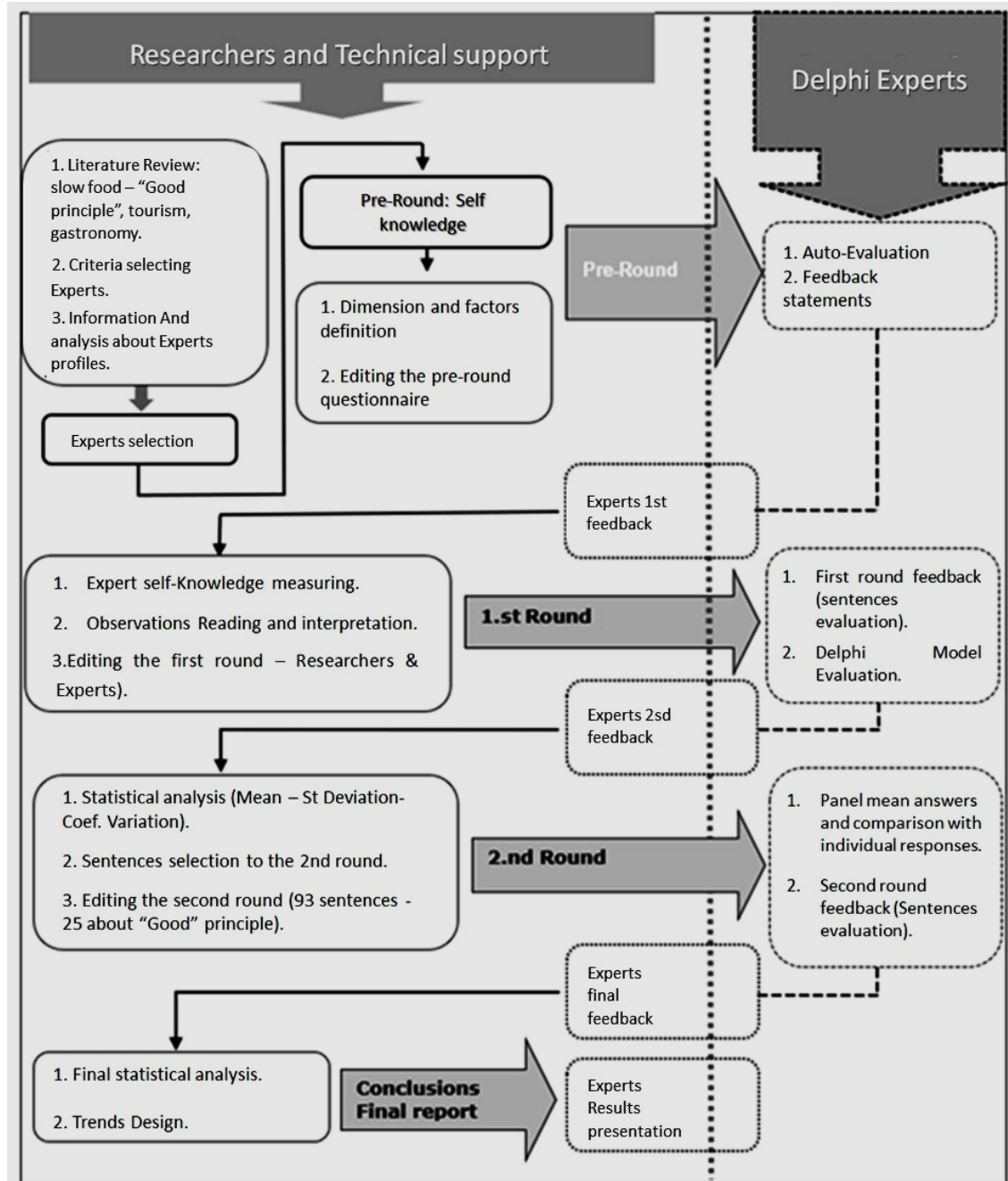


Figure 1 | Delphi process
Source: Own elaboration

Table 3 | Study consensus degree

Range of CV	Consensus Position	Decision Rule
$CV \leq 0.15$	Very high degree of consensus	Accepted. Second Round.
$0.16 < CV \leq 0.3$	Medium degree of consensus	Accepted. Second Round (Reintroduced sentence only to compare the level of standard deviation).
$0.31 < CV \leq 1$	Very low degree of consensus	Rejected. Third Round (Reformulated sentences and some eliminated).

Source: Own elaboration

3.3.1. First round/pre-round

The aim of the first round or pre-round, was twofold. On the one hand, it aimed at evaluating the previous knowledge of each member concerning the factors proposed in the Delphi Model regarding the 'Good' principle: happiness and pleasure, sensory aspects, and health. A total of 25 statements about the trends to the 'Good' dimension were proposed according to the revised literature and after, discussed with the panellists. Nevertheless, the present research focuses on the following statements: (i) *understanding food as something related to place, nature, tradition, soil and the individual characteristics of people will determine the index of agri-food happiness in Portugal*; (ii) *knowing the ways of confection/preparation of Portuguese food/dishes will be considered in 2027 an attribute of greater pleasure at the table*; (iii) *sensory emotions in 2027 will be made tangible and associated with food products*; and (iv) *food will be seen in 2027, more for the 'good' it provides to a person's health, than for the need for energy intake*.

The pre-round was also designed to achieve a better final questionnaire with expertise contributions. Each panellist was invited to share his/her perspectives by filling a specific "observations box" created for each sentence. This is the first approach towards identifying some of the "ingredients" of the 'Good' principle that will allow a better understanding of the perceived scope of food happiness and pleasure, sensory aspects, and health explanatory factors as possible characteristics to

develop in the food sector and in tourism gastronomy offer.

3.3.2. Second round - first feedback

All members were asked to report their agreement or disagreement about the literature-based statements, refined through expert comments from the pre-round. Descriptive statistics were assessed and the decision regarding the acceptance or rejection of statements was taken based on the coefficient of variation as presented in the previous table 3. No substantial differences were registered in this coefficient between the rounds, with many sentences showing a change of CV of less than 0.5%. This met the stability criterion suggested by Milli and Zúñiga (2001), allowing to conclude the process. The experts were invited to compare each individual answer with the panel's average without any external influence. If the difference between the individual opinion and the panel's average was high, all experts had to justify why they would adjust or not their opinions. This allowed to capture some differences from the average, and simultaneously to grasp very valid opinions, given particular insight of some specialists.

3.3.3. Third round and validation of final feedback

As expected, the last round had a lower level of standard deviation when compared to the previous round. Hence, one of the objectives of the Delphi methodology was achieved, given that the

study started with a considerably higher standard deviation, *i.e.*, opinions were more diverse at the beginning than in the end of the study. In this analysis, all statements reflecting the ‘Good’ dimension of SF were re-evaluated concerning the average score (agreement or disagreement degree) and the coefficient of variation (consensus level) to allow the identification of each event/ statement as a (more or less) consensual trend perceived by the Portuguese agri-food gastronomy and tourism sectors.

4. Results

As mentioned by the panel experts and shown in Table 4, understanding food as something related to place, nature, tradition, soil, and the individual characteristics of people could embody one index of agri-food and gastronomy happiness in Portugal, underlining the importance of food as cultural and place identity.

Table 4 | Statements analysis as possible trends

Statements	Overall Mean (\bar{x}), SD (δ) and Coefficient of Variation (CV)
i) Understanding food as something related to place, nature, tradition, soil and the individual characteristics of people will determine the index of agri-food happiness in Portugal.	$\bar{x} = 4.0$ $\delta = 0.6$ CV = 0.15
ii) Knowing the ways of confection/preparation of Portuguese food/dishes will be considered in 2027 an attribute of greater pleasure at the table.	$\bar{x} = 3.9$ $\delta = 0.7$ CV = 0.17
iii) Sensory emotions in 2027 will be made tangible and associated with food products.	$\bar{x} = 3.6$ $\delta = 0.7$ CV = 0.19
iv) Food will be seen in 2027, more for the ‘good’ it provides to a person’s health, than for the need for energy intake.	$\bar{x} = 4.0$ $\delta = 0.7$ CV = 0.18

Note: Values represent mean importance on a five-point scale from 1-‘extremely unlikely’ to 5-‘extremely likely’.

Source: Own elaboration

Concerning the sentence (i) and as shown in table 4, the experts estimate with a high level of consensus (CV= 15%), that “*Understanding food as something related to place, nature, tradition, soil and the individual characteristics of people will determine the index of agri-food happiness in Portugal*” could have a very strong probability to occur. This perceived trend follows the conclusion pointed out by several studies, such as the research “*Mediterranean Diet conceptual model and future trends of its use in Portugal*”, “where 10% of the new tourist offerings will position themselves and communicate their insertion in the concept of the Mediterranean Diet” (Real et al., 2020), together with a model of sustainable tourism and/or a vehicle of conviviality.

Regarding the second statement – *Pleasure* at the table through knowledge of confection of Portuguese food as an explanatory factor of the ‘Good’ principle, results clear confirm the importance of this aspect and its potential to differentiate tourism activities related to the agri-food sector. It is possible to understand that the act of cooking, preparing and sharing knowledge, could be an opportunity to enhance pleasure. As observed, one of the main trends encountered by the experts panel with a strong/medium degree of consensus - CV=17% -, is related with the know-how regarding confection/preparation of Portuguese dishes, including food and wine pairing. This could be a good opportunity for gastronomy tourism providers to improve the connection between food,

wine, territory, culture, and knowledge, particularly considering results of the first mentioned dimension, which corroborates Clancy's view (2018) recognizing the centrality of the learning process of SF, connected with aspects, such as palate education to better appreciate the diversity of the local and good products, and also with storytelling regarding traditional ways of SF preparation which sometimes reflect local culture. On the other hand, and as pointed out by Robinson and Clifford (2012) and Cianflone et al. (2013), the specific 'authentic' context of food preparation associated to a territory's culture, history and food heritage, should be maintained, as much as possible. This trend could also support the commensality in SF, as propensity to embrace food, culture and well-being through sharing food and wine, in which visitors may learn about local SF preparation from local cooks.

For the majority of the Delphi experts, the sensory emotions will be made more tangible and associated with food products in 2027, possibly playing an important role to enjoy 'Good' food. The perceptions of 'Good' food are thus also related with the emotions which the five senses may generate. This trend of enhancing sensory stimuli in local food may be effective until 2027, based on the relatively high mean obtained (3.6) and reinforced by the CV level of 19%. Specialists thereby confirm Hjalager and Richards' (2002) suggestion that the act of eating is a unique activity that gratifies all five senses to achieve the desirable tourism experience.

The "health" concept has become part of a "buzz word" (Mills, 1959), while "healthy" food may assume two meanings: i) a physical or body reaction, or ii) a psychological, emotional reaction related to pleasure (or possibly guilt).

Indeed, what might be considered good or bad is not static, and depends on the social, economic, and political environment, and on individual values and beliefs. According to Parsons (2014), bad food could be associated with sugar, fat, and

a convenience food consumption. In the present study the panellists argued that in 2027 food will be more valued for the 'Good' that it provides to a person's health, rather than for the need for energy intake.

As revealed by the high mean value (4.0) and the level of CV (0.18) about sentence (iv), specialists expect the corresponding trend of food consumption amongst consumers, which is in line with several studies (e.g. Nettleton, 2006; Counihan, 1999).

The balance between the basic need of feeding the body and all the specific combinations of attributes that enrich the typical food experience of a tourist such as: i) conviviality and generational food knowledge, and ii) the link to the territories of production/confection - the food '*terroir*', is unique and is part of a destination's food & wine identity, enhancing its positioning in a competitive touristic market.

5. Concluding remarks

This research, in particular the three explanatory factors of the 'Good' SF principle explored and the proposed trends, bring to the discussion the need to review current models of gastronomic consumption in the different channels. Furthermore, the introduction of the three factors (Happiness and Pleasure, Sensorial Aspects and Health) to the discussion, as part of the SF 'Good' principle, may be the key to a new and sustainable perspective for the tourism sector, particularly for the gastronomic sector. Hence, these conclusions could be a basis for further research that might contribute to a deeper understanding concerning the topics in discussion.

Considering the findings of this study, it is possible to assume that the 'Good' principle, as one of the three pillars of the SF concept, could be defined as a representation of a conscientious demand

for genuinely 'Good' food, by searching genuine origin and flavour options, which implies searching for diets based on fresh, seasonal food, with organoleptic and nutritious qualities, resulting from educated and trained senses. Furthermore, according to the Delphi panel, for a better understanding of the 'Good' principle, it is necessary to consider the three factors tested in this research: happiness and pleasure, sensory aspects, and health. The objectives of the study were achieved through the validation of these factors and by explaining different kinds of arguments which were related to possible trends.

Nevertheless, there is still some uncertainty in using these factors to achieve better performance when the businesses try to design their gastronomic and tourism value proposition, which could also present a big opportunity to implement different strategies within the Portuguese gastronomic and tourism sectors. Understanding those factors as part of the 'Good' principle could be useful to gastronomic and tourism innovation. In this way, this study could shed some light about the influence of the 'Good' principle in slow and SF tourism contexts. At the same time, by using the definition of 'Good' and its suggested explanatory factors, the industry could adopt some strategies to achieve better business performance, and develop new approaches in food tourism, based on the happiness and pleasure, sensory and cultural aspects as well as health function related with food and gastronomy consumption. This study could also serve as inspiration for new entrepreneurs to develop new concepts, supporting services supply more through intangible aspects rather than tangible ones. Training the taste, relying on smell, studying the appearance, touching the elements, and listening to the sound of food and wine will be simultaneously an opportunity and a big challenge to both tourists and gastronomy providers.

Finally, it is important to emphasise that the SF as a model could be an opportunity to implement an alternative thinking and, with that, deal-

ing with the big challenges that the world is living, such as the higher need of sustainable food production, climate change, biodiversity, high levels of migration, deforestation and the lack of support to the poorest regions.

Considering and connecting all the three principles of the SF model with the presented factors is crucial to assume our co-responsibility in making the world a better place.

6. Research limitations

There are some limitations that should be mentioned. Only Portuguese experts participated with their remarks. It would be important to compare these findings with the perspectives of other foreign experts from different cultures and promote new and diverse discussion around the central subject - what is the meaning of the 'Good' principle as part of the SF model, and how to materialize it in gastronomic and tourism offer? Another research could be developed focusing on a pure quantitative field, by using the variables that were proposed here, or eventually additional ones, to carry out benchmarking analysis. Finally, it would be stimulating to explore the 'Good' principle with other experts' profiles, such as ecologists, anthropologists and philosophers, learning more about the social and cultural side of eating.

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Appendix

Appendix 1 | Delphi Experts Panel Profile and Origin

Experts ID			
ID	Organization	Expertise	Delphi Timespan*
A	Cor de Tangerina	Cooking. Vegan Expertise. Slow Food Member	2016-dec. 2017
B	AgroPortal - Ex secretary of state for rural development	Agri-food policy maker. Trends. Communication.	Jan.2017-dec. 2017
C	Manager of the Department of Science and Natural Resources of the Municipal Chamber of Funchal - Madeira Island	Agri-food policy maker. Trends. Communication. Production systems. Agroecology. Organic farming.	2016-dec. 2017
D	FCNAUP - Faculty of Nutrition and Food Sciences of the University of Porto	Nutrition researcher. Mediterranean expert. Dean of Oporto Nutrition Faculty. Slow food Activist.	2016-dec. 2017
E	ICBAS - Institute of Biomedical Sciences Abel Salazar of the University of Porto	Animal Production. Agri-Food Systems Research. Milk products expert and animal laboratory manager.	Jan.2017-dec. 2017
F	Porto University	Pro-Rector. Trends. Marketing. Innovation. Food Advisor.	Jan.2017-dec. 2017
G	Porto University	Logistics and supply chain expert. Researcher. Business Advisor. President of Institute of Science and Innovation in Mechanical and Industrial Engineering.	Jan.2017-dec. 2017
H	Porto Business School	Trends. Technology. Digital Expert	2016-dec. 2017
I	Vida Económica - Agro Newspaper	Supply and Demand agri-food sector. Agri-Food actuality from business, Academic and Public sectors.	2016-dec. 2017
J	Herdade Freixo do Meio	Production, agroecology, trends. Slow Food Activist. Agri-food business expert	2016-dec. 2017
K	Food Advisor	Production expert. Small producers' markets manager. Retail experience	2016-dec. 2017
L	Casa Adega - Restaurant	Food and Cooker expert.	2016-dec. 2017
M	Naturalfa	Certification. Production and market experience	2016-dec. 2017
N	SONAE – Club Produtores	Research experience. Innovation and agri-food trends. Retail experience.	2016-dec. 2017
O	AMAP - Association for the Maintenance of Proximity Agriculture	Permaculture. Organic farming expertise. Urban ecology production. Agriculture sustainability business know-how	2016-dec. 2017
P	Casas da Li	Cooking. Slow Food Member. Tourism entrepreneur. Coordinator of Portuguese Chef Alliance project.	Jan.2017-dec. 2017
Q	Slow Food Algarve	Mediterranean Diet. Slow Territories expertise. Alternative food production.	Jan.2017-dec. 2017
R	Cantinho das Aromáticas	Entrepreneur. Organic Farming. Urban ecology project. Erbs and seasonal plants expertise.	Jan.2017-dec. 2017
S	Alivetaste	Food and wine writer. Food Critic.	Jan.2017-dec. 2017
T	AGROBIO	President of the National organic Association. Public policies expertise. Agriculture UE programs know-how.	Jan.2017-dec. 2017
U	APN – Portuguese Nutrition Association.	General secretary of the national association of nutritionists. Mediterranean Diet expertise. Researcher. Food Trends and Tourism.	Jan.2017-dec. 2017
V	Slow Food Association	Slow Food Expertise. Earth markets. Lecturer. Researcher.	Jan.2017-dec. 2017
X	Slow Food Convivium – Minho	Slow Food Expertise. Ark of taste project.	Jan.2017-dec. 2017
Z	IPAM and UTAD	Researcher. Slow Food Member. Technology expertise.	Jan.2017-dec. 2017

*From the first invitation to the final round