



Universitat de Lleida

Dinámicas relacionales de la gastronomía de alto nivel en el turismo

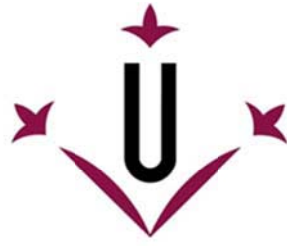
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Universitat de Lleida

**Dinámicas relacionales de la gastronomía
de alto nivel en el turismo**

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Esta tesis realizada en la Universidad de Lleida es el fruto de un gran esfuerzo en el cual han participado de forma directa e indirecta muchas personas, opinando, corrigiéndome, teniendo paciencia, apoyándome en los momentos de crisis, y en los grandes momentos de felicidad.

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** La investigación de esta tesis doctoral se basa en parte en los siguientes proyectos:*

- 1) Proyecto TURESCO (Turismo, Economía Social y del Conocimiento), Grupo Consolidado de Investigación acreditado por la Generalitat de Catalunya TURESCO (2017 SGR 49).*
- 2) Proyecto TURCOLAB (Análisis turístico de las plataformas de alojamiento colaborativo en destinos españoles a través de contenido generado por los usuarios y otras fuentes en línea, Ministerio de Economía, Industria y Competitividad (ECO2017-88984-R)).*

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RESUMEN

La gastronomía es uno de los sectores más importantes en la economía de muchos países y actualmente se está convirtiendo en un elemento fundamental para atraer y promocionar el turismo. El objetivo de esta tesis es analizar las dinámicas relacionales de la gastronomía de alto nivel con los clientes, con los destinos y con el entorno, a nivel tecnológico y social. Para ello, en primer lugar se investigó y tipificó el perfil del turista gastronómico de alto nivel, que por su capacidad económica y cultural se considera que es de gran interés para los destinos. A continuación esta tesis contribuye a la creación de tres modelos: 1) Un modelo para observar el nivel de importancia de los restaurantes de alto nivel como núcleos de atracción de un destino, capaces de generar flujos turísticos en función de las motivaciones del viaje. 2) Un modelo para evaluar de manera fácil y rápida el grado de madurez y de contenido de las páginas web de los restaurantes de alto nivel con estrella Michelin basado en la aplicación e integración del eMICA (extended model of Internet commerce adoption) y el análisis de contenido. 3) Para finalizar la investigación, se diseñó un modelo de ecuaciones estructurales para analizar las motivaciones que afectan al consumo de gastronomía de alto nivel en el que se relacionan las motivaciones centradas en la experiencia y la reputación que otorga haber comido en un restaurante Michelin.

Para llevar a cabo la aplicación de dichos modelos se realizó un estudio empírico sobre una muestra de 1.500 visitantes que acudieron a restaurantes con estrella Michelin, así como también se analizaron 980 páginas webs de restaurantes con estrella Michelin en España, Francia e Italia. Los resultados muestran la importancia del turismo gastronómico de alto nivel y el potencial que tienen para la promoción de los destinos, la necesidad de adaptar las webs de este tipo de restaurantes a nivel tecnológico y para la promoción de los recursos turísticos. Así como que los clientes consideran la visita a un restaurante de alto nivel como una experiencia global en la que le dan importancia a la reputación pero sobre todo al disfrute en sí de la experiencia.

Esta tesis contribuye de manera significativa mediante estos tres modelos a mejorar la gestión y la toma de decisiones de los gerentes de restaurantes de cierto nivel, así como de los administradores públicos o de los gestores de destinos turísticos en los que la gastronomía de alto nivel es o puede convertirse en un elemento principal de atracción para los turistas y generar flujos turísticos

PALABRAS CLAVE

Segmentación del mercado, gastronomía, restaurantes Michelin, eMICA, análisis de contenido, análisis de correspondencias multiple, núcleo de atracción, flujos turísticos, ecuaciones estructurales, reputación, experiencia gastronómica.

RESUMEN

La gastronomia és un dels sectors més importants en l'economia de molts països i actualment s'està convertint en un element fonamental per atreure i promocionar el turisme. L'objectiu d'aquesta tesi és analitzar les dinàmiques relacionals de la gastronomia d'alt nivell amb els clients, amb les destinacions i amb l'entorn, a nivell tecnològic i social. Per a això, en primer lloc es va investigar i es va tipificar el perfil del turista gastronòmic d'alt nivell, que per la seva capacitat econòmica i cultural es considera que és de gran interès per a les destinacions. A continuació aquesta tesi contribueix a la creació de tres models: 1. Un model per observar el nivell d'importància dels restaurants d'alt nivell com a nuclis d'atracció d'una destinació, capaços de generar fluxos turístics en funció de les motivacions del viatge. 2. Un model per avaluar de manera fàcil i ràpida el grau de maduresa i de contingut de les pàgines web dels restaurants d'alt nivell amb estrelles Michelin basat en l'aplicació i integració de l'eMICA (extended model of Internet commerce adoption) i l'anàlisi de contingut. 3. I per finalitzar la recerca, es va dissenyar un model d'equacions estructurals per analitzar les motivacions que afecten al consum de gastronomia d'alt nivell en el qual es relacionen les motivacions centrades en l'experiència i la reputació que atorga haver menjat en un restaurant Michelin.

Per dur a terme l'aplicació d'aquests models es va realitzar un estudi empíric sobre una mostra de 1.500 visitants que van acudir a restaurants amb estrelles Michelin, així com també es van analitzar 980 pàgines webs de restaurants amb estrelles Michelin a Espanya, França i Itàlia. Els resultats mostren la importància del turisme gastronòmic d'alt nivell i el potencial que tenen per a la promoció de les destinacions, la necessitat d'adaptar les webs d'aquest tipus de restaurants a nivell tecnològic i per a la promoció dels recursos turístics. Així com que els clients consideren la visita a un restaurant d'alt nivell com una experiència global en la qual li donen importància a la reputació però sobretot a gaudir en si de l'experiència.

Aquesta tesi contribueixen de manera significativa mitjançant aquests tres models a millorar la gestió i la presa de decisions dels gerents de restaurants de cert nivell, així com dels administradors públics o dels gestors de destinacions turístiques en els quals la gastronomia d'alt nivell és o pot convertir-se en un element principal d'atracció per als turistes i generar fluxos turístics.

ABSTRACT

Gastronomy is one of the most important sectors in the economy of many countries and is becoming a fundamental element to attract and promote tourism. The aim of this thesis is to analyze the relational dynamics of high-level gastronomy with customers, with destinations and with the environment, at technological and social levels. Firstly, the profile of high-level gastronomic tourists was analyzed, which are considered of great interest for destinations due to their economic and cultural capacity. This thesis then contributes to the creation of three models: 1. A model to observe the level of importance of high-level restaurants as a destination's attraction nuclei, generating tourist flows according to the motivations of the trip. 2. A model to rapidly and easily evaluate the development and maturity of restaurant websites. The model consists of a progressive analysis of the restaurants' websites, which starts with a content analysis, and continues with the application of eMICA (extended model of Internet commerce adoption) to identify each website's level. 3. Finally, a model of structural equations was designed to analyze the motivation related to the possibility of obtaining reputation and recognition for consuming high-end gastronomy in a Michelin star Restaurant.

To carry out the application of these models, an empirical study was conducted on a sample of 1,500 visitors who visited Michelin-starred restaurants, and 980 web sites of restaurants with Michelin stars in Spain, France and Italy were analyzed. The results show the importance of high level gastronomic tourism and the potential it has for the promotion of destinations, the need to adapt the websites of this type of restaurants at a technological level and for the promotion of tourist resources. Besides, the clients consider the visit to a high level restaurant as a global experience in which they give importance to the reputation, being the effect of the experience much stronger.

This thesis contribute significantly through these three models to improve the management and decision making of restaurant managers of a certain level, as well as public managers of destinations in which high-level gastronomy is or can become a main element of attraction for tourists and generate tourist flows.

1. INTRODUCCION GENERAL

En el actual entorno global, competitivo y dinámico, muchos destinos poseen características similares, y por tanto tienen una necesidad creciente de diferenciarse (Morgan y Pritchard, 2014), lo que ha conllevado a que en muchas ocasiones la gastronomía se haya convertido en un elemento diferenciador, ayudando a promover la imagen de los destinos, convirtiéndose en marca e identidad y generando flujos turísticos (Sánchez Cañizares y López-Guzmán, 2012).

El informe de la UNWTO (2016) sobre turismo gastronómico apunta que el peso de la gastronomía en los ingresos turísticos de los destinos es del 30% y que este margen tenderá a crecer. En el año 2016, por ejemplo, el sector de la restauración alcanzó los 35.131 millones de euros en España, y cada ciudadano consumió (comió o cenó) fuera del hogar una media de 157 veces (The NPD Group, 2017). Este sector dio ocupación a 1,6 millones de empleados en España en 2016, según los datos de la Encuesta de Población Activa (EPA) del INE (2017).

La restauración es una actividad que ha presentado un gran auge en la última década. Según el Ministerio de Energía, Turismo y la Agencia Digital (2017), España recibió 82 millones de turistas en 2017, superando a los Estados Unidos por primera vez y alcanzando la segunda posición en cuanto a llegadas de turistas, solo por detrás de Francia. El turista internacional realizó un gasto total de 87,000 millones de euros, de los cuales se estima que aproximadamente 260.000 millones se destina a gastronomía y para el 15% de los turistas, alrededor de 10 millones, el motivo principal para visitar España ha sido la gastronomía (INE, 2017).

El aumento de la competitividad en la restauración ha propiciado una demanda cada vez más plural y heterogénea formada por clientes que a su vez ya no solo buscan saciar el apetito sino el disfrute de la experiencia (Thompson y Prideaux, 2009; Yang y Mattila, 2017).

El cliente actual es un cliente mucho más informado y que en muchas ocasiones, planifica y reserva sus vacaciones y su tiempo de ocio, con intereses totalmente diferentes y que a medida que su nivel adquisitivo aumenta demanda productos más específicos y más personalizados, aunque ello suponga un mayor coste económico (Goolaup et al., 2017; Yang y Mattila, 2017). El turista gastronómico, específicamente, da valor a la gastronomía como medio de socialización e intercambio de experiencias, es cada vez más exigente y tiene un mayor nivel de gasto que la media de turistas (UNWTO, 2016).

Atraer a turistas gastronómicos se ha convertido en el objetivo de muchos destinos ya que ayudan a alargar la duración de la estancia, a aumentar el gasto turístico en productos locales y en definitiva a crear una mayor sostenibilidad (UNWTO, 2016). Los motivos por los que los viajeros escogen uno u otro destino son diversos, pero las nuevas tendencias en turismo indican que la gastronomía de calidad cada vez ocupa más relevancia en el proceso de selección del destino (Cohen y Avieli, 2004). Además, la saturación de cierto tipo de restauración, así como, la aparición de nuevas técnicas culinarias junto a los avances tecnológicos, la internacionalización del sector y los cambios en los hábitos y los gustos de los consumidores, ha propiciado un notable crecimiento de la restauración de cierto nivel (Daries et al, 2017).

La gastronomía de alto nivel está en boga, han aparecido todo tipo de programas culinarios en los medios de comunicación de masas, a día de hoy los grandes cocineros se han convertido en grandes prescriptores de la comunicación participando como imagen de campañas de promoción de destinos. El evento promovido por la revista que considera los 50 mejores restaurantes del mundo (<https://thegourmetjournal.com>) ya se ha convertido en una ceremonia con un gran contenido mediático, como la de los Oscars en Hollywood. Asimismo hay que resaltar la importancia que se les da y la expectativa que generan las estrellas de la guía Michelin, a las que más de un chef ha renunciado por no poder soportar la presión que suponen, e incluso algunos de ellos han llegado a suicidarse al perder el valioso trofeo.

Por otra parte, la irrupción de las tecnologías de la información y de la comunicación (TIC) en general y de Internet en particular ha influido en la forma de gestionar y de competir de las empresas siendo la industria turística una de la más afectadas y donde se ha observado un proceso de adopción más generalizado (Dijkmans et al, 2015). Los antecedentes teóricos sugieren que el desarrollo y la madurez son diferentes para cada empresa, y cuanto más útil es para una persona utilizar un sistema tecnológico y cuanto más fácil sea su funcionamiento, más predispuesto estará el usuario de utilizarlo.

El sector de la gastronomía no es ajeno a este fenómeno. En un contexto donde los usuarios están cada vez más acostumbrados a comprar on-line y a confiar en la información disponible en la red para tomar decisiones (Yoo y Gretzel, 2011; Charoula et al. 2014; Miranda et al, 2015), los sitios web de los restaurantes se han convertido en herramientas fundamentales para realizar transacciones, mejorar la reputación, comunicación, e interacción con clientes y aumentar la satisfacción del cliente (Huertas y Marine-Roig, 2015; Burgess et al, 2011; Lim, 2013; Yang, 2013; Lu y Junyi, 2014; Li et al, 2015).

Con el auge de las redes sociales, han surgido nuevas prácticas sociales relacionadas con la formación de la identidad personal en línea y la forma de mostrarla (Livingstone, 2008; Wakefield y Wakefield, 2016). Es en este escenario donde numerosos autores apuntan que lo más importante para muchos usuarios es la imagen que se comparte, el estatus, la notoriedad y buscar la aprobación de los demás (Carsten y Patterson, 2005) o en palabras coloquiales lo que ha venido a llamarse el “postureo” en línea. En el contexto de nuestro trabajo, que es el consumo de la gastronomía de alto nivel, es difícil discernir si el consumidor realmente está disfrutando de su experiencia culinaria y gastronómica o es la comida en sí la que se vuelve parte del decorado de un estilo de vida ligado al estatus y la aprobación social (Goolaup et al, 2017).

Por todos estos motivos, esta tesis doctoral pretende analizar las dinámicas relacionales de la gastronomía de alto nivel; dinámicas relacionales con los clientes, con los destinos y con el entorno actual, a nivel tecnológico y social. Para ello, en primer lugar se realiza una profunda revisión de literatura relacionada con la gastronomía y con los destinos turísticos en la que se encontró una serie de investigaciones donde se habían segmentado comensales de restaurantes en base a variables sociodemográficas o socio-psicológicas; sin embargo, no se encontraron trabajos centrados en la segmentación de comensales de restaurantes de alto nivel de acuerdo con sus motivaciones y percepciones, por tanto en primer lugar se investigó y tipificó el perfil del turista gastronómico de alto nivel, que por su capacidad económica y cultural se considera que es de gran interés para los destinos.

La primera contribución de esta tesis fue la creación de un modelo para observar si los restaurantes de alto nivel se comportaban por si solos como núcleos de atracción de un destino, capaces de generar flujos turísticos en función de las motivaciones del viaje. A su vez, se realizó una profunda revisión de la literatura sobre análisis de webs turísticos (Charoula et al., 2014; Ip, Law, y Lee, 2011; Law, Qi y Buhalis, 2010) en los que se llegaba a la conclusión que no existía un modelo estándar para la evaluación del contenido y la madurez o adopción de tecnología. Tras destacar la influencia significativa que las tecnologías de información y comunicación ejercen sobre la gestión de las empresas turísticas en general y del sector de restaurantes en particular, se consideró necesario que esta tesis también contribuyera a la creación de un modelo para evaluar el desarrollo de contenidos y el nivel de madurez de los sitios web pertenecientes a restaurantes de alta calidad.

Por tanto, se planteó otro modelo para evaluar de manera fácil y rápida el grado de madurez y de contenido de las páginas web de los restaurantes con estrella Michelin basado en la aplicación e integración del eMICA (extended model of Internet commerce adoption) y el análisis de contenido el cual se aplicó a 980 páginas webs de restaurantes en España, Francia e Italia.

Finalmente, esta tesis contribuye con el diseño de un modelo de ecuaciones estructurales para analizar las motivaciones que afectan al consumo de gastronomía de alto nivel, en el que se relacionan las motivaciones centradas en la experiencia y la reputación que otorga haber comido en un restaurante Michelin. Para llevar a cabo dicha aplicación se realizó un estudio empírico sobre una muestra de 1.500 visitantes turistas que acudieron a restaurantes con estrella Michelin.

Los hallazgos de esta tesis se considera que pueden ser de gran utilidad tanto para los propietarios/gestores de los establecimientos de alto nivel para su gestión estratégica, comunicación e integración en el destino, como para las instituciones y los gerentes de marketing de los destinos para mejorar sus estrategias de promoción y comunicación, crear una imagen de marca, identificar mercados objetivo, atraer nuevos turistas o clientes y diversificar y desestacionalizar la demanda en destinos maduros y saturados.

A continuación se presentan los objetivos generales, los objetivos específicos, la metodología utilizada, las fuentes de información y los datos utilizados, para seguidamente abordar las dinámicas relacionales en cinco artículos diferentes, y por medio de cinco artículos de investigación, para finalizar con la discusión de resultados y las conclusiones globales de la investigación.

2. OBJETIVOS

2.1. Objetivos generales

Dada la importancia de las nuevas tecnologías, del turismo gastronómico, de los cocineros y los restaurantes de alto nivel, mediante la realización de esta tesis se pretende analizar las dinámicas relacionales de la gastronomía de alto nivel con los clientes, con los destinos y con el entorno actual tanto a nivel tecnológico como social. Se pretende estudiar:

Las dinámicas relacionales con el cliente; conociendo en profundidad el perfil del cliente usuario de los restaurantes de alto nivel, su comportamiento a nivel gastronómico, turístico y tecnológico antes, durante y después de la visita al restaurante.

Las dinámicas relacionales con el destino; es decir, se pretende saber si realmente los restaurantes de alto nivel se convierten en recursos turísticos, capaces de crear y atraer flujos turísticos o si simplemente son actividades complementarias, y valorar la importancia de la actividad en la elección del destino.

Las dinámicas relacionales con el entorno actual a nivel tecnológico; creando un modelo para comprobar el nivel de adaptación de las webs de los restaurantes de alto nivel a las nuevas tecnologías, al e-commerce y a las exigencias de los clientes actuales en cuanto al contenido y uso de las TIC a la hora de planear o reservar servicios.

Las dinámicas relacionales con el entorno a nivel social; se busca analizar el comportamiento y las prioridades de los clientes de la gastronomía de alto nivel, para conocer si la sociedad actual le da más importancia a la reputación que les aporta visitar este tipo de restaurantes o realmente únicamente buscan disfrutar de la experiencia gastronómica.

2.2. Objetivos específicos

Los objetivos específicos de cada uno de los artículos que forman la tesis son los siguientes:

En el primer artículo, que ha sido publicado en la revista *Intangible Capital*, la investigación se centra en el estudio del comportamiento del turista gastronómico, que representa un turismo en alza y de alto valor añadido, de gran importancia para la economía del destino y para el desarrollo territorial. Mediante esta investigación se pretende tipificar a los turistas de restaurantes de alto nivel, con el objetivo de conocer el perfil de este tipo de clientes, su comportamiento y su influencia en los destinos en los que se sitúan. Para ello se consideraron como variables activas la experiencia en el destino, en el restaurante y los atributos personales que influenciaron en la decisión de visitar un restaurante estrella Michelin.

Los resultados de este trabajo pueden ayudar a tomar decisiones estratégicas tanto a los gerentes de restaurantes de un cierto nivel como a los administradores públicos con responsabilidad en el ámbito turístico, ya que este tipo de restaurantes se pueden convertir en recursos turísticos de primera magnitud.

El segundo artículo, que ha sido enviado para su revisión a la Special Issue “on Wine and Culinary Tourism Futures”, de la revista *Tourism Analysis*, se desea revelar el poder del turismo culinario de alto nivel como un factor de atracción y generador de flujos turísticos. Para ello se crea un modelo para cuantificar el nivel de importancia de este tipo de restaurantes como núcleos de atracción de un destino turístico, partiendo del modelo desarrollado por Leiper (1990) en que establece jerarquías, para adaptarlo y crear patrones de comportamiento de los turistas gastronómicos tanto en relación al restaurante en sí como al destino. Este modelo tiene un enfoque experiencial, que considera y clasifica las atracciones de acuerdo con las percepciones y experiencias de los turistas, lo cual es especialmente adecuado desde una perspectiva de desarrollo local para mejorar las campañas de marketing y de comunicación de los destinos.

En el tercer artículo, publicado en la revista *International Journal of Hospitality & Tourism Administration* se realiza una profunda revisión de la literatura del turismo gastronómico y de la Guía Michelin para observar la adaptación de las páginas webs de este tipo de restaurantes a nivel tecnológico. Se basa en los modelos de aceptación de tecnología MAT (Davis, 1986) que sugieren que cuanto más útil sea para una persona utilizar un sistema tecnológico y más fácil sea entender su función, aumentarán los usuarios.

Por tanto, el principal objetivo de este artículo es crear y aplicar un modelo para evaluar la implantación y la adopción del comercio electrónico de los restaurantes españoles galardonados con estrellas de la Guía Michelin, así como, comprobar el grado de orientación a nivel turístico de las Web de los restaurantes y observar si existe algún tipo de relación entre la clasificación de los restaurantes y la calidad de las webs (determinar si a mayor categoría, mayor desarrollo tecnológico y mayor orientación al turismo).

El cuarto artículo, publicado en la revista *International Journal of Hospitality Management*, tiene como objetivo observar las diferencias entre las páginas webs de los restaurantes en función del país en el que se encuentran y la clasificación obtenida (1, 2 o 3 estrellas). Se pretende comparar las características a nivel de interacción y de contenido que ofrecen las páginas web de los restaurantes estrella Michelin de los países con gasto más alto por cápita en comer fuera: España, Francia e Italia. Para lograr dicho objetivo se utiliza, amplía e integra el modelo propuesto en el artículo anterior que consiste en un análisis progresivo de los sitios web de los restaurantes, comenzando por un análisis de contenido en profundidad, y a continuación la aplicación de eMICA (modelo ampliado de adopción de comercio de Internet) para evaluar el estado actual de sus sitios web y conocer su nivel de madurez. Así como conocer si los restaurantes de alto nivel están o no aprovechando las ventajas y oportunidades que les ofrece Internet, para comunicarse e interactuar con los clientes, y si existen diferencias entre los restaurantes de los tres países y categorías analizados.

El principal objetivo del quinto artículo está basado en la Teoría de la Motivación de los turistas (Fields, 2002), en la que resalta que actualmente existe una motivación generalizada de los turistas que buscan el reconocimiento y aprobación de los demás. Por tanto, se pretende determinar la relación explicativa entre el disfrute de la experiencia gastronómica en sí y la reputación o estatus que les proporciona a los clientes dicha experiencia, en las intenciones de recomendación y de vuelta. Es decir, conocer el motivo principal por el que un cliente visita un restaurante de alto nivel: satisfacción personal o reconocimiento social y reputación. Mediante un modelo de ecuaciones estructurales, este estudio puede ser de gran utilidad para los gestores de los restaurantes, tanto para la ambientación y diseño del restaurante, como para la elaboración de la carta y los menús que componen la oferta gastronómica, así como la prestación del servicio en sí.

Asimismo también pueden ser relevantes para la planificación de sus campañas de comunicación y a la hora de gestionar su presencia online tanto en el sitio web como en los perfiles de redes sociales. Sería en estos recursos donde se tendría que destacar el hecho de que comer en este tipo de restaurantes es una experiencia única. Este último estudio ha sido aceptado para su publicación en la revista Cuadernos de Turismo.

DATOS Y METODOLOGÍA UTILIZADA

Este apartado está compuesto por dos secciones que componen la metodología de la presente tesis. La primera parte se refiere a los datos utilizados en cada uno de los artículos, mientras que la segunda parte está relacionada con los métodos introducidos en la tesis, que aportan nuevas y relevantes contribuciones para la gastronomía de alto nivel y los destinos turísticos.

- Datos

En un primer lugar se analizaron las webs de los restaurantes españoles con estrellas Michelin de la Guía Michelin España y Portugal 2015: 102 de los 154 restaurantes. Los restaurantes no analizados no tenían sitio web, sus webs eran totalmente estáticas, o no estaban disponibles por estar en mantenimiento, o compartían su sitio web con otros restaurantes del mismo grupo empresarial. Las observaciones se realizaron durante los meses de abril y mayo de 2015. Una vez analizados los restaurantes españoles se quiso ampliar y profundizar la investigación y se analizaron los restaurantes, franceses e italianos de la edición del año 2016 y se actualizaron los datos de los restaurantes españoles de este mismo año. En total 980 sitios webs de restaurantes con estrella. Para llevar a cabo el estudio se evaluaron 41 características relacionadas con el marketing en los sitios web de los restaurantes, agrupadas de acuerdo con tres etapas de promoción, provisión y procesamiento del eMICA y en las cuatro dimensiones de análisis de contenido: información; interactividad; procesamiento en línea; y funcionalidad.

Por otra parte, se realizó un estudio empírico sobre una muestra de turistas que habían visitado algún restaurante con estrella Michelin en los dos últimos años, a los que se les administró una encuesta (ver Apéndice 1) con la finalidad de dilucidar los elementos más valorados en el proceso de elección, consulta y reserva del servicio. Así como otros aspectos como el perfil o las motivaciones, la valoración del destino, la experiencia del restaurante en sí y los elementos del entorno o actividades complementarias realizadas.

La recogida de los datos se llevó a cabo durante los meses de julio a diciembre de 2016 mediante el uso de un cuestionario auto-administrado vía Internet. Se han preferido los cuestionarios auto-administrados estructurados en línea, ya que estos muestran una mayor tasa de respuesta y la influencia del investigador se reduce al mínimo (Lietz, 2010;).

Tal como se observa en la Tabla 1. El enlace del cuestionario se administró a grupos de Facebook sobre gastronomía y viajes, así como en perfiles de Facebook de bloggers gastronómicos especializados de España de reconocido prestigio y con un gran número de seguidores, con intereses culinarios, gastronómicos y de viajes (solo los seguidores de los blogs y amigos de la página de Facebook tenían acceso). Se recogieron un total de 1.500 encuestas de las cuales 432 se consideraron válidas, lo que da un error muestral de 4,8% (considerando una población infinita), para un nivel de confianza del 95% y $p=q=50\%$.

TABLA 1
Plataformas utilizadas para administrar la encuesta

Página de Facebook de bloggers de cocina	Seguidores
Webosfritos	96.918
Garbancita	11.798
Grupos relacionados con la gastronomía	
Gastroturismo o Turismo Gastronómico	497
Gastronomic excellence reputación gastronómico	4207
Gastronomías del Mundo	13.642
Gastrotip Turismo Gastronómico por España	280
Grupos relacionados con viajes	
España se come	4867
Viajeros	2837

Fuente: Elaboración propia, (2017)

Los datos recogidos de las páginas webs de los restaurantes han sido utilizados en los artículos 3 y 4, y los datos del cuestionario han sido utilizados en los artículos 1, 2 y 5.

- **Metodología**

En la presente tesis, se han utilizado diferentes métodos, en función del objetivo de cada uno de los artículos ya presentados. A continuación, se detalla la metodología utilizada para cada uno de ellos.

En el estudio sobre el perfil de los comensales de los restaurantes de alto nivel y su segmentación llevado a cabo en el primer artículo, se ha realizado un análisis cluster, más concretamente un análisis de k medias. Las variables base de la segmentación son las referentes a los atributos personales que influyen la visita a un restaurante y los atributos relacionados con el establecimiento.

En el segundo artículo sobre el poder del turismo culinario de alto nivel como un factor de atracción y generador de flujos turísticos se plantea un modelo metodológico de análisis basado en la identificación y análisis de los perfiles turísticos y las motivaciones de los viajes en relación con los núcleos de atracción y las conexiones del núcleo con el destino y el entorno, para averiguar si los restaurantes de alto nivel representan una motivación lo suficientemente fuerte como para generar flujos turísticos. Este modelo tiene un enfoque experiencial, que considera y clasifica las atracciones de acuerdo con las percepciones y experiencias de los turistas, pudiéndose usar y adaptar a cualquier tipo de atracción o empresa (restaurantes, hoteles, monumentos, etc.) para determinar su importancia como factores de atracción en un destino.

En la investigación sobre el desarrollo turístico (artículo 3) y tecnológico (artículos 3 y 4) de las páginas webs de los restaurantes de alto nivel, se ha propuesto un modelo para evaluar el grado de madurez y desarrollo de contenido de los sitios web. Este modelo se ha basado, en primer lugar en la aplicación del Modelo extendido de Adopción de Comercio de Internet (eMICA), que no se había utilizado aún en el sector de la restauración. En segundo lugar, en el análisis de contenido web, que a su tiempo se ha basado en cuatro dimensiones: información, interactividad, procesamiento on-line, y funcionalidad.

Finalmente, la integración de los dos métodos (eMICA y análisis de contenido) se hace mediante un análisis de componentes principales (ACP), donde se combinan las dimensiones del análisis de contenido y las etapas de madurez del comercio electrónico, dando lugar a un modelo robusto. Aunque parezca que los dos métodos podrían estar midiendo lo mismo, no es así. Si llevamos a cabo el análisis de cada uno de los métodos por separado, solo obtenemos información del grado de madurez, sin controlar que está pasando en las páginas webs a nivel de contenido; o bien, del nivel de desarrollo de contenido, sin tener en cuenta las carencias tecnológicas para el comercio electrónico.

Para finalizar, en el último artículo se ha desarrollado un modelo explicativo mediante ecuaciones estructurales, basado en la teoría de la motivación fundamentada por la posibilidad de obtener reputación y reconocimiento por consumir gastronomía de alto nivel y la motivación basada en el disfrute de la experiencia gastronómica, con la finalidad de analizar sus efectos en la intención de recomendación de este tipo de experiencias. A partir de la literatura previa y adaptándolo para el caso del consumo de gastronomía de alto nivel, se desarrollaron escalas tipo Likert de 5 puntos en el cuestionario administrado a los comensales de restaurantes con Estrella Michelin para la medición de los constructos “disfrute de la experiencia gastronómica”, “reputación y prestigio” e “intención de recomendación”. La varianza media explicada y el alfa de Crombach confirmaron la fiabilidad del modelo de medida.

PUBLICACIONES E ÍNDICES DE CALIDAD

La tesis se presenta como compendio de cinco artículos cuyas referencias e índices de calidad se presentan a continuación.

Autores: Natalia Daries, Eduard Cristobal-Fransi, Berta Ferrer-Rosell, Estela Mariné-Roig

Título: *Behaviour of culinary tourists: a segmentation study of diners at top-level restaurants*

Revista: Intangible Capital

Estado: Publicado

DOI: 10.3926/ic.1090

Año, volumen, pág.: 2018 – 14(2): 332-355

Índice calidad revista: Factor de impacto 2016: 0,215; Scimago Journal Rank 2016: Q3 en Business, Management and Accounting: Strategy and Management.

Autores: Natalia Daries, Estela Mariné-Roig, Berta Ferrer-Rosell, Eduard Cristóbal Fransi

Título: *Do high quality restaurants act as pull factors to a tourist destination?*

Revista: *Tourism Analysis*

Estado: Enviado para revisión

DOI:

Año, volumen, pág.:

Índice calidad revista Factor de impacto 2016: 0,435; Scimago Journal Rank 2016: Q2 en Business, Management and Accounting: Tourism, Leisure and Hospitality Management.

Autores: Natalia Daries-Ramon, Eduard Cristobal-Fransi, Estela Mariné-Roig

Título: *Deployment of restaurants websites' marketing features: The case of Spanish Michelin-starred restaurants*

Revista: *International Journal of Hospitality & Tourism Administration*

Estado: Publicado (en prensa)

DOI: 10.1080/15256480.2017.1383961

Año, volumen, pág.: No disponible aún

Índice calidad revista: Factor de impacto 2016: 0,422; Scimago Journal Rank 2016: Q2 en Business, Management and Accounting: Tourism, Leisure and Hospitality Management.

Autores: Natalia Daries, Eduard Cristobal-Fransi, Berta Ferrer-Rosell, Estela Mariné-Roig

Título: *Maturity and development of high-quality restaurant websites: a comparison of Michelin-starred restaurants in France, Italy and Spain*

Revista: *International Journal of hospitality Management*

Estado: Publicado

DOI: 10.1016/j.ijhm.2018.02.007

Año, volumen, pág.: 2018, 73, 125-137

Índice calidad revista: Factor de impacto 2016: 2,787; Social Science Citation Index 2016: Q1 en Hospitality, Leisure, sport & Tourism.

Autores: Natalia Daries, Berta Ferrer-Rosell, Eduard Cristóbal-Fransi, Estela Mariné-Roig

Título: *¿Postureo o disfrute de la experiencia gastronómica? Efectos de la reputación y la experiencia en la recomendación de los restaurantes de alto nivel*

Revista: Cuadernos de Turismo

Estado: Aceptado

DOI: No disponible aún

Año, volumen, pág.: No disponible aún

Índice calidad revista: Factor de impacto 2016: 0,198; Scimago Journal Rank 2016: Q3 en Social Sciences: Geography, Planning and Development.

3. TRANSCRIPCIÓN DE LOS ARTÍCULOS

La tesis está formada por cinco artículos que cada uno de ellos corresponde a los artículos presentados anteriormente. Los artículos publicados se presentan en el formato en el cual han sido publicados en la revista. Y los artículos, tanto enviados para revisión como aceptados pero no publicados aún, se presentan en el formato en que se enviaron a la revista.

- **Artículo 1. Dinámicas relacionales de la gastronomía de alto nivel con el cliente:** Behaviour of culinary tourists: a segmentation study of diners at top-level restaurants.

- **Artículo 2. Dinámicas relacionales de la gastronomía de alto nivel con el destino:** Do high quality restaurants act as pull factors to a tourist destination?

- **Artículo 3. Dinámicas relacionales de la gastronomía de alto nivel con el entorno actual a nivel tecnológico I:** Deployment of restaurants websites' marketing features: The case of Spanish Michelin-starred restaurants

- **Artículo 4. Dinámicas relacionales de la gastronomía de alto nivel con el entorno actual a nivel tecnológico II:** Maturity and development of restaurant websites: a comparison of Michelin-starred restaurants in France, Italy and Spain

- **Artículo 5. Dinámicas relacionales de la gastronomía de alto nivel con la sociedad:** ¿postureo o disfrute de la experiencia gastronómica? efectos de la reputación y la experiencia en la recomendación de los restaurantes de alto nivel

ARTÍCULO 1

DINÁMICAS RELACIONALES DE LA GASTRONOMÍA DE ALTO NIVEL CON EL CLIENTE:

**Behaviour of culinary tourists: a segmentation study
of diners at top-level restaurants**

Revista: Intangible Capital, (2018)-14(2):332-3

Behaviour of culinary tourists: A segmentation study of diners at top-level restaurants

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Abstract

Purpose: The main aim of this research is to characterize the tourists visiting top-level restaurants to ascertain the profile of this type of customer, their behaviour and their influence on the destinations where they are located.

Design/methodology: During the months of July to December 2016, a survey was conducted on a sample of 187 tourists who had visited Michelin-starred restaurants in order to highlight the most valued aspects during the process of choosing, consulting and booking the top-level restaurant service.

Findings The results reveal the existence of two segments whose behaviour is different, where the individuals of the first consider the culinary experience as the main reason for their tourist visit to the destination. In contrast, the second segment considers that their visit to the destination is the main reason for their tourism. Moreover, the diners from both segments display different behaviour in terms of their post-purchase, recommendation and intention to return behaviour and the perception of the status with which their visit to the restaurant provides them.

Research limitations/implications: The main limitation of this research is the fact that only the responses of tourists who have visited top-level restaurants in Spain have been studied

Practical implications: The results of this study may help both the managers of restaurants of a certain level and the public authorities responsible for tourism to make decisions, since these types of restaurants are becoming tourist resources of the first order.

Social implications: Knowledge of the diner could facilitate the optimal management of the restaurant and help orient it as a tourist resource. In certain areas such a resource can become a pole of tourist attraction and contribute towards territorial balance thanks to the positive externalities it generates in the territory where such establishments are located.

Originality/value: the present research focuses on the study of the behaviour of the culinary tourist in an increasingly popular type of tourism with high added value. Culinary tourism is also enormously important in the economy of the destination and for territorial development. Therefore, this work may be of interest both for public authorities and the managers of this type of restaurant, and to create synergies between the two. This work comes to fill a gap in the literature of segmentation in the restoration, since there are few researches that focus on segmentation according to consumer's motivations and perceptions, and none focus on its relationship to tourism at the destination.

Keywords: Gastronomy, Michelin Guide, Cluster analysis, Gastronomic experience, Motivation behind trip

Jel Codes: D12, Z32, Z33

1. Introduction

The restaurant industry has undergone a huge boom in the last decade and is considered an important component of the tourism system (Delgado, Vargas, Montes & Rodríguez-Torres, 2016); it is considered “one of the most long-standing and traditional sectors of most economies” (Daries-Ramon, Cristobal-Fransi & Marine-Roig, 2017). However, the saturation of certain types of catering, as well as the emergence of new culinary techniques together with technological advances, the internationalization of the sector and changes in the habits and tastes of consumers, has led to a notable growth of the restaurant industry of a certain level. The UNWTO (2017) report on gastronomy tourism pointed out that the weight of gastronomy in destinations’ tourism revenue was more than 30% and that this margin would tend to grow and considers gastronomy to be a distinctive element of destination. In 2016, for example, the restaurant industry turned over 35,131 million euros in Spain, and every citizen consumed (lunched or had dinner) out an average of 157 times (The NPD Group, 2017). This sector employed 1.6 million in Spain in 2016, according to the active population survey (Encuesta de Población Activa - EPA) published by the National Statistics Institute - INE (2017).

In this context, attracting culinary tourists has become the goal of many destinations since they tend to stay longer at the destination, increase tourist spending on local products, and, ultimately, create greater sustainability (UNWTO, 2017). Food and wine have been found to be fundamental attraction factors of a destination and the element of their image which is most evenly recognised across different types of destinations (Marine-Roig & Anton Clavé, 2016). The reasons why travellers choose one or another destination are different, but new tourism trends indicate that quality cuisine is becoming increasingly relevant in the process of choosing a destination and the construction of the destination image (Lai, Khoo-Lattimore & Wang, 2017). The increased competitiveness in the catering industry has led to the development of strategies that require segmentation to respond to an increasingly plural and heterogeneous demand consisting of customers seeking not only to satiate their appetite but enjoy the experience (Thompson & Prideaux, 2009; Yang & Mattila, 2017).

Today’s customer is far more informed, demanding and often, plans and books their holidays and leisure time, with totally different interests and who, in accordance with increasing purchasing power, they demand more specific, more personalized products, even if this entails a higher economic cost (Goolaup, Solér & Nunkoo, 2017; Yang & Mattila, 2017). The gastronomic tourist, specifically, values cuisine as a means of socializing and exchanging experiences, is increasingly demanding, and has higher spending power than the average tourist (UNWTO, 2017). The UNWTO study reveals that the traditional strategies in the development of gastronomy tourism must evolve into strategic tools to articulate the quality, variety and uniqueness of local products and gastronomy of a territory. Hence, knowing the weight of the factors that have motivated the choice of restaurant or the relevance that the restaurant has in the choice of destination, together with information about the characteristics and behaviour of customers is fundamental, and companies are starting to become aware of the importance of diversifying the supply and segmenting the market (Kline, Greenwood & Joyner., 2015; Levitt, Zhang, DiPietro & Meng, 2017). Moreover, there has still been very little research on high-quality restaurants in spite of the economic and tourist importance they may have (Daries-Ramon, Cristobal-Fransi, Ferrer-Rosell & Marine-Roig, 2018).

Therefore, the main aim of this research is to characterize the tourists visiting top-level restaurants to ascertain the profile of this type of customer, their behaviour and their influence on the destinations where they are located. To achieve this aim, the work is structured into two parts. The first part consists of a literature review of the segmentation of markets in the restaurant industry and the factors that influence tourists’ culinary behaviour. The second part, through an empirical study, performs a segmentation analysis to identify the different groups of tourists who go to top-level restaurants at the tourism destination.

2. The segmentation of markets in the restaurant industry

The preliminary step to determining a profitable target market to subsequently implement an appropriate positioning strategy is the classification of, (Tseng & Lin, 2017). Furthermore, tourism managers highlight the importance of understanding tourists' motivations for prospective customers segmenting a major market into different groups that may require different marketing strategies (Kotler, Bowen & Makens, 2014). This process is known as market segmentation and it allows a company to identify key consumer groups and adapt marketing strategies to their needs (Bruwer & Li, 2007).

If we focus on the tourism industry, we will find great diversity in tourists' behaviour and a major evolution in their motivations when choosing, such as the pursuit of unique experiences, the influence of environmental aspects, flexibility of service, innovation, or the search for quality products (Carballo, Fraiz, Araújo & Rivo, 2016). Specifically, the gastronomic tourist has been found to spend more than average, be demanding and seek new experiences and trends, and is interested to discover the authenticity of destinations through their food (UNWTO, 2017). This makes tourism market segmentation an especially relevant line of work to marketing, both in the field of academia and in business management. Thus, thanks to this segmentation a more efficient allocation of resources is possible, selecting the strategically most important groups and determining the most suitable product, price, distribution and communication policies (Cho Bonn & Brymer, 2017; Lee, Jan, Tseng & Lin, 2018) affecting their decisions about holiday destinations. By categorizing tourists into different segments, tourism managers will be able to develop products and services that effectively appeal to each group (Srihadi, Sukandar & Soehadi, 2016).

In the field of gastronomy, segmentation has been acknowledged as being a useful tool to facilitate the development of strategies for the marketing of this tourism service (Seongseop, Choe & Lee, 2016). To segment restaurant customers, previous studies have used socio-demographic variables (e.g., gender, income, nationality) and socio-psychological variables (e.g., value, lifestyle, personality). The socio-demographic characteristics used include gender, education, income, or age (Batra, 2008; Honkanen, 2010; Hwang, Han & Kim, 2015; Kim, Ng & Kim, 2009).

In terms of level of education and income, in a study on ethnic restaurants, Roseman (2006) identified that respondents with a higher level of education and income were more likely to choose this type of restaurants than their less-educated and less-well-paid counterparts. Barber and Scarcelli (2010) classified customers by gender and education to identify the effect on customers' evaluation of the cleanliness of a restaurant. The women diners were more sensitive to cleanliness in the restaurant environment than their male counterparts. Continuing along these lines, in the study by Hwang et al. (2015), women were more likely to express their opinions or emotions with regard to the quality of the service of a restaurant than men. Other research has revealed that the overall degree of satisfaction differs according to age (Kim, Ng & Kim, 2009). In this sense, the results showed that older customers were more satisfied than younger customers, as they tended to be more loyal due to a higher frequency of visits (Kim, Ng & Kim, 2009).

On the other hand, we can find a series of research studies that address segmentation using socio-psychological variables such as lifestyle, values or personality traits. Various studies have used lifestyle as a segmentation variable (Bruwer & Li, 2007, Choe & Cho, 2011; Jang, Kim & Bonn, 2011; Wycherleya, McCarthy & Cowan, 2008). The work of Wycherleya et al. (2008) used a scale of food-related lifestyles and identified six categories of consumers: "adventurers", "rational", "sloppy", "likes a snack", "conservative", and "not involved". In their study, the members of the "adventurous" and "rational" groups revealed a higher level of preference for speciality food products. Other research has sought to identify the characteristics of customers to restaurants according to their reasons for preferring a certain type of food or the benefits sought (John and Horsefall, 2012; Roseman, 2006; Tan and Lo, 2008). Damian and Suárez-Barraza (2015) indicate that these segmentation tasks enable finding out consumer behaviour and implementing process innovation in tourism management.

In short, we can find several pieces of research that have segmented restaurant diners according to socio-demographic or socio-psychological variables in order to obtain customer profiles or characteristics. However,

no work has been found that focuses on the segmentation of diners in top-level restaurants according to their motivations and perceptions, despite this sector of the industry growing rapidly. In fact, as the dishes prepared in this type of restaurant usually differ from those that are consumed in everyday life, customers might have certain reasons to visit a particular high-level restaurant. Therefore, finding out the reasons that lead to the decision by customers to frequent this type of restaurant may provide managers with relevant information to be able to determine the most appropriate target market and to develop customized marketing strategies. In addition, no studies were found on restaurant customer segmentation that take into account the tourism component and analyse the customer's relationship with the destination and the restaurant, and their relative importance.

3. Factors influencing tourists' gastronomic behaviour

The proper identification of the different needs of the different tourist segments eases a better design of a restaurant's range of cuisine (Sengel, Karagoz, Cetin, Dincer, Ertugral & Balik., 2015). Despite its importance, the study of the different characteristics of tourists and their perception of the service offered by a restaurant has scarcely been discussed in the literature.

It is clear that when choosing a restaurant, the type of food is crucial. Authors like Giesen, Havermans, Douven, Tekelenburg and Jansen (2010) claim that studies on the choice of the type of food focus on the understanding of the determinants of behaviours related to foods, including the taste, preferences, the choice and its actual ingestion. The taste for food they call "palatability or the pleasure obtained when tasting a certain food". Following this line, Duarte, O'Neill, Liu and O'Shea (2013) similarly found that quality and taste are the main factors affecting the selection of restaurants, although previous positive experience, a clean working environment and attentive service are additional factors that greatly influence.

Regarding the consumption of food by the tourist, Mak, Lumbers, Eves and Chang (2012) state that it depends on five factors: 1) Cultural and religious factors; 2) Socio-demographic factors; 3) Motivational factors; 4) Personality; and 5) Previous experience. On the other hand, Kim, Eves and Scarles (2009) propose a model of consumption that contains three main factors divided, in turn, into several subfactors: Motivational factors; demographic factors and physiological factors. We can therefore see that there is an extensive variety of food attributes that could be contemplated when analysing tourists' behaviour when choosing a restaurant.

The present work focuses on the choice of top-level restaurants, the characteristics of the diner and their preferences. To do so, we will focus on demographic and motivational factors.

3.1. Demographic factors

Demographic factors have been widely studied and accepted as important aspects that affect tourists' selection of restaurant and type of food. These include indicators such as age, gender, level of education, marital status, religious beliefs, etc. (Cho et al., 2017; Kim, Lee & Klenosky, 2013). Demographic factors are important for food consumption and choice of establishment (Duncan, Josiam, Kim & Kallidin., 2015). In fact, the results of different studies suggested that age, gender, and social status are significant factors in determining culinary preferences (Furst, Connors, Bisogni, Bobal & Falk, 1996; Srivastava, 2015).

Kivela and Crotts (2005) suggest that tourists have different approaches to the culinary experience depending on their origin. For example, it has been found that individuals from Eastern cultures avoid restaurants serving local food, but those from Western cultures are more interested in trying foods that are unfamiliar to them (Tse & Crotts, 2005). In addition, it is stated that people with higher purchasing power and a higher level of education are more interested in local gastronomy, as they not only consume food to satisfy a physical need, but also value discovering new dishes and associating food with the local culture (Wadolowska, Babicz-Zelinska & Czarnocinska, 2008). In the same line, authors as López-Guzmán and Sánchez-Cañizares (2012), Pérez-Gálvez, López-Guzmán, Buiza and Medina-Viruel (2017) or Tsai (2016) indicated that age and educational level of the tourists are relevant when they decide the gastronomic offer.

3.2. Motivational factors

Several studies have found that motivational factors influence tourists' gastronomic behaviour and that local food plays a major role in the overall satisfaction of a trip (Cetin & Bilgihan, 2016). Fields (2002) poses four motivational factors that influence in the tourist's choice of restaurant: physical, cultural, interpersonal and status factors. However, Kim, Eves and Scarles (2009) present nine subfactors that explain the motivational factor: exciting experience; escape from routine; concern for health; discovering new things; authentic experience; fellowship; prestige; sensorial and physical attraction in their model of gastronomic consumption. Gastronomic motivation in tourism has been classified into two main categories: the symbolic dimension (learning about local culture, exciting experience, authenticity, prestige), and compulsory dimension (concern for health, physical need, etc.) (Mak et al., 2012). Tasting local gastronomy is considered to be a pleasant and exciting activity (Kivela & Crofts, 2006). Using this type of factors, Björk and Kauppinen-Räsänen (2016) develop a research focused in local food market that reveals three types of food-related behaviour:

- Experiencers, that consider food as essential to destination selection.
- Enjoyers, that have positive attitudes towards food; and
- Survivors, that consider that local food of their destination covers physiological needs.

Eating is a basic human necessity. Every tourist looks for the gastronomy of the destination when travelling far from home. In addition to the category of the restaurant, its decoration, music, lighting and architecture are accepted as elements of the physical environment (Yuksel & Yuksel, 2003). Travelling is considered as a way of escaping from routine (Smith, 1994), so tourists prefer to eat at authentic and special places rather than in restaurants belonging to international chains (Sengel et al., 2015).

4. Methodology

The methodology followed to achieve the goals was an empirical study on a sample of tourists who have visited restaurants with a Michelin star in the last two years, on whom a survey was conducted in order to elucidate the most valued aspects in the process of choosing, consulting and booking a top-level restaurant service.

Data collection was carried out during the months of July to December 2016 using self-administered questionnaires via the Internet. Structured self-administered questionnaires were preferred since they present a higher response rate and the researcher's influence is minimized (Lietz, 2010; Oppenheim, 1992). The link to the questionnaire was administered through the Facebook profiles of gastronomy and travel bloggers with a high number of followers: *Webosfritos* (96,918); *Garbancita* (11,798); *Gastronomías del Mundo* (13,642), among others. The numbers of followers correspond to July 2016.

Following Leiper (1990), the drafting of the questionnaire was based on tourist attraction systems, structuring the survey around different aspects such as the tourist's profile or motivations, on the one hand; and as ratings of the destination, the restaurant or surrounding elements, on the other. Also taken into account were the works by Kim, Park, Kim & Ryu (2013), Kukanja, Omerzel and Kodrič (2016), Yuksel, Yuksel and Bilim (2010), for questions about the global assessment, satisfaction and loyalty, both to the restaurant and to the destination.

A total of 432 responses were obtained, but the respondents who had spent the night away from their place of residence when going to a Michelin-starred restaurant were selected, following the guidelines established by the World Tourism Organization (UNWTO, 1988), which defines the tourist as "the temporary visitor who remains at least 24 hours at the place of destination, other than the usual environment", to ensure the assessment of the destination. Finally, there was a total of 187 valid answers, from respondents who we considered tourists. According to Manfreda, Bosnjak, Berzelak, Haas, Vehovar and Berzelak (2008) the sample size is sufficient to draw robust conclusions. Manfreda et al. (2008) compare the samples used in 45 studies based on questionnaires managed via the web. The dispersion of sizes used varies from a minimum of 28 to a maximum of 2,979, with a mode of 115 responses. It should be noted that to stimulate responding, a gift was offered to clients who

answered the questionnaire; this incentive consisted of a meal for two in a Michelin-starred restaurant of their choice.

The respondent profile is as follows: female (61%), middle-aged (42% are between 35 and 44 years old), with university studies (88.8%), who goes with a partner to a top-level restaurant (62.6%) spending one or two nights at the destination (67.4%).

In order to distribute the respondents -customers of a restaurant with Michelin star(s)- into homogeneous segments, an analysis of K-mean conglomerates was carried out, as it is one of the most common and is used for large samples (Dolnicar, 2002; Everitt, Landau, Leese & Stahl, 2011; Tuma, Decker & Scholz, 2011).

To do so, the questions of the questionnaire for which a rating was required (score of 1 to 5) on the questions related with gastronomy, the personal attributes that influence visiting a restaurant and the attributes related with the establishment were considered active (or segment-based) variables (see Table 2).

The first step was to perform a hierarchical analysis in order to naturally obtain the number of groups (two groups). Then, the K-mean conglomerates were carried out, forcing the extraction of two segments. As a result, therefore, two segments of different sizes were obtained: a first group of 52 individuals, and a second, larger segment of 135 people.

The centres of the two final conglomerates obtained present a figure of 4.87 out of 5 for the first segment and 4.56 for the second. These values show a high evaluation of satisfaction with the gastronomic experience in the restaurant in both groups. In turn, ANOVA analysis of the clusters was performed to see if the resulting segments are different. The analysis reinforces the results obtained giving Snedecor's F a value of 5.607 with a significance of 0.019.

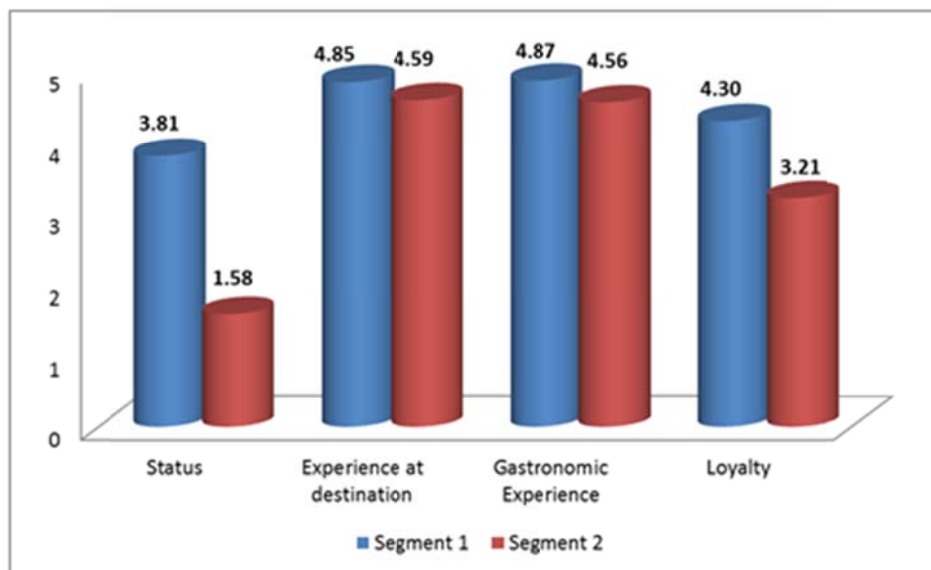


Figure 1. Mean scores by segments

Initial non-parametric analysis allows detecting behavioural differences between the two groups. Indeed, Wilcoxon-Mann-Whitney analysis (assuming that the variables do not follow a normal distribution), grouping according to the two segments found, shows significant differences at the 0.05 level of significance in terms of status, experience at the destination, the gastronomic experience and loyalty (see Table 1). All analyses were performed using SPSS version 20 software.

	Status	Experience at destination	Dining experience	Loyalty
Mann-Whitney U Test	936.500	2845.000	3023.500	1973.500
Wilcoxon w	10116.500	11756.000	12203.500	10751.500
Z	-8.284	-2.447	-2.014	-4.365
Asymp. sig. (bilateral)	.000(*)	.014(*)	.044(*)	.000 (*)

C(*) Significant differences in means at the 0.05 level of significance

Table 1. Wilcoxon-Mann Whitney test of comparison of means among segments

5. Results

Both segments rate very positively the experience perceived both at the destination and in the restaurant with scores above 4, the first segment presenting the highest scores. The biggest differences are perceived for the personal attribution of status as an influencing element when choosing a restaurant and for loyalty. Figure 1 shows the mean scores obtained. The scale ranges between 1 and 5. Different behaviour is observed depending on the segment concerned.

	Segment 1	Segment 2	Total
Learning about gastronomy and cuisine	4.77	3.78	4.05
The taste for wine	4.29	3.17	3.48
Trying new textures, flavours and different dishes	4.83	4.59	4.65
Discovering new forms of preparation, cooking, presentation, etc.	4.83	4.45	4.56
The quality of the ingredients used to make the dishes	4.85	4.46	4.57
Discovering the products of the local area	4.60	3.83	4.04
The status it gives me	3.81	1.58	2.20
Visiting Michelin-starred restaurants helps me to be accepted by other people	3.48	1.17	1.81
Enjoying meeting the chef	4.60	2.80	3.30
Visiting Michelin-starred restaurants impresses people	3.85	1.42	2.10
Being able to tell my family and friends about it afterwards	4.10	1.69	2.36
Relaxing and unwinding	4.65	3.64	3.93
I was given it as a gift	4.60	2.93	3.39
It makes me happy	4.83	4.30	4.45
The good experiences at Michelin restaurants linger in my memory for a long time	4.90	4.07	4.30
I like to eat well and I often frequent Michelin-starred restaurants	4.38	3.30	3.60
Decoration of the establishment	4.73	3.85	4.10
The meticulous service provided at this type of restaurant	4.88	4.16	4.36
The chance to visit the facilities, kitchen, cellar, etc.	4.88	3.13	3.61
Customer service	4.96	4.14	4.37
Location (position, views, etc.)	4.54	3.30	3.64
Gourmet shop	4.17	1.87	2.51
Parking	4.33	1.85	2.54

Table 2. Evaluations of the motivational factors by segments

We now proceed to profile each of segments found, associating them to behavioural and socio-demographic variables. It must be noted that associations between both behavioural and socio-demographic variables with cluster variable are significant at 10% (p-value<0.1).

5.1. Characterization of Segment 1

The individuals in this segment consider the culinary experience at the Michelin-starred restaurant as the main reason for visiting the destination (44.2% versus 19.2% who state that the destination is the priority). In fact, they were the users who sought the least information about activities and places to visit at the site where the restaurant was located (71.2% did not seek information). In addition, the type of activities in which they were interested were related either with gastronomy, such as gastronomic fairs or conferences, or with wine-related activities. It is the group that makes the most purchases at the destination (80.8%), mostly typical products including food, wine and even fashion or footwear.

As it can be observed in Table 2, this segment is more interested in gastronomy-related attributes at the destination. The respondents from this segment claim to wish to discover the products of the area (4.60), learn about local cooking and gastronomy (4.77), and show a great interest in wine (4.29).

With regard to their experience at the restaurant, they want to meet the chef (4.60), they pay attention to the decoration of the restaurant (4.73), and greatly value the opportunity to visit the facilities (kitchen, rooms, cellar, etc.) (4.88). They also look for restaurants that are well located (4.54), have parking facilities (4.33), and have a gourmet shop (4.17). It is the group that displays greater predisposition both to recommending (4.82) and returning both to the area (4.54) and the restaurant (4.30).

The members of this group are much more active when it comes to using ICT. They visit the restaurant website, either to confirm their booking (36.5%) or to view the social profiles (26.9%). They also use social networks to share content about their dining experience, especially photos (76.9%), reviews (44.2%), or videos (9.6%) of the restaurant and the food. Continuing along this line, the customers in this group actively participate in the online reputation of the restaurant, posting positive reviews on one of the social networks (53.7%) after visiting the restaurant.

In demographic terms, the clientele consists of both men and women (49% and 51%, respectively), slightly mature (43% older than 45), in employment (90.4%) and with a medium level of education.

The individuals pertaining to this segment can be labelled: socially active tourists who decisively appreciate cuisine.

5.2. Characterization of Segment 2

The second group consists of 135 people. With regard to the appraisal of their experience at the destination and their dining experience, they are in a slightly lower position than segment 1, but the greatest distance is in the aspect of projected image or status as a reason for visiting the restaurant and the aspect of loyalty or intention to return both the destination and to the culinary establishment (see Figure 1).

Unlike the first group, the members of this group consider their visit to the destination as the main reason for their tourist trip (39.3% vs. 25.9%). In fact, they are the ones to seek the least information about the restaurant before booking (28.1%), and neither did they actively participate on the restaurant website (63.7%). Likewise, the individuals in this segment are less active in the social networks, connecting, but not sharing content related to their dining experience (32.6%). Most did not make appraisals on social networks after visiting the restaurant (60.3%).

Of the total respondents, it is the members of this group that are most interested in the different activities that can be pursued at the destination where the restaurant is located (46.7%). Almost all of the segment (99.3%) sought information on the establishment's website about activities to carry out at the destination, followed by the destination's tourist information website (77%). Although they also show an interest in gastronomic activities (58.5%), in contrast to segment 1, they did activities related to adventure tourism (8.9%), ecotourism (5.9%) and business tourism (5.9%). Visits to family and friends are noteworthy (20.7%). Like the first group, they shopped at the destination, although to a lesser extent (60.7%), above all purchasing typical food products (41.5%).

The individuals in this group are less interested in attributes related to gastronomy in all aspects in general (see Table 2). Concerning their experience at the restaurant, what they value most highly is the service (4.16) and the attention to the customer (4.14) provided by this type of top-level restaurants. However, aspects such as the restaurant having a gourmet shop (1.87) or parking facilities are practically not taken into account (1.85).

Unlike segment 2, in this case they do not consider that the visit to a Michelin-starred restaurant could provide them with higher status, or be accepted by other people. They are not impressed by the fact of going to such establishments and therefore they do not give so much importance to sharing the experience and telling family and friends about it. They do claim, however, that "it makes them happy" to go to a Michelin-starred restaurant, but on a personal level (4.30).

Regarding the demographic profile, we are talking about a clientele principally consisting of women (65.4%), who are fairly young (66.1% under 44 years of age), employed (88.1%), and with some degree of higher education (85.7%).

The individuals pertaining to this segment can be labelled: female travellers who value gastronomy as another resource that the destination has to offer.

6. Discussion

The aim of the present study was to profile the tourists visiting top-level restaurants in order to find out about their behaviour, their influence on the tourism destination, and what type of consumers they are. So, first of all, we can say that we have discovered two different segments of tourist. The first group of tourists, for whom the visit to a top-level restaurant is the main reason to go to the destination; and a second group of tourists, who visit the destination anyway. We can also add that both groups value satisfactorily both their experience at the destination and their gastronomic experience. These aspects, in both segments, have scored over 4.5 on a scale of 1 to 5, where 3 is the central value. However, we find remarkable differences between the two segments in status and loyalty factors.

Nevertheless, we must not content ourselves with these results. In view of the data, and in reference to segment 1, we can posit that the online management of a restaurant, especially a top-level one, carried out as if it were just another extension of a traditional establishment, may be an important reason for marketing failures. Any digital marketing initiative, including e-commerce, must adapt to the characteristics of this new medium and to its users, and segment 1 is highly active on the Internet.

We can draw a series of insights from the results obtained:

Individuals in the two segments found, display different behaviour in terms of the status they perceive by visiting a top-level restaurant and concerning their post-purchase, recommendation and intention to return behaviour. These results are in line with Bakhshi, Kanuparth and Gilbert (2014) and DiPietro, Crews, Gustafson and Strick (2012).

Some of the aspects that are most valued by culinary tourists are related to the possibility of trying new gastronomic proposals, getting to know the local produce and products and learning innovations concerning gastronomy and cuisine (Hall & Gössling, 2013).

Other aspects that customers highlight are customer service, the excellent service provided by this type of establishment, and even the possibility of visiting the facilities such as the kitchen, cellar, etc. (Sánchez-Cañizares & López-Guzmán, 2012).

The overall experience is especially valued, as it is considered to persist in time, and ultimately it makes them “happy”. This greatly influences the attitude, especially in the first segment, of being able to relate their experience to friends and family (Chang, Kivela, & Mak, 2011).

Focusing on the segments' behaviour, it is precisely the youngest customers (the second segment in our study) that are most demanding and require higher quality service. At the same time it is the segment with the greatest weight. They are also the tourists who consider their visit to the destination as being the main reason for their trip. In contrast, the members of the first segment consider the culinary experience as the main consideration around which to plan their trip. They find information before travelling to the destination and they are far more active in the use of the new technologies. These results are in line with the segmentation studies performed using various types of factors to define the behaviour and the attitude of the diner (Björk & Kauppinen-Räsänen, 2016; Pérez-Gálvez et al., 2017; Wall & Berry, 2007).

7. Conclusions

The growing heterogeneity existing in the preferences of tourists makes it necessary to deepen the knowledge of the factors that can influence their behavior and decision processes. Nevertheless, knowing consumers is not an easy task. This fact justifies the high number of researches carried out from different areas that have had consumer behavior as the scope of application.

If we look at the existing literature on segmentation studies in the field of e-tourism, we can frame this research within the works that integrate variables of a different nature, to be able to offer more complete and global results, and make the segments accessible, substantive and usable (Kotler, 1997). Segmentation analysis was based on the experience of the tourist both at the destination and at the restaurant itself, as well as on personal attributes like status; and loyalty to such services. Having found the segments, they were characterized on the basis of socio-demographic variables, online behaviour both when seeking information and sharing it, attitudinal and motivational variables. We can see that the main variables that, according to our research, determine the decision to go to a restaurant are related with both the quality of the product on offer, the variety and originality of the menu, as well as the quality of the service provided and the experiences perceived, as detailed below.

The kinds of behaviour described in this research around the two segments, mean that the managers of restaurants of a certain category must be especially attentive to maintain and improve their quality standards to retain these clients. Over time these clients will migrate towards a more experiential and more loyal type of behaviour (the behaviour of the first segment). The investment made in their quality system should lead to a migration of customers from the second segment to the first.

The recommended strategy proposed in this case is therefore to satisfy the requirements of the second segment to retain them and at the same time attract other tourists with this same profile. In this way, with the passage of time these customers may migrate to the first segment, whose members are more likely to revisit the establishment and therefore ensure a continued business volume. Likewise, for the managers of tourist destinations, it should be paramount to include top-level gastronomy as a significant tourism resource. And, on the other hand, these establishments should be encouraged to focus more on tourism and to incorporate tourism resources of the area as a further attraction and incentive to go to the restaurant, thus creating positive synergies between the destination, its management organizations and the restaurants to create a mutual understanding and benefit. In this way, and although up-scale culinary tourism is a pursuit of a minority of tourists, its full potential could be exploited both in terms of the high level of spending it represents in high quality products and in improving the perception of the destination and its sustainability (UNWTO, 2017).

To conclude this section, we would highlight the main limitations and possible lines of future research arising from this study. Its main limitation is the fact that only the responses of tourists who have visited top-level restaurants in Spain have been studied. It would be interesting for future work to extend the field of study to establishments in other countries which would in turn provide a larger number of responses, thus ensuring a higher degree of validity of the results. It would also help us analyse the influence and the role that the culture and characteristics of the country may have on the process of market segmentation.

We would also add that a future line of research would be to work on theoretical aspects related to results of this work. That is, studying the factors that lead diners at this type of restaurants to become more active or more social and their relation with the destination. Also, the factors that may motivate the passage from one segment to another should be studied. Another possible line of research would be to conduct a longitudinal study with the same variables used for this research to analyse the evolution and trends of tourists in terms of their consumption behaviour and choice of restaurant. Finally, it would be interesting to deepen the creation of specific scales or studies for the analysis of the image of gastronomy and its components and how it can influence the choice of destination for each type of segment.

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Annex I. Questionnaire in original language

1. En cuántos restaurantes diferentes con estrella Michelin españoles ha comido o cenado en los últimos dos años
 - Cuántos restaurantes con una estrella _____
 - Cuántos restaurantes con dos estrellas _____
 - Cuántos restaurantes con tres estrellas _____
 - Ninguno: abandonar la encuesta
2. Seleccione el restaurante escogido (lista de restaurantes)
3. ¿Cómo conoció el restaurante escogido? (Marque tantas opciones como corresponda)
 - Soy cliente habitual
 - Me lo recomendaron
 - Publicidad a nivel nacional por televisión
 - Prensa
 - Folletos turísticos
 - Web del establecimiento
 - Prensa especializada (revistas gastronómicas)
 - Guía Michelin
 - Web del destino turístico donde se encuentra el restaurante
 - Buscadores Internet
 - Web del establecimiento
 - Redes sociales
 - Blogs
 - Oficina de información Turística
 - Familiares o amigos
 - Fue un regalo
 - Otros (especifique): _____
4. Una vez ya conocía el restaurante. ¿Buscó información del restaurante estrella Michelin antes de realizar la reserva? En caso afirmativo, ¿a través de qué medios? (Marque tantas opciones como corresponda)
 - No, no busqué información
 - Web del establecimiento

-
- Prensa especializada (revistas gastronómicas)
 - Guía Michelin
 - Web del destino turístico donde se encuentra el restaurante
 - Buscadores Internet
 - Web del establecimiento
 - Redes Sociales
 - Blogs
 - Oficina de información Turística
 - Familiares y amigos
 - Otros
 - (Especifique):_____

5. ¿Entró en la web del restaurante Michelin, antes, durante o después de visitarlo?

- Sí
- No

6. En la web del restaurante del restaurante x consultó: (Marque tantas opciones como corresponda)

- La localización
- La carta
- Los horarios
- Proceso para realizar la reserva
- Saber si disponía de parking
- Información sobre los eventos que realizan
- Información de servicio de Catering
- Información sobre cursos de cocina
- Información sobre promociones
- Como hacerme la tarjeta de fidelización/ pasaporte gastronómico
- Traducir a otro idioma
- Entré en la web y no encontré la información que buscaba sobre_____
- Otros(especifique):_____

7. Participó de forma activa en la web del restaurante x: (Marque tantas opciones como corresponda)

- Sí, rellené un cuestionario
- Sí, participé en fórums
- Sí, participé en chats
- Sí, me suscribí al newsletter
- Sí, me instalé la App
- Sí, a través de las redes sociales
- Otros(especifique):_____
- No, no participé de forma activa en la web _____

8. En la web del restaurante estrella Michelin, consultó aspectos no relacionados con el restaurante como (Marque tantas opciones como corresponda)

- Informarme de los recursos turísticos de la zona
- Consultar el clima de la zona
- Buscar alojamiento
- Informarme sobre la oferta de actividades de la zona
- Links a otras actividades
- Entré en la web y no encontré la información que buscaba sobre _____
- Otros(especifique): _____

9. ¿Cómo realizó la reserva en el restaurante estrella Michelin?

- No, realicé reserva
- A través de la web del restaurante
- Por teléfono directamente con el establecimiento
- Vía correo electrónico
- A través de proveedores(empresas de bebidas, comida, bodegas etc.)
- A través de agencias de viajes físicas
- A través de una caja regalo (Smart box, Rusticae, etc)
- A través de portales de reservas (Atrápalo, Tenedor, etc)
- Fue una comida de empresa yo no realicé la reserva
- Otra persona realizó la reserva
- Otros (especifique): _____

10. ¿Cuántas personas contándose usted disfrutaron de la comida o cena en el restaurante Michelin que ha seleccionado? _____

11. ¿Quiénes conformaron el grupo en el momento de la comida o cena en el restaurante estrella Michelin? (Marque tantas opciones como corresponda)

- Pareja
- Familiares
- Amigos
- Compañeros de trabajo
- Otros (especifique): _____

12. ¿Compartió contenido en las redes sociales sobre la comida o cena del restaurante estrella Michelin?

- Sí, como suelo hacer siempre
- Sí, mucho más de lo habitual, aproveche la ocasión para compartir más cosas de lo que suelo hacer habitualmente
- Sí, pero menos de lo habitual
- No, aunque suelo conectarme en general
- No, no suelo conectarme en general

13. ¿Qué tipo de contenido compartió referente a la experiencia en el restaurante? (Marque tantas opciones como corresponda)

- No compartí contenido
- Fotos
- Videos
- Comentarios
- Post en blog propio
- Otros (especifique): _____

14. ¿En qué red o redes sociales compartió contenido? (Marque tantas opciones como corresponda)

- WhatsApp
- Facebook
- Twitter
- Tuenti
- Google+
- Instagram
- Pinterest
- LinkedIn
- Youtube
- MySpace
- Foursquare
- Tumblr
- Spotify
- Badoo
- Otros (especifique): _____

15. Después de visitar el restaurante, ¿valoró el restaurante estrella Michelin en alguna red social?

- No, no realice ninguna valoración
- Sí, realice una valoración positiva
- Sí realice una valoración negativa
- Sí, realice una valoración neutra
- Otro(especifique): _____

16. En caso de dejar opiniones sobre el restaurante estrella Michelin, ¿en qué portal lo efectuó? (Marque tantas opciones como corresponda)

- TripAdvisor
- Foros gastronómicos
- Foros generales
- En el blog o las redes sociales del restaurante
- En mi propio blog
- En mis redes sociales
- Otro(especifique): _____

17. A que distancia se encuentra el restaurante estrella Michelin de su residencia habitual.

- En la misma ciudad o alrededores
- Entre 10-100km
- Entre 50-100km
- Entre 100-300km
- Entre 300-600km Más de 200km
- Entre 600-1000km Más de 500km
- Más de 1000km

18. De las afirmaciones siguientes cual fue la razón principal por la que visitó el restaurante con estrella Michelin

- Visitar el destino fue el motivo principal y el restaurante fue el secundario
- El restaurante fue el motivo principal y el destino fue el secundario
- Tanto el destino como el restaurante fueron los motivos principales
- El restaurante en sí fue el único motivo
- Otros (especifique): _____

19. ¿Cuáles fueron los principales motivos por los que se desplazó al destino? Marque las opciones que usted considere máximo 4 por orden de importancia (señalando 1 como el más importante y 4 el de menor importancia).

- El gusto por la gastronomía
- Conocer la zona visitar el paisaje, lugares de interés
- Visitar recursos turísticos, museos, monumentos
- Descansar y desconectar
- Conocer los productos de la zona
- Trabajo/Negocios
- Fue un Regalo
- Evento, Festival, fiestas locales
- Compras
- Practicar algún deporte
- Visitar familiares y amigos
- No sabe/no contesta

20. Si no estuviera el restaurante Michelin al que fue, se hubiera desplazado al destino

- Sí, me hubiera desplazado para conocer ese destino
- No, no me hubiera desplazado para conocer ese destino
- Otro (especifique): _____

21. Usted asociaba la ciudad o localidad donde se ubica el restaurante Estrella Michelin con el restaurante o el cocinero? Por ejemplo

Rosas: Restaurante Bullí, cocinero Ferràn Adrià,

San Pol: Restaurante San Pau; cocinera Carmen Rusalleda

Girona: Restaurante Celler Can Roca; Cocineros hermanos Roca

-
- Sí, cuando alguien nombra la ciudad/localidad o pienso en esa ciudad/localidad rápidamente me viene a la mente el Restaurante o el cocinero/a o chef donde estuvimos
 - No, no lo asocio al restaurante ni al cocinero/a
 - Otro (especifique):_____

22. ¿Se informó antes de realizar el viaje sobre las posibles actividades para realizar o lugares para visitar en la zona/ localidad donde se encuentra el Restaurante que visitó (Marque tantas opciones como corresponda)

- No, no busqué información
- Sí, a través de web del establecimiento restaurante Michelin
- Web de información turística
- Buscadores (Google)
- Redes sociales
- Blogs
- Otros (especifique):_____

23. ¿Qué tipo de actividad/es realizó durante su desplazamiento o viaje en el destino? (Marque tantas opciones como corresponda)

- Actividades de tipo gastronómico (comidas en restaurantes, jornadas gastronómicas, ferias gastronómicas...)
- Actividades de tipo enológico (visitar bodegas, viñedos, catas, etc.)
- Turismo cultural y de ciudad (monumentos, museos etc.)
- Turismo de aventura (deportes acuáticos, senderismo, BTT, etc.)
- Turismo de salud (termas, spa)
- Turismo de negocios
- Turismo religioso
- Sol y playa
- Turismo de nieve
- Visita a familiares y amigos
- Estudios
- Ecoturismo (parques nacionales, montañas, ríos etc.)
- Visitar Parque temático
- Turismo de ocio nocturno
- Turismo náutico
- Ninguna actividad
- Otra (especifique):_____

24. ¿Qué duración tuvo la estancia en el destino/localidad donde se encuentra el restaurante estrella Michelin? (entendiendo por destino como máximo 30 o 40 minutos)

- De menos de 24h
- 1 noche
- 2 noches
- 3 noches
- 4 noches

-
- 5 noches
 - 6 noches
 - 7 noches
 - + de 7 noches

25. ¿Qué tipo de Alojamiento seleccionó? (Marque tantas opciones como corresponda)

- En el mismo establecimiento donde se encuentra el restaurante
- Hotel/Apartahotel *
- Hotel/Apartahotel **
- Hotel/ Apartahotel ***
- Hotel/Apartahotel ****
- Hotel/ Apartahotel *****
- Vivienda alquilada
- Vivienda de propiedad
- Casa rural
- Hostal
- Vivienda de familiares y amigos
- Otros (especifique)-----

26. ¿Cuántas comidas y/o cenas realizó fuera del alojamiento?

1 2 3 4 5 6 7 8 9 10 o +

27. La opinión que tiene respecto a su experiencia en el destino: alojamiento, actividades (1 totalmente desacuerdo, 5 totalmente de acuerdo)

- He disfrutado mucho
- Mi elección fue acertada
- Estoy satisfecho con mi experiencia
- Es exactamente lo que yo necesitaba

28. La opinión que tiene respecto a su experiencia gastronómica en el restaurante x (1 totalmente desacuerdo, 5 totalmente de acuerdo)

- He disfrutado mucho
- Mi elección fue acertada
- Estoy satisfecho con mi experiencia
- Es exactamente lo que yo necesitaba

29. Valore los siguientes Atributos relacionados con la gastronomía que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada, 5 si me han influenciado mucho)

- Aprender de gastronomía y cocina
- El gusto por el vino
- Probar nuevas texturas, sabores y platos diferentes
- Conocer nuevas formas de elaboración, cocción, presentación, etc.

-
- La calidad de las materias primas utilizadas para la elaboración de los platos
 - Conocer los productos de la zona

30. Valore los siguientes Atributos personales que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada, 5 si me han influenciado mucho)

- El estatus que me proporciona
- Visitar restaurantes Michelin me ayuda a ser aceptado por otras personas
- Disfrutar de conocer al chef (cocinero)
- Visitar restaurantes Michelin impresiona a la gente
- Poder contarle más tarde a mis familiares y amigos
- Descansar y desconectar
- Me lo han regalado
- Me hace feliz
- Las buenas experiencias en los restaurantes Michelin perduran en mi memoria por un periodo largo de tiempo
- Me gusta comer bien y frecuento los restaurantes Michelin a menudo

31. Valore los siguientes Atributos relacionados con el establecimiento que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada, 5 si me han influenciado mucho)

- Decoración del establecimiento
- El servicio tan esmerado que prestan en este tipo de restaurantes
- Posibilidad de visitar las instalaciones, cocina, Bodega, etc.
- La atención al cliente
- Ubicación (emplazamiento, vistas etc.)
- Tienda gourmet
- Parking

32. La probabilidad que concede a las siguientes intenciones es de (1 muy poco probable, 5 muy probable)

- Intentaré volver a este restaurante en los próximos años
- Tras mi experiencia actual, pienso que visitaré de Nuevo la zona
- Animaré a mis familiares y amigos a que visiten el restaurante
- Animaré a mis familiares y amigos a que visiten la zona
- Recomendaría este restaurante si alguien me pidiera consejo
- Recomendaría esta zona si alguien me pidiera consejo

33. ¿Cuántos viajes o escapadas fuera de su lugar de residencia con alojamiento sueles hacer de media al año??

0 1 2 3 4 5 6 7 8 9 10 o +

Preguntas sociodemográficas

34. Indique su sexo

- Mujer
- Hombre

35. ¿Cuál es su edad?

- Menos de 15 años
- De 15 a 24 años
- De 25 a 34 años
- De 35 a 44 años
- De 45 a 54 años
- De 55 a 64 años
- De 65 a 74 años
- De 75 o más

36. ¿Cuál es su nivel de estudios?

- Sin estudios
- Educación primaria
- Estudios hasta los 13 - 14 años
- Estudios hasta los 15 - 16 años
- Estudios hasta los 17 - 19 años
- Educación universitaria
- Otros ()

37. Ocupación (marque tantas opciones como corresponda)

- Trabajador
- Estudiante
- Ama de casa
- Parado
- Jubilado
- Otros _____

38. ¿Cuál es su profesión actual?

- Profesional liberal
- Empresario/a con asalariados
- Mando superior
- Mando intermedio
- Autónomo
- Administrativo
- Técnico especialista
- Profesional por cuenta ajena(medico, profesor)
- Obrero cualificado
- Obrero no cualificado
- Otros(especificar) _____

39. ¿Nos puede indicar los ingresos mensuales netos de su hogar por todos los conceptos?

- Menos de 500 euros
- De 500 a 1000 euros
- De 1.001 a 1.500 euros
- De 1.501 a 2.000 euros
- De 2.001 a 2.500 euros
- De 2.501 a 3.000 euros
- De 3.001 a 5.000 euros
- De 5.001 a 7.000 euros
- De 7.001 a 9000 euros
- Más de 9000

40. En qué país /comunidad autónoma reside

habitualmente PAÍS/ CCAA (desplegable)

ARTÍCULO 2

DINÁMICAS RELACIONALES DE LA GASTRONOMÍA DE ALTO NIVEL CON EL DESTINO:

**Do high quality restaurants act as pull factors to
a tourist destination?**

Revista: Tourism Analysis (en cartera)

DO HIGH-QUALITY RESTAURANTS ACT AS PULL FACTORS TO A TOURIST DESTINATION?

Abstract

Tourists travel because they are pushed by their internal motivations and attracted or pulled by certain elements and features of destinations. However, a growing number of destinations have similar tourist attractions and need to differentiate themselves. The aim of this study is to unveil the power of high-level culinary tourism as a pull factor and generator of tourism flows, as well as to create a model to quantify the level of importance of these upmarket restaurants as nuclei of a destination.

The gastronomic and culinary industry is one of the most traditional sectors in most economies and is now becoming a fundamental element in attracting tourism and promotion. In this study, we argue that certain types of business, such as high-quality restaurants, can generate tourism flows in their own right within a context where the role of tourists and enterprises has shifted from a passive to an active one, in which companies actively seek to become destination pull factors.

A quantitative survey questionnaire with structured questions was applied to customers of high-quality Spanish restaurants, specifically Michelin-starred, with 432 valid responses. The results show distinctive motivations of customers who travel mainly for the restaurant and those who do so for the destination. They also show the importance of the nucleus (restaurant) as a factor of attraction to the destination, but also the importance of the destination/surroundings to the nucleus. These findings provide valuable information and insights for culinary tourism in the future, both for culinary companies and for destination managers, who can then adjust their marketing and management strategies, emphasizing the need for mutual collaboration. The findings may also be helpful to institutions and to communication managers of the destinations to improve their promotion and communication strategies, to create brand image, to identify target markets, to attract new tourists, to diversify supply in mature and saturated destinations, and to de-seasonalize demand.

Key words: Push factors, single attractions, nucleus, destination attractors, culinary tourism

1. INTRODUCTION

Tourists move around the globe because they are pushed by their internal motivations and attracted by certain elements and features of destinations (Dann, 2014; Hendijani, 2015) that relate to such motivations (Uysal, Li & Sirakaya-Turk, 2008). However, many destinations currently possess similar characteristics, or are perceived as being indistinctive, and therefore have a growing need to differentiate themselves (Morgan & Pritchard, 2014). To do so, they have to take advantage of their unique characteristics and the singular or unique tourist attractions that act as pull factors and that can help to promote the image of a destination, brand and identity.

Although most authors interpret that tourism demand is generated by a set of pull factors (set of attractions and attributes of destinations), single major attractions have proved to be primary nuclei of attraction and can generate tourism flows of their own, such as the Olympic Games, the Taj Mahal in India (Leiper, 1990), the case of the Guggenheim Museum in Bilbao (Sklair, 2010), the Eiffel Tower in Paris, Sydney Opera House in Australia, and the Statue of Liberty in the United States (Plaza, 2000). This is also the case of large private companies related to tourism activities/experiences such as leisure and theme parks like PortAventura in Catalonia (Anton Clavé, 2010) or ski resorts (Daries, Cristóbal-Fransi, Martín-Fuentes, & Marine-Roig, 2016). However, other types of tourism companies related to functional aspects in a destination, such as hotels, restaurants or wineries are not usually considered tourist attractions in themselves, but rather as means or infrastructures that enable tourism activities at a destination. Due to not being considered part of the destinations' distinctive identity, they have been excluded from destination image studies (Stepchenkova & Morrison, 2006; Marine-Roig, 2015). However, certain companies, often associated with luxury, break this rule and become tourism attractors in their own right, such as the Burj Al Arab hotel in Dubai (Birtchnell & Caletrío, 2013) or Michelin-starred restaurants (Miranda, Rubio, & Chamorro, 2015).

In this respect, gastronomy and its restaurant ambassadors are increasingly used to promote destinations (Miranda et al., 2015), such as the image of renowned chefs like Ferran Adrià and the Roca brothers representing national gastronomy in the Spain brand commercial in 2015. It is obvious that high-level gastronomy is booming and has become an essential pull factor for attracting people to a destination and keeping them involved, generating income and business.

Moreover, gastronomy and culinary tourism have become a central area of debate and a source of research (Okumus, Okumus, & McKercher, 2007; Batra 2008; Sánchez-Cañizares & López-Guzmán, 2012; Byrd, Canziani, Hsieh, Debbage, & Sommez, 2016), and special attention has been paid to high-level restaurants because they have a huge capacity to attract people, to generate income for tourist businesses and destinations, and to disseminate or advertise their brands (Lane, 2010).

In this regard, nouvelle cuisine related to high-level gastronomy has not only revolutionized the way people eat in general, but has also changed the way we see the chefs themselves (Johnson, Surlmont, Nicod, & Revaz, 2005) and the role they play in tourism, from relatively passive agents to empowered agents, actively generating tourism flows and engaging with local tourism development (Lane 2010; Sánchez-Cañizares & López-Guzmán 2012).

Within this context of global competition and the search for differentiation and uniqueness (Morgan & Pritchard, 2014), it is more necessary than ever for destination managers to identify which attraction factors generate most tourism flows and how these elements relate to the tourists and the destination, to identify synergies and direct marketing, planning and management efforts and strategies.

Hence, the aim of this study is to unveil the power of high-level culinary tourism as a pull factor and generator of tourism flows, as well as to create a model to quantify the level of importance of high-level restaurants as nuclei of a destination attraction system. Specifically, we aim to assess how push factors (travel motivations and tourist profiles) affect the importance of the nucleus (attraction) as a pull factor and the relationship of the destination and surroundings with the nucleus (attraction).

This analysis is applied to the case of high-quality Spanish restaurants, specifically Michelin-starred. A survey focusing on tourists' behavior during their visit and an assessment of their experience at both the restaurant and the destination was conducted on customers who had eaten in a Spanish Michelin-starred restaurant in the previous two years, and logistic analysis of the resulting data was performed.

2. THEORETICAL BACKGROUND

This section first addresses the importance of the factors that attract tourism and then the issue of culinary tourism and high-quality restaurants.

2.1. Nodes or attractors that generate tourism

Nodes or pull factors in tourism are defined as the factors that are capable of generating tourism flows (Mill & Morrison, 1985) and are related to the features, attractions, or attributes of the destination itself (Klenosky, 2002; Hendijani, 2015). These attractions or pull factors can be seen as an interconnected system comprising a tourist or human element, a nucleus or central element, and a marker or informative element (Leiper, 1990; Uysal et al.2008).

A review of the literature shows that people travel due to internal or psychological motivations although they are attracted to destinations through external characteristics (Klenosky, 2002; Tam 2012; Hendijani, 2015) linked to such motivations. These internal motivations, or push factors, are related to tourists' desire to escape routine, to find rest, relaxation, adventure and social interaction, as well as to socioeconomic and demographic factors. That is, they are linked to the demand side. External characteristics, or pull factors, are inspired by destinations' attractiveness and attributes, such as cultural attractions, entertainment and natural landscape, as well as accessibility, situational factors and marketed image, and are more related to the supply side (Kozak, 2002; Prayag & Ryan, 2011; Yoon & Uysal, 2005; Uysal et al., 2008).

The fact that tourists are pushed to a destination is strongly related to the close relationship between motivation, marker use and attraction visitation (Richards, 2002). The push is the decision to travel and the pull explains reasons for travel (Zoltan & Masiero, 2012). When these two groups of factors come together, destination selection occurs and tourism takes place (Tam, 2012; Dann, 2014). It is during the experience that the tourist relates both push and pull factors to the actual experience at affective and cognitive levels, thus reaching a certain level of satisfaction and generating new motives that will influence him/her and that he/she will transmit (Dann, 2014).

Thus, pull motives are directly related to the attributes and identity of a given destination, to several attraction factors that will attract or 'pull' the tourist to that place (Marine-Roig & Anton Clavé, 2016).

The attributes are many and differ from one destination to another (Gallarza, Saura, & Garcia, 2002; Kozak, 2002). Consequently, pull factors have been a popular subject for research in the tourism literature. Existing studies confirm that factors such as ‘social opportunities and attractions’, ‘natural and cultural attractions’, ‘physical amenities and facilities’, and ‘nightlife and ambiance’ are important for destination choice (Kim, Lee, & Klenosky, 2003). Destination choice therefore emanates from tourists’ assessments of destination attributes and their perceived utility values (Kim et al., 2003).

Within the context of tourism flows, pull factors have been studied and categorized in relation to tourism resources concerning the landscape, natural resources, built environment, museums, folklore, festivals, technological factors, and socio-cultural aspects, among others (Leiper, 1990; Kozak, 2002; Kim et al., 2003; Tam, 2012).

Pull factors generate tourism demand, and several studies emphasize their importance (Fields, 2002). An individual tourist may be part of just one attraction system during a particular trip and may travel to a place for a single experience of attraction (nucleus). However, each tourist is usually involved in a range of attractions of various degrees of significance, and in elements surrounding the nucleus (Leiper, 1990).

According to the author, a primary nucleus is an attraction that is highly influential on a traveler’s decision about where to go and is part of the tourist’s main motivation; a secondary nucleus is an attribute known to a person prior to their visit, but which is not a determining factor in travel decision-making; and a tertiary nucleus is an unknown pre-visit attraction. This hierarchy is useful for understanding tourism behavior and patterns. However, some nuclei are so significant in the motivation of certain tourists that they can stand alone, spatially or in time, functioning as the central elements of attraction systems without any other supporting nuclei (Leiper, 1990). In this respect, Richards (2002) points out the need to conduct more detailed studies on certain attractions and on their specific role.

In this regard, with the boom in culinary tourism and the interest in local gastronomy experiences, food is one of the most important attractions (Horng & Tsai, 2012; Kim & Eves, 2012; Nelson, 2016) that can lead restaurants to become destination brand ambassadors. Travel experiences based on gastronomy and food contributes to generating loyalty (Tsai & Wang, 2017). The degree of tourists’ loyalty is reflected in their intentions to revisit and in their recommendations to others (Oppermann, 2000).

In this study, we argue that certain types of business, such as high-quality restaurants, can generate tourism flows in their own right within a context where the role of tourists and enterprises has shifted from a passive to an active one, in which companies actively seek to become destination pull factors. These culinary companies can be strategic assets for tourism development, and collaboration and synergies must be sought, and their importance as attraction factors to the destination must be assessed.

However, to our knowledge, no studies have measured the importance of high-level culinary tourism as a destination pull factor or attractor. Thus, it is the aim of this study to analyze the role of high-level culinary tourism as a tourism pull factor and tourism generator from a demand point of view, and to determine the level of significance of high-quality restaurants as nuclei of attraction systems and their relationship to the destination.

2.2 Culinary Tourism

The restaurant industry is one of the most traditional sectors in most economies and is now becoming a fundamental element in attracting tourism and promotion. Moreover, gastronomy and food are considered an essential part of the travel experience (Sánchez-Cañizares & López-Guzmán, 2012), with tourists looking for new and authentic experiences as an alternative form of tourism (Kim & Eves, 2012).

According to the Spanish Ministry of Energy, Tourism and the Digital Agenda (2017), Spain received 82 million international tourists in 2017, surpassing the United States for the first time and reaching the world's second position by number of tourist arrivals, only behind France. International tourists spent €87 billion, of which it is estimated that approximately 30% went on gastronomy. For around 10 million tourists (15%), the main reason for visiting Spain was gastronomy.

Several authors have analyzed the relationship between food and tourism from different perspectives: food as part of a reflection of the local culture (Hjalager & Corigliano, 2000; Du Rand, Heath, & Alberts, 2003; Quan & Wang, 2004; Du Rand & Heath, 2006; Tikkanen, 2007; Lee & Arcodia, 2011; Sánchez-Cañizares & López-Guzmán, 2012). According to the International Culinary Tourism Association (ICTA, 2006), there is a strong positive correlation between tourists who are interested in cuisine or wine and those who show an interest in museums, music or film festivals and cultural attractions. Hjalager and Corigliano (2000) argue that food is culture within the cultural act of tourism.

In second place, food as a tourism product adds value to the destination by developing local agriculture and economies (Frochot, 2003; Henderson, 2009; Fields, 2002).

Mason and Paggiaro (2012) state that travel destination and food are mutually beneficial and that there is a reciprocal connection between the travel destination and the local cuisine when the destination offers the culinary pleasures that make gastronomy a perfect product for tourist consumption. Furthermore, gastronomy influences feelings toward a certain destination. According to Okumus et al. (2007), we can identify a positive association between the style of food and the destination, as cuisines are usually harmonized with their countries (Chinese, Indian, Italian, French, Spanish, etc.).

Thirdly, food is seen as an experience with high sensory appeal (Hall & Sharples, 2003; Meler & Cerovic, 2003; Pizam, Reichel, Van Boemmel, Lusson, Steynberg, & Montmany, 2004; McKercher, Okumus, & Okumus, 2008; Kim et al., 2009). Thus, instead of merely maintaining food habits and routines, tourists might sometimes seek novel food experiences (Quan & Wang, 2004).

Finally, some authors also consider that food is becoming one of the most important tourist attractions, providing pleasure and entertainment that will definitely create pleasant memories (Hjalager & Richards, 2002; Enright & Newton 2005; Kivela & Crotts, 2006; Henderson, 2009; Horng & Tsai, 2012; Kim & Eves, 2012, Sánchez-Cañizares & López-Guzmán, 2012). Batra (2008), and Chen and Huang (2016) found that food was one of the most important factors contributing to tourist attraction in places such as Hong Kong, Bangkok or Singapore.

Accordingly, by integrating this research, culinary tourism can be identified as a pull factor. However, little attention has been given to examining whether gastronomy is a sufficiently strong pull factor to be considered a key tourist experience or a supporting tourist experience, i.e., a primary or a secondary nucleus (Leiper, 1990). A study by Chen and Huang (2016) on a region of China revealed that food plays different roles at different stages of travel.

The importance of culinary tourism in the pre-travel stage is not as important as the existing literature suggests. However, food manifests its importance during tourists' travel and increases in their post-travel stage. It has been demonstrated that food consumption in tourism can be either the key tourist experience or the supporting consumer experience, depending upon specific circumstances (Quan & Wang, 2004). Moreover, several authors consider cultural experiences, prestige and pleasure-seeking as push factors that motivate travel (Uysal et al., (2008). In this respect, the taste for and enjoyment of gastronomy can also be considered a push factor that drives people to travel.

A review of the literature indicates that culinary tourism has great potential to contribute to destination competitiveness (Santich, 2004). However, relatively little attention has been paid to examining the role or importance of private enterprises, such as high-quality restaurants, as destination attractors that contribute to generating loyalty.

2.3 Case study: Michelin-starred restaurants

The Michelin guide is present on three continents, has 23 guides and includes more than 45,000 addresses worldwide (Michelin, 2017). In the case of Spain, the restaurant sector, and especially Michelin-starred restaurants, have become a strategic sector with 174 starred restaurants (146 one-star, 20 two-star and eight three-star restaurants in 2017). Spanish Michelin-starred restaurants (Michelin, 2015) have been acclaimed as some of the best in the world (<http://www.theworlds50best.com>), representing a very important incentive for tourism. These top-ranked restaurants have the capacity to attract new customers, to promote culinary tourism, and to project a positive image and brand of the country (Miranda et al., 2015). As mentioned, Spanish Michelin-starred restaurants have already been considered sources of attraction of culinary tourism (Miranda et al. 2015).

Due to the growing importance of the gastronomy sector and of the Michelin label worldwide, studies on Michelin-starred restaurants have been conducted in different countries, such as the one by Johnson et al. (2005) that examines Michelin's scoring procedures and how chefs and restaurateurs in Europe perceive the ranking system and the Michelin award. Ottenbacher and Harrington (2007) compared and contrasted the innovation process described by German Michelin-starred chefs and, in 2011, looked at the importance of rankings of various sources of information used by consumers making Michelin restaurant selections in Germany.

They found that the main sources are word-of-mouth information and information gathered from external review or rating sources. Lane (2011) evaluated the influence of globalization on Michelin restaurants in the United Kingdom and Germany and concluded that the influence of the French culinary elite prevails in the techniques while adopting exotic Asian flavors in their mainly European dishes, coining the concept of “glocalization” (global but local). Miranda et al. (2015) analyzed the network of Spanish Michelin restaurants and measured the quality of their websites based on four dimensions: visibility, speed, navigability and content, and their results showed that the quality of a website was positively correlated to the category of the corresponding restaurant. Daries et al. (2017) carried out web content analysis of Spanish Michelin-starred restaurants and argued that despite the importance of the restaurant sector in the economy and in the tourism industry, the websites of high-quality restaurants require improvements to adapt to customers’ demands and that the websites were not tourist-orientated. This research emphasizes that customers look at the restaurant website before going.

However, while the importance of this type of enterprise affecting tourists’ consumption has been recognized by the majority of destination managers (using them in their advertising campaigns), there has been little research into understanding their role as destination attraction factors, in relation to tourist demand and the destination. Within this context, taking into account that eating or dining in a Michelin restaurant is considered an experience, that food is part of the culture that often uses local products, and that, in many cases, it is considered a tourist attraction, this type of restaurant combines all the characteristics that authors have listed as destination pull factors. Therefore, the aim is to assess if Michelin restaurants really are generators of tourism flows as a key tourist experience or a support consumer experience at the destination.

3. METHODOLOGY AND DATA

Previous studies have found that tourists, nuclei and surroundings are key to attraction systems and are interrelated (Leiper, 1990). Hence, to analyze the role or importance of certain attraction system nuclei as tourism pull factors and generators, in relation to the tourists themselves and to the destination (surroundings), we propose a model of analysis based on the identification and analysis of tourist profiles and travel motivations in relation to the nuclei.

We also analyze the connections between the nucleus and the destination and surroundings, to find out if the nucleus is strong enough to generate tourism flows as a key tourist experience, or if it is associated with the destination and surroundings, which include the support facilities and services used by tourists, potentially involving other tourism experiences (Leiper, 1990).

This model takes an experiential approach, which considers and classifies attractions according to tourists' experiences and perceptions, which is especially well-suited from a local development perspective to give insights into destination promotion (Leiper, 1990). This model can be used and adapted to any type of attraction or enterprise (restaurants, hotels, monuments etc.) to determine their centrality as pull factors at a destination.

Figure 1 shows a simplified diagram for the analysis of the role of a nucleus (which may be an enterprise or any attraction factor) in an attraction system as a pull factor. The tourist circle represents the demand-side push factors and is related to motivation to travel and tourist profiles.

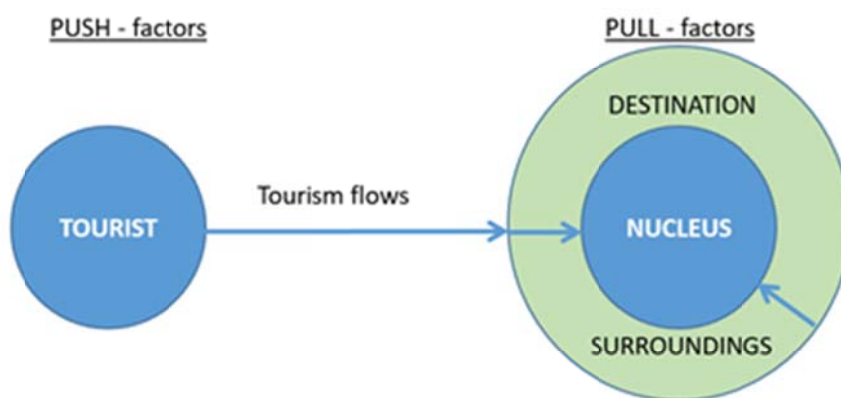
The nucleus circle concerns the pull factors of the tourism activity and includes the nucleus in the center and its surroundings in the outer. The nucleus can be an enterprise, an event, an experience or an attraction factor. The surroundings are understood in a broad sense as both the immediate surroundings and the extended destination where the nucleus is located. Concerning the nucleus circle, we study its centrality or level in relation to the outer circle, which is the destination.

3.1 Issues of analysis addressed by the model

A) Level of importance of the nucleus as a pull factor: This is the central issue of analysis. For this purpose, we propose distinguishing four different levels of importance: primordial level (where the nucleus is the primordial and only reason for traveling); first level (where the nucleus is the main or most important reason for traveling); second level (where both the nucleus and other elements are equally important for traveling); third level (where other elements, such as the destination, are more important for traveling than the nucleus).

B) Travel motivations and tourist profile: To see how push factors, travel motivations and tourist profiles affect the importance of the nucleus as a pull factor, the second issue of analysis is the travel motivations of tourists traveling to the nucleus in general, and in relation to the determined level of importance of the nucleus.

C) Destination/surroundings of the nucleus: Concerning this element, we propose to focus first on the importance of the destination/surroundings of the nucleus by assessing whether, without the nucleus, the tourist would have visited the destination anyway. Then, on the tourists' previous knowledge and the association of the destination/surroundings with the nucleus, and then on the actual tourism experience at the destination (tourism activities undertaken), and length of stay. Secondly, we analyze how push factors affect the destination and surroundings.



In order to answer the research question and to focus on the different aspects of analysis mentioned above, a quantitative survey questionnaire with structured questions was developed. Data were collected online during the months of July to December 2016 via a self-administered questionnaire uploaded to gastronomy-related and travel-blogger Facebook profiles with a high number of followers: Webosfritos (96,918), Garbancita (11,798) and Gastronomías del Mundo (13,642), among others (the numbers of followers corresponds to July 2016). The target population consisted of Spanish food lovers who had eaten in a high-quality (Michelin starred) restaurant in the previous two years.

Online surveys have many advantages over traditional surveys, including reduced cost and ease of analysis. They are visual, interactive, and flexible. Furthermore, they do not require the respondents to be present (Duffy et al., 2005; Szolnoki & Hoffman, 2013).

However, research relying on such surveys, which require initiative from respondents, will likely lead to selective samples, raising concerns about non-response bias (Couper, 2011). Based on a range of sources (Lee & Arcodia, 2011; Okumus et al., 2007; Sims, 2009; Veal, 2006), the questionnaire was designed with four main sections (corresponding to the three issues of analysis for our case study). Specifically, the first section concerns the main research question about the importance or centrality of the restaurant as a destination pull factor.

The second, concerns tourists' motivation and profiles, for which questions were designed to investigate tourists' interests in traveling and visiting the destination, and the influence of the enterprise on their motivation. It also includes general questions to ascertain respondents' basic socio-demographic information such as gender, age and educational level. The third section aims to examine tourists' activities, on-site experience and length of stay at the destination, and the questions were designed to elicit information about tourists' visits to the surroundings.

A pilot study involving 20 people was conducted to evaluate the wording, phrasing and layout of the questionnaire. Some wording was changed based on the results, and the respondents did not show signs of encountering any difficulty in completing the questionnaire. Moreover, a panel of experts in the field evaluated the consistency and suitability of the questionnaire.

A total of 1,500 responses were obtained, of which 432 were valid. We selected those visitors who had actually traveled. The aim of doing so was to analyze those individuals who had made a decision to visit a destination, and not those who had visited a restaurant in their hometown. Table 1 shows the frequencies of variables included in the analyses.

Table 1. Frequencies of variables included in the analyses

Variables and categories	Frequency (%)	Considered as	
Main motivations for traveling to the destination (binary variables: yes/no^a)			
The taste for gastronomy (yes)	79.6	PUSH FACTOR	
To discover the region, landscape and places of interest (yes)	22.7		
To visit tourist resources, monuments, museums, etc. (yes)	17.1		
To relax and disconnect (yes)	27.7		
To discover products of the zone (yes)	11.8		
Business/work (yes)	7.7		
It was a present (yes)	17.4		
To attend events or local festivities (yes)	5.9		
To visit friends and relatives (yes)	9.1		
If the Michelin restaurant you visited had not been there, would you have traveled to the destination?			
Yes, I would have traveled to the destination anyway ^a	61.6		
No, I would not have traveled to the destination	38.4		
Previous knowledge (association)			
Yes, when someone mentions the city/town, I immediately think of the restaurant ^a	61.4	DESTINATION / PULL	
No, I do not associate the restaurant or the chef	35.9		
Activities undertaken at the destination (binary variables: yes/no^a)			
Culinary activities (meals in restaurants, gastronomic events and exhibitions, etc.) (yes)	47.8	DESTINATION / PULL	
Wine-related activities (visiting cellars and vineyards, wine tasting, etc.) (yes)	10.6		
Cultural tourism (visiting monuments, museums, etc.) (yes)	38.9		
Adventure tourism (hiking, biking, etc.) (yes)	4.4		
Health tourism (spa, etc.) (yes)	2.4		
Business tourism (yes)	2.9		
Sun and sand (yes)	13.0		
Visiting friends and relatives (yes)	11.8		
Studies (yes)	0.9		
Nautical tourism (yes)	1.8		
Activities undertaken (yes)	77.3		
Length of stay			
Less than 24 hours (day visitors) ^a	44.8		DESTINATION
1 night	18.3		
2 nights (weekend)	18.9		
More than 3 nights	18.0		
Gender			
Female ^a	62.1	PUSH FACTOR	
Male ^a	37.9		
Age			
Under 44 years old ^a	56.7	PUSH FACTOR	
Over 45 years old	43.3		
Level of education			
Up to high school or professional specialization	15.3	PUSH FACTOR	
University ^a	84.7		
Net monthly household income (in €)			
Less than €1,000	5.1	PUSH FACTOR	
€1,001-2,000	20.6		
€2,001-3,000	31.6		
€3,001-7,000 ^a	36.1		
More than €7,001	6.6		

^a Reference category in the analysis (logistic regression).

We can observe that 38.4% of the surveyed individuals stated that their main reason for traveling to the destination was the Michelin-starred restaurant(s), and their main motivations were their taste for the gastronomy, to relax and disconnect, to discover the region and the landscape, and to visit tourist resources and monuments, as well as gastronomic and cultural activities.

It should be noted that these individuals have a high economic status and university education, but almost 45% of them stay at the destination less than 24 hours.

4. RESULTS

Table 2 shows the frequencies of the central issue of analysis, the results of the variable related to the four different levels of importance of the nucleus as a pull factor. The question in the survey was formulated as “Out of the following statements, which one was the main reason for visiting the Michelin-starred restaurant?”

- Visiting the destination was the main reason, and the restaurant was the secondary reason (third level)
- Both, destination and restaurant were the main reasons (second level)
- The restaurant was the main reason, and the destination was the secondary reason (first level)
- The restaurant was the only reason (primordial level)

Table 2. Level of importance of the nucleus (high-quality restaurant) as a pull factor (analysis A)

	%
Third level	20.1
Second level	14.6
First level	27.1
Primordial level	38.2

As can be seen, more than 38% of respondents stated that their visit to the high-quality restaurant was the only reason for traveling to the destination. Since we only had respondents that visited a Michelin restaurant, it was to be expected that, for many of them, the restaurant would be a primordial level pull factor. However, our objective is to find out the effect of push factors on the importance of the nucleus (Michelin restaurants), and the importance of the nucleus's surroundings.

Drawing from this result about the importance of high-quality restaurants as pull factors for visiting a destination, in the following sections we present the results of the second issue of analysis. To do so, we used an ordered logit model. This method is attractive for data that are naturally ordered, for instance electoral participation (1: did not register; 2: registered but did not vote; 3: voted) or, as is the case in this study, where the options are arranged from least to most important (Hosmer & Lemeshow, 2000).

Regarding the analysis of travel motivations and tourist profile, Table 3 shows the results of the logit model (Model B). The reference category of the dependent variable is the primordial level, that is, the restaurant was the sole reason for visiting it.

Overall, the model is significant at 1% (Chi-square of 190,992, with 15 df, and p-value: 0.000). The model fit is good. Pseudo R^2 are: Cox & Snell: 0.459; Nagelkerke: 0.494 and McFadden: 0.233, meaning that the model explains a high percentage of the variability of the dependent variable.

Table 3. Ordered Logit results (Model B). Estimates and standard errors

Dependent variable: importance of the nucleus	Estimate (β)	Std error
Male	0.000	.
Female	-0.328	0.252
Under 44 years old	0.000	.
Over 45 years old	-0.323	0.238
University	0.000	.
Up to high school and professionalization	-0.196	0.305
Less than €2,000	1.241**	0.331
€2,001-3,000	0.374	0.283
€3,001-7,000	0.000	.
More than €7,001	0.957*	0.489
The taste for gastronomy (yes)	2.345**	0.333
The taste for gastronomy (no)	0.000	.
To discover the region, landscape and places of interest (no)	0.000	.
To discover the region, landscape and places of interest (yes)	-1.827**	0.308
Cultural tourism (visiting monuments, museums, etc.) (no)	0.000	.
Cultural tourism (visiting monuments, museums, etc.) (yes)	-1.494**	0.316
To relax and disconnect (no)	0.000	.
To relax and disconnect (yes)	-0.816**	0.278
To discover products of the zone (yes)	0.517	0.362
To discover products of the zone (no)	0.000	.
Business/work (no)	0.000	.
Business/work (yes)	-1.398**	0.471
It was a present (no)	0.000	.
It was a present (yes)	-0.269	0.307
To attend events or local festivities (no)	0.000	.
To attend events or local festivities (yes)	-0.988	0.518
To visit friends and relatives (no)	0.000	.
To visit friends and relatives (yes)	-1.752**	0.403

* Significant at 5%; ** Significant at 1%

From the model estimates, those that are statistically significant, and therefore affect the dependent variable, are interpreted. Estimates that are 0 refer to the reference category, and therefore the categories that have estimates close to 0 (either positive or negative) mean that they behave very similarly to the reference category. However, Table 3 shows that most estimates are quite different from 0. It should also be noted that positive estimates refer to individuals with a high probability of having just the restaurant as the main reason for visiting the Michelin-starred restaurant, that is, the importance of the nucleus is at the primordial level. Negative estimates indicate that individuals have visited the restaurant for reasons at the third level of importance of the nucleus (the destination was the main reason and the restaurant was a secondary one).

Thus, it can be seen that the explanatory variables gender, age and educational level do not affect the dependent variable “main reason I visited the Michelin restaurant”. Some categories of variables “income” and “reasons for traveling to the destination” are not significant either.

Regarding statistically significant variables, it is noteworthy that those individuals who had visited a Michelin restaurant and said their main reason for traveling to the destination was their taste for gastronomy had a higher probability of having visited the destination with the restaurant as their sole reason (primordial level), than those who did not travel to the destination for the gastronomy.

Conversely, those individuals who asserted that the reason they had traveled to the destination was to visit the region, its monuments and museums, to rest and relax, to work, and to visit family and friends were highly likely to have visited the restaurant as a secondary motive.

Finally, in relation to the monthly income variable, it should be noted that individuals who stated they earned less than €2,000 had a higher probability than those earning between €3,000 and €7,000 of having just the restaurant as the main reason they visited the destination. It also appears that individuals who earned more than €7,000 visited the restaurant as the only reason for visiting, i.e., again, at the primordial level.

Regarding the analysis of the destination/surroundings of the nucleus, Table 4 shows the estimates of the variables considered as destination/surroundings/pull factors affecting the nucleus (level of importance, third to primordial level). Overall, this model is also significant at 1% (Chi-square 175.768 with 6 df and p-value <0.001). The model fit is again good (Pseudo squared-R are Cox & Snell: 0.451; Nagelkerke: 0.484 and McFadden: 0.224).

Table 4. Ordered Logit results (Model C1). Estimates and standard errors

Dependent variable: importance of the nucleus	Estimate (β)	Std. Error
If the Michelin restaurant you visited had not been there, would you have traveled to the destination? (no)	1.004**	0.254
If the Michelin restaurant you visited had not been there, would you have traveled to the destination? (yes)	0.000	.
Previous knowledge (association location and restaurant) (yes)	0.000	.
Previous knowledge (association location and restaurant) (no)	-0.708**	0.258
Less than 24 hours	0.000	.
1 night	-1.173**	0.332
2 nights	-1.878**	0.343
3 nights or more	-2.757**	0.379
Activities undertaken (yes)	-1.673**	0.366
Activities undertaken (no)	0.000	.

* Significant at 5%; ** Significant at 1%

We can see that visitors who were active and did not associate the destination with the restaurant had a high probability of having chosen the destination as the main reason and the restaurant as a secondary one (they situated the nucleus at the third level of importance). Conversely, visitors who would not have traveled to the destination if the restaurant had not been there associated the destination with the restaurant, did not undertake any activities and were more likely to have chosen the destination with the restaurant as the only reason (primordial level). Regarding the duration of their stay, the higher the number of nights that guests stayed at the destination, the greater the likelihood that the main reason for traveling to the destination was the destination, and the restaurant was the secondary one (third level).

Finally, the last analysis (Model C2) refers to how push factors affect destination/surroundings. In this case we consider the variable “If the Michelin restaurant you visited had not been not there, would you have traveled to the destination?”, and the reference category is “yes, I would have traveled to the destination anyway, even if the restaurant had not been there”. Since this variable has only two options, a binary logit was performed. Also, the variables considered as push factors were used as explanatory.

Table 5: Binary logit (Model C2). Estimates and standard errors.

Dependent variable: “If the Michelin restaurant you visited had not been there, would you have traveled to the destination?”	Estimate (β)	Std. Error
Male	0.048	0.281
Female	0.000	.
Under 44 years old	0.000	.
Over 45 years old	-0.060	0.269
Up to high school and professionalization	0.167	0.352
University	0.000	.
Less than €2,000	0.862*	0.374
€2,001-3,000	-0.155	0.320
€3,001-7,000	0.000	.
More than €7,001	-0.077	0.354
The taste for gastronomy (no)	0.000	.
The taste for gastronomy (yes)	-0.915**	0.355
To discover the region, landscape and places of interest (yes)	1.331**	0.377
To discover the region, landscape and places of interest (no)	0.000	.
Cultural tourism (visiting monuments, museums, etc.) (yes)	0.114	0.358
Cultural tourism (visiting monuments, museums, etc.) (no)	0.000	.
To relax and disconnect (no)	0.000	.
To relax and disconnect (yes)	-0.413	0.325
To discover products of the zone (yes)	0.727	0.440
To discover products of the zone (no)	0.000	.
Business/work (yes)	0.955	0.602
Business/work (no)	0.000	.
It was a present (yes)	0.569	0.365
It was a present (no)	0.000	.
To attend events or local festivities (yes)	0.360	0.576
To attend events or local festivities (no)	0.000	.
To visit friends and relatives (yes)	0.288	0.495
To visit friends and relatives (no)	0.000	.

* 5% ** 1%

Table 5 shows the estimates of the variables considered as push factors affecting the destination/surroundings (whether without the nucleus the tourist would have visited the destination anyway). Overall, this model is also significant at 1% (Chi-square 42.043 with 15 df and p-value <0.001). The model fit is not as good as the other two models but is still acceptable (Pseudo squared-R are Cox & Snell: 0.136; Nagelkerke: 0.184 and McFadden: 0.109).

Table 5 shows that the explanatory variables gender, age and educational level do not affect the dependent variable. Some categories of the “income” and “reasons for traveling to the destination” variables are not significant either.

Customers whose income was less than €2,000 and who liked discovering the region, the countryside and places of interest had a higher likelihood of having traveled to the destination even without the existence of the restaurant, i.e., they placed the importance of the nucleus at the third level. However, customers who enjoyed food and gastronomy were less likely to have traveled to the destination if it had not been because the restaurant was located there. Therefore, they considered the nucleus at the highest level of importance (primordial level).

By applying this model of analysis, we have been able to observe that the main reason of the tourists surveyed for visiting the destination was their taste for gastronomy. Culinary tourism is confirmed to have become a tourist resource of a relevant magnitude in line with the results of studies such as those by Sanchez-Cañizares and López-Guzmán (2012).

Our results also show that high-level restaurants act as a pull factor since 38% of the customers who had visited a Michelin restaurant traveled solely for that reason. By applying the proposed model, it can be considered that high-level restaurants behave as the nucleus of destinations at a primordial level, creating tourism flows at the destinations where the restaurants are located and whose main motivation push factor is to taste the gastronomy.

Therefore, attention should be paid to those customers who visit high-level restaurants but whose main reason for traveling is the destination, i.e., those for whom the nucleus is at the third level, since these customers carry out the greatest number of activities in the destination area, and the duration of their stay is much longer. In this case, the main attraction becomes the surroundings and it is associated with the destination and the nucleus, which includes the support facilities and services used by tourists and involves other tourism experiences.

Customers of this type of restaurant are diners with a high level of education and high status, interested in cultural resources. These results are in line with research by Ferrer-Rosell and Coenders (in press) and Hjalager and Corigliano (2000).

5. CONCLUSIONS AND IMPLICATIONS

At the theoretical level, this study contributes to the literature by proposing a model to analyze the importance of high-level culinary tourism, as a tourism pull factor in relation to tourists' push factors and the destination (surroundings). Tourist profiles and travel motivations were analyzed to find out if culinary tourism was sufficiently strong to generate tourism flows as a key tourist experience. That is, if the interest in tasting local food and experiencing high-level gastronomy had the potential to become a key driver of destinations' socio-economic progress in the future.

In contrast to previous studies that define tourism attraction systems (Leiper, 1990) and assess whether the relationships of the elements of tourism attraction systems are reflected in tourists' behavior and motivations (Richards, 2002), this study makes a contribution by proposing a model capable of quantifying the importance of single tourist attractions as a nucleus, their interactions and motivation with push factors, the surroundings and the destination, and how strong they are. The analysis showed how certain customer segments were pushed by different motivations, and how these different motivations affected the importance that the nucleus had for them as an attraction factor. The application of the model also showed that gastronomy was not just an external pull factor related to destinations, but also that the taste for and enjoyment of gastronomic experiences was an important push motivation for travelers.

Moreover, this model contributes to the theory not only by assessing the importance of single attractions for tourism destinations in relation to tourists' motivations, but also by assessing the importance of destinations (or the surroundings) for single tourist attractions, in a two-way relationship, which has not been done previously.

The proposed model is applicable to any single attraction (other types of restaurant, hospitality companies, food and gastronomy events, festivals, tourist resources, wineries, etc.) of any destination, with minimal adaptation to the case study.

Concerning managerial implications and recommendations, the results can be considered a useful tool for DMOs (Destination Management Organizations) for measuring the importance of high-level culinary tourism.

The results may also be helpful to institutions and to communication managers of destinations to improve their promotion and communication strategies, to create brand image, to identify target markets, to attract new tourists, to diversify supply in mature and saturated destinations, and to de-seasonalize demand.

These results are therefore useful from the experiential perspective proposed in the foundational work of Leiper (1990), which should precede and is a requirement for a formal approach to destination planning, management and promotion. Moreover, as the model also assesses the importance of destinations for certain attractions, which may be private firms, it can help their managers to guide their business strategy by, for example, adopting a specific tourist orientation, identifying certain target markets and so on, and thus has great potential for the development of collaboration strategies and synergies between nuclei of attraction systems and surrounding destinations.

In this regard, taking into account that the hardest thing is to get customers to travel to the destination, once there, even if their reason for traveling is a single tourist attraction, synergies must be created between destination entrepreneurs and managers to retain them and prolong their stay. To do so, an increase in the range of activities related to the nucleus is recommended, creating loyalty actions and developing joint promotions.

In addition, the ability to measure the force of attraction of the nucleus, which is the object of study, will allow destination and organization managers to implement differentiated and specific strategies for each of the profiles and segments identified.

Concerning high-quality restaurants, many people travel purely to visit them, and this has important implications for them. Previous studies have confirmed that most customers look at the website before visiting a Michelin restaurant (Daries et al., 2017).

It is essential to take advantage of this fact by including tourist information about the destination in the websites of high-level restaurants in the area and also in their social media. We recommend that they publicize the resources available at tourist destinations and adapt their communications to tourists by including sections that explain the attractions that can be visited and the activities that can be carried out. By doing so, this type of customer would not only feel attracted by the restaurant, but also by the destination.

Synergies must be created between the destination and the restaurant managers, as the customers who visit this type of restaurant associate the destination with the establishment and, given that they have pleasant memories of the experience, which increases in their post-travel stage, they form new motivations that make them potential prescribers and ambassadors of the destination, in accordance with Dann (2014).

We must try to break with the idea that the restaurants need the destinations more than the destinations need the restaurants. As shown in this analysis, this is not the case.

This study does have its limitations. Firstly, customers of restaurants in just one country have been analyzed, so we consider that the results may be conditioned by cultural issues. The second limitation is that the sample may be somewhat biased because only visitors who have been to a Michelin restaurant were surveyed, instead of potential visitors who have not visited the destination but who plan to do so because of the Michelin restaurant.

Future studies should extend research to other geographical areas and also carry out studies at different moments in time, conducting the survey again in a few years' time to see if the restaurants and destinations have made any changes in terms of culinary tourism to foster transformation in visitors' and destinations' perspectives. It would therefore be useful to apply the model to the analysis of other single attraction nuclei, whether private enterprises or other types of attractions, and thus be able to compare results.

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ARTÍCULO 3

DINÁMICAS RELACIONALES DE LA GASTRONOMÍA DE ALTO NIVEL CON EL ENTORNO A NIVEL TECNOLÓGICO I:

**Deployment of restaurants websites' marketing features: The
case of Spanish Michelin-starred restaurants**

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Deployment of Restaurants Websites' Marketing Features: The Case of Spanish Michelin-Starred Restaurants

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Deployment of Restaurants Websites' Marketing Features: The Case of Spanish Michelin-Starred Restaurants

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ABSTRACT

Websites have become a fundamental marketing tool for tourism businesses and have a special importance for highly rated restaurants. The aim of this article is to propose and apply a model to evaluate the deployment and adoption of website marketing features of restaurants from a specific category. The model is based on the application of an extended model of Internet commerce adoption (eMICA) technique for technical depth, combined with content analysis for breadth. This study analyzes the website features and capabilities for Spanish restaurants in the 2015 Michelin Red Guide. A total of 102 restaurants were analyzed. The results of the website evaluation model suggest that, despite the importance of the restaurant sector in the economy and in the tourism industry, the websites of high-quality restaurants require improvements to adapt to customers' demands. Results further found that these websites are not tourist-orientated and are established at different stages of development.

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Introduction

The restaurant industry is one of the most long-standing and traditional sectors of most economies. It is fast becoming a fundamental element in attracting tourism and promotion (López-Guzmán & Sánchez Cañizares, 2012). The term “gastro-nomy” has been developed over the past 200 years to mean good eating (Johnson, Surlmont, Nicod, & Revaz, 2005). As cited in Santich (2004):

Gastronomic tourism, or food and wine tourism, refers to tourism or travel motivated, at least in part, by an interest in food and drink, eating and drinking. It can be defined as “travel in order to search for, and enjoy, prepared food and drink” and includes “all unique and memorable gastronomic experiences.” (Wolf, 2002, p. 5)

The enjoyment of food and wine is increasingly important in the tourism sector (Santich, 2004) and there are travelers who consider visiting a particular geographical area to eat and learn about the regional cuisine. This may

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even be considered a main motivation for the food-lovers' trip (López-Guzmán & Margarida, 2011). Alternative variations of gastronomic tourism now offer live-in cooking schools, traditional gastronomic feasts and celebrations, helping with a grape harvest, or visiting regional wineries (Santich, 2004).

Although food may not be the main reason behind the trip, it is considered an important element and, therefore, one of the fundamental aspects to be taken into account in promoting certain geographic areas (López-Guzmán & Margarida, 2011). Internationally, the countries where the greatest annual investment is generated in the restaurant industry are the United States, China, and Japan totaling 514,600, 485,600, and 234,500 million Euros, respectively (The Ostelea School of Tourism and Hospitality, 2014).

In the European Union, the countries with the highest spending per capita in this sector are those that view eating out as being part of their lifestyle. The most notable countries in this regard are France, Italy, and in the case of this study, Spain (Ribeiro, 2001). To satisfy tourist demand and countries' economies, the number of restaurants is expected to rise.

In a context where users increasingly purchase items online and rely on online information to make decisions, especially information that is described as user-generated content (Charoula, Malama, Fotini, & Maro, 2014; Miranda, Rubio, & Chamorro, 2015; Yoo & Gretzel, 2011), restaurant websites have become fundamental tools for transactions, reputation, communication, and interaction with customers and customer satisfaction (Burgess, Parish, & Alcock, 2011; Huertas & Marine-Roig, 2015; Li, Wang, & Yu, 2015; Lim, 2013; Lu & Junyi, 2014; Yang, 2013). These websites, as technological business and communication tools or platforms, have several capabilities that may or may not be used or developed, which may affect their actual usefulness or influence on users. Technology adoption models, first outlined by the pioneer contribution of Rogers (1962) with his innovation diffusion theory, suggested that all new technologies go through several adoption stages or levels of maturity.

However, several tourist web analysis review articles (Charoula et al., 2014; Ip, Law, & Lee, 2011; Law, Qi, & Buhalis, 2010) have asserted that no standard model exists for tourism and hospitality website evaluation nor for the evaluation of its maturity or technology adoption. Law et al. (2010) suggested that specific models should be sought for particular tourism sectors and stakeholders. In this respect, however, only one study was found to assess high-category restaurant websites (Miranda et al., 2015), while none considered both e-commerce capabilities and web content analysis in a broad sense (including aspects such as interactivity and information) in such a strategic sector. In this respect, the theoretical background suggests that development and maturity are different for each business, and the more useful it is for a person to use a technological system and the easier he or

she perceives its functioning to be, the more eager the user will be to use it. Technology acceptance models (Davis, 1986) suggest that the more useful it is for a person to use a technological system and the easier it is to understand its function, the more apt the user will be to use it. Therefore, to ensure the effective use of their websites, it is imperative for tourist organizations to examine the current use of website marketing activities and understand future development trends (Kim & Njite, 2009; Li et al., 2015).

The main objective of this article is to provide and implement a comprehensive model for the web analysis of restaurants of a specific category, which takes into account different levels of maturity and development. To achieve the objective of this study we decided to use Spanish restaurants in the Michelin Red Guide as a sample. On the one hand, we analyze the implementation, deployment, and use of electronic commerce tools by Michelin-starred restaurants through the eMICA methodology (extended model of Internet commerce adoption), which positions sites based on three stages (promotion, provision, and processing). On the other hand, we conduct content analysis based on the dimensions of information, interactivity, online processing, and functionality. In this study, the last two approaches have been combined for the first time, adapting them to gastronomy, taking into account the economic importance this sector plays in tourism as well as in the promotion of destinations nowadays.

This article aims to:

- Propose a comprehensive model to evaluate the deployment of restaurant website marketing features, based on content categories and the level of technical maturity observed (stages of development or depth).
- Use the proposed model to evaluate websites of all Michelin-starred restaurants in Spain.
- To determine if websites of Michelin-starred restaurants are clearly tourist oriented.
- To provide recommendations and suggestions for more efficient marketing management of the online presence of these restaurants.

The following sections review the literature, provide a case study of the Michelin Guide, develop the methodological design and its implementation, present results and a discussion, and finally provide some concluding remarks, including implications, limitations, and future lines of research.

Theoretical Background

The Internet has proven to be an effective means of advertising, marketing, distributing goods and information services (Lin, Zhou, & Guo, 2009), and engaging customers at different stages of consumption (Li et al., 2015). In

recent years, many studies on its role and impact have been carried out as they have tried to measure the level of corporate web presence by gauging and studying user perceptions of website characteristics (Heinze & Hu, 2006; Lim, 2013). Li et al. (2015) assert that, according to current trends, websites should not simply be created to meet customers' information needs, but should integrate business functions such as disseminating information, communication, transaction and relationship building with global marketing strategies, and address a wide range of electronic commerce activities. With respect to interactivity and creating relationships with customers in social media, there is a tendency in website design toward using the Web 2.0 approach. This is aimed at fostering user participation and collaboration in order to facilitate the provision of information on the web (Miranda et al., 2015). These business websites are technological platforms with various capabilities and tools that may be used or deployed to different degrees. How much of a presence an organization has on the Internet through the development of its website capabilities may affect consumer behavior, decision-making, and customer satisfaction and loyalty, among other factors.

Following the work of Cheung, Chan, and Limayem (2005), there are three main theories about the online presence of organizations and technology acceptance in relation to consumer behavior. The theory of rational action (Koufaris, Kambil, & LaBarbera, 2002; Lee, Qu, & Kim, 2007; Lin, Wang, & Hwang, 2010) states that people always make prudent and logical decisions that provide them with the greatest benefit or satisfaction given the choices available that are also in their highest self-interest. The technology acceptance model (Casaló, Flavián, & Guinaliú, 2010; Ku, 2011; Lin et al., 2010; San Martín & Herrero, 2012) is an information-systems theory that models how users come to accept and use a technology. The model suggests that, when users are presented with new technology, a number of factors influence their decision about how and when they will use it, based on the end-user's conception of the technology's perceived usefulness and perceived ease of use for a specific purpose. The theory of planned behavior, developed by Ajzen (1991), helps to explain how people's behavior can change; it predicts behavior because behavior can be deliberate and planned.

Furthermore, considering organizational websites as technological tools with multiple capabilities, a number of technological adoption theories have evolved over time to explain their gradual development and deployment. The innovation diffusion theory and the e-adoption ladder model, the first one proposed by Rogers in 1962, suggest that all technological innovation goes through different progressive stages of adoption or maturity. From this innovation diffusion theory's perspective, a technological innovation is the process by which new technologies are developed, improved, and diffused to the point of becoming commonly used. In these terms, a technological innovation is independent from the actual time of creation of the technology,

as it is measured in terms of its application or adoption by a population (Rogers & Shoemaker, 1971). This theory points out the existence of an introduction stage, where the technology is adopted by a group of early adopters, then progressively expands and matures, and little by little, the whole population adopts it. The last ones to adopt it are considered “laggers” who are at a competitive disadvantage with others. The e-adoption ladder model developed by Buhalis and Deimezi (2004) from Cisco-led work (Cisco, 2000) explains the gradual development and deployment of ecommerce in organizations and demonstrates that organizations are at different levels, often defined as tiers or steps, in the adoption of technology. Although not all organizations follow the same steps, it is argued that these are major stages of ecommerce adoption. Step 1 is a starting point, characterized by limited exposure to ICTs and ecommerce. Step 2 involves internal systems and passive Internet. Step 3 refers to building a basic website and e-mail capabilities, while Step 4 is having an effective website. Step 5 refers to transactions and ecommerce, Step 6 to integrated ebusiness, and Step 7 to transformed organizations. Along the same lines, eCIC (2003) explains that ecommerce is changing continually, and it can be difficult for enterprises to determine just where on the evolutionary path they are. The e-adoption ladder model enables enterprises to determine where they are and what they need to do to develop their competitiveness. In this model, the enterprises don't need to progress from one step to another. Depending on each business's needs, certain stages may be bypassed as more advanced uses of e-commerce are taken on board.

To complement previous theories, models for website evaluation, which measure the technological or marketing capabilities' development and maturity of tourist business websites, are necessary to assess the degree of potential influence or usefulness they may have for users.

In this respect, if we focus specifically on online presence and maturity of organizations through their organizational websites, we find the eMICA model, which measures the website maturity in relation to e-commerce (Burgess & Cooper, 1998; Burgess et al., 2011; Doolin, Burgess, & Cooper, 2002;) and web content analysis which focuses on the identification, coding and categorization of the information offered by an organization, in this case on their websites, to identify the depth and width of the contents in several areas and their possible usefulness for customers (Baloglu & Pekcan, 2006; Bingley, Burgess, Sellitto, Cox, & Bultjens, 2010).

Multiple studies evaluating tourist websites were found, most of which examine the accommodation or intermediation sectors or the websites of destination marketing organizations (DMOs). Some studies specifically reviewed the subject of web evaluation in tourism and hospitality. Ip et al. (2011) reviewed several website evaluation studies in the tourism and hospitality fields and distinguished between quantitative and qualitative studies,

and further categorized them into: (a) evaluation by phases; (b) evaluation by features; and (c) evaluation by features and effectiveness. These authors assert that future models of website evaluation should move to evaluation by features and effectiveness and combine them with other methodological approaches from different fields.

Law et al. (2010) classified studies into six evaluation approaches: counting, automated, numerical, computation, user judgment, and combined methods. Although the authors assert that there is not a standard model of evaluation, they advocate the creation and adaptation of specific methodological approaches that fit the different industry sectors, target markets, and stakeholders.

Charoula et al. (2014) published an article reviewing several studies on DMO websites and concluded that there are no standardized models, dimensions, or items for evaluating tourism portals. They, therefore, propose a modified information, communication, transaction, relationship, and technical merit model of evaluation regarding marketing effectiveness.

In the accommodation or intermediation sectors, several studies analyzing websites were identified. Ting, Wang, Bau, and Chiang (2013), for example, used both content analysis and the eMICA model to study the content and the functionality of the websites. Others, such as Liao, To, and Shih (2006), or Kim and Kuljis (2010), selected content analysis only, and some, such as Doolin et al. (2002), opted for the eMICA.

Ting et al. (2013) evaluated websites of the top 100 hotels worldwide, and discovered that the fundamental features were already widely implemented and globally mature. Li et al. (2015) assessed the current status of website marketing activities in the accommodation industry of the United States from a functional perspective and found that U.S. hotels do not make full use of their websites and that several aspects should be improved. They especially emphasized that most hotels make efforts to develop applications for disseminating information, while very few hotels concentrate on relationship building through tools such as social media.

Lin et al. (2009) discovered that on China's travel agency websites, customers do not find the information or the online service they expect to get. The same is true for Schmidt, Cantallops, and Dos Santos (2008), whose results on small- and medium-sized hotels of the Balearic Islands in Spain and the south of Brazil suggested that hotel websites responded inefficiently to consumer demands for commercial transactions, encouraging consumers to use traditional tourism distributors. As a consequence, they pointed out that the most important aspects for successful website marketing and promotion were quality of information and assurance of website security. Similarly, Miranda et al. (2015) assessed Michelin-starred restaurant websites in Spain in 2011, used the Web Assessment Index (WAI) to analyze the functionality of restaurant websites (visibility, speed, and navigability) and some content items. These authors determined that even though higher-rated restaurants

(more Michelin stars) had significantly higher visibility, their websites did not offer greater speed, enhanced navigability, or content.

Research Hypotheses

In terms of restaurant website importance, some early studies, such as those by Litvin, Blose, and Laird (2005) analyzed whether the existence of a restaurant website was a critical marketing tool and found that although the majority of tourists indicated that it was an effective tool for researching vacation destination restaurants, it was not a critical tool for restaurant success. However, 10 years later, several studies have proven that this has widely changed. Lim (2013) evaluated family restaurant websites, and explained that users gain both utilitarian and hedonic benefits when surfing restaurant websites, which affect their actual intention of purchase and satisfaction. However, Lim (2013) found that the level of usage of these websites for family restaurants is weak. Moreover, there are minimal efforts to improve consumer satisfaction by providing diverse information. The authors especially emphasized the need for e-commerce and transactions through these websites.

Information through the restaurant website greatly influences user satisfaction (Lim, 2013). Additionally, users have increasingly relied on online reviews to make purchase decisions (Filieri & McLeay, 2014), particularly in the restaurant business (Lu & Junyi, 2014; Yang, 2013). In fact, Yang (2013) found that the perceived usefulness of restaurant websites has a significant effect on eWOM (electronic word-of-mouth), and that the perceived usefulness significantly moderates the relationships between satisfaction/egoistic needs and eWOM intentions.

Therefore, due to the current importance of restaurant websites and the information they provide, we introduce the first hypothesis:

H1: Higher-rated restaurants provide the information that the future client actually requires, deducing that the additional information level will be high.

Furthermore, Miranda et al. (2015) in their study of Michelin-starred restaurants found that the interactive potential offered by social media and Web 2.0 was highly underused by these restaurants, as only about 20% were present on social networks. However, this data may be very different in 5 years from 2016, after tourist businesses embrace e-commerce and Web 2.0. Indeed, in recent years, the individual behavior of the users of tourist services as well as consumer and buying habits have changed and have become increasingly influenced by new technologies (González-Rodrigo, Jiménez-Zarco, & Torrent, 2010; Kim & Fesenmaier, 2008).

The Internet provides users of tourist services a series of advantages, such as the rapid update of offers, access to online servers, time saving, and the

possibility of gaining the opinions and evaluations of other clients (Izquierdo, Martínez-Ruiz, & Jiménez Zarco, 2009). Website interactivity is very important for companies to increase users' surfing time and user implications. This gives the business greater information processing capability and impact to create beneficial relationships with users (Huertas & Marine-Roig, 2015).

Subsequently, we can next hypothesize:

H2: The level of user interactivity would be higher among higher-rated restaurants if these businesses had social media profiles.

It is also basic for tourist organizations and restaurants to harness e-commerce capabilities and potentialities (Burgess et al., 2011; Lim, 2013). In this respect, the adoption of information and communication technologies (ICTs) by travelers is continually increasing. The latest tendency is to reserve and purchase products immediately. A sale that cannot be made immediately online is often a lost sale. The modern consumer consults and purchases instantly (Law et al., 2010; Li et al., 2015). For this reason, the Internet allows the consumer to be better informed, making him a prosumer, producer, and consumer of products at the same time (Daries-Ramon, Cristóbal-Fransi, & Martín-Fuentes, 2014; Law & Bai, 2008).

In this context, we can hypothesize that:

H3: Higher-rated restaurant websites are adequately set up for commercial transactions and online payment.

Furthermore, the restaurant category may play a role in the adoption of web capabilities in relation to the innovation diffusion theory, where higher category restaurants may be pioneers in the adoption of website capabilities. In this respect, Law and Chung (2003) investigated Hong Kong hotel websites and compared the performance among different hotel categories. They stated that the websites for luxury hotels generally scored significantly higher than the hotels of other categories. Furthermore, Sigaw, Enz, and Namasivayam (2000) studied the adoption of information technology in U. S. hotels and concluded that luxury and upscale hotels adopted more information technology than economy and budget hotels. This conclusion was consistent with prior studies.

According to the above-mentioned studies, the level of information technology application is directly related to the establishment's category. If the level of technology implementation is related to the category of the establishment, we can hypothesize that in the gastronomy sector:

H4: Websites of higher-rated category restaurants could be expected to have a better evaluation in terms of e-commerce maturity and website content than those of a lower-rated category.

Finally, according to the World Tourist Organization, more than one third of the funds spent on tourism are spent on food. Gastronomy is one of the most important aspects when visiting a country. More and more people travel for the sole reason of enjoying the region's cuisine (López-Guzmán & Sánchez Cañizares, 2012). Gastronomy is found in every destination. It is associated with the sights, the culture, and the history of a place (Kim & Moon, 2009). The role of restaurants in society has shifted from simply offering food, to now selling an experience (Johnson et al., 2005). Restaurant websites, especially those of high-quality restaurants, which could be tourist attractions in their own right, should adapt to e-commerce and convey a series of characteristics, content, and interactive capabilities responding to the tourists' needs, orientated at achieving customer satisfaction, and creating synergies with destinations. In addition, they should focus on forming a relationship with their clients (Li et al., 2015).

Frias, Rodriguez, Castañeda, Sabiote, and Buhalis (2011) and Goossens (2000) concluded that the opinion formed by tourists of a destination was influenced by the pre-visit images they saw prior to their trip. Travel motivation depends on the information sources tourists used. Therefore, due to the importance of culinary tourism, potential clients can be strongly influenced by these websites. The world-recognized reputation of these restaurants is at stake, which at times is the main purpose of the trip. Clients may also be influenced by category labels, such as Michelin-starred restaurants, because this is primarily associated with travel guidebooks. Therefore, we can hypothesize the following:

H5: Higher-rated category restaurant websites are clearly tourist-orientated.

Case Study: Spanish Michelin-Starred Restaurants

According to studies by the Institute of Tourism Studies (IET), in 2013, 7.4 million of the 100.3 million tourists who visited Spain considered gastronomy one of their basic goals for the trip. In 2013, the accommodation and restaurant sector represented 7.4% of the country's gross domestic product (GDP) (Federación Española de Hostelería [FEHR], 2014). In 2014, 38,300 million Euros were spent on Spanish restaurants, which was 1.6% more than in 2013 (The Ostelea School of Tourism and Hospitality, 2014).

The restaurant sector in Spain, and especially Michelin-starred restaurants, is a strategic sector, as in recent years Spanish Michelin-starred restaurants (Michelin, 2015) have been proclaimed to be among the best in the world (<http://www.theworlds50best.com>), representing a very important incentive for the tourist sector. These top-ranked restaurants have the capacity to attract new customers, to promote culinary tourism, and to project a positive image and brand of the country (Miranda et al., 2015).

According to Karpik (2000), “a guidebook serves the economics of quality in markets where what is traded is quite singular, and where goods and services cannot be fully compared. It provides a meeting-place for supply and demand and also redefines consumers and producers” (p. 369).

In Europe, the Michelin Guide is the best-known and most respected ranking system for gastronomy and cuisine and it is a respected institution among chefs, restaurateurs, culinary experts, and the dining public (Johnson et al., 2005).

It was first published in 1900 in France by the Michelin tire company. Focusing on interchangeable technical goods it helped people travel by introducing helpful instructions for quick car repairs, and included the location of telegraph facilities and gasoline stations (Johnson et al., 2005). In 1909, it transformed into a tourist guide and concentrated on cultural content. By 1934, the Red Guide turned into the gastronomic guide it is known for today, focusing on restaurants and cultural products (Karpik, 2000).

The Michelin Guide features a selection of the best hotels and restaurants in all comfort and price categories chosen by a rigorously selected and trained team of inspectors. Ottenbacher and Harrington (2007) asserted:

Michelin stars are awarded to restaurants on five criteria: the quality of products, mastering of flavors and cooking, personality of the cuisine, and value for money and consistency. One star is considered “a very good restaurant in its category,” two stars reflect “excellent cooking, worth a detour,” while three stars display “exceptional cuisine, worth a special journey” (p. 445).

Surlemont and Johnson (2005) found that this system potentially signaled the institution as being part of the haute-cuisine sector. As a consequence, the guide has a strong influence on consumers’ choices of fine dining establishments (Ottenbacher & Harrington, 2007). It also has a major impact on restaurant turnover and profitability (Surlemont & Johnson, 2005).

The first Michelin Guide of Spain and Portugal was published in 1910 and it did not include restaurants. Restaurants first appeared in the Red Guide published in 1927 and the first star was awarded in 1929 (Cancela & Cancela, 2015). In 2015, a total of 169 Spanish restaurants were selected as Michelin-star worthy: 8 were three-starred; 18 were two-starred; and 143 were one-starred.

Methodology

Background and Dimensions of the Web Analysis Model

Since websites are an important virtual representative of an organization, the development of an appropriate methodology for the assessment of these characteristics has long been a topic of interest to researchers.

Unfortunately, there are no universally recognized methods for evaluating a website, which is consistently reflected in the literature (Baggio, Mottironi, & Corigliano, 2011; Charoula et al., 2014; Ip et al., 2011; Law et al., 2010) in its different levels of technology innovation, adoption, and maturity. Nor is there one for the evaluation of restaurant websites. The main research methods regarding the measurement of websites are based on surveys, experimental evaluation, and content analysis (Chiou, Lin, & Perng, 2010).

After conducting a literature review, it was found that none of the studies about restaurant websites used content analysis, based on the items of information, interactivity, online processing, and functionality, or eMICA.

Content Analysis

The main objective of content analysis is to quantitatively evaluate the performance of restaurant websites in the context of the sites' wealth of information, to assess their interactive capacity, and to determine if they had adapted to the latest web technology. Considering the existing literature, four dimensions were chosen for content analysis evaluation:

- Information: This dimension measures how easy it is for users to find the information they are seeking on the website (Álvarez, 2014; Baloglu & Pekcan, 2006; Chung & Law, 2003; Davidson, 2007; Robbins & Stylianou, 2003; Schegg et al., 2002; Schmidt et al., 2008; Ting et al., 2013; Zhang & von Dran, 2000).
- Interactivity: This dimension measures the efficiency of information providers and information users to interact and the presence of mechanisms that allow communication through different web and web 2.0 tools. (Álvarez, 2014; Chung & Law, 2003; Dragulanescu, 2002; Heinze & Hu, 2006; Huertas & Marine-Roig, 2015; Liao et al., 2006; Schmidt et al., 2008; Ting et al., 2013; Robbins & Stylianou, 2003).
- Online processing: This dimension measures the efficiency to conduct secure online transactions and provide order status (Álvarez, 2014; Chung & Law, 2003; Davidson, 2007; Schegg et al., 2002; Ting et al., 2013).
- Functionality: This dimension measures the efficiency to use the internet to its fullest potential and keep up with new technology, such as mobile version of the website or mobile apps (Álvarez, 2014; Baloglu & Pekcan, 2006; Davidson, 2007; Liao et al., 2006; Robbins & Stylianou, 2003; Ting et al., 2013).

The eMICA Model

This study used an adaptation of the eMICA model created by Burgess and Cooper (2000). The basic model was first used to describe the evolutionary process of electronic commerce adoption and it divided website functionalities into three stages: promotion, which included information about the company; provision, which indicated the level of interactivity; and processing, which showed the level of transactions. The extended model (Doolin et al., 2002) consisted of three stages, incorporating three levels of business process: web-based promotion, provision of information and services, and transaction processing (as shown in Table 1).

Table 1. The Extended Model of Internet Commerce Adoption (eMICA).

eMICA stages	Features
Stage 1. Promotion	
Layer 1: Basic information	Company name, physical address and contact details, area of business
Layer 2: Rich information	Annual report, e-mail contact, information on company activities
Stage 2. Provision	
Layer 1: Low-level interactivity	Basic product catalogue, hyperlinks to further information, online enquiry form
Layer 2: Medium-level interactivity	Higher-level product catalogues, customer support (e.g., FAQs, sitemaps), industry-specific, value-added features
Layer 3: High-level interactivity	Chat room, discussion forum, multimedia, traveler reviews, newsletters, or updates by e-mail
Stage 3. Processing	Secure online transactions, order status and tracking, interaction with corporate servers

Source: Doolin et al. (2002), adapted from Burgess and Cooper (2000).

Implementation of the Methodological Model for Restaurant Web Analysis

Our methodological model includes both website content analysis and eMICA model features, which have been adapted for Michelin-starred restaurants' websites. The presence or absence of certain website marketing features was evaluated. The variables used to assess the level of adoption of e-commerce on the restaurants' websites and the features of the content they should provide (adapted from the eMICA and content analysis models) were selected through a review of the literature and are proposed below. At the same time, it was determined that in eMICA, to move from one level to another and consolidate its position, the website must contain a minimum number of attributes (Álvarez, 2014; Daries-Ramon, Cristobal-Fransi, Martín-Fuentes, & Marine-Roig, 2016). Therefore, it will advance a level whenever the website contains the variables corresponding to the previous layer. The scale is dichotomous for all variables (eMICA and content analysis).

To achieve these objectives, a final sample of 102 websites of Spanish Michelin-starred restaurants was analyzed from the 2015 Michelin Guide of Spain and Portugal: 8 were three-starred; 14 were two-starred; and 80 were one-starred. Although there are more Michelin-starred restaurants in Spain, some of the restaurants did not have a website, had their websites under maintenance and were unavailable, or shared their website with other restaurants of the same business group. The observations were made during the months of April and May 2015.

Web Content Analysis Model

To analyze if the websites of the Michelin-starred restaurants used the marketing advantages of Web 1.0 and Web 2.0, content analysis was proposed to determine the features provided on the websites. Following

Neuendorf (2002), we designed the process of content analysis through the following eight stages:

Stage 1. Formulating research questions or hypotheses: We uncovered that the restaurant industry represented a major tourist attraction and was vital to an economy based largely on tourism, such as the Spanish economy. Therefore, we hypothesized that the most prestigious restaurants would present an advanced deployment of website marketing features.

Stage 2. Identifying variables: We identified variables related to the information, interactivity, online processing, and functionality that restaurants websites provided.

Stage 3. Defining categories and units of measurement: We analyzed all the pages for each restaurant's website (not just the "home page" or opening screen of the website). We chose all the webpages as the unit of analysis because they contained all the elements we wanted to examine.

Stage 4. Creating a coding scheme: A codebook that contained the categories and their measurements was created. All items were included in the following dimensions: information, interactivity, online processing, and functionality.

Stage 5. Sampling: We selected the Spanish Michelin-starred restaurant websites from the 2015 Michelin Guide Spain and Portugal. A total of 102 websites were analyzed.

Stage 6. Training coders: By using the codebook, two trained coders evaluated the restaurants' websites. Training sessions were used to reconcile the coding differences between the coders.

Stage 7. Coding: Coding of the sample was processed independently, based on the codebook.

Stage 8. Data analysis: Data analysis was conducted by assessing the presence or absence of certain features and aggregating data into tables and charts.

After following the aforementioned steps, the proposed content analysis was based on four dimensions: information, interactivity, online processing, and functionality, which represent the different aspects of interest and marketing capabilities relevant to high category restaurant websites.

Information: In the first dimension, basic information on the establishment was analyzed to check if prices and opening hours were indicated, if there were photos that allowed customers to find out about the restaurant and its services, etc. It also identified whether restaurant websites were redirected to evaluate tourist services (e.g., TripAdvisor) both to advertise the business and to refer to the comments and/or evaluations that other customers had made about the establishment (as shown in [Table 2](#)).

Interactivity: This dimension evaluated the presence of mechanisms to communicate through different web and Web 2.0 tools. It examined whether users could subscribe, if they were allowed to comment on the content,

Table 2. Features for Dimension 1: Information.

Category	Features
(1) Information about the restaurant	I.1.1. Description of the restaurant (type of food, menu, the chef, etc.) I.1.2. Images of the restaurant I.1.3. Prices I.1.4. Opening days and hours I.1.5. News and events announcement I.1.6. Information about the location (maps, geolocation, etc.) I.1.7. Links to review websites (TripAdvisor, etc.) I.1.8. Season status (open/closed)
(2) Services	I.2.1. Information about reservations I.2.2. Information about parking I.2.3. Information about home delivery I.2.4. Information about the catering I.2.5. Information about cooking classes
(3) Surroundings	I.3.1. Tourist information on the area (tourist attractions, weather, etc.) I.3.2. Links to other tourist establishments (accommodation, activities, etc.)
(4) Promotion and advertisement	I.4.1. Promotion and advertising on the website I.4.2. Online incentives (coupons, website-only promotions, etc.)

Source: Compiled by the authors, adapted from Álvarez (2014).

publish content on the website, or vote on the quality and their satisfaction with the services received. It also identified whether the user could share the content through Twitter, Facebook, etc., and if the website facilitates linked to a corporate blog or to other 2.0 platforms. Interactivity was very important for customers to engage with the company, for information to have a greater impact, and to create relationships with them (Huertas & Marine-Roig, 2015). Additionally, we analyzed whether there was a version of the website in another language (other than Spanish), which was important for the establishment's orientation to tourists (as shown in Table 3).

Online processing: This dimension studies the mechanisms of reservation, online payment, and payment security. It evaluates the possibility of online reservation or purchase followed by an examination of whether there is an option of online payment and, finally, it verifies the provision of a secure payment platform (as shown in Table 4).

Functionality: This dimension included the proper fulfillment of the regulations as well as the Spanish quality certifications. To evaluate if the website was keeping up with the latest technology, the existence of a mobile and app version is verified (as shown in Table 5).

eMICA

The model of commercial adoption for the Internet, (MICA) was originally developed for the investigation applied to metal fabrication in Australia (Burgess & Cooper, 1998). The model suggested that in the development of web advertising, the SMEs (small and medium-sized enterprises) usually originated on the Internet on an ordinary website. Over time these sites

Table 3. Features for Dimension 2: Interactivity.

Category	Features
(1) Interaction with the customers	C.1.1. E-mail address and telephone number of the establishment C.1.2. Online direct comments from the customers C.1.3. Instant messaging (Skype, Google Talk, etc.) C.1.4. Online surveys C.1.5. FAQ C.1.6. Newsletter option C.1.7. Membership system C.1.8. Quality/satisfaction rating option
(2) Interaction with customers through 2.0 website	2.0 Website technology: C.2.1. RSS (Rich Site Summary) C.2.2. Podcasts/vodcasts C.2.3. Apps to allow customers to post content C.2.4. Possibility of sharing contents with friends (share, retweet, etc.) Social media presence: C.2.5. Link to Twitter C.2.6. Link to company's blog C.2.7. Link to other picture and video platforms (YouTube, Flickr, etc.) C.2.8. Link to company's social networks (Facebook, LinkedIn, etc.) C.2.9. Link to Wikipedia C.2.10. Link to other 2.0 platforms (Technorati, Netvibes, etc.)
(3) Multilingual capability	C.3.1. The website is available in more than one language

Source: Compiled by the authors, adapted from Álvarez (2014)

Table 4. Features for Dimension 3: Online Processing.

Category	Features
(1) Online purchasing options	OP.1.1. Gift voucher OP.1.2. Reservation online
(2) Payment and safety service	OP.2.1. Online payment OP.2.2. Safety, security (https, safe payment platforms: PayPal, etc.)

Source: Compiled by the authors, adapted from Álvarez (2014).

Table 5. Features for Dimension 4: Functionality.

Category	Features
(1) Data privacy	F.1.1. Mentioning the Data Protection Act F.1.2. Privacy policy or legal warning
(2) Certifications	F.2.1. ISO 9000 quality certification F.2.2. Q mark for Tourist Quality certification F.2.3. ISO 14000 environmental certification F.2.4. Other certifications (information security ISO 27000, OSHAS 18000, etc.)
(3) Mobile version of the website	F.3.1. Mobile version of the website available F.3.2. Mobile app version of the website available

Source: Compiled by the authors, adapted from Álvarez (2014).

became more involved as they incorporated additional processes as a result of the increase of knowledge and ICTs. MICA had three stages/levels of its business process: (a) promotion based on the website, (b) the supply of

information and services, and (c) the process of transactions. The levels of development supply a roadmap indicating the level at which the business sector is situated in its commercial electronic development.

Websites are continuously evolving, and this movement is reflected through the different levels of development from the time of promotion, through a time of consolidation and finally to maturity. In the model, levels of complexity and functionality are added to the website. These levels reflect the evolution of the business from only being present on the Internet to an important position as a result of increased activity, which includes the integration of the chain of value and innovative applications, which add to its value due to the increased information and functionality (Burgess, Sargent, Cooper, & Cerpa, 2005).

Subsequently, the MICA model has been applied to different sectors including the industry of tourism (Burgess & Cooper, 2000; Burgess et al., 2011; Doolin et al., 2002; Ting et al., 2013), which enabled the improvement of the original model to an extended commercial adoption model on the Internet. eMICA is more sophisticated and adapted to the new virtual MICA environment as well as to the characteristics of the web. This model, which is based on an evaluation of phases, facilitates the assessment of the websites from a promotional level to increased transactions, which has a higher status on the web, but does have some limitations. Schmidt et al. (2008) pointed out that there is a tendency to reduce the level of complexity of the investigations and that a website can be at two stages of development at the same time; it can also be dormant. Once the model has been adapted, our objective is to assess the level of maturity of Michelin-starred restaurants. The eMICA model comprises the logical dimensions of an Internet site as a technological platform, which includes information, communication, and transactions (Marimon, Vidgen, Barnes, & Cristobal-Fransi, 2010) (as shown in Table 6).

Table 6. Stage 1. Features of Promotion.

Layer	Feature
Layer 1: Basic information (four of six features are needed)	<ol style="list-style-type: none"> 1. Contact information: name, address, telephone, fax, others 2. Information about the type of food 3. Season status: Open/closed 4. Opening days and hours 5. Images of the restaurant 6. Information about the location
Layer 2: Rich information (three of five features are needed)	<ol style="list-style-type: none"> 1. E-mail or contact form 2. Information about the menu 3. Information about the chef 4. Website available in more than one language 5. Quality certifications

Source: Compiled by the authors, adapted from Doolin et al. (2002), adapted from Burgess and Cooper (2000).

The extended model of Internet commerce adoption was applied to determine the situation of the Michelin-starred restaurant sector regarding their commercial application of the Internet. Thus, the categorization of each site was performed in accordance with the phases and levels proposed by the eMICA model. It should be noted that because the eMICA model responded to a process of gradual adoption of the Internet, it was possible to find cases in which sites fulfilled functionality and incorporated elements of different stages and levels of the model. In these cases, the positioning could be granted the highest level, even though there may have been some items missing in other levels or stages. None of these affected content analysis since the evaluation was not gradual.

Stage 1: Promotion. Promotion is the initial stage of web development. The first layer guarantees basic information, which serves mainly to promote and publicize the business. The second layer presents a richer variety of information available on the web. For layer 1, four of six features are needed and for layer 2, three of five (as shown in Table 7).

Stage 2: Provision. The second stage, provision, determines whether the company's website has moved to a dynamic information system with a web

Table 7. Stage 2. Features of Provision.

Layer	Feature
Layer 1: Low-level interactivity (4 of 8 features are needed)	<ol style="list-style-type: none"> 1. Prices 2. Offline reservation 3. Extra services (parking, delivery, cooking classes, etc.) 4. Links to the tourist establishments of the area (accommodation, activities, etc.) 5. News and events announcement 6. Online incentives (coupons, website-only promotions, etc.) 7. Share this page 8. Press releases
Layer 2: Medium-level interactivity (4 of 8 features are needed)	<ol style="list-style-type: none"> 1. Sitemap 2. FAQ 3. Suggestions 4. Search engine 5. Privacy policy or legal warning 6. Online store (showcase) 7. Payment options 8. Reservation form without payment
Layer 3: High-level interactivity (5 of 10 features are needed)	<ol style="list-style-type: none"> 1. Blog, forum, chats 2. Membership system 3. Links to social network profiles 4. Newsletter 5. Quality/satisfaction rating option 6. Online direct comments from the customers 7. Links to reviewer websites (TripAdvisor, etc.) 8. Mobile version of the website available 9. Mobile app version of the website available 10. Videos or flash animation

Source: Compiled by the authors, adapted from Doolin et al. (2002), adapted from Burgess and Cooper (2000).

front end. It consists of three different layers. Low-level interactivity was characterized by links to detailed information. Medium-level interactivity was characterized by more complete product catalogues, online help for users and personalization, as well as online registration forms. High-level interactivity was fulfilled represented by sites that included chat rooms, discussion forums, and multimedia applications. For Layer 1, four of eight features were needed; for the second layer, four of eight; and for the third, five of ten (as shown in [Table 8](#)).

Stage 3: Processing. The third stage identified according to whether the website had achieved functional maturity, which allows for online transactions. For this layer, two of four features were needed.

Findings

Content Analysis

Information (I)

The level of basic information was reasonably high. Features such as a full description of the restaurant (I.1.1.), images of the restaurant (I.1.2.), prices (I.1.3.), opening days and hours (I.1.4.), and information about the location (I.1.6.) were implemented in this sector. Not all the restaurants announced their annual vacations (I.1.8.). Furthermore, information about news and events (I.1.5.) was definitely a secondary feature on restaurants' websites, as well as posting links to review websites (for example, TripAdvisor; I.1.7.). The most developed category in this area was the two-starred restaurants (as shown in [Figure 1](#)).

The only basic service was how to make a reservation (I.2.1.): 100% for three-starred and two-starred restaurants, but only 85.4% of one-starred restaurants provided this standard information on their websites. Announcing additional services on their website was not the most important feature for Michelin-starred restaurants in Spain. Other significant information such as parking (I.2.2.) or catering (I.2.4.) was not well announced. Cooking classes (I.2.5.) or home delivery (I.2.3.) may not have been what this type of restaurant wanted to offer, but surprisingly between 2% and 25% did

Table 8. Stage 3. Features of processing.

Feature
(1) Online reservation
(2) Online purchase at a gift store
(3) Secure online payment process (digital signature and encryption, etc.)
(4) Interaction with corporate servers: database consultation (customer profile, modification of the profile, purchase history, etc.)

Source: Compiled by the authors, adapted from Doolin et al. (2002), adapted from Burgess and Cooper (2000).

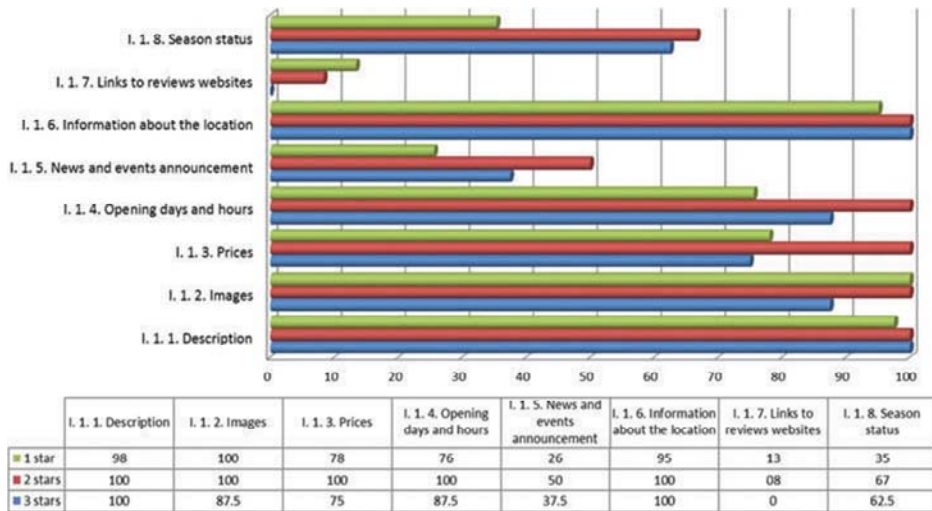


Figure 1. Results on Dimension I.1. (information about the restaurant).

so in each category. It was shown that one-starred restaurant websites were the least helpful in this sense.

From the point of view of a gastronomic tourist, it was important to know all about the place that was the center of the trip, but it was also relevant to know more about the city they were going to stay in. Information about the restaurants' surrounding area was limited on their websites. Less than 20% of the restaurants' websites in each category gave tourists information on the area (I.3.1.) and less than 40% provided links to useful establishments (accommodation, activities, etc.; I.3.2.).

Apparently, Spanish Michelin-starred restaurants did not pay much attention to promotion via the Internet (I.4.2.) or indeed any type of advertisement (I.4.1.). Three-starred restaurants found it irrelevant (0% for both), few of the two-starred and one-starred restaurants announced special offers if booked directly through the website, and only 4.9% of the one-starred restaurants' websites included another establishment's advertisements on their website (as shown in Figure 2).

Interactivity (C)

Interaction with the customers through the website was minimal. Almost all of the restaurants in all categories provided their e-mail address or telephone number (C.1.1.) for users to contact the establishment directly. Some, but very few, chose a newsletter (C.1.6.) or FAQs (C.1.5.) to contact customers online. Only 2.4% of one-starred restaurants' and 8.3% of two-starred restaurants' websites developed their own membership system (C.1.7.). And of all of the restaurants, only a small group of 2.4% of one-starred restaurant websites allowed customers to publish comments on their website (C.1.2.).

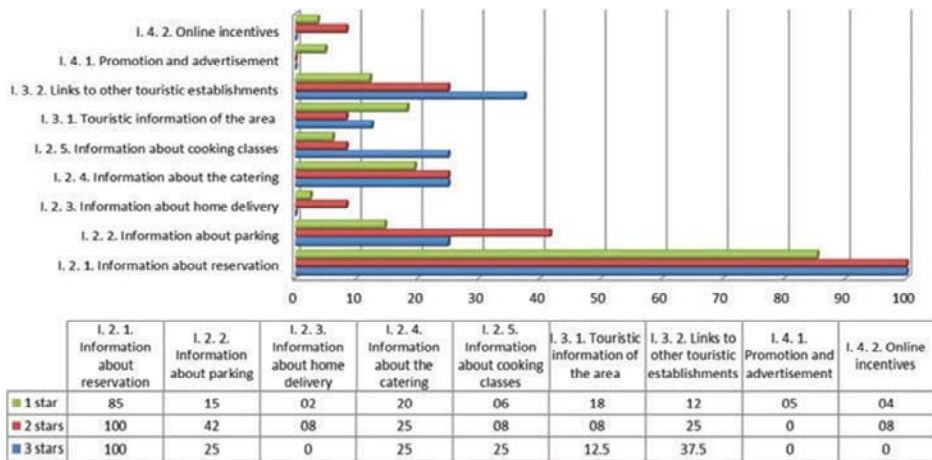


Figure 2. Results on Dimension I.2. (services), I.3. (surroundings), and I.4. (promotion and advertising).

None provided instant messaging (C.1.3.), online surveys (C.1.4.), or quality/satisfaction ratings (C.1.8.).

Web 2.0 tools were ignored, to say the least. Less than 10% of two- and one-starred restaurants used Rich Site Summary (C.2.1.) and less than 25% allowed customers to share their content on their profiles (C.2.4.). Podcasts and vodcasts (C.2.2.) and apps permitting the posting of content on the website (C.2.3.) were not employed by these websites. Regarding social media presence (dimension C2), the websites were likely to share their profiles from the most well-known social networks, such as Facebook (C.2.8.) or Twitter (C.2.5). Official company blogs (C.2.6.) or image and video platforms (C.2.7.) were less successful. None of the restaurants' websites provided a link to their Wikipedia profile (C.2.9.) and only one out of the entire 102 websites analyzed posted its profile from a less conventional social network (C.2.10.).

With respect to the results on dimension C.3 (where the website was available in more than one language), most of the Michelin-starred restaurants had translated their website into more than one language. In this particular case, we could see that this feature was directly proportional to the establishment category. All of the three-starred restaurants' websites were available in Spanish and, at least, English; the next most popular language was French due to the country's proximity to Spain. Regarding two-starred restaurants, the figure fell to 91.6%. From the total of 82 one-starred restaurants, only 59.7% had more than one language available and it was not always English; many were translated to Catalan (official language of the region of Catalonia) or Euskera (Basque language). The one-starred restaurants' websites were at a significantly lower level compared to other categories. It would have been recommendable for all of the restaurants' websites to include the information translated at least into English.

Online Processing (OP)

The following data is from two online purchasing options that were evaluated, gift voucher (OP.1.1.) and online pre-payment for the reservation (OP.1.2.): 25% of three-starred restaurants; 8.3% of two-starred restaurants; and 30.5% of one-starred restaurants offered the online purchase of a gift voucher (OP.1.1.). Fifty percent of three-starred restaurants allowed their customers to pay for the reservation in advance via the website (OP.1.2.) in three different ways: (full prepayment, agreed amount of money to guarantee the reservation or, purchase of a special ticket that was discounted from the final bill).

It was evaluated whether both gift voucher (OP.1.1.) and reservations (OP.1.2.) could be paid online directly on the website. In total, 37.5% of the three-starred restaurants and a negligible 3.7% of the one-starred restaurants had websites that allowed for this option. The other feature embraced payment security (secured payment platforms like PayPal; OP.2.2.). Less than half of the three-starred restaurants' websites that offered online payment made it safe for the customer, while all of the one-starred restaurants did.

Functionality (F)

It is as important for websites to protect visitors' data as it is to allow such features. In this dimension, two features were evaluated: data privacy (F.1.1.); and the privacy policy or legal warning (F.1.2.). The results showed how the figures decreased as the category decreased. This dimension studied whether the websites displayed the main international or Spanish quality certifications such as ISO 9000 (F.2.1.), Q mark (F.2.2.), ISO 14000 (F.2.3.), or other possible quality certifications (F.2.4.). Apparently, none of the Michelin-starred restaurants' websites displayed the traditional quality certifications; so although some establishments may have had some of these certifications, they were not visible on the websites. Few of the three- and two-starred categories announced some other quality certification on their website (F.2.4.).

Nowadays with Wi-Fi and smartphones, information is needed wherever users happen to be and must be accessible. With the increasing developments of the Internet, many customers will not bother to check the website on a computer and will look for the information straight from their cell phones. Hence, the website needs to be seen properly on a mobile device. Lamentably, less than 50% offered a mobile version of their restaurant's website (F.3.1.). Another option is an app, which could be downloaded to a device (F.3.2.), but none of the websites studied provided this option, although one of them (one-starred) announced that one would be available in the future.

eMICA Results

After analyzing 102 websites, the results concluded that most (77%) of the websites of Michelin-starred restaurants in Spain were in the first stage of the eMICA model, 10% were in the second stage, and only 1% were in the third

and highest stage. The predominance of the restaurant websites' low-level adoption of e-commerce tools (less than half; 43%) on the websites were placed on the first layer of the provision stage. Essentially, none of the websites fulfilled the requirements of the three levels, and 95% give basic information. This confirms that the functionality of the website was purely informative (as shown in [Table 9](#)).

Based on the results analysis of the eMICA stages according to the category of the restaurant, the two-star restaurants supplied more information. The great majority (95%) of these restaurants achieved a Stage 1 promotion stage, which means they supplied abundant information on their website. Three-starred restaurants had the most developed interactivity capabilities, as 25% of them reached Stage 2, the provision level. However, in total this is not a very high percentage and only one in four got to this stage. Even so, no two- and three-starred restaurants achieved a Stage 3 score. Only 1 one-star restaurant achieved this level (as shown in [Table 10](#)).

Conclusions and Implications

In this section, first, the conclusions concerning the hypothesis will be explained. Then, we will develop the theoretical and managerial implications, as well as the limitations and future lines of research.

Table 9. Results on eMICA.

Level	Total	% of total
Stage 1. Promotion		
Layer 1: Basic information	97	95
Layer 2: Rich information	79	77
Total Stage 1	79	77
Stage 2. Provision		
Layer 1: Low-level interactivity	41	43
Layer 2: Medium-level interactivity	14	13
Layer 3: High-level interactivity	11	10
Total Stage 2	11	10
Stage 3. Processing		
Total Stage 3	1	1
Total analyzed	102	

Source: Compiled by the authors

Table 10. Percentage Results on eMICA Stages According to Category of Restaurant.

Category	Stage 1	Stage 2	Stage 3
3 stars	85	25	0
2 stars	95	19	0
1 star	75	9	5

Source: Compiled by the authors

Conclusions Concerning Hypotheses

After applying the proposed analysis model by performing the content analysis and eMICA evaluations, it is possible to judge whether the proposed hypotheses were proven. Our results showed that the first hypothesis was partially confirmed, as the eMICA analysis showed that the level of additional information provided on the websites was good. As seen on the websites of Spanish Michelin-starred restaurants, rich information is widely displayed for all starred categories. However, the depth of actual content with content analysis and additional information that could somehow help the visitors on their trip is a feature that is certainly missing. These results are in line with Lin et al. (2009) who demonstrated that travel agency websites do not provide all of the information that future customers actually require. Therefore, in terms of information, high-category restaurants provide significant quantities of information, but this information is not complete in all of the ways that could be of interest or assistance to customers.

The second hypothesis has been partially refuted because interactivity is low and websites still need to adapt to the new trends, especially to mobile phone usage. Although most restaurants have social media profiles and links to the social networks on their websites, less than half have mobile phone versions of their websites, and none have mobile apps available. Moreover, many social media profiles are inactive. However, the adaptation to social media has remarkably improved and shows a very important change in social media adoption (70%) in contrast with only 20% of Michelin-starred restaurants that were present on social media in 2011 (Miranda et al., 2015). This is positive for creating relationships with users, interacting, and fostering engagement (Huertas & Marine-Roig, 2015), and shows the progressive adoption and diffusion of this innovation among the high-category restaurants.

The third hypothesis has also been refuted, as Michelin-starred websites are not adequately prepared for commercial transactions and online payment; less than half of the websites analyzed permit customers to shop and pay online. These results are in line with previous studies, such as Schmidt et al. (2008) for Brazilian and Spanish hotels. It was found through this study that tourism establishment websites are not adequately set up for commercial transactions. This aspect should be improved by restaurant managers because it is crucial for today's websites to be prepared for online transactions and e-commerce (Litvin et al., 2005). This is especially true for prestigious establishments, which are strategic economic and touristic assets.

Concerning the fourth hypothesis, according to Siguaw et al. (2000) and Law and Chung (2003), the level of technology implementation is related to the category of the establishment. The websites of the three-star Michelin

restaurants were expected to score higher in terms of e-commerce maturity and website content. However, this hypothesis has only been partially confirmed according to the results of the eMICA model applied to the restaurants, as two-starred restaurants provide more information but three-star restaurants are more interactive. Three-starred restaurants prove to be slightly better adapted to Web 2.0. technology, which allowed them to achieve the highest position in the stages of the evaluation, provision. These results are contradictory and not in line with the study by Miranda et al. (2015) in 2011, who found that the technological capabilities of Michelin-starred websites (such as speed or navigability) were not correlated to their star category. This confirms our assumption that ICT adoption has deeply changed in the past five years and that higher-category level restaurants are not necessarily better adapted to technological innovation than lower category restaurants.

Finally, concerning the fifth hypothesis, high-category restaurant websites of Spanish Michelin-starred restaurants were found not to be tourist-oriented, as they do not usually offer complementary information about the surroundings, activities, accommodation, etc. This is surprising as the business success of these restaurants is strongly linked to the Michelin label, a travel guide. This could be an important drawback to attract culinary tourism or to generate further tourist flow. As culinary tourism is one of the main reasons for traveling, the restaurant's website could be an important source of travel information. The creation of a previsit image would greatly influence the choices made by potential clients (Frias et al., 2011; Goossens, 2000).

Theoretical Contributions and Implications

This study contributes to the current research by providing a comprehensive model to assess the deployment of restaurant websites' marketing capabilities of a specific category based on content categories and the level of technical maturity observed (stages of development or depth). The aim of this study was to quickly and easily foresee whether restaurants' websites have adjusted to the latest technology within the framework of the theories of technological adoption, and especially framed within the Innovation Diffusion Theory. It further identifies those areas where restaurants need to improve or add information to their websites, and thus assists the establishments' decision-makers in optimizing their content. Moreover, it has conducted for the first time research based on the evaluation of the websites of Michelin-starred restaurants, considering e-commerce, technological adoption, and content analysis.

The Model of Internet Commerce Adoption (eMICA), not previously used for this kind of business, has been adapted to the analysis of

restaurants of a certain category and clearly indicates at which stage of implementation and use of electronic commerce tools their website is. Specifically, in terms of e-commerce adoption and based on the e-adoption ladder model, we identified that most of the analyzed websites were situated at Step 3 (basic website and e-mail) and Step 4 (effective website); fewer could be placed on Step 5 (transactions and ecommerce) and Step 6 (integrated ebusiness), and none could be considered to be at Step 7 (transformed organizations). Based on the exhaustive analysis, it can be concluded that the websites of Spanish Michelin-starred restaurants are not fully adapted to the 2.0 Web tools of the Internet, as they are known today. This same analysis shows that even though they are not fully adapted, they do have a positive social media presence; they display all of the necessary information about the restaurant; and they try to make it easier for visitors to receive the information. Results demonstrated that the different restaurant websites are at different stages of technology adoption or deployment of website marketing capabilities, and many of them are stragglers. A few pioneer restaurants can be identified in certain aspects, but generally, the adoption of the different marketing and e-commerce capabilities is partial and unequal among the sample studied. Therefore, in the tourism industry in general, it seems that these high-ranking restaurants are not pioneers in the adoption of these technological innovations, and that other sectors (such as the accommodation or aerial transportation industries) might be the leaders in this area. Furthermore, in terms of the technology adoption theories, and focusing on the innovation diffusion theory and the e-adoption ladder model, our results showed that the different stages of website technological innovation adoption are not followed in a straightforward manner; they are not progressive, as the adoption is unequal and partial in varying aspects and stages. A website may have adopted advanced characteristics, but may be lacking a more basic technological development, which would refer to a lower logical level of maturity. In addition, higher category restaurant websites are not necessarily pioneers in technology adoption.

Moreover, in spite of the importance of gastronomic tourism and the role of these restaurants as strategic tourist assets or resources, this study has identified that their websites are not oriented to tourism since information about the surrounding area, activities, links to accommodations, and so on, is very limited. These findings imply that the potential for tourism promotion of these websites has not been fully utilized. Although Michelin-starred restaurants and gastronomy tourism are considered key tourist assets by local, regional, and national DMOs, most of these websites lack tourism orientation, which would help to create synergies and benefit the territory. Therefore, in light of this strategic weakness, DMOs should seek the collaboration of high-category restaurants, and especially Michelin-starred ones in

order to promote other tourist assets in the region, give their clients an added value in this respect, and integrate these restaurants into tourism development strategies. This would be mutually beneficial to the area and the restaurant.

Regardless of the restaurant's category, websites were not sufficiently prepared to meet customers' demands for online transactions, as they presented low levels of online purchasing and prepayment options in the content analysis and usually a low level in eMICA stages, which confirms their poor interactivity.

Managerial Implications

This study's results have several managerial implications as they show that high-category restaurant websites, and in this case, Michelin-starred restaurant websites, are not being used to their full potential in many aspects and are pursuing different paths of website technology adoption and content provision. Moreover, it is quite remarkable that a significant number of Michelin-starred restaurants did not have a website available for various reasons, which shows an important marketing and strategic weakness. In the Internet era this might signal a possible disinterest in the deployment of website marketing features and capabilities. The general low maturity of websites in terms of the adoption of communication and e-commerce capabilities may be a future drawback and competitive disadvantage for their development as businesses and as important tourist information resource of a destination. Therefore, managers should pay more attention to the development of their website's marketing features and online presence to use their full capabilities in a systematic way in order to improve the engagement of consumers and to achieve a better business image.

Moreover, the Spanish Michelin-starred restaurants' websites do not differ greatly from one another, and, hence, it is difficult to state who is the absolute leader in terms of their websites. If some restaurants are not applying the necessary updates to Web 2.0, these gaps will grow dramatically. It should be pointed out that according to the eMICA, the three-starred Michelin restaurants apply Internet 2.0 better than their competitors, which is in agreement with one of the proposed hypotheses that states that the level of information technology application is directly related to an establishment's category (Chung & Law, 2003; Siguaw et al., 2000). A possible explanation for this would be that the three-starred restaurants have longer waiting lists, often ask for advanced payment, and need to adequately manage bookings. One clear goal for these establishments should be to try to develop all of their 2.0 website capabilities and improve these aspects of their business in the short-term. It is not certain if these omissions actually affect their businesses, but the tendency shows they will eventually, with the generalized use of social

media and mobile apps by the public. Furthermore, websites are not used to their full potential in terms of online promotion or advertisements or displaying quality certifications. Awareness of these shortcomings is unequal among the different website masters but has become more prominent in recent years. For this purpose, when designing the business website of a restaurant, all four fundamental dimensions (information, interactivity, online processing, and functionality) should be given an integral and efficient online presence, enabling better results, both in terms of visits and reservations. Furthermore, in terms of e-commerce, these businesses should adapt their websites and deploy e-commerce assets to their full potential to take advantage of this opportunity.

Additionally, it has been demonstrated that the proposed eMICA web analysis model and content analysis based on four dimensions is useful for the analysis of Michelin-starred restaurants. This model may be useful for restaurant managers or managers of other tourist businesses who intend to assess the potential that ICT offers in terms of web communication and e-commerce.

Limitations and Future Lines of Research

Limitations to this study concern the generalization of results. The first limitation is due to issues concerning particular websites. All of the websites were found on the World Wide Web information system after drafting a full list of Michelin-starred restaurants from the Michelin Red Guide Spain and Portugal 2015 (Michelin, 2015). Some of them had to be disqualified from the research due either to not having their own website or because their website was undergoing temporary maintenance. The second limitation is derived from the websites being only Michelin-starred restaurants. Therefore, restaurants of a certain category and other studies on different category restaurants should be conducted.

In relation to the models of technological adoption and the innovation diffusion theory, future studies should focus on the analysis of the unequal paths of technological innovation adoption and marketing capability deployment for restaurant and tourism websites in general and the reasons behind this phenomenon. In relation to the adoption ladder, future model studies should determine specifically the particularities, paths, and barriers of electronic commerce adoption in various related sectors and legal frameworks. They should also analyze the differences in the deployment of marketing capabilities by restaurants of higher and lower categories and the underlying reasons.

Future research should also analyze and compare Michelin-starred restaurants' online presence in other countries such as in Italy and France, which, in the European Union, are the countries with the highest spending per capita in this sector, as eating out is a part of the cultural lifestyle in these regions. Furthermore, future studies should determine the evolution of the

deployment of website marketing features and capabilities and determine if they create tourist fluxes or synergies with DMOs.

Disclosure statement

The authors report no conflicts of interest. The authors alone are responsible for the content and writing of the article.

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ARTÍCULO 4

DINÁMICAS RELACIONALES DE LA GASTRONOMÍA DE ALTO NIVEL CON EL ENTORNO A NIVEL TECNOLÓGICO II.

**Maturity and development of high-quality restaurant websites:
a comparison of Michelin-starred restaurants in
France, Italy and Spain**

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Maturity and development of high-quality restaurant websites: A comparison of Michelin-starred restaurants in France, Italy and Spain

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ABSTRACT

High-quality restaurants have become key assets in the economies of many countries and are often considered attractors of tourism in themselves. Therefore, the aim of this study is to propose a model to evaluate the development and maturity of restaurant websites. The model consists of a progressive analysis of the restaurants' websites, which starts with a content analysis, and continues with the application of the eMICA model to identify each website's level of maturity. It finishes with a PCA integrating both methods. This model is applied to 980 Michelin-starred restaurants in France, Italy and Spain to determine whether their websites facilitate efficient communication and are adapted to e-commerce. Results show that website maturity and content development are positively related, and that the aforementioned restaurants are not taking advantage of the opportunities that the Internet offers, and show different progress depending on the country where they are located and the category.

1. Introduction

The emergence of information and communication technologies (ICTs) in general and the Internet in particular has influenced the way companies are managed and compete, with the tourism industry being one of those most affected and where the adoption process has been more widespread (Dijkmans et al., 2015). One of the biggest impacts ICTs have had has been on how tourism companies distribute their products (Buhalis and Law, 2008; O'Connor and Frew, 2000).

Consequently, and as a result of this new scenario, consumers are increasingly using the Internet as a source of information regarding tourism products and services, such as hotel reservations, car rental, flights or tourism packages (Cristobal-Fransi et al., 2013; Eurobarometer, 2016). At the same time, the proportion of accommodation and travel contracted via the Internet is also increasing (Hua and Hua, 2016; Litvin et al., 2008). While ICT use has had a particular impact on innovation in the tourism sector, leading to new product research and development (Hjalager, 2010), it must be borne in mind that innovation is not only achieved by incorporating technology, but also by managing it correctly. At the level of tourism service user behavior, individuals' buying and consumption habits have also been influenced by new technologies (Filieri and McLeay, 2014; Kim and Fesenmaier, 2008). In fact, the Internet allows the consumer to be more and more demanding and better informed, and therefore to increasingly

manage their own travel independently (Law and Bai, 2008). The gastronomy sector is no stranger to this phenomenon. This type of tourism can therefore be considered a form of niche or alternative tourism in the face of an increasingly competitive market, and one that seeks to satisfy travelers' thirst for new experiences (Du Rand and Heath, 2006).

The consumption and enjoyment of food and wine is gaining in importance in the tourism sector (Olivieri and Giraldo, 2015; Santich, 2004) and there are now travelers who consider going to a particular geographical area to eat and learn about the region's cuisine (Byrd et al., 2016). This can even be a main motivation for food lovers to travel (López-Guzmán and Margarida, 2011). Cooking schools, traditional gastronomic festivals and celebrations, help with the harvest or visiting regional wineries are also considered alternative types of gastronomic tourism (Santich, 2004).

However, even if food is sometimes not the main reason for travel, it is still considered an important element and therefore one of the fundamental aspects to be taken into account in promoting a specific geographical area (López-Guzmán and Margarida, 2011). In the European Union, those countries with the highest expenditure per capita in terms of dining out are those who consider food as part of their lifestyle. The most notable countries in this sense are France, Italy and Spain.

If we focus on restaurants we can say that it is one of the sectors that has been most affected by Internet innovation (Miranda et al., 2015).

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Information search plays a very important role in consumer restaurant selection and decision-making (Yilmaz and Gultekin, 2016). Restaurant websites are considered one of the most important information sources, which may create positive or negative perceptions about restaurants and induce consumers to visit them (Yilmaz and Gultekin, 2016). In this respect, many restaurants wanting to establish their presence on the Net have developed websites aimed at informing consumers about the products and services they offer (Hak-Seon et al., 2012). However, restaurants that do not provide the desired information quickly and easily may find that their website is ignored by Internet users (Rosalin et al., 2016). Thus, restaurant owners need to address the question of how best to combine ICTs and the Internet within their marketing mix (Kang and Namkung, 2016; Namkung et al., 2007). To this end, they must take on a more direct role, providing customers not only with the exact information they need and when they need it, but also providing additional resources where they can interact with the customer (Kimes, 2008). Moreover, in certain types of restaurants, such as the Michelin-starred ones, the website is the most important source of information along with the restaurant's reputation, recommendations from friends, recent reviews, and rating in food guides (Yilmaz and Gultekin, 2016).

Understanding the impact of content development on restaurant websites, influencing consumers' search for information and decision-making, and level of customer interaction is crucial to the effective construction of websites. Having highlighted the significant influence information and communication technologies exert on the management of tourism companies in general and the restaurant sector in particular, we consider there is a need to evaluate the content development and level of maturity of restaurant websites, given their importance to the region and the economy. However, to the best of our knowledge, few studies have identified these aspects from a marketing perspective and with a high level of detail in the gastronomic sector.

Therefore, the aim of this study is to propose a model for evaluating restaurant websites developed combining two different methods: Web content analysis (WCA) based on four content categories; Information, Communication, e-Commerce and Additional Values; and the analysis of the level of maturity with regard to electronic commerce, based on the extended model of Internet commerce adoption (eMICA). The proposed model combines the eMICA technique for maturity, and web content analysis for development. The integration of both methods of analysis is done by principal component analysis (PCA), and the objective of the integrated model is to obtain not only the static information provided by the heuristic analysis of the website content, but also the degree of maturity which is most related to the purchasing process. Integrating the features of the eMICA and web content analysis in a single model allows researchers to know how wide a website is, what to improve and emphasize to reach potential users, as well as to adapt to what they demand, in terms of information, interaction and online purchasing. Furthermore, we also aim to contribute with a sound model that evaluates websites belonging to any type of restaurant, from a premium five-star restaurant, to a fast food restaurant or from an international one to a domestic one, regardless of where they are located or the award or classification obtained.

The proposed model is applied to data examining and analyzing differentiated strategies used by websites of high-quality restaurants in the three countries with the highest per capita expenditure on dining out in the European Union: France, Italy and Spain, selecting Michelin-starred restaurants as our sample and case study.

The article is structured as follow. Following the introduction, a theoretical background section presents the methods traditionally used to analyze website information. Next, in the methods section we present the integrative model, the analyses carried out and the case study. This is followed by the results section, in which we expose the results of the tools used as well as the integrated results of the model. Finally, the conclusions section includes the main contributions, as well as the limitations and suggested further research.

2. Theoretical background

Due to the immense importance of an organization's website as an element of its communication and representation, developing a suitable system for evaluating the ideal characteristics of a website is of great interest to researchers and professionals alike. After reviewing the literature, we found that different authors corroborate the lack of a universally recognized methodology designed for this purpose (Baggio et al., 2011; Fernández-Cavia et al., 2014; Law et al., 2010).

The most frequent research methods with regard to evaluating websites are mainly based on surveys, experimental evaluation and content analysis (Chiou et al., 2010). According to Law et al. (2010), the methodological approaches most used in research on website measurement in tourism are divided into five different types: 1) counting; 2) user judgment; 3) automated method; 4) numerical computation; and 5) combined method.

A counting method is used to evaluate a website's performance or to determine its content richness. It has the following requirements: first, a checklist to verify the existence of attributes on a website, and second, a group of people is needed to do the actual counting in a laboratory. This method was one of the most adopted instruments to evaluate websites (Law et al., 2010).

User judgment methods evaluate user satisfaction or perceptions. These users could be any combinations of academic researchers, industrial practitioners, policymakers, and consumers. Automated methods involve the evaluation of websites using different software systems such as content mining or web usage mining tools. Numerical computation methods use mathematical functions to compute tourism website performance based on a number of characteristics, usually represented by a set of numerical scores. Finally, researchers can also use different combinations of website evaluation methods (Chiou et al., 2010; Law et al., 2010).

Nowadays, new evaluation methods are emerging such as neuroscientific tools (Bigné, 2016; Brocke et al., 2013). A set of techniques from eye tracking, face reading, galvanic skin conductance, electroencephalogram signals (EEG), positron emission tomography (PET) to functional magnetic resonance imaging (fMRI) are applied to evaluate different aspects in tourist sector (Bigné et al., 2016).

As regards the approach of analysis, a large number of studies refer to a series of indicators that can be grouped into four main types: technical, commercial, content-related and design-related (Chiou et al., 2010; Cristobal-Fransi, 2006; Fernández-Cavia et al., 2014; González-López et al., 2013). From the perspective of market orientation, websites are evaluated by identifying users as potential customers, meaning that evaluators focus more on aspects related to promoting activities, online transactions and details of products and services (Álvarez, 2014). We chose to use this research perspective in this study.

In the field of tourism, websites from different sectors have been analyzed in depth, including those belonging to destination marketing organizations (DMOs) (Del Vasto-Terrientes et al., 2015; Fernández-Cavia et al., 2014; Költringer and Dickinger, 2015), hotels (Ting et al., 2013), travel agencies (Carstens and Patterson, 2005; Cao and Yang, 2016), means of transport (Ellinger et al., 2003), ski resorts (Daries et al., 2016), and even restaurants (Johnson et al., 2005; Miranda et al., 2015; Moreo et al., 2007).

Gastronomy, in general, and top restaurants in particular, have become a major tourist attraction, and are becoming one of the primary reasons that tourists choose the destination of their trip (Miranda et al., 2015). However, the high-quality restaurant sector is yet to be explored.

2.1. Website content analysis (WCA)

Website content has been found to be one of the main factors contributing to repeat visits to a destination or business (Cao and Yang, 2016). It tends to be evaluated using the information available on the

Table 1
WCA dimensions.

Dimension	Definition	Reference
Information	This dimension measures how easy it is for users to find the information they are looking for on the website.	Álvarez (2014), Baloglu and Pekcan (2006), Bingley et al. (2010), Cantoni et al. (2011), Cao and Yang (2016), Chiou et al. (2011), Chung and Law (2003), Davidson (2007), Escobar and Carvajal (2013), Heinze and Hu (2006), Lee and Morrison (2010), Liao et al. (2006), Robbins and Stylianou (2003), Schmidt et al. (2008), and Woodside et al. (2011).
Interactivity	This dimension measures how effective interaction is between providers and users and the presence of mechanisms which allow communication through different web and web 2.0 tools.	Álvarez (2014), Baloglu and Pekcan (2006), Bingley et al. (2010), Cantoni et al. (2011), Chiou et al. (2011), Chung and Law (2003), Davidson (2007), Escobar and Carvajal (2013), Heinze and Hu (2006), Huertas and Marine-Roig (2015), Lee and Morrison (2010), Schmidt et al. (2008), Sigala (2012), Woodside et al. (2011), and Walcott (2007).
e-Commerce	This dimension measures the efficiency with which secure online transactions are conducted and order status is provided.	Álvarez (2014), Cantoni et al. (2011), Chiou et al. (2011), Chung and Law (2003), Cristobal-Fransi et al. (2017), Escobar and Carvajal (2013), Lee and Morrison (2010), Schmidt et al. (2008), Ting et al. (2013), and Woodside et al. (2011).
Additional values	This dimension measures efficiency with regard to using the Internet to its fullest potential and keeping up with new technology, such as a mobile version of the website or mobile apps.	Álvarez (2014), Cao and Yang (2016), Cristobal-Fransi et al. (2017), Davidson (2007), Kim et al. (2015), Ting et al. (2013), and Walcott (2007).

Table 2
The extended Model of Internet Commerce Adoption (eMICA).
Source: Doolin et al. (2002), adapted from Burgess and Cooper (2000).

eMICA	Attributes
Stage 1	Promotion Layer 1 – basic information Layer 2 – rich information
	Company name, physical address and contact details, area of business Annual report, email contact, information on company activities
Stage 2	Provision Layer 1 – low level interactivity Layer 2 – medium level interactivity Layer 3 – high level interactivity
	Basic product catalogue, hyperlinks to further information, online enquiry form Higher-level product catalogues, customer support (e.g. FAQs, sitemaps), industry-specific value-added features Chat room, discussion forum, multimedia, traveler reviews newsletters or updates by email
Stage 3	Processing
	Secure online transactions, order status and tracking, interaction with corporate servers

website, the website's capacity to interact with customers, its e-commerce capacity, and other functions related to security and quality. In order to design a method on which to base the analysis of web content applied to high-quality restaurants, several studies were reviewed which had analyzed the websites of different sectors, mainly hotels (Álvarez, 2014; Baloglu and Pekcan, 2006; Cantoni et al., 2011; Chung and Law, 2003; Escobar and Carvajal, 2013; Lee and Morrison, 2010; Schmidt et al., 2008; Ting et al., 2013); tourism destinations (Huertas and Marine-Roig, 2015; Woodside et al., 2011); snow tourism (Cristobal-Fransi et al., 2017); winery websites (Davidson, 2007); e-commerce websites (Cao and Yang, 2016; Heinze and Hu, 2006; Liao et al., 2006; Robbins and Stylianou, 2003; Walcott, 2007). The following method is proposed. The content and definitions of the functional dimensions of websites are shown in Table 1.

The dimensions proposed here are composed of four blocks of analysis for the websites: information, communication, electronic commerce, and additional values. Each block has its own characteristics, and items for evaluation. The evaluation indicators for each dimension are listed in Table 3.

2.2. The eMICA model

The model of Internet commerce adoption (MICA) was originally developed for research applied to metal manufacture in Australia (Burgess and Cooper, 1998). The model suggested that for their online advertising, SMEs (small and medium-sized enterprises) usually started on the Internet with an ordinary website. Over time, these sites would become more complex as they incorporated additional processes due to increased knowledge and more advanced ICTs. MICA includes three stages in its business process: a) website-based promotion, b) the provision of information and services, and c) the processing of transactions.

The different stages serve as a roadmap indicating the level at which the business finds itself in terms of e-commerce development.

Websites are continuously evolving, and this is reflected in different levels of development from the promotion stage through a consolidation stage and finally to maturity. In the model, levels of complexity and functionality are added to the website. These levels reflect the evolution of the business from simply being present on the Internet to holding an important position as a result of increased activity, which includes integration of the value chain and innovative applications, adding value due to the increased information and functionality (Burgess et al., 2005).

Subsequently, the MICA model has been applied to different sectors, including the tourism industry (Burgess and Cooper, 2000; Burgess et al., 2011; Daries et al., 2016; Doolin et al., 2002; Ting et al., 2013). This has resulted in the original model being improved to become an extended model of Internet commerce adoption (eMICA). eMICA is more sophisticated and adapted to the new virtual environment and characteristics of the Web (see Table 2). This model, based on an evaluation in stages, facilitates the assessment of websites from the level of simple promotion to one with increased transactions, which has a higher status on the Web, but still some limitations. Schmidt et al. (2008) pointed out the tendency to reduce the level of complexity of research and that a website can be at two stages of development at the same time, as it can also be dormant. The eMICA model analyses the logical dimensions of an Internet site as a technological platform, which includes information, communication, and transactions (Cristobal-Fransi et al., 2015).

Comparing both methods, WCA and eMICA present similar dimensions and share some items, but measure different things and have different goals. The former performs a heuristic analysis of the content and the latter measures the degree of commercial maturity of the web.

Table 3
List of features for WCA.

Information	Features
1. Information about the restaurant	<ul style="list-style-type: none"> I. 1. 1. Description of the restaurant (type of food, menu, chef, etc.) I. 1. 2. Images of the restaurant I. 1. 3. Prices I. 1. 4. Opening days and hours I. 1. 5. Announcement of news and events I. 1. 6. Information regarding location (maps, geolocation, etc.) I. 1. 7. Links to review websites (TripAdvisor, etc.) I. 1. 8. Season status (open/closed)
2. Services	<ul style="list-style-type: none"> I. 2. 1. Information about reservations I. 2. 2. Information about parking I. 2. 3. Information about home delivery I. 2. 4. Information about catering I. 2. 5. Information about cooking classes
3. Surroundings	<ul style="list-style-type: none"> I. 3. 1. Tourist information on the area (tourist attractions, weather, etc.) I. 3. 2. Links to other tourist establishments (accommodation, activities, etc.)
4. Promotion and advertising	<ul style="list-style-type: none"> I. 4. 1. Promotion and advertising on the website I. 4. 2. Online incentives (coupons, website-only promotions, etc.)
Interaction	Features
1. Interaction with the customers	<ul style="list-style-type: none"> C. 1. 1. E-mail address and telephone number of establishment C. 1. 2. Online direct comments from customers C. 1. 3. Instant messaging (Skype, Google Talk, etc.) C. 1. 4. Online surveys C. 1. 5. FAQ C. 1. 6. Newsletter option C. 1. 7. Membership system C. 1. 8. Quality/satisfaction rating option
2. Interaction with customers through 2.0 website	<ul style="list-style-type: none"> 2.0 Website technology: <ul style="list-style-type: none"> C. 2. 1. RSS (Rich Site Summary) C. 2. 2. Podcasts/ vodcasts C. 2. 3. Apps to allow customers to post content C. 2. 4. Possibility of sharing content with friends (share, retweet, etc.) Social media presence: <ul style="list-style-type: none"> C. 2. 5. Link to Twitter C. 2. 6. Link to company's blog C. 2. 7. Link to other picture and video platforms (YouTube, Flickr, etc.) C. 2. 8. Link to company's social networks (Facebook, LinkedIn, etc.) C. 2. 9. Link to Wikipedia C. 2. 10. Link to other 2.0 platforms (Technorati, Netvibes, etc.)
3. Multilingual capability	<ul style="list-style-type: none"> C. 3. 1. The website is available in more than one language
e-Commerce	Features
1. Online purchasing options	<ul style="list-style-type: none"> EC. 1. 1. Gift voucher EC. 1. 2. Reservation online
2. Payment and safety service	<ul style="list-style-type: none"> EC. 2. 1. Online payment EC. 2. 2. Safety, security (https, safe payment platforms: PayPal, etc.)
Additional Values	Features
1. Data privacy	<ul style="list-style-type: none"> AV. 1. 1. Mentioning the Data Protection Act
2. Certifications	<ul style="list-style-type: none"> AV. 2. 1. ISO 9000 quality certification AV. 2. 2. Q mark for Tourist Quality certification AV. 2. 3. ISO 14000 environmental certification AV. 2. 4. Other certifications (information security ISO 27000, OSHAS 18000, etc.)
3. Mobile version of the website	<ul style="list-style-type: none"> AV. 3. 1. Mobile version of the website available AV. 3. 2. Mobile app version of the website available

The eMICA assesses that a web service with a variety of features is not enough to evoke pleasant online experiences and increase intention to purchase if the purchasing process cannot be completed in an efficient way. That is to say, although the purchase process can be done, if any problem or doubt emerges and is not resolved with certain celerity, and there is no interaction with the customer, the customer will not purchase the product. And WCA helps us to understand that even if the complete process can be accomplished, if it does not have the necessary content to understand the product or service, the process or how it works, the customer will not accomplish the purchase.

3. Methodology

In the present work, to evaluate the maturity and development of restaurant websites we combine the WCA and eMICA methods. The analyses are first carried out separately, tool by tool. And in a second phase, they are integrated by means of a PCA, in order to match layers and dimensions, as well as data interpretation to get insights and relate the two approaches, to give a more holistic view of web presence in a given sector, in our case the restaurant industry.

As shown in Fig. 1, the proposed model integrates WCA and eMICA features through a principal component analysis, adapted for the analysis of restaurant websites.

The counting method will be used to measure the items as it is one of the most adopted instruments to evaluate websites (Law et al., 2010). This is an advantage, since having many previous studies, it is easy to draw up a complete list of attributes for evaluation. Another great advantage is that research is applied to the high-quality restaurant sector, and this sector has an important online presence, which facilitates access to its websites and therefore to obtaining information.

The scale of all variables (eMICA and content analysis) is dichotomous, that is, we observe whether a feature is present or not on a website. Differences between countries (Spain, France and Italy) and categories (number of stars, 1, 2 or 3) have been tested through Chi-Squares statistic. The power of relationships is also reported with V Cramer, for each indicator analyzed.

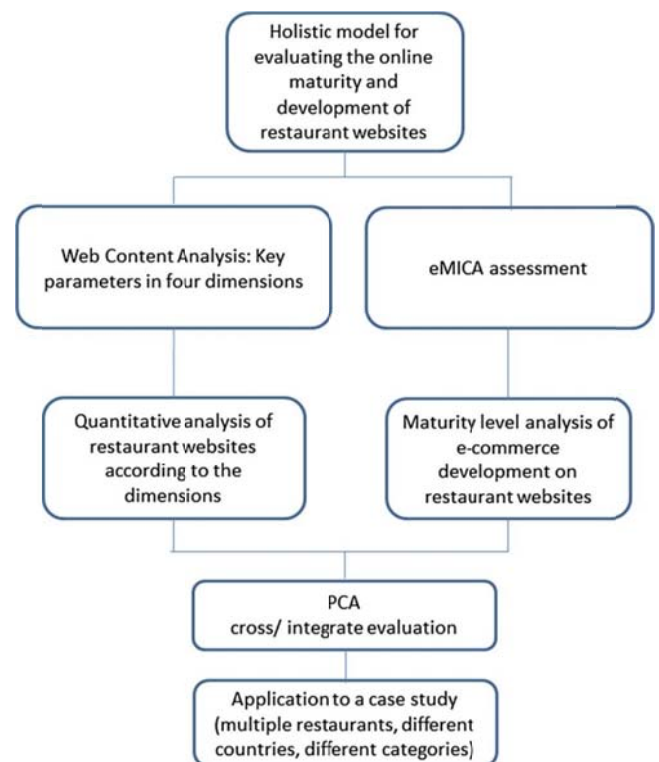


Fig. 1. Proposed Integrative Research Model.

The following step is to get the integrated results of the proposed model. Thus, we combine the features of the eMICA and the features of web content analysis. We, first, relate the achievement, or not, of the eMICA stages with the mean of items per WCA dimension. This is done by a means' comparison (ANOVA) by countries and stars. Secondly, we complement the analysis of variance with a PCA to establish and compare the restaurants' website content development and technological maturity, that is, the holistic website experience. SPSS 23 has been used for all the analyses.

3.1. Web content analysis

In order to analyze whether the restaurant websites are taking full advantage of the possibilities of Web 2.0, we use web content analysis to determine the attributes of these websites. The proposed web content analysis was based on four dimensions: information, interactivity, e-commerce and additional values, representing the different aspects of interest and marketing capabilities relevant to high-quality restaurant websites (Table 3).

3.2. Application of the eMICA

The eMICA shows the maturity of the high-quality restaurant sector with regard to e-commerce. Therefore, each site is categorized in line with the Stages and levels (layers) proposed by the eMICA model. It should be noted that because the eMICA model responds to a gradual Internet adoption process, it is possible to find cases of websites with elements at different stages and levels of the model. In these cases, they can be awarded a position at the higher level, although some elements may be missing at other levels or stages. Furthermore, it was determined that in eMICA, to move from one layer to another and consolidate its position, the website must contain a minimum number of attributes (Álvarez, 2014; Daries et al., 2016). Therefore, it will advance a level whenever the website contains the variables corresponding to the previous layer (Table 4).

3.3. Case study: high-quality restaurants

Although tourism companies have been pioneers in the intensive use of digital resources, there are some sectors that still do not take advantage of all of the possibilities deriving from ICTs (Álvarez, 2014). The few studies that have been carried out in this area indicate that high-quality restaurants do not incorporate advanced functions for maintaining relationships with their customers on the websites, rather using them as communication tools and ignoring the opportunities for interactivity and one-on-one communication.

In order to achieve the proposed objectives in this study, and to apply the proposed analysis model, we selected the websites of the Michelin-starred restaurants in France, Italy and Spain from the 2016 guide as a sample and case study. The Michelin guide is the world's reference for gourmet restaurants, recognizing the quality and diversity of cuisine and classifying its best restaurants through its classic star system. A total of 980 websites were analyzed from the 1103 award-winners: 556 of 595 in France (1-star 453 of 489, 2-star 78 of 81 and 3-star 25 of 25), 277 of 334 in Italy (1-star 239 of 288, 2-star 31 of 38 and 3-star 7 of 8), and 147 of 174 in Spain (1-star 123 of 146, 2-star 16 of 20 and 3-star 8 of 8). This means that 90% of the restaurants distinguished with Michelin stars in 2016 were analyzed. Those that were not analyzed did not have a website or had a completely static website which only had information on the location and the contact telephone number.

Fig. 2 shows the unequal proportion of Michelin-starred restaurants in each country. These countries were selected for the sample because they are the EU countries with the highest per capita expenditure on dining out and the main recipients of tourism (UNWTO, 2016). Furthermore, given that the level of e-commerce development varies

Table 4
List of items for the eMICA.

Stage 1 – Promotion	
Layer 1 – Basic information (four of six features required)	
EMICA1.1.1	Contact information: name, address, telephone, fax, others
EMICA1.1.2	Information about type of food
EMICA1.1.3	Season status: open/closed
EMICA1.1.4	Opening days and hours
EMICA1.1.5	Images of the restaurant
EMICA1.1.6	Information about location
Layer 2 – Rich information (three of five features are required)	
EMICA1.2.1	E-mail or contact form
EMICA1.2.2	Information about the menu
EMICA1.2.3	Information about the chef
EMICA1.2.4	Website available in more than one language
EMICA1.2.5	Quality certifications
Stage 2 – Provision	
Layer 1 – Low-level interactivity (four of eight features required)	
EMICA2.1.1	Prices
EMICA2.1.2	Offline reservation
EMICA2.1.3	Extra services (parking, delivery, cooking classes, etc.)
EMICA2.1.4	Links to the tourist establishments of the area (accommodation, activities, etc.)
EMICA2.1.5	Announcement of news and events
EMICA2.1.6	Online incentives (coupons, website-only promotions, etc.)
EMICA2.1.7	Share this page
EMICA2.1.8	Press releases
Layer 2 – Medium-level interactivity (four of eight features required)	
EMICA2.2.1	Sitemap
EMICA2.2.2	FAQ
EMICA2.2.3	Suggestions
EMICA2.2.4	Search engine
EMICA2.2.5	Privacy Policy or Legal Warning
EMICA2.2.6	Online store (showcase)
EMICA2.2.7	Payment options
EMICA2.2.8	Reservation form without payment
Layer 3 – High-level interactivity (five of ten features required)	
EMICA2.3.1	Blog, forum, chats
EMICA2.3.2	Membership system
EMICA2.3.3	Links to social network profiles
EMICA2.3.4	Newsletter
EMICA2.3.5	Quality/satisfaction rating option
EMICA2.3.6	Online direct comments from the customers
EMICA2.3.7	Links to reviews websites (TripAdvisor, etc.)
EMICA2.3.8	Mobile version of the website available
EMICA2.3.9	Mobile app version of the website available
EMICA2.3.10	Videos or flash animation
Stage 3 – Processing (Two of four features required)	
EMICA3.1	Online reservation
EMICA3.2	Online purchase at a gift store
EMICA3.3	Secure online payment process (digital signature and encryption, etc.)
EMICA3.4	Interaction with corporate servers: database consultation (customer profile, modification of the profile, purchase history, etc.)

between different countries (Tanti and Buhalis, 2017). The fieldwork was carried out during the period between May and September 2016.

4. Results

4.1. WCA

In order to identify the presence of each item and the differences between countries and stars, the results presented are the percentages of restaurants that have each feature.

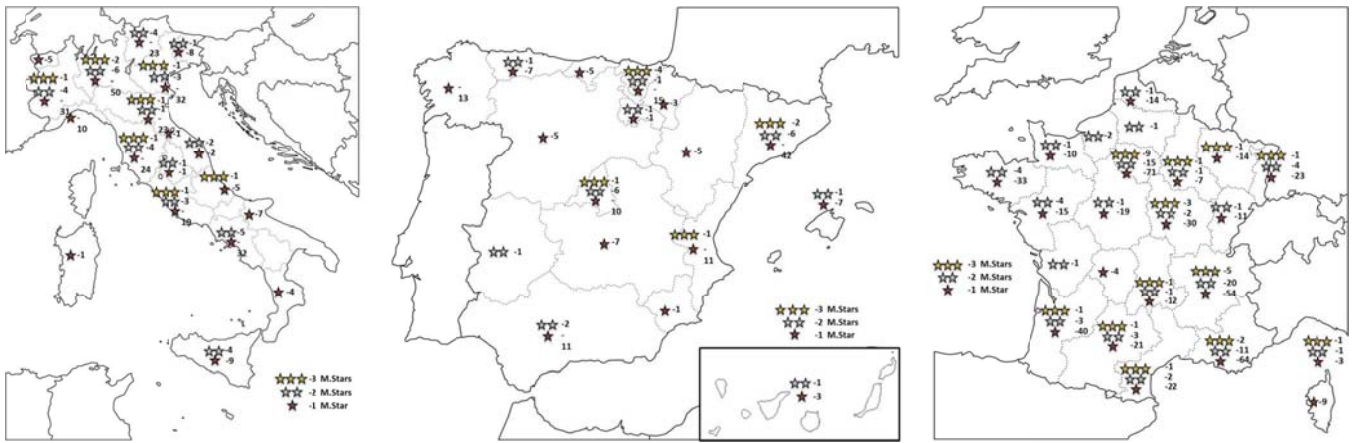


Fig. 2. Michelin-starred restaurants in Italy, Spain and France.
Source: compiled by authors.

4.1.1. Information dimension

The first dimension analyses the mechanisms established by high-quality restaurants to inform customers about their products and services and other information of tourist interest in the area. As can be seen in Table 5, regardless of country and category, content related to the features of restaurant information (I.1) and reservation (I.2.1) are well represented with a remarkable difference from the rest of the features analyzed. We can therefore say that, in terms of the dissemination of information and promotion, high-quality restaurants meet the basic conditions for informing customers regarding their choice of gastronomic destination.

The first finding to note is that small differences exist depending on the country. Italian restaurants stand out more for services such as catering (I.2.4), the announcement of news and events (I.1.5) and some other elements such as promotion and advertising (I.4.1). Spanish restaurants provide more information about the location of the restaurant (I.1.6), season status (I.1.8) and information about parking (I.2.8). French establishments stand out for information on prices (I.1.3) and tourist information in the local area (I.3.1). As for negative aspects, it is worth noting the scarce existence of information on aspects related as

the availability of links to ratings websites (I.1.7) or other tourist establishments (I.3.2) or to online incentives (I.4.2).

The analysis by categories shows that the 3-star restaurants have more information about season status (I.1.8), information about reservations (I.2.1), the announcement of news and events (I.1.5) or information about cooking classes (I.2.5). These results may be related to the fact that several three-star restaurants close several months a year, their chefs are famous and attend events that they publish on their websites, and many of them have agreements with prestigious catering schools where they give courses and conferences and promote them on their websites.

Regarding the type of content offered, the figure of the chef stood out in France. This is because the Michelin Guide originated in France and in 2017, French chefs continue to be awarded the most Michelin stars in the world (e.g. Gordon Ramsay has 19 stars, Joel Robuchon 28, Alain Ducasse 19), therefore, rather than to the stoves they devote themselves to research, in laboratories where they create recipes and their teams make them in the different outlets throughout the world where they oversee that the dishes are made as they had been devised. So, many chefs have their own website with links to the sites of all their

Table 5
Information dimension. Percentage of restaurants within each country and category, and significance.
Source: compiled by authors.

Information	Country				Category			
	SP	FR	IT	V C. & Sig.	1	2	3	V C. & Sig.
<i>1. Information about the restaurant</i>	<i>4.1</i>	<i>4.9</i>	<i>3.2</i>		<i>4.5</i>	<i>2.4</i>	<i>5.0</i>	
I. 1. 1.	98.6	96.2	98.2		96.7	99.2	100.0	
I. 1. 2.	98.6	96.0	98.9	0.084*	97.3	97.6	95.0	
I. 1. 3.	83.7	92.6	75.1	0.224**	85.8	91.2	82.5	
I. 1. 4.	81.6	75.4	81.6		77.2	84.8	75.0	
I. 1. 5.	34.0	45.3	66.8	0.228**	49.9	42.4	67.5	0.089*
I. 1. 6.	95.2	84.5	92.4	0.140**	89.4	82.4	85.0	
I. 1. 7.	15.0	16.7	15.9		16.9	12.8	12.5	
I. 1. 8.	49.0	37.4	38.3	0.083*	35.6	56.0	65.0	0.176**
<i>2. Services</i>	<i>0.0</i>	<i>0.0</i>	<i>0.0</i>		<i>0.0</i>	<i>0.0</i>	<i>0.0</i>	
I. 2. 1.	91.2	84.9	85.9		84.9	91.2	95.0	0.080*
I. 2. 2.	15.6	8.1	10.8	0.088*	8.2	18.4	20.0	0.132**
I. 2. 3.	2.7	2.9	2.9		2.9	1.6	5.0	
I. 2. 4.	25.9	2.7	37.5	0.428**	15.3	20.8	15.0	
I. 2. 5.	8.8	12.9	16.6		12.3	16.0	27.5	0.093*
<i>3. Surroundings</i>	<i>4.1</i>	<i>9.9</i>	<i>8.3</i>		<i>8.2</i>	<i>10.4</i>	<i>10.0</i>	
I. 3. 1.	13.6	23.6	17.7	0.095*	20.7	20.0	15.0	
I. 3. 2.	13.6	13.8	18.4		14.5	16.0	25.0	
<i>4. Promotion and advertising</i>	<i>2.0</i>	<i>1.8</i>	<i>5.1</i>	<i>0.077*</i>	<i>2.2</i>	<i>6.4</i>	<i>2.5</i>	<i>0.085*</i>
I. 4. 1.	8.8	4.5	11.6	0.122**	7.2	8.0	2.5	
I. 4. 2.	6.1	7.2	10.5		7.4	11.2	10.0	

restaurants and if they only have one, the name of the establishment matches the name of the chef in most cases.

By contrast, in Spain it is the restaurant that is promoted (for example, Can Roca, diverXo, Akelarre). In fact, on some websites it is difficult to find the actual name of the chef. In Italy, more emphasis is placed on the product: natural raw materials, organic products or use of produce from the area where the restaurant is located. This is due to the historical and cultural heritage of a region where products are the principle elements of “identity” and “uniqueness” (Calabrò and Vieri, 2014).

4.1.2. Interaction dimension

The Interaction dimension is comprised of those tools that favor communication with the customer through the website and Web 2.0, while also contemplating the ability to provide content in several languages.

As can be seen from Table 6, items related to interactivity are significantly less present than those of the previous dimension. Most establishments, regardless of country and category, hardly use the website to establish dialogue with users. The most common means of contact which practically all use with users are the traditional channels of telephone and email (C.1.1), followed at a very significant difference by magazines published by the company itself (C.1.6), and frequently asked questions (C.1.5). It should be noted that many websites are translated into other languages in all countries (C.3.1).

To a lesser extent, there is a restricted area for customers (C.1.7) and the use of forms to receive customer comments (C.1.2). On the other hand, it should also be noted that almost none of the websites analyzed have instant messaging tools (C.1.3) or the possibility for customers to vote on the quality of or satisfaction with the services provided (C.1.8).

With regard to interactivity through Web 2.0, the results are significantly better than those for interaction through the website. A number of the websites analyzed have access to different social networks, such as Facebook or LinkedIn (C.2.8), followed by links to video and image platforms (C.2.7) and to the Twitter microblogging account (C.2.5). To a lesser extent, we find links to their own blogs (C.2.6) or the possibility of sharing content (C.2.4). Content syndication (C.2.1) or

applications that allow the publication of user content (C.2.3) have a much more limited presence (4.3% at best).

At the country level, we see that Italy stands out in the use of membership system (C.1.7), links to other pictures and video platform (C.2.7) and newsletter option (C.1.6). Spain stands out for a more intensive use of Twitter (C.2.5) and company’s blogs (C.2.6)

By categories, we observe that 2-star restaurants stand out over the rest offering podcasts, (C.2.2), links to the company’s social networks (Facebook, LinkedIn, etc.) (C.2.8), and 3-stars stand out for being available in more than one language (C.3.1).

4.1.3. e-Commerce dimension

The e-commerce dimension characterizes the payment and reservation mechanisms offered by high-quality restaurants for users to access their products and services through the establishment’s official website. An analysis of this section reveals that in spite of advances in e-commerce at national level, low levels of implementation of online mechanisms for reservation and payment are still the norm for this type of restaurant. The worst indicators are reflected in Italian restaurants, as the option to reserve online (EC.1.2) and the online payment option (EC.2.1) are the least. The restaurants in France are the best prepared in this respect, allowing online reservations (EC.1.2), online purchases (EC.2.1) and secure online payment (EC.2.2) to a greater extent than Spain and Italy. The Spanish establishments are somewhere between the two, with the option of gift vouchers standing out (EC.1.1).

By categories we observe that the 3-star restaurants are better prepared to perform reservations online (EC.1.2), payment (EC.2.1) and safety service (EC.2.2) (Tables 7).

4.1.4. Additional values dimension

The last dimension includes those general aspects that are considered to be potentially relevant for a website in the current context and is divided into three fundamental aspects for evaluation: data privacy, certifications and mobile version of the website.

With regard to a privacy policy or legal notice (AV.1.1), the majority of restaurants mention this indicator, with Italian establishments displaying a more intensive use. Even poorer results are observed for

Table 6
Interactivity dimension. Percentage of restaurants within country and category, and significance.
Source: compiled by authors.

Interaction	Country				Category			
	SP	FR	IT	V C. & Sig.	1	2	3	V C. & Sig.
<i>1. Interaction with the customers</i>								
C. 1. 1	0.0	0.0	0.0		0.0	0.0	0.0	
C. 1. 2	97.3	98.9	98.9		98.5	99.2	100.0	
C. 1. 3	4.8	2.7	4.3		3.6	3.2	2.5	
C. 1. 4	0.0	0.0	1.8	0.113**	0.6	0.0	0.0	
C. 1. 5	0.7	0.2	1.1		0.6	0.0	0.0	
C. 1. 6	6.8	9.5	5.8		8.2	5.6	12.5	
C. 1. 7	23.1	29.7	38.6	0.111**	29.4	39.2	42.5	0.086*
C. 1. 8	5.4	19.8	28.3	0.220**	13.4	10.4	20.0	
<i>2. Interaction with customers through 2.0 website</i>								
C. 2. 1	1.4	1.6	0.4		1.3	0.8	0.0	
C. 2. 2	0.0	0.0	0.0		0.0	0.0	0.0	
C. 2. 3	4.1	3.6	4.3		3.7	4.8	5.0	
C. 2. 4	0.0	2.9	2.2		0.7	12.0	2.5	0.245**
C. 2. 5	0.7	0.7	0.0		0.6	0.0	0.0	
C. 2. 6	19.0	11.2	16.6	0.093*	12.4	20.8	22.5	0.096*
C. 2. 7	65.3	36.7	37.9	0.205**	40.0	48.0	47.5	
C. 2. 8	21.1	7.6	6.9	0.169**	8.7	11.2	17.5	
C. 2. 9	38.8	24.8	41.5	0.169**	29.7	40.8	42.5	0.093*
C. 2. 10	74.1	69.1	70.4		68.7	80.8	67.5	0.088*
<i>3. Multilingual capability</i>								
C. 3. 1	0.0	0.0	0.0		0.0	0.0	0.0	
	0.7	0.2	1.4		0.5	0.8	2.5	
	67.3	32.8	66.8		60.4	84.0	90.0	
	67.3	32.8	66.8		60.4	84.0	90.0	0.198**

V C. = V Cramer. *: $\alpha = 5\%$; **: $\alpha = 1\%$.

Table 7
e-Commerce dimension. Percentage of restaurants within country and category, and significance.
Source: compiled by authors.

e-commerce	Country				Category			
	SP	FR	IT	V C. & Sig.	1	2	3	V C. & Sig.
<i>1. Online purchasing options</i>	10.2	18.2	6.5	0.274**	13.6	14.4	12.5	0.100**
EC. 1. 1.	29.9	23.0	15.2	0.117**	22.1	19.2	25.0	
EC. 1. 2.	20.4	64.4	17.7	0.456**	41.8	55.2	67.5	0.130**
<i>2. Payment and safety service</i>	9.5	27.3	10.8	0.156**	18.7	19.2	50.0	0.141**
EC. 2. 1.	12.2	28.6	10.8	0.210**	19.6	19.2	57.5	0.184**
EC. 2. 2.	9.5	27.5	10.1	0.219**	18.5	19.2	50.0	0.156**

V C. = V Cramer. *: $\alpha = 5\%$; **: $\alpha = 1\%$.

quality certifications, with the Spanish websites having more of other certifications (AV.2.4) and a minimum compared with the other two countries.

Finally, with regard to the availability of a mobile version of the website, many of the total number of websites analyzed have links to one, highlighting France (AV.3.1), although almost none of them actually have a mobile application (AV.3.2). By categories we observe that a large number of three-star restaurants mention data protection (AV.1.1) and to a lesser extent, stand out for other certifications (AV.2.4) compared to 1- and 2-star restaurants (Table 8).

This result may be regarded as especially significant if we consider that a study of the Tourism Apps Market carried out by Segittur (2013) found that two out of three travelers tend to buy, search for and book their tourism activities via mobile and three of every four habitual travelers use their smartphone during their stay at the destination. In this context, access to this important niche market through mobile terminals could become an important competitive advantage for companies in the tourism sector (Liang et al., 2016).

Based on the analysis of these four dimensions, we see that the vast majority of high-quality restaurants have a basic and frequently static online presence. These results are congruent with those of other studies finding that websites in some areas of tourism are static showcases of products and services and do not take advantage of their dynamic and collaborative capacity to foster a bilateral relationship between their content and users (Miranda et al., 2015; Oses et al., 2016). In a study on hotel websites carried out by Escobar and Carvajal (2013), it was determined that these tourist websites had not generally adopted strategies that favor interaction with guests or encourage the recommendation of their products or services on the Web.

4.2. eMICA analysis

The information contained in this section serves as an indicator of the situation in which the restaurant sector finds itself in relation to commercial Internet applications.

Table 9 shows the percentage of restaurants that have reached the eMICA globally, fulfilling the 3 stages. In other words, restaurants fulfilling the amount of items required by each layer and stage have been selected.

The results show that there is still room for improvement for the restaurants in Spain, France and Italy when it comes to the adoption of e-commerce. The fact that fewer than 5% of all of the websites in the countries analyzed have reached Stage 3, and that the vast majority are at Layer 2 of Stage 1 or Layer 1 of Stage 2 indicates the low degree of functional maturity achieved by Michelin-starred Restaurants in the development of their websites. This reveals that a significant number of these websites have a low level of interactivity and are merely informative, with a low representation of Web 2.0 tools or online stores.

Taking into account the specific category of the restaurant, we observe that 16% of the 3-star restaurants in France implement the entire process. If we look at all three categories, it is surprising to see that any two-star restaurant and fewer than 5% of one-star establishments achieve full maturity.

Analyzing the overall results, we observe that the degree of e-commerce adoption in the 3 countries decreases as we move from stage 1 to stage 3. However, the Italian restaurants reach layer 2 with a much higher mean interactivity than those of the other countries (66% compared to 36% in France and 34% in Spain), whereas more Spanish restaurants actually complete the full process (4%). Surprisingly, French establishments, which are higher in number in the Michelin Guide and stood out at the layer of e-commerce in the results of the web content analysis, do not almost reach this last stage.

Table 8
Additional Values dimension. Percentage of restaurants within each country and category, and significance.
Source: compiled by authors.

Additional values	Country				Category			
	SP	FR	IT	V C. & Sig.	1	2	3	V C. & Sig.
<i>1. Data privacy</i>	58.5	58.3	69.3	0.102**	59.9	66.4	77.5	0.081**
AV. 1. 1.	58.5	58.3	69.3	0.102**	59.9	66.4	77.5	0.081**
<i>2. Certifications</i>	0.0	0.0	0.0		0.0	0.0	0.0	
AV. 2. 1.	0.0	0.0	0.0		0.0	0.0	0.0	
AV. 2. 2.	1.4	2.3	1.4		1.8	2.4	2.5	
AV. 2. 3.	0.0	0.0	0.0		0.0	0.0	0.0	
AV. 2. 4.	3.4	1.6	0.0	0.092*	0.6	4.0	10.0	0.177**
<i>3. Mobile version of the website</i>	0.0	2.0	0.4	0.182**	1.0	1.6	5.0	
AV. 3. 1.	44.2	73.4	52.0	0.252**	63.3	61.6	60.0	
AV. 3. 2.	0.0	2.0	0.7		1.0	2.4	5.0	0.078*

Table 9
eMICA results of the evaluation by country and in full.

eMICA		Spain			France			Italy			Total		
		1-star	2-star	3-star	1-star	2-star	3-star	1-star	2-star	3-star	Spain	France	Italy
Stage 1	Promotion												
	Layer 1 Basic information	96%	100%	88%	94%	95%	88%	98%	100%	100%	95%	94%	98%
	Layer 2 Rich information	74%	94%	88%	85%	95%	88%	86%	100%	100%	76%	86%	88%
Stage 2	Provision												
	Layer 1 Low interactivity	30%	56%	50%	36%	28%	64%	63%	84%	85%	34%	36%	66%
	Layer 2 Medium interactivity	9%	19%	25%	11%	5%	60%	16%	29%	57%	11%	12%	18%
	Layer 3 High interactivity	7%	6%	0%	3%	0%	16%	5%	6%	0%	6%	3%	5%
Stage 3	Processing	5%	0%	0%	2%	0%	16%	3%	0%	0%	4%	2%	3%

4.3. Results of integrated model

Before integrating the features of each method and to go into greater depth in data analysis, we have related the average of items in each WCA dimension with whether or not restaurant websites have reached the stages of eMICA.

It should be said that some restaurants reach higher stages without having reached previous stages (these restaurants are not included in the calculations in Table 9). That is, the websites of some restaurants provide information (stage 1) and the option of secure transactions (stage 3), but neglect issues related to provision (stage 2). However, Table 10 establishes relationships between measurements of website maturity and of website development.

Table 10 presents a variety of information. First, the percentage of restaurants (over the total restaurants of each country and each category) that meet each stage of the eMICA (e.g., 49 restaurants out of the 980 fulfill stage 2, and 209 fulfill stage 3). Secondly, the means of the items of each WCA dimension, as well as the total of items by country and category. Finally, the significance (*: $\alpha = 5\%$; **: $\alpha = 1\%$) and the strength of relationships (Eta value) between having fulfilled each of the stages (separately) or not with each of the dimensions of the web content. The significance and strength of the relationship between the dimensions of web content and countries and categories are also included.

This table reveals that all dimensions of the analysis of web content are strongly related with having fulfilled or not each of the stages of the eMICA. The Etas of having reached the stages or not with the Information dimension are 0.381, 0.231 and 0.211 respectively. It is observed that the Information dimension is more strongly related to having reached the first stage. However, the E-commerce dimension is strongly related with having reached stage 3 or not (0.812), and we can see that having achieved the 2nd stage is more strongly related to the Interaction dimension. Moreover, it is revealed that the restaurants that have reached the stages have more items in each dimension of the web content.

On the other hand, out of the total WCA items that websites may contain (47 items), 3-star restaurants have the most (16.28 items on average), and 1-star have the fewest (13.33 items on average). Regarding the average number of items of web content, there are no significant differences between restaurants' websites in the three countries (13.60 items in all three countries). However, when analyzing, the restaurants reaching the 3rd stage of the eMICA, we note that the websites of the Italian restaurants have an average of 20.37 items, followed by an average of 19.65 items for the Spanish restaurants, and 17.65 items on the websites of the French restaurants. No significant differences are found in reference to the average of items of web content between the three categories. If we focus on the (few) restaurants that reach the 2nd stage of maturity, we note that the websites of the Spanish restaurants have on average 22.40 items, above the 21.36 average items of the Italian restaurants and the 19.16 items of the French restaurants. Neither are there any significant differences in

reference to the average of items of web content between the three categories. Finally, when analyzing the restaurants that reach the first stage of maturity, we note that there are no significant differences in the averages of web content items between countries (restaurants of the three countries have more or less the same number of items), but significant differences by categories are found. Three-star restaurants have more items (16.72 items) than 1- and 2-star restaurants (14.09 and 14.90 items respectively).

4.3.1. Principal component analysis

Below we perform the integration of the two methods, the eMICA and the WCA, to compare more clearly the situation of content development and of the website maturity of the restaurants, by means of a PCA. This is a multivariate analysis method of interdependence applied to a dataset with numerical variables, in order to reduce the set of variables to a small number of synthetic indicators (components or factors) with a minimal loss of information. In our analysis, the variables included in the analysis are the sum of the items (frequency) of each dimension and each layer for each restaurant.

Fig. 3 shows that the Information dimension of the WCA, the layers of stage 1 (layers 1.1 – Basic information and 1.2 – Rich information) and the first layer of stage 2 (layer 2.1 – Low-level interactivity) form a factor (component 2). The upper layers of the eMICA (layers 2.2 – Medium-level interactivity, 2.3 – High-level interactivity and 3.1 – Processing), together with the Interaction, Additional Values and E-commerce dimensions of the WCA constitute another factor (component 1). Thus, we find one component related to information and low interactivity, and another component related to high interactivity and e-commerce. The total variance explained by the two components extracted is 61%, which is a little bit low, but reasonable and sufficient for the number of variables and the components extracted (Hair et al., 2009). To increase the explained variance we could have not included the Interaction dimension of WCA and the layer_2.3 of the eMICA, which are those with the lowest load factors in component 1, however, since the aim is to integrate the two analysis methods of websites, we have included them in the high interactivity and processing component.

Once we have the load factors of the two components extracted, that integrate the level of development and level of maturity, and the average of the frequencies of each active variable by country and category, we establish the following formulas to compare countries and categories:

- Information and low interactivity = $(0.87 \times \text{Information}) + (0.69 \times \text{basic information}) + (0.58 \times \text{rich information}) + (0.74 \times \text{low interactivity})$.
- High interaction and e-commerce = $(0.54 \times \text{Interaction}) + (0.87 \times \text{e-commerce}) + (0.64 \times \text{add-values}) + (0.81 \times \text{medium interactivity}) + (0.62 \times \text{High level interactivity}) + (0.88 \times \text{Processing})$.

Table 10

Relationship between achieved stages and dimensions of the WCA; and relationships between dimensions and countries, and between dimensions and categories.
Source: compiled by authors.

Achievement of eMICA stages			WCA dimensions										
			%	Info. 17 items	Eta & Sig.	Interact. 19 items	Eta & Sig.	E-com. 4 items	Eta & Sig.	Add val. 7 items	Eta & Sig.	WCA 47 items	Eta & Sig.
St. 1 Promo.	No	SP	23.8	6.26	0.243*	3.37	0.246*	0.49	0.286**	0.83	10.94	0.214*	
		FR	13.1	5.01		2.55		0.67		0.93	9.16		
		IT	11.6	5.72		2.28		0.06		0.94	9.00		
		1	16.3	5.47		2.63		0.47	0.220*	0.89	9.46		
		2	2.4	5.33		4.00		0.00		1.67	11.00		
		3	10.0	6.00		3.75		1.50		1.00	12.5		
	Yes 840 rest.	SP	76.2	7.79	0.181**	4.69	0.118**	0.79	0.340**	1.15	0.142**	14.42	
		FR	86.9	7.36		4.01		1.55		1.44	14.36		
		IT	88.4	8.06		4.26		0.60		1.27	14.20		
		1	83.7	7.56		4.06	0.127**	1.13	0.143**	1.34	14.09	0.145**	
		2	97.6	7.75		4.63		1.16		1.36	14.90		
		3	90.0	8.19		4.86		2.06		1.61	16.72		
		Eta & Sig.		0.381**		0.262**		0.189**		0.199**		0.385**	
St. 2 Provis.	No	SP	93.2	7.26	0.154**	4.09		0.58	0.353**	1.01	0.153**	12.95	
		FR	95.5	6.98		3.72		1.37		1.35	13.42		
		IT	94.9	7.65		3.87		0.46		1.20	13.18		
		1	95.5	7.13	0.096*	3.70	0.146**	0.95	0.127**	1.23	13.01	0.155	
		2	96.8	7.60		4.48		1.14		1.36	14.59		
		3	80.0	7.69		4.22		1.75		1.41	15.06		
	Yes 49 rest.	SP	6.8	9.70	0.425*	8.20	0.447**	2.60		1.90	22.40	0.371*	
		FR	4.5	8.52		5.92		2.72		2.00	19.16		
		IT	5.1	10.36		7.07		2.07		1.86	21.36		
		1	4.5	9.19		6.46		2.59	0.443**	1.95	20.19		
		2	3.2	10.50		8.75		0.75		1.50	21.50		
		3	20.0	9.13		6.88		3.00		2.13	21.13		
		Eta & Sig.		0.231**		0.319**		0.258**		0.189**		0.362**	
St. 3 Process.	No	SP	86.4	7.21	0.211**	4.10	0.162**	0.35	0.362**	0.97	0.106*	12.64	0.104*
		FR	70.9	6.72		3.34		0.79		1.19	12.04		
		IT	90.3	7.63		3.81		0.23		1.19	12.86		
		1	79.9	7.01	0.106*	3.47	0.192**	0.52		1.14	12.14	0.174**	
		2	81.6	7.62		4.51		0.62		1.25	14.00		
		3	45.0	7.22		3.89		0.78		1.22	13.11		
	Yes 209 rest.	SP	13.6	8.75	0.278**	6.10	0.239**	3.05		1.75	19.65	0.302**	
		FR	29.1	7.84		4.98		3.01		1.83	17.65		
		IT	9.7	9.26		6.11		3.37		1.63	20.37		
		1	20.1	8.05		5.22		3.02		1.78	18.08		
		2	18.4	8.04		5.09		3.39		1.87	18.39		
		3	55.0	8.59		5.45		3.00		1.82	18.86		
		Eta & Sig.		0.211**		0.333**		0.812**		0.334**		0.549**	
All rests.	SP	147	7.42	0.166**	4.37	0.099**	0.72	0.327**	1.07	0.139**	13.60		
	FR	556	7.05		3.82		1.44		1.38	13.68			
	IT	277	7.79		4.03		0.54		1.23	13.60			
	1	815	7.22	0.106**	3.82	0.156**	1.02	0.152**	1.27	0.081*	13.33	0.170**	
	2	125	7.70		4.62		1.13		1.37	14.81			
	3	40	7.98		7.75		2.00		1.55	16.28			

*: $\alpha = 5\%$; **: $\alpha = 1\%$.

The integrated web maturity and development is the multiplication of Information & low interactivity by High interactivity & e-commerce (e.g. $15.59 \times 7.14 = 111.29$).

Table 11 shows that restaurant's websites have more information than e-commerce technology implemented. We also observe that the websites of the restaurants in France are the most complex (129.31), as they adopt e-commerce tools and high interactivity (8.46), more than the Spanish and Italian restaurants. The 3-star restaurants have the most adapted websites both in terms of content development and maturity (205.10), have the most comprehensive websites, and include more features both concerning content development and technological implementation of e-commerce. The maturity and development of the websites are related to the category, i.e., the higher the category, the more mature and more developed, yet at the level of information, Italy is the country with the most content features (16.52). Here, "the more

mature, the more content" does not hold, because some restaurants fulfill stage 3 without fulfilling stage 2.

Finally, it should be added that the extracted components are significantly related with the variables country and category (the p-values of the analysis of variance are significant at $\alpha = 1\%$).

The PCA shows the complementarity between the two methods. As expected, and as can be seen in Table 10, the information dimension of the WCA is related to the low layers of the eMICA, just as the high layers of the eMICA are related to the dimensions e-commerce and additional values of the WCA. Still, it is worth mentioning that if we had only performed/implemented the eMICA, we would not know how broad the websites are in terms of content development, just as if we had only performed the WCA, we would not know the level of the websites' maturity and technological implementation of e-commerce and if they "skip" layers and/or stages.

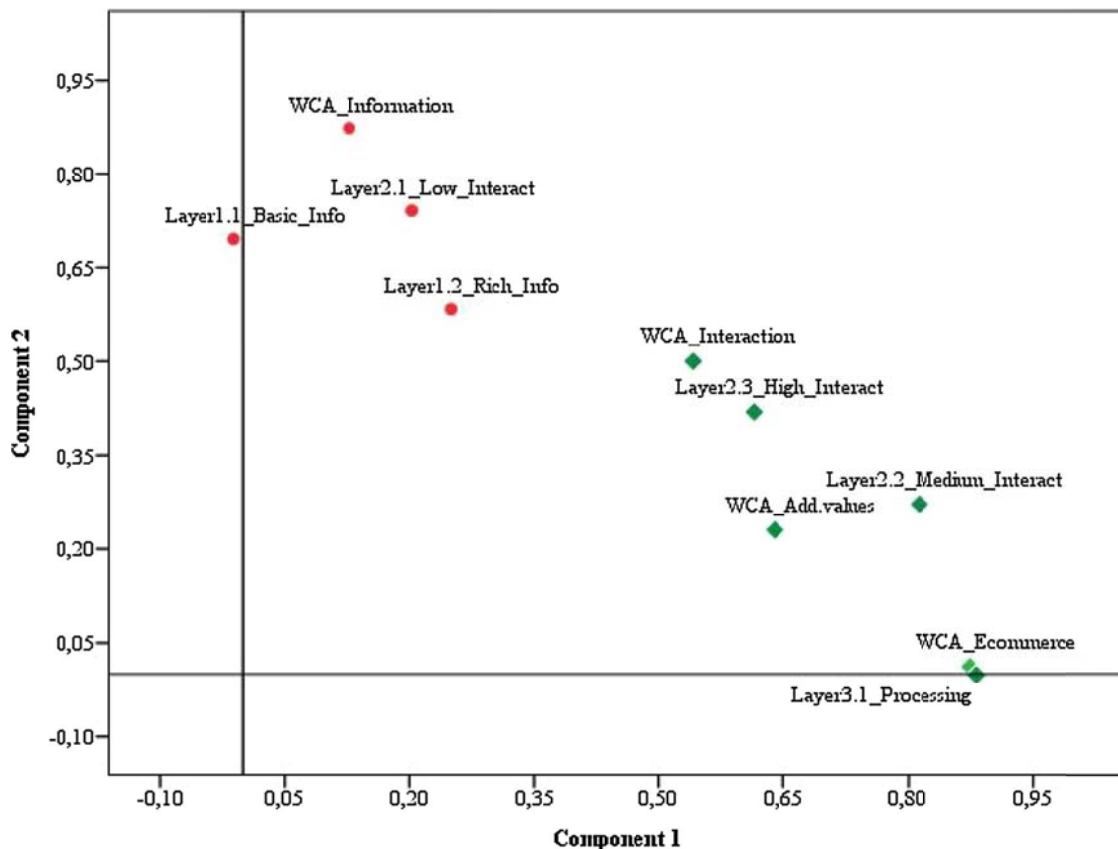


Fig. 3. PCA of WCA dimensions and eMICA layers (Varimax rotation).

Table 11
Integrated web maturity and development by country and category.

	Information & low interactivity	High interactivity & e-commerce	Integrated web maturity and development
Spain	15.59	7.14	111.29
France	15.29	8.46	129.31
Italy	16.52	7.22	119.27
1 *	15.48	7.68	118.83
2 *	16.49	8.56	141.12
3 *	17.33	11.84	205.10

5. Conclusions

The future of gastronomic tourism should be approached from new perspectives focused on innovation and obtaining maximum benefit from information and communication technologies. This includes use of the Internet in all its dimensions, not only for promotional ends but also as an element of marketing.

The main contributions of this article are to propose a single holistic model for evaluating restaurants' websites which combines and integrates WCA and eMICA methods for application to the distinct case of high level restaurants' websites, and compare and find out in which degree of maturity and content development the websites of Michelin-starred restaurants in the countries analyzed are to be found.

The usefulness of this sound and objective model lies in its capacity to compare the development and maturity of restaurant websites, in other words, the robustness and comprehensiveness, of different types, at different periods of time, in different regions or countries and for different areas of interest, taking into account the importance that gastronomy is acquiring nowadays and at the same time how poorly adapted they are to society's demands.

The results of this study reveal that 10% of the selected sample

representing Michelin restaurants still does not currently have a presence on the Net, or their presence is completely static. The remaining 90% of high-quality restaurants analyzed were found to be aware of the importance of being present on the Web, as most have access to the Internet and a website. However, mere presence on the Net is not enough. Therefore, it is necessary for these restaurants to look beyond traditional presence and foster online interaction and collaboration, connectivity and the possibility of generating and sharing content and knowledge with users by means of Web 2.0 techniques.

The Michelin restaurant websites studied generally display a medium level of interactivity. However, less than 30% allow for the entire purchasing process to be completed via the Internet. Progress beyond this point is likely to depend on the role these restaurants award to online presence, their understanding of the benefits derived from new technologies as they become available, the level of innovation and adoption of new technologies within the organization and their incorporation of Web 2.0 functionalities in the form of consumer comments and ratings, blogs, presence on social networks and, of course, budgetary constraints.

The results further suggest that these restaurants in France, Italy and Spain could be left behind in their development and use of Internet compared to other sectors such as accommodation, travel agencies or airlines. We can therefore say that they are not taking advantage of the opportunities that the Web presents as a viable tool for promotion. In addition, the results of the study provide us with information on the differing state of progress according to the country where the restaurant is located. French and Italian restaurants present a greater degree of maturity and development of content than Spanish restaurants. French restaurants are also more mature and much more adapted to e-commerce, and aware of online security than the Spanish and Italian ones. We also observe cultural differences with respect to content, with the chef being promoted in France, the name of the restaurant in Spain, and the product in Italy.

The main propositions that can be derived from the results are that in terms of categories, the higher the quality of the restaurant (higher category), the higher the web maturity and content development, that is, higher quality restaurants provide a wider range of Internet features, which would lead to a more pleasant online experience and thus more satisfied customers. In terms of countries, significant differences are found between them in terms of website maturity and development which may be related to cultural differences and internal economic and territorial dynamics, rather than the type of restaurant. Moreover, and as a general conclusion, a positive relationship and proportionality has been found between web maturity and website content development. Those websites which reached more stages of maturity also have more web content items.

In this respect, regarding the implications for managers of this type of service company, the idea behind this last proposition is that both content development and e-commerce maturity are interrelated features that should go hand in hand when managing and developing a restaurant's website to achieve more efficient management and to develop the potential of ICTs for marketing and communication with their publics via their websites; if the whole purchase process can be done in a secure, interactive manner, and with enough information, the customer will successfully complete the purchase and may become loyal, while if some elements of the two are lacking, this could lead to a potential loss of customers.

Through the proposed model the owners or managers of high-quality restaurants can evaluate the current state of their websites and be aware of their level of content development and maturity, as well as determining the deficiencies to take into account when improving them. Specifically, as a practical recommendation for improvement it is recommended that they pay attention to their website to improve consumer engagement, since a good online presence, in terms of website maturity and development will have a positive impact on the image of the organization. To this end, when designing the restaurant's website, a series of guidelines should be followed and a set of fundamental elements included based around the four dimensions proposed here: information, communication, e-commerce and additional values tools. An effective Internet presence will lead to better results, either in number of visits or number of reservations made. Furthermore, it is especially interesting in terms of tourism that those in charge of managing the web presence of high-quality restaurants reinforce the attributes related to the information dimension since they are key and can constitute decisive elements in customers' online decisions regarding their gastronomic destination and experiences.

Regarding the limitations of this study, the main disadvantage of the eMICA model is that it only measures the presence or absence of a service or application, but not the ease of finding a resource or the time required to access it; that is, it does not evaluate website usability. We might also add that because the eMICA model responds to a gradual process of Internet adoption, it is possible to find cases where the websites have functionalities and incorporate elements from different stages and levels of the model, making it difficult to categorize them. If we focus on web content analysis, we can point to the fact that the present research has analyzed the Internet presence of Michelin-starred restaurants through items obtained from the literature review and not taken into account other factors like the size of the company, among others. Also, the services offered by Michelin-starred restaurants are constantly changing, which implies that the results obtained may vary depending on the time the study is carried out. Finally, we would like to point out that we have studied restaurants in three specific geographical areas and have been able to observe the significant differences this reveals.

As future lines of research, users could be surveyed to determine what information they value from high-quality restaurants and to check whether this information is found in the analyzed model. Owners could also be interviewed to study causes for the informative and interactive deficiencies of these websites, identifying the main barriers to the

mature use of the Internet that might justify the scarce presence of these restaurants in the third phase of the eMICA model. Finally, other elements related with the WCA dimensions should be discussed, such as the impact of online service level offered focusing on pre-purchase services and transaction-related services (Küster et al., 2016).

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ARTÍCULO 5

DINÁMICAS RELACIONALES DE LA GASTRONOMÍA DE ALTO NIVEL CON EL ENTORNO A NIVEL SOCIAL

¿Postureo o disfrute de la experiencia gastronómica? Efectos de la reputación y la experiencia en la recomendación de los restaurantes de alto nivel

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¿Postureo o disfrute de la experiencia gastronómica? Efectos de la reputación y la experiencia en la recomendación de los restaurantes de alto nivel

RESUMEN

En este estudio se ha desarrollado un modelo explicativo basado en la teoría de la motivación fundamentada por la posibilidad de obtener reputación y reconocimiento por consumir gastronomía de alto nivel y la motivación basada en el disfrute de la experiencia gastronómica, con la finalidad de analizar sus efectos en la intención de recomendación de este tipo de experiencias. El modelo se aplicó a una muestra de 432 comensales que han realizado una comida en un restaurante estrella Michelin. El estudio confirma que la experiencia gastronómica y el estatus afectan positivamente a la intención de revisita y a la recomendación del consumo de gastronomía de alto nivel, siendo el efecto de la experiencia mucho más fuerte.

Palabras clave:

Turismo gastronómico, Ecuaciones estructurales, Estatus, Recomendación, Restaurantes Michelin

Posturing or enjoying the gastronomic experience? Effects of reputation and experience in the recommendation of upscale restaurants

ABSTRACT

This study has developed an explanatory model based on the theory of motivation related to the possibility of obtaining reputation and recognition for consuming high-end gastronomy and to the enjoyment of the gastronomic experience, with the purpose of analyzing their effects on the intentions to return and recommend this type experience. The model was applied to a sample of 432 diners who ate a meal in a Michelin-starred restaurant. The study confirms that the gastronomic experience and the status positively affect the intentions of returning and recommending the consumption of high-end gastronomy, being the effect of the experience much stronger.

Keywords:

Gastronomy tourism, Structural equations, Status, Recommendation, Michelin restaurants

1. INTRODUCCIÓN

En los últimos años, el aumento de la importancia de la gastronomía, propiciada tanto por los medios de comunicación de masas como por la participación generalizada de la población en las redes sociales, ha permitido la expansión de un tipo particular de consumo, el denominado consumo de gastronomía de alto nivel. Estos restaurantes exclusivos y elegantes están diseñados para proporcionar comida, servicio y un ambiente de calidad superior (Hyun y Kang 2014).

Sin embargo, con el auge de las redes sociales, ayudado por las tecnologías, han surgido nuevas prácticas sociales relacionadas a la formación de la identidad personal en línea y a la forma de mostrarla a los demás (Livingstone, 2008; Wakefield y Wakefield, 2016). Es en este escenario donde numerosos autores apuntan que lo más importante para muchos usuarios es la imagen que se comparte, el estatus, la notoriedad y buscar la aprobación de los demás (Carsten et al. 2010); o en palabras coloquiales lo que ha venido a llamarse el “postureo” en línea. En el contexto de nuestro trabajo, que es el consumo de la gastronomía de alto nivel, es difícil discernir si el consumidor realmente está disfrutando de su experiencia culinaria y gastronómica o es la comida en sí la que se vuelve parte del decorado de un estilo de vida ligado al estatus y la aprobación social (Goolaup et al., 2017).

Thompson y Prideaux (2009) apuntan a que los consumidores de gastronomía de alto nivel valoran la experiencia global, ya que sus preferencias varían respecto a otros tipos de consumidores, pasando a valorar la calidad en lugar de la cantidad, y priorizando la originalidad, la creatividad, la puesta en escena, el descubrimiento de nuevos sabores, texturas, etc. Por ello, García Henche (2017), afirma que los turistas, en la actualidad, consideran las experiencias gastronómicas como un elemento clave a la hora de elegir el destino.

Aún así, existen pocos estudios que expliquen las motivaciones o actitudes referidas al consumo de este tipo de gastronomía. Por ello, en este estudio pretendemos identificar las motivaciones que impulsan al consumo de la restauración de alto nivel determinando la relación explicativa entre el disfrute de la experiencia gastronómica en sí y la reputación o estatus que le proporciona dicha experiencia en las recomendaciones o en la intención de vuelta. Por tanto, el objetivo de este estudio es saber si el público que recomienda y es asiduo a este tipo de establecimientos realmente está interesado en la gastronomía, y disfruta de los sabores, nuevas propuestas, etc., o realmente visita este tipo de restaurantes para poder contarlo a sus amigos o compartirlo en las redes sociales.

Para ello se ha desarrollado un modelo explicativo basado en la teoría de la motivación de ecuaciones estructurales en el que se representan los elementos que contribuyen a la intención de vuelta y recomendación: la reputación, referida al estatus o prestigio que le proporciona a una persona el consumo de gastronomía de alto nivel centrada en el caso concreto de los restaurantes con estrella Michelin y la satisfacción entendida como el disfrute y la diversión relacionada con la experiencia gastronómica.

Por último, aportaremos en la discusión sobre los resultados, recomendaciones a los administradores de este tipo de restaurantes, las principales limitaciones y las futuras líneas de investigación a partir de los resultados del presente estudio.

2. APROXIMACIÓN TEÓRICA A LOS CONSTRUCTOS

La literatura científica respalda que la gastronomía de alto nivel establece sinergias con motivaciones diferentes. Autores como Fodness (1994), Hall y Winchester (2001), Pollard et al. (2002), o Yang y Mattila (2014; 2017) fundamentan que una de las principales razones que conlleva a la gente a acudir a restaurantes de buena gastronomía o de alto nivel es la reputación o estatus que les proporciona.

Por otro lado podemos encontrar otra línea de investigación (Cohen y Avieli, 2004; Goolaup et al., 2017; Gyimòthy y Mykletun, 2009; Hjalager, 2004, Ignatov y Smith, 2006; Long 2004; Otis 1984; Rust y Oliver, 2000 o Wolf et al., 2004), en donde se argumenta que la razón principal del consumo de este tipo de gastronomía es la generación de buenas experiencias. A su vez hay autores que afirman que en la decisión de consumo confluyen las dos razones (Fields 2002; Hyun y Park, 2016; Kim et al., 2009, Kivela y Crotts, 2006; McIntosh et al., 1995).

Según Kim, Eves y Scarles (2009) en un estudio realizado a consumidores del Reino Unido sobre las motivaciones de comer en buenos restaurantes durante las vacaciones, llegaron a la conclusión de que los principales factores motivacionales son aquellos relacionados con la experiencia: experiencias excitantes, escapar de la rutina, experiencias auténticas, conocer experiencias sensoriales nuevas y por otra parte los factores relacionados con el prestigio o estatus que ofrecen estas experiencias.

Finalmente comentar que diversos estudios encontraron que una buena experiencia puede mejorar la actitud del turista hacia el destino (Lee y Moscardo, 2005), su satisfacción (Chen y Chen 2010) y su comportamiento (Tsai y Lu, 2012).

Por lo tanto, sabiendo de la importancia del valor de la experiencia vivida mientras se visita un lugar, la imagen gastronómica del destino turístico debe ser potenciada (Tsai y Wang, 2017).

2.1. Experiencia gastronómica

La experiencia gastronómica la podemos enmarcar dentro del turismo experiencial. No es lo mismo visitar un destino que sentir un destino (olores, colores, gusto, texturas...) y vivir un destino con sus habitantes. Hay que integrarse en la forma de vivir y en la cultura propia de cada lugar para crear un recuerdo que perviva después del viaje y que pueda ser compartido con los demás (Carballo et al., 2015; García Henche, 2017).

Se puede definir el Turismo Experiencial como una modalidad turística en la que los visitantes no visitan los recursos turísticos tradicionales, sino que buscan otras atracciones con el objetivo de experimentar sensaciones memorables. Se trata de una forma de turismo en la que los destinos no se eligen por sus estándares turísticos sino a partir de una idea o experimento previo (Suau, 2012). En su trabajo Kim et al. (2012) diseñan una escala con siete dimensiones para valorar las experiencias memorables: hedonismo, refrescante, cultura local, sentido, conocimiento, implicación y novedad.

Siguiendo esta línea, Tung y Ritchie (2011) identificaron por su lado cuatro dimensiones principales que integran estas experiencias memorables: las expectativas, las emociones, las consecuencias derivadas de la experiencia y la recolección, o sea, las actuaciones posteriores al viaje para recordarlo, revivirlo, etc. en el destino de origen de los turistas. El turismo gastronómico es un importante valor para generar estas experiencias memorables (Rivera, 2013).

Long (2004) define turismo culinario como aquel turismo que está planteado con el deseo de disfrutar experiencias gastronómicas diferentes que pueden ir desde comidas totalmente exóticas a aquellas más tradicionales. La prioridad de este tipo de turismo es degustar los platos únicos y exclusivos de cada lugar que forman parte del conocimiento local y de la cultura integral (Wolf et al., 2004; Ignatov y Smith, 2006; Jiménez Beltrán et al., 2016). Es decir, representa mucho más que el mero hecho de consumir comida en un viaje.

Kim et al. (2009) en su estudio sobre las motivaciones de consumir gastronomía durante los viajes y las vacaciones, comentan que el hecho de comer comida de calidad que no han probado anteriormente y recomendada por las guías turísticas, provoca que la experiencia sea excitante.

Otis (1984) relata que comer en buenos restaurantes se convierte en una actividad más dentro de las vacaciones en la que se disfruta igual o más que cualquier otra, incluso que provoca grandes expectativas y sentimientos de felicidad. Por su lado, Rust y Oliver (2000) comentan que una buena experiencia gastronómica mejora la vida de la gente y que si esa experiencia supera las expectativas creadas se recordará por mucho tiempo.

Sparks et al. (2003) y Gyimòthy y Mykletun, (2009) asocian la buena gastronomía con la búsqueda de experiencias culinarias cada vez más importantes como son nuevos sabores, texturas diferentes y nuevas sensaciones que no se pueden vivir cada día de tu vida.

Fields (2002) destaca que se trata de una experiencia física con percepciones sensoriales a través de la vista, el gusto y el olfato. Goolaup et al., (2017), definen la gastronomía en destino como una experiencia de viaje extraordinaria y la relacionan con el contexto social del turista. Finalmente, Kivela y Crotts (2006) definen la experiencia gastronómica como una experiencia sensorial placentera que ofrece un factor de placer lo suficientemente intenso como para atraer a los turistas a un destino. De hecho, el turismo gastronómico es visto como una de las grandes apuestas para potenciar o consolidar destinos turísticos debido a la creciente motivación de los turistas a conocer la cultura gastronómica del lugar (Jiménez Beltrán et al., 2016). Millán et al. (2016) definen el turismo gastronómico básicamente como una experiencia. Una experiencia directa en el territorio de producción y donde las experiencias sensoriales y culturales que la gastronomía ofrece se convierten en nuevos elementos que se pueden añadir al descubrimiento de paisajes nuevos y desconocidos por turistas (Medina, 2015).

2.2. Reputación

Cada vez más frecuentemente, la literatura sobre turismo gastronómico destaca el importante papel de la reputación y el prestigio que se les atribuye a los turistas que realizan este tipo de actividad. Al hecho de comer fuera se le han atribuido "connotaciones de clase" (Warde y Martens, 2000). Estos autores afirman la distinción de clases se manifiesta a menudo a través de patrones diferenciados de consumo y diferentes tipos de lugares para comer.

El consumo de alimentos en el turismo también implica un cierto grado de distinción social, así como un consumo notorio (Chang et al., 2010).

Las motivaciones gastronómicas de *status* y prestigio no son ajenas a la existencia de restaurantes de alto nivel. Estos restaurantes buscan transmitir una imagen de calidad y exclusividad para transmitir un elevado nivel de status y prestigio al comensal que lo frecuente (Oliveira, 2011). Fields (2002), presenta un interesante modelo sobre los turistas gastronómicos, desde el punto de vista motivacional, basado en el modelo diseñado por McIntosh et al. (1995). El modelo de Fields (2002) es aplicable a este tipo de turistas y asume que siendo la gastronomía el motivo del desplazamiento, existen otras motivaciones de orden físico, cultural, interpersonal y de *status* y prestigio asociadas al viaje.

Por tanto, Fields (2002) resalta una motivación generalizada de este tipo de turistas que buscan el reconocimiento y aprobación de los demás. Siguiendo esta línea Kim et al. (2009), elaboran un modelo de consumo en restaurantes locales por parte de los turistas basado en tres dimensiones. La primera de ellas contiene factores de motivación que incluyen aspectos como la búsqueda de la experiencia, el prestigio social y la autenticidad. La segunda dimensión incluye factores demográficos y engloba, entre otros, el género, la edad y el nivel educativo. Y el tercer elemento se basa en los factores psicológicos.

Mak et al. (2013), analizan los factores motivacionales del consumo de productos gastronómicos por parte de los turistas en Hong Kong. Ellos extraen 14 factores, categorizados en cinco dimensiones (simbólico, obligatorio, contraste, extensión y placer). De la primera dimensión, “simbólico”, se destaca el factor de “Prestigio”. Chang et al. (2010) por su lado sugieren que los turistas están motivados para participar en experiencias gastronómicas especiales y memorables como son las que ofrecen los restaurantes de alto nivel, para posteriormente compartirlas con sus amigos cuando regresan a casa.

Fodness (1994) argumenta que la experiencia de comer en restaurantes de lujo y disfrutar de vacaciones gastronómicas proporciona un estatus que impresiona a la gente. McIntosh et al. (1995), a su vez, los relaciona con factores motivacionales de estatus y prestigio considerando que estos aumentan la autoestima, el reconocimiento y el deseo de llamar la atención de los demás. Hall y Winchester (2001) demuestran en su trabajo que los individuos que tienen grandes conocimientos sobre enología y explican sus experiencias acerca de los buenos restaurantes que han acudido, tienen influencia en la gente y proporcionan impresiones favorables.

Pollard et al. (2002) manifiestan que ir a restaurantes de *nouvelle cuisine* o con Estrella Michelin se asocia a la gente con un estatus elevado. Finalmente, Yang y Mattila (2017) investigan el efecto combinado de la necesidad de status del consumidor y del tipo de producto sobre las intenciones de recomendación. Los resultados sugerían que los clientes de alta necesidad de estatus, son más propensos a comentar su experiencia que los comensales de baja necesidad de estatus.

Hjalager (2004) basándose en las investigaciones de Cohen (1984) categoriza a los turistas gastronómicos en cuatro clases basándose en su estilo de vida: el recreativo, el festivo, el existencial y el experimental. Los turistas recreativos y festivos son aquellos más tradicionales que no les interesa conocer o probar alimentos nuevos. Los recreativos se cocinan ellos mismos en sus apartamentos con productos similares a los de su país que compran en supermercados. Los festivos comen en restaurantes internacionales donde priorizan la cantidad en vez de la calidad. El turista existencial es aquel que le gusta probar alimentos del país y comer en restaurantes locales no muy caros donde no van los turistas. Y por último se encuentra el turista experimental que es aquel en el que el disfrute de la experiencia del consumo de comida y bebida en vacaciones es parte de su estatus y personalidad. Para estos últimos, priorizan la calidad, ponen en valor los restaurantes de moda y los chefs prestigiosos. Asimismo, comer fuera conlleva arreglarse con ropa de moda de diseño, llevar buenos coches y estar al corriente de las últimas tendencias gastronómicas. Por tanto, sus souvenirs son botellas de vino de alta calidad y libros de cocineros de los restaurantes que han visitado.

Así pues, podemos considerar que la importancia de la reputación y la experiencia en el consumo de la gastronomía de alto nivel están relacionadas, y estos dos constructos se comportan similarmente.

2.3. Intención de revisita y recomendación

En la industria turística hay numerosos estudios que evidencian la relación existente entre la satisfacción y la intención de vuelta, de visitar el lugar y de recomendarlo a otra gente (Eid, 2015; Kozak, 2001; Kozak y Rimmington, 2000; Yoon y Uysal, 2005). De hecho la satisfacción con la experiencia turística se considera por la mayoría de autores el motivo más directo que influencia la intención de vuelta, la recomendación a otros y la lealtad (Antón et al., 2017; Björk y Kauppinen-Räsänen, 2017; Gonçalves et al., 2016)

Los turistas satisfechos son grandes prescriptores considerados mucho más efectivos que cualquier medio de comunicación o estrategia de marketing (Yoon & Uysal, 2005). Antón et al. (2017), consideran que tanto la experiencia relacionada con elementos del destino como es la gastronomía, así como la obtención de prestigio, entre otros, son motivos que atraen a los turistas a los destinos y que determinan su satisfacción y lealtad a los mismos. Por otro lado, experiencias positivas y placenteras relacionadas con la gastronomía afectan positivamente a la intención del viajero de volver a visitar un destino (Kim et al., 2011; Quan y Wang, 2004). En un estudio reciente, Jiménez Beltrán et al. (2016) encontraron que las variables que más influyen la satisfacción con la experiencia gastronómica son la calidad de los platos, la innovación y los nuevos sabores, en detrimento de otros elementos como las instalaciones o la atmósfera del establecimiento. Además, participar en el consumo de gastronomía de alto nivel es una oportunidad para ganar reconocimiento y reputación en la era digital (Zheng y Gretzel, 2010) ya que la visita a restaurantes de alto nivel es una buena oportunidad para compartir información en redes sociales.

Lin (2014) elabora un modelo para analizar la intención de revisita de los balnearios, y señala la experiencia culinaria como uno de los factores más significativos. Por su lado en un estudio realizado por Basri et al., (2016), señalan que la calidad del servicio, la calidad de los alimentos, la calidad del entorno físico y el precio son los atributos más relevantes para la toma de decisiones de visita a restaurantes de alto nivel de Malasia, la revisita y la recomendación a través del Word of Mouth.

Adam et al. (2015), llevaron a cabo una investigación dirigida a 768 turistas internacionales que habían acudido a restaurantes de lujo en Ghana. En su trabajo mostraban que la satisfacción con los factores relacionados con los aspectos tangibles, la fiabilidad, la seguridad-empatía y la capacidad de respuesta, tenía una relación directa con la intención de revisita.

Kivela y Crofts realizaron un estudio en 2006 con más de 1.200 encuestas a turistas no residentes, en restaurantes selectos de dos localidades turísticas en Hong Kong llegando a la conclusión de que la gastronomía de calidad era un constructo válido para ser utilizado como herramienta de marketing, evidenciando que las experiencias gastronómicas favorables influyen de forma positiva en la intención de vuelta contribuyendo a la creación de experiencias de viaje y catalogándolos como de alta calidad. Pollard et al. (2002) y Fields (2002) manifiestan a su vez que la lealtad de los turistas está claramente asociada con las experiencias positivas

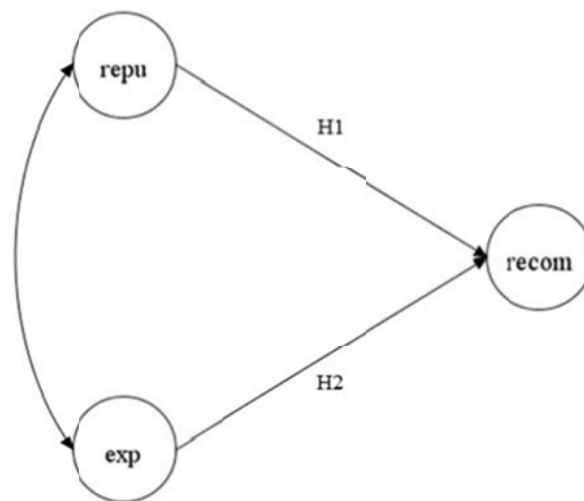
3. FORMULACIÓN DE HIPÓTESIS

Consecuentemente teniendo en cuenta los argumentos previos que relacionan la experiencia gastronómica y la reputación con la intención de recomendación podemos desarrollar las siguientes hipótesis:

- H1 El grado de reputación percibida de participar en el consumo de restaurantes de alto nivel influye positivamente en las intenciones de vuelta y recomendación. (A más reputación percibida, más altas las intenciones de vuelta y de recomendación).
- H2 El grado de la experiencia percibida de participar en el consumo de restaurantes de alto nivel influye positivamente en las intenciones de vuelta y recomendación. (A más experiencia percibida, más altas las intenciones de vuelta y de recomendación).

El objetivo del modelo hipotético propuesto es conocer cuáles son los efectos de la reputación y la experiencia en la intención de vuelta y la recomendación de la gastronomía de alto nivel.

Figura 1. Modelo teórico



Fuente: Autores (2017)

Leyenda: recom=Recomendación; repu=Reputación; exp=Experiencia

4. DATOS Y METODOLOGÍA

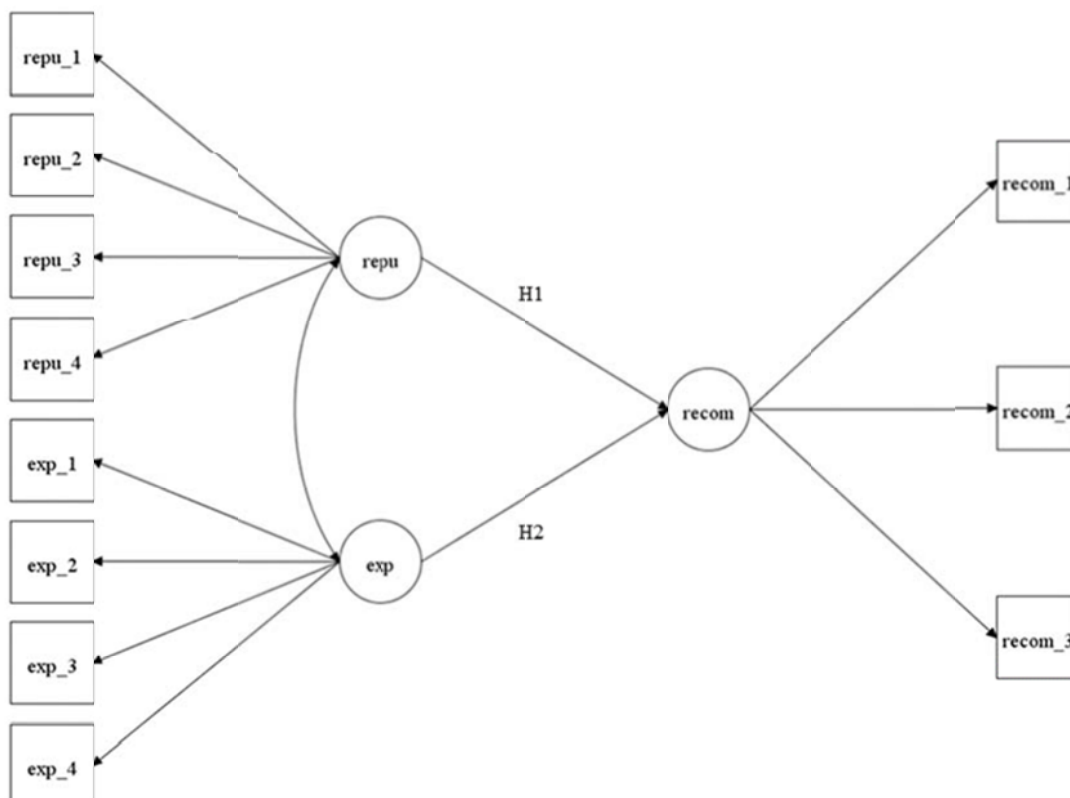
4.1. Escalas de medición, diseño del estudio y método de análisis

Para realizar el estudio se diseñó una investigación causal usando una encuesta de muestra transversal. El cuestionario consistió en las siguientes secciones principales: preguntas que midieron los siguientes constructos: la reputación referida al estatus aportado por este tipo de consumo, la satisfacción percibida como experiencia gastronómica, la recomendación o intención de vuelta y las preguntas diseñadas para recopilar la información demográfica y el comportamiento de los consumidores de gastronomía de alto nivel.

Basándonos en literatura previa y adaptándolo para el caso del consumo de gastronomía de alto nivel se desarrollaron escalas tipo Likert de 5 puntos para la medición de las variables. Concretamente para la variable disfrute de la experiencia gastronómica se han utilizado los trabajos de Quan, y Wang (2004) y Van der Heijden (2004). Para la variable basada en reputación y prestigio, se ha basado en los trabajos de Foodness (1994) y Kim et al. (2009) y finalmente para la recomendación, se han consultado los trabajos de Chi et al. (2008), Boo et al. (2009) y Kim et al. (2010).

La figura 2 muestra el modelo de medida junto con la especificación del modelo teórico.

Figura 2. Modelo de medida y modelo teórico de estudio



La población objeto de estudio se centró en los individuos que habían comido en un restaurante estrella Michelin español en los dos últimos años. Tal como se observa en la Tabla 1 la muestra fue seleccionada a través de grupos de Facebook sobre gastronomía y viajes, y el Facebook de bloggers gastronómicos de España de reconocido prestigio y con un gran número de seguidores, etc.

Tabla 1. Plataformas utilizadas para administrar la encuesta

Página de Facebook de bloggers de cocina	Seguidores
Webosfritos	96.918
Garbancita	11.798
Grupos relacionados con la gastronomía	
Gastroturismo o Turismo Gastronómico	497
Gastronomic excellence reputación gastronómico	4207
Gastronomías del Mundo	13.642
Gastrotip Turismo Gastronómico por España	280
Grupos relacionados con viajes	
España se come	4867
Viajeros	2837

Fuente: Autores (2017)

La recogida de datos se realizó de julio a diciembre 2016, a través de un cuestionario auto-administrado online. Se envió el enlace de la encuesta a los bloggers y a los administradores de los grupos, relacionados con la gastronomía y viajes de las páginas de Facebook especializadas, para que lo colgaran a sus seguidores (solo los seguidores de los blogs y amigos de la página de Facebook tenían acceso). Se recogieron un total de 1500 encuestas de las cuales 432 se consideraron respuestas válidas, lo que da un error muestral de 4,8% (considerando una población infinita), para un nivel de confianza del 95% y $p=q=50\%$. La encuesta fue validada por un experto académico en metodología de encuestas y un experto académico en gastronomía. La prueba piloto consistió en la realización de la encuesta a 25 expertos gastronómicos y del sector, cocineros de restaurantes estrellas Michelin, sumilleres de reconocido prestigio y consumidores habituales de restaurantes de alto nivel. Se realizaron las modificaciones pertinentes en la disposición de diferentes preguntas, se mejoró la redacción y se verificó el correcto entendimiento de cada pregunta.

El análisis del modelo propuesto se ha realizado a través de modelos de ecuaciones estructurales, que permite testear relaciones causales entre variables dependientes e independientes de forma simultánea. Se ha utilizado el software estadístico MPlus7.4, y la técnica de máxima verosimilitud robusta (*MLR*), ya que se han tenido en cuenta los valores faltantes en algunas variables.

4.2. Datos

La muestra está compuesta por el 64% de mujeres y el 36% de hombres. Por edades, el 21% de los encuestados tiene hasta 34 años, el 68% tiene entre 35 y 54 años, y el 11% tiene más de 55 años. En referencia al nivel de estudios de los encuestados, el 86,5% tiene estudios universitarios y el resto (13,5%) tiene hasta educación secundaria. Además, el 26,6% tiene unos ingresos mensuales netos de su hogar de hasta 2.000€, el 59% tiene unos ingresos de entre 2.001 y 5.000€ y el 14,4% ingresa más de 5.001€.

Antes de contrastar el modelo teórico propuesto, es conveniente realizar el análisis descriptivo de las respuestas obtenidas de las variables objeto de estudio.

Tabla 2. Variables utilizadas y descriptivos

Constructos	Ítems	n	Media	Mín.	Máx.	Desv. Estánd.
Estatus/ Reputación	Repu_1: El estatus que me proporciona	428	1,98	1	5	1,35
	Repu_2: Visitar Restaurantes Michelin me ayuda a ser aceptado por otras personas	427	1,52	1	5	1,10
	Repu_3: Visitar restaurantes Michelin impresiona a la gente	425	1,81	1	5	1,26
	Repu_4: Poder contarlo más tarde a mis familiares y amigos	427	2,11	1	5	1,32
Experiencia	Exp_1: He disfrutado mucho	431	4,61	1	5	0,75
	Exp_2: Mi elección fue acertada	425	4,57	1	5	0,80
	Exp_3: Estoy satisfecho con mi experiencia	431	4,57	1	5	0,82
	Exp_4: Es exactamente lo que necesitaba	430	4,43	1	5	0,94
Revisita/ Recomendación	Recom_1: Intentaré volver a este restaurante en los próximos años	424	3,66	1	5	1,46
	Recom_2: Animaré a mis familiares y amigos a que visiten el restaurante	427	4,01	1	5	1,24
	Recom_3: Recomendaría este restaurante si alguien me pidiera consejo	429	4,43	1	5	1,07

Fuente: Autores (2017)

En la Tabla 2 se observa que la reputación no es lo que los individuos buscan cuando comen en restaurantes Michelin. Las medias de las variables no llegan a 2 sobre 5.

En cambio, cuando se les pregunta sobre la experiencia gastronómica, en general, consideran que es una buena experiencia (medias entre 4,4 y 4,6).

Finalmente, sobre la intención de recomendar el restaurante, también se observa que las medias son altas, y los encuestados lo recomendarían y animarían a amigos y familiares.

5. ANÁLISIS Y RESULTADOS

5.1. Evaluación del modelo de medida

La tabla 3 muestra las cargas factoriales estandarizadas de cada ítem sobre su constructo y su correspondiente estadístico *t*, la fiabilidad de medida de cada constructo mediante el Alfa de Crombach y la varianza media extraída (AVE). Según se observa, el modelo de medida es fiable, ya que las cargas factoriales son altas (superiores a 0,71), lo cual según Chin (1998), indica que al menos el 50% de la varianza de los factores se ve reflejada en el ítem observable. Por otro lado, la varianza media explicada (AVE) de cada factor es superior a 0,5, lo que según Fornell y Larcker (1981) indica que se explica el 50% o más de la varianza del indicador, y los valores de Alfa de Crombach son también superiores a 0,7.

Tabla 3. Cargas factoriales, estadístico *t*, Alfa de Crombach y varianza media explicada (AVE)

Constructos	Ítems	Cargas factoriales estandarizadas	Estadístico <i>t</i>	Alfa Crombach	AVE
Reputación	Repu_1	0,82	29,48	0,89	0,67
	Repu_2	0,86	34,14		
	Repu_3	0,85	26,14		
	Repu_4	0,78	24,22		
Experiencia	Exp_1	0,94	70,72	0,96	0,87
	Exp_2	0,95	55,34		
	Exp_3:	0,96	85,71		
	Exp_4:	0,89	32,72		
Recomendación	Recom_1	0,72	23,95	0,88	0,71
	Recom_2	0,87	40,18		
	Recom_3	0,92	51,90		

Fuente: Autores (2017)

5.2. Evaluación del modelo teórico

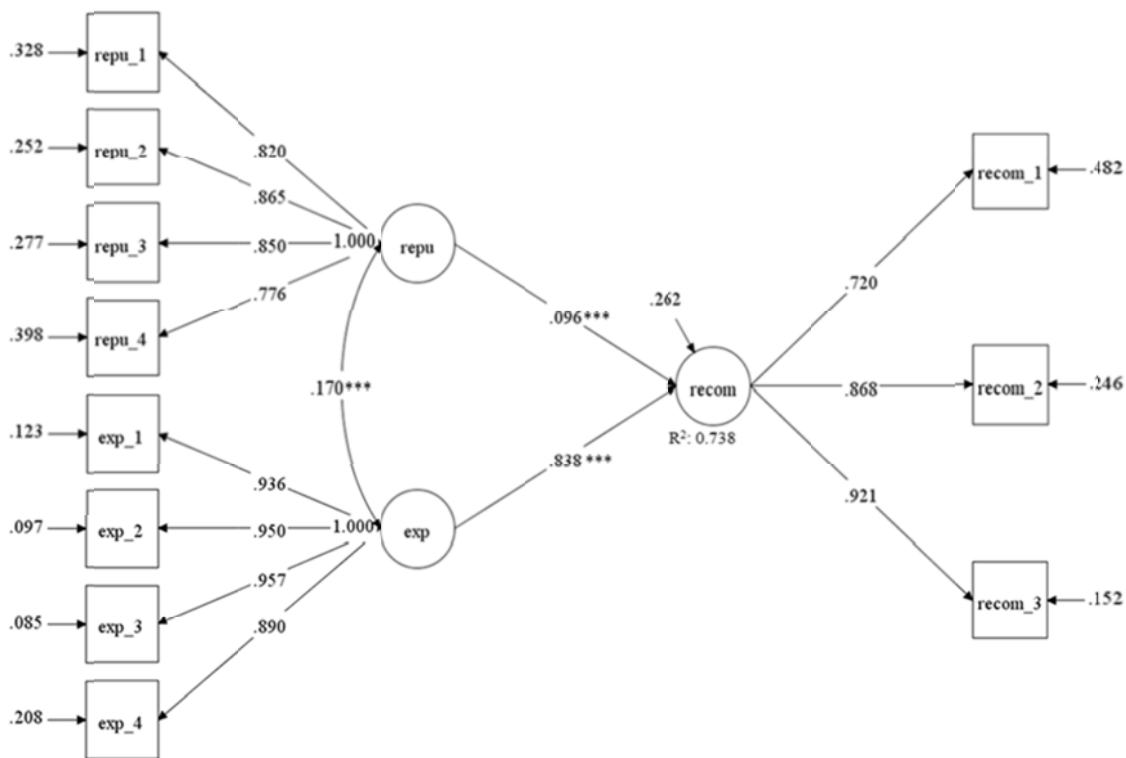
El modelo resultante es estadísticamente significativo, con un Chi cuadrado de 108,195 (41 grados de libertad, $p < 0,000$). Otros indicadores de ajuste global del modelo tradicionalmente usados se encuentran dentro de los valores recomendados por la literatura: RMSEA: 0,062, CFI: 0,969, TLI: 0,958, por lo que el modelo ajusta satisfactoriamente (Hu y Bentler, 1999).

Tabla 4. Resultados del modelo teórico

	Coefficiente (β) estandarizado	Estadístico t	Significación	Resultado Hipótesis
H1: Reputación -> Recomendación (+)	0,096	3,981	P<0,000	Soportada
H2: Experiencia -> Recomendación (+)	0,838	27,615	P<0,000	Soportada

Fuente: Autores (2017)

Figura 3. Evaluación del modelo de medida y del modelo teórico



Fuente: Autores (2017)

*** p-value < 0,000

Tal y como se observa en la Figura 3 y en la Tabla 4 las dos hipótesis planteadas están soportadas por los coeficientes (estadísticamente significativos) de cada una de las relaciones. Así pues, damos respuesta al objetivo del estudio, que era analizar cómo la reputación que otorga consumir un restaurante de alto nivel y la experiencia gastronómica, afectan positivamente a la recomendación de consumir este tipo de restaurantes.

El modelo también confirma que los constructos reputación y experiencia covarían, aunque sea poco (covarianza de 0,170, estadísticamente significativa). Esto significa que se relacionan y se comportan de forma similar, de acuerdo con lo apuntado por los autores Kivela y Crotts, (2006); McIntosh et al., (1995) y Kim et al. (2009) entre otros.

Por otro lado, se ha encontrado una relación mucho más fuerte entre la experiencia y la recomendación (0.838) que entre la reputación y la recomendación (0.096). De acuerdo con las afirmaciones de Pollard et al. (2002) y Fields (2002).

6. CONCLUSIONES

Este estudio analiza las motivaciones que afectan al consumo de gastronomía de gran nivel. Se propone un modelo de ecuaciones estructurales en el que se relacionan las motivaciones centradas en la experiencia y la reputación. Basándose en trabajos previos como el de Kim et al. (2009) que relacionan la experiencia y la reputación y en el que se ha incorporado la recomendación. Este es un enfoque muy utilizado en destinos turísticos y que en este caso se ha adaptado a la gastronomía de alto nivel.

Los resultados del estudio muestran que ambas hipótesis iniciales se confirman: Por una parte el grado de reputación percibida de participar en el consumo de restaurantes de alto nivel influye positivamente en las intenciones de vuelta y recomendación. Y por otra parte, el grado de la experiencia percibida de participar en el consumo de restaurantes de alto nivel influye positivamente en las intenciones de vuelta y recomendación.

Además, se ha encontrado que los constructos reputación y experiencia covarían o se comportan de forma similar en cierta medida, y que hay una relación mucho más fuerte entre la experiencia y la recomendación que entre la reputación y la recomendación.

Por tanto, se puede dar respuesta a la pregunta de investigación planteada, al cliente de los restaurantes de alto nivel le afecta la reputación en la experiencia y en la recomendación de este tipo de restaurantes, pero realmente disfruta de la experiencia y recomienda este tipo de restaurantes, no tanto por el prestigio que le proporciona, sino porque realmente le ha gustado y ha gozado de la experiencia.

Estos resultados pueden ser de gran utilidad para los gestores de los restaurantes, tanto para la ambientación y diseño del restaurante, como para la elaboración de la carta y los menús que componen la oferta gastronómica, así como la prestación del servicio en sí. Asimismo también pueden ser relevantes para la planificación de sus campañas de comunicación y a la hora de gestionar su presencia online tanto en el sitio web como en los perfiles de redes sociales. Sería en estos recursos donde se tendría que destacar el hecho de que comer en este tipo de restaurantes es una experiencia única.

Por otra parte también se podrían beneficiar los gestores de promoción de destinos o establecimientos turísticos en el que se puede ofrecer los servicios de estos restaurantes como una actividad complementaria dado que los consumidores lo consideran igual de importante que cualquier otra.

Una de las principales limitaciones es que la investigación se ha centrado en los restaurantes con estrella Michelin, y por tanto, no es aplicable a todo tipo de establecimientos culinarios. Asimismo, la encuesta hace referencia a restaurantes de un país en concreto, España, con lo que sería de interés ampliar el estudio a otras zonas geográficas para analizar la influencia de las variables culturales. En futuras líneas de investigación se podría profundizar en el análisis de los efectos directos e indirectos de los constructos analizados mediante modelos rivales.

Una segunda línea de investigación trataría de averiguar cómo variables relativas a las características de los consumidores o de los restaurantes afectan a la recomendación, a la experiencia y a la reputación. Finalmente, otra línea futura de trabajo consistiría en investigar si la motivación de la experiencia gastronómica es lo suficientemente fuerte como para condicionar la selección del destino turístico.

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6. DISCUSIÓN GLOBAL DE LOS RESULTADOS

Los principales resultados obtenidos del trabajo realizado han puesto de manifiesto a nivel de perfil (Daries et al, 2018b) que los clientes que visitan los restaurantes de alto nivel se clasifican en dos segmentos con comportamientos claramente diferenciados, en donde los individuos del primer segmento consideran la experiencia gastronómica como el principal motivo por el que se desplazan y eligen el destino y el segundo segmento que estima que la visita al destino es la principal razón del viaje turístico y el restaurante Michelin es una actividad complementaria. Los miembros del primer segmento consideran la experiencia gastronómica como un pilar capital en la planificación de su viaje. Se informan antes de viajar al destino y se muestran mucho más activos a la hora de usar las nuevas tecnologías. Los clientes del segundo segmento son los turistas que consideran la visita al destino como el motivo principal del viaje son más jóvenes, se muestran más exigentes y demandan un servicio de más calidad. Los resultados están en concordancia con las investigaciones de Kim et al., (2009) en las que revelaban que el nivel de satisfacción difiere según la edad, sus resultados demostraron que los clientes de más edad eran más fieles y estaban más satisfechos que los consumidores más jóvenes.

Se ha podido observar que en el caso de los clientes que se desplazan por el destino, su estancia es mucho más larga. Por otro lado, los comensales de ambos segmentos tienen buen poder adquisitivo y un nivel de estudios alto, más de un 80% posee estudios Universitarios, y valoran aspectos como la posibilidad de probar nuevas propuestas culinarias, conocer los productos de la zona y aprender aspectos innovadores tanto de gastronomía como de cocina, destacando la atención al cliente, el servicio esmerado que prestan este tipo de establecimientos, e incluso la posibilidad de visitar las instalaciones como la cocina, la bodega, etc. Es decir, valoran especialmente la experiencia global, ya que se considera que perdura en el tiempo, y en el fondo les hace “felices”.

De acuerdo con Cetin y Bilgihan (2016) y Goolaup et al (2017), que defienden que los factores motivacionales influyen en el comportamiento gastronómico de los turistas y que la comida tiene un papel primordial para la valoración general del viaje sobre todo una vez finalizado. Esto influye enormemente en la actitud, sobre todo en el primer segmento, de poder contar su experiencia a amigos y familiares mostrando un comportamiento diferenciado en cuanto al comportamiento post-compra, de recomendación e intención de revisita y a la percepción del estatus que le aporta su visita al restaurante.

Los resultados también muestran que los clientes que se desplazan a los restaurantes de alto nivel y permanecen menos tiempo en el destino (Daries et al, revision) el restaurante en muchas ocasiones actúa como un factor de atracción, ya que muchos de los clientes que visitan un restaurante Michelin viajan únicamente por esa razón. Al aplicar el modelo propuesto para observar la importancia del restaurante como núcleo de atracción se puede considerar que los restaurantes de alto nivel se comportan como el núcleo de destinos como un nivel primordial creando flujos turísticos en los destinos donde se encuentran los restaurantes y cuyo principal factor de motivación es probar la Gastronomía. Se confirma que el turismo culinario se ha convertido en un recurso turístico de una magnitud relevante en línea con los resultados de estudios como los de Sánchez-Cañizares y López-Guzmán (2012).

Sin embargo también se observa que se debe prestar atención a aquellos clientes que visitan restaurantes de alto nivel, pero cuya principal razón para viajar es el destino. Es decir que el núcleo actúa como tercer nivel ya que estos clientes realizan un gran número de actividades en el área de destino y la duración de su estancia es mucho más larga. En este caso, la atracción principal se convierte en el entorno, y se asocia con el destino que incluyen las instalaciones de apoyo y servicios utilizados por los turistas y que implican otras experiencias de turismo.

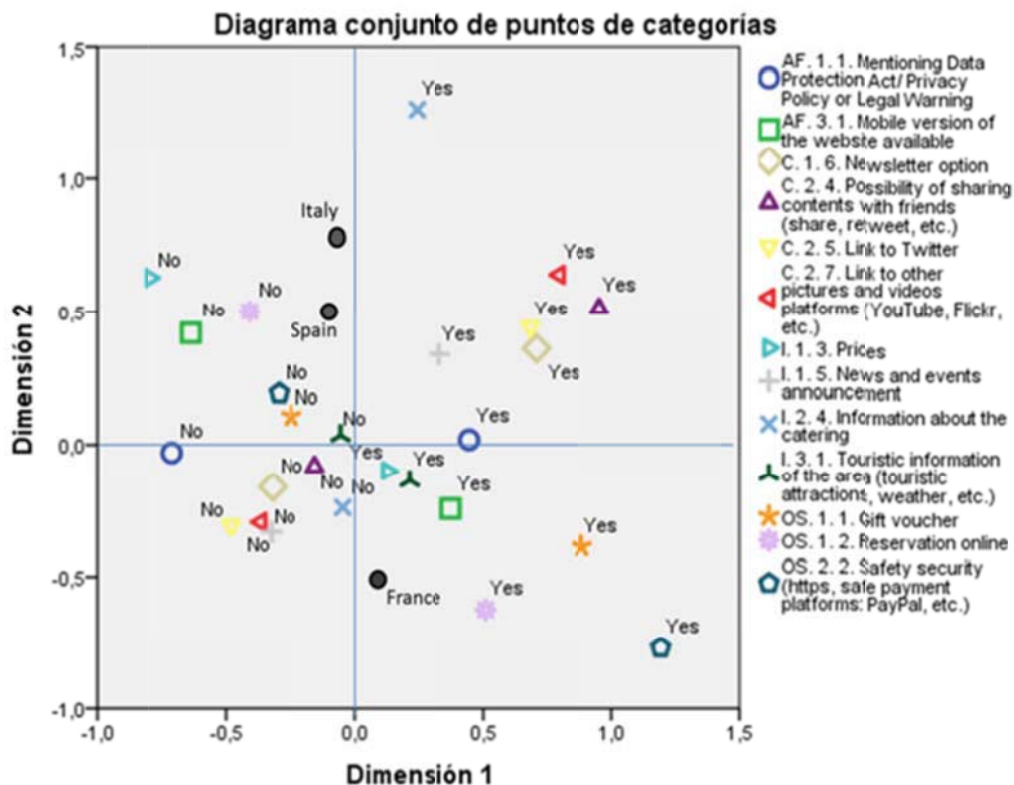
En cuanto las dinámicas relacionales con las nuevas tecnologías se ha podido observar que en España (Daries et al, 2017) las webs de los restaurantes contienen mucha información pero en ocasiones es insuficiente, es decir, no proporcionan todo de la información necesaria para los potenciales clientes, sin embargo la mayoría de ellas disponen de perfiles en las redes sociales por lo que se deduce que las webs han incorporado de forma notable las redes sociales mostrando un cambio muy importante (70%) en contraste con solo el 20% de los restaurantes con estrellas Michelin que estuvieron presentes en las redes sociales en 2011 (Miranda et al., 2015).

Sin embargo siguen en muchos casos sin estar preparadas para la realización de transacciones y pagos on line, por otra parte también se ha detectado que en la mayoría de ocasiones no disponen de la versión para que se pueda consultar desde el móvil lo que puede llevar a la pérdida de las ventas o las reservas ya que como indican Law et al., (2010), Li et al., (2015) y Tanti y Buhalis (2017) la última tendencia es viajar estando conectado y reservar y compra productos de inmediato, una venta que no se puede hacer de inmediato en línea es a menudo una venta perdida. El consumidor actual consulta y compra instantáneamente (también se ha puesto de manifiesto que no existe una relación lineal entre la categoría del establecimiento y la calidad de su web sin embargo al realizar un estudio durante dos años en el caso de España, se ha observado que los restaurantes cada vez son más interactivos pero sus sitios web siguen sin estar orientados a nivel turístico a pesar de pertenecer a una marca totalmente vinculada al turismo como es la Guia Michelin no ofrecen información complementaria sobre el entorno, actividades, alojamiento, recursos, etc

En el análisis comparativo de los sitios webs de los tres países analizados (Daries et all, 2018a) se ha podido observar que un 10% de la muestra seleccionada todavía no tiene presencia en la red, el 90% restante analizado poseen un nivel medio de interactividad y menos del 30% deja realizar el proceso completo de reserva y pago on line. Este aspecto debe ser mejorado por los gerentes de los restaurantes porque es crucial que los sitios web de hoy estén preparados para transacciones en línea y comercio electrónico. Sobre todo, para los establecimientos de prestigio, que tal como se ha demostrado en esta tesis son estratégicos a nivel económico y como activos turísticos.

Además, los resultados del estudio proporcionan información del nivel de progreso según el país donde el restaurante está localizado, los restaurantes franceses están mucho más adaptados al comercio electrónico y son mucho más conscientes de la seguridad on-line que los españoles e italianos, sin embargo son menos interactivos.

A modo de resumen del análisis de contenido (Daries et al., 2018a), se muestran los resultados de forma gráfica mediante un ACM donde los ejes del gráfico son las dos dimensiones extraídas, la primera dimensión está más relacionada con aspectos como la protección de datos en la red, la versión móvil del sitio web, compartir información, suscribirse a la newsletter. Y la segunda dimensión, está sobre todo explicada por variables de contenido más genérico sobre el restaurante, como si hacen o no reserva online, si ofrecen o no servicio de catering, información sobre noticias o acontecimientos.



Así pues, en el gráfico se observa que Francia está más cerca de los atributos: opción de reservar online, versión de la web por móvil, información sobre la seguridad a la red y gift vouchers. En cambio, España e Italia están más cerca de información sobre noticias y eventos, y de información sobre las posibilidades de catering respectivamente, y también más cerca del contenido que ofrecen. Los restaurantes de España, no ofrecen reserva online, ni información sobre seguridad, ni gift voucher.

En cuanto al grado de madurez, aplicando el modelo propuesto, solo un 16% de los restaurantes de 3 estrellas de Francia son los que realizan el proceso completo, sorprendentemente ningún restaurante de dos estrellas de todos los países analizados alcanza el proceso completo. Y de los de una estrella de Italia y España solo el 5% alcanzan el grado de madurez completo, y de Francia tan solo el 2%.

Estos resultados son contradictorios y no concuerdan con el estudio de Miranda et al. (2015) realizado en el 2011, en el que afirmaban que las capacidades tecnológicas de los sitios web con estrellas Michelin (como la velocidad o la navegabilidad) se correlacionaban con su categoría.

Esto confirma nuestra suposición de que la adopción de las TIC ha cambiado profundamente en los últimos años y que los restaurantes de nivel superior no están necesariamente mejor adaptados a la innovación tecnológica que restaurantes de menor categoría. Además, en términos de teorías de adopción de la tecnología, los resultados mostraron que los diferentes países se encuentran en diferentes etapas de adopción de innovación tecnológica del sitio web y que estas no son seguidas de manera progresiva, siendo desigual y parcial en diversos aspectos y etapas. Es decir, una página web puede disponer de características avanzadas, pero puede carecer de un mayor desarrollo tecnológico básico, que se referiría a un nivel lógico inferior de madurez. Además, los sitios web de restaurantes de categoría superior no son necesariamente pioneros en la adopción de tecnología.

Referente al tipo de contenido que ofrecen se ha observado que en Francia se destaca y se le da mucha importancia a la figura del chef y en muchos casos coincide el nombre del establecimiento con el del chef, sin embargo en España se promueve el restaurante y en muchas ocasiones es difícil encontrar el nombre del chef y en Italia se le da mucha importancia a los productos y a la materia prima que utilizan destacando sobre todo los productos locales de donde se encuentra el restaurante.

Respecto a las motivaciones que afectan las dinámicas relacionales de la sociedad hacia el consumo de gastronomía de alto nivel (Daries et al., in press) se ha confirmado que tanto el grado de reputación como el de experiencia percibida de participar en el consumo de restaurantes de alto nivel influyen en las intenciones de vuelta y recomendación, pero que la influencia del grado de la experiencia es mucho mayor. Los resultados están en línea con las investigaciones de Yang y Mattila, (2017) en las que destacan que los clientes ya no solo buscan saciar el apetito sino el disfrute de la experiencia por tanto sabiendo de la importancia del valor de la experiencia vivida mientras se visita un lugar, la imagen gastronómica del destino turístico debe ser potenciada de acuerdo con las recomendaciones de Tsai y Wang (2017) que destacan su valor para utilizarlo y posicionarlo.

Descubrir las razones que motivan la decisión de los clientes a acudir a este tipo de restaurantes puede proporcionar a los gestores información relevante para determinar el mercado objetivo más adecuado y para desarrollar estrategias de marketing personalizadas. Además, no se conocen estudios de clientes de restaurantes que tengan en cuenta el componente turístico y analicen la relación del cliente con el destino y el restaurante, y su importancia relativa.

7. CONCLUSIONES FINALES

La principal conclusión que se deriva de esta tesis es que los restaurantes de alto nivel tienen un gran potencial para la promoción turística de los destinos y que, a día de hoy, todavía no se ha aprovechado este potencial de manera adecuada.

Esta tesis contribuye a resaltar la importancia del turismo gastronómico y el papel de los restaurantes de alto nivel como activos o recursos turísticos estratégicos capaces de atraer flujos turísticos, teniendo en cuenta que el cliente que visita este tipo de restaurantes tiene un poder adquisitivo alto, en la mayoría de ocasiones estudios superiores e inquietudes culturales, realiza actividades complementarias y compras en el destino, siendo un tipo de turista de gran interés para que se desplace y permanezca en los destinos.

Por otra parte, también se ha comprobado que el cliente que acude a este tipo de restaurantes en muchas ocasiones visita la web en el proceso de planificación del viaje y reserva del restaurante y sin embargo las webs de los restaurantes carecen de orientación turística. Aunque los restaurantes con estrellas Michelin y el turismo gastronómico son considerados activos turísticos por DMOs (Destination Marketing Organizations) locales, regionales y nacionales, la mayoría de estos sitios web no proporcionan información de los recursos y servicios turísticos de la zona, lo que ayudaría a crear sinergias y beneficiar al territorio. Por lo tanto, a la luz de esta debilidad estratégica, las DMOs deben buscar la colaboración de los restaurantes de alta categoría, para promover otros activos turísticos de la región, dar a sus clientes un valor añadido a este respecto e integrar estrategias de desarrollo del turismo. Esto sería mutuamente beneficioso para la zona y el restaurante lo que mejoraría considerablemente las dinámicas relacionales de la gastronomía y el destino.

A través del modelo creado que mide el grado de madurez y el contenido de los sitios web se ha identificado que los sitios webs de los restaurantes de alto nivel no están lo suficientemente adaptados a las necesidades tecnológicas de la sociedad actual. Es decir, sus páginas web no muestran el contenido y la madurez suficiente para responder a las necesidades de los clientes y realizar comercio electrónico de forma efectiva.

Del presente estudio podemos exponer que la gestión online de un restaurante, y más de alto nivel, llevada a cabo como si fuera una extensión más de un establecimiento tradicional puede ser un importante motivo de fracaso comercial.

Toda iniciativa de marketing digital, e incluso de comercio electrónico se tiene que adaptar tanto a la realidad del medio como a la de los usuarios del mismo. Los resultados del modelo integrado muestran que la madurez del sitio web y el desarrollo de contenido están relacionados de manera positiva, Pero sin embargo los restaurantes de alto nivel en Francia, Italia y España, no están aprovechando las oportunidades que ofrece Internet, y muestran un progreso diferente según el país donde se encuentren y la categoría.

En referencia al comportamiento del consumidor, se detecta que cada vez está más implicado como preescriptor, sus aportaciones en las redes sociales han aumentado considerablemente y valoran especialmente la experiencia global, ya que se considera que perdura en el tiempo estos comportamientos descritos hacen que los gerentes de restaurantes de cierta categoría deban estar especialmente atentos para mantener y mejorar el estándar de calidad para retener a estos clientes.

También se observa que existen más diferencias de carácter cultural que tecnológico en función del país donde se sitúa el restaurante. Al cliente de los restaurantes de alto nivel le afecta el postureo, pero realmente disfruta de la experiencia y recomienda este tipo de restaurantes, no tanto por el prestigio que le proporciona, sino porque realmente le ha gustado y ha gozado de la experiencia

Para finalizar hay que destacar que las contribuciones principales de esta tesis radican en el conocimiento en profundidad del perfil del cliente usuario de los restaurantes de alto nivel, su comportamiento a nivel gastronómico, turístico y tecnológico antes, durante y después de la visita al restaurante. Por tanto se han alcanzado los principales objetivos planteados y además se han creado varios modelos que son de gran utilidad para mejorar y conocer las dinámicas relacionales de la gastronomía de alto nivel:

1. A nivel tecnológico, el modelo creado nos permite comparar el desarrollo y la madurez de los sitios web de restaurantes, es decir, la robustez y la exhaustividad, de diferentes webs, en diferentes períodos de tiempo, en diferentes regiones o países y para diferentes áreas de interés, teniendo en cuenta la importancia que la gastronomía está adquiriendo hoy en día y al mismo tiempo las demandas de la sociedad actual.
2. Con el destino, para conocer el poder de atracción de ciertos establecimientos por si solos, ya sean restaurantes de alto nivel u otro tipo de empresas, su capacidad para generar flujos turísticos y convertirse en activos estratégicos para el desarrollo turístico o el posicionamiento de un destino.

3. Con la sociedad actual, analizando las motivaciones que afectan al consumo de gastronomía de alto nivel. Para enfatizar y dar valor a la experiencia que aporta realizar turismo gastronómico en restaurantes de cierto nivel así con la reputación y el prestigio que aporta y su relación en la recomendación e intención de vuelta.

Se considera que los resultados de esta tesis pueden ayudar a tomar decisiones tanto a los gerentes de restaurantes de un cierto nivel que deben prestar más atención al desarrollo de las funciones de marketing de su sitio web y su presencia en línea para usar sus capacidades de forma sistemática con el fin de mejorar la participación de los consumidores y lograr una mejor imagen comercial, como a los administradores públicos con responsabilidad en el ámbito turístico o los gestores de los destinos turísticos. Debe ser primordial incluir la oferta gastronómica de alto nivel como un recurso turístico significativo destacando su valor experiencial.

Por otro lado, se debe incitar a este tipo de establecimientos a orientarse más hacia el turismo y a incorporar recursos turísticos de la zona como un reclamo más e incentivo para acudir al restaurante, creando así sinergias positivas entre el destino, sus órganos de gestión y los restaurantes, de manera que se pueda crear un entendimiento y beneficio mutuo.

De esta forma, y aunque el turismo gastronómico de alto nivel es aún practicado por una minoría de turistas, se podría aprovechar todo su potencial tanto en términos del alto nivel de gasto que representa en productos de alta calidad como en la mejora de la percepción del destino y su sostenibilidad.

Las principales limitaciones de esta tesis desde una perspectiva generalizada, teniendo en cuenta que ya se han desarrollado de una forma más específica en cada uno de los artículos anteriores, son que la investigación se ha centrado en los restaurantes con estrella Michelin, por tanto, no es aplicable a todo tipo de establecimientos culinarios, solo a aquellos de cierto nivel o categoría. Además, los servicios que ofrecen los restaurantes de cierto nivel cambian constantemente y los avances tecnológicos evolucionan rápidamente, lo que implica que los resultados obtenidos pueden variar dependiendo del tiempo en que se lleva a cabo el estudio y los avances tecnológicos se tendrán que introducir en los modelos planteados.

Como futuras líneas de investigación, se podría realizar un estudio empírico a los usuarios de este tipo de restaurantes para determinar qué información es la que más valoran de las webs de los restaurantes de alta calidad y verificar si esta información se encuentra en el modelo creado así como entrevistar a los propietarios para analizar cuales son las causas de las principales deficiencias a nivel de contenido y madurez de estos sitios web, para identificar cuales son las principales barreras que hacen que muchos de estos restaurantes no alcancen el nivel de contenido y grado de madurez adecuado o esperado. Finalmente, sería de interés analizar las evaluaciones, opiniones y contenidos generados por los usuarios en Internet sobre restaurantes de alto nivel, para entender como los perciben los clientes, su nivel de satisfacción y aspectos más relevantes, y compararlos también con otros tipos de establecimientos de restauración.

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Anexo I. Cuestionario

1. En cuántos restaurantes diferentes con estrella Michelin españoles ha comido o cenado en los últimos dos años

Cuántos restaurantes con una estrella _____

Cuántos restaurantes con dos estrellas _____

Cuántos restaurantes con tres estrellas _____

Ninguno: abandonar la encuesta

2. Seleccione el restaurante escogido (lista de restaurantes) ,

3. ¿Cómo conoció el restaurante escogido? (Marque tantas opciones como corresponda)

- Soy cliente habitual
- Me lo recomendaron
- Publicidad a nivel nacional por televisión
- Prensa
- Folletos turísticos
- Web del establecimiento
- Prensa especializada (revistas gastronómicas)
- Guía Michelin
- Web del destino turístico donde se encuentra el restaurante
- Buscadores Internet
- Web del establecimiento
- Redes sociales
- Blogs
- Oficina de información Turística
- Familiares o amigos
- Fue un regalo
- Otros (especifique): _____

4. Una vez ya conocía el restaurante. ¿Buscó información del restaurante estrella Michelin antes de realizar la reserva? En caso afirmativo, ¿a través de qué medios? (Marque tantas opciones como corresponda)
- No, no busqué información
 - Web del establecimiento
 - Prensa especializada(revistas gastronómicas)
 - Guía Michelin
 - Web del destino turístico donde se encuentra el restaurante
 - Buscadores Internet
 - Web del establecimiento
 - Redes Sociales
 - Blogs
 - Oficina de información Turística
 - Familiares y amigos
 - Otros (Especifique):_____
5. ¿Entró en la web del restaurante Michelin, antes, durante o después de visitarlo?
- Sí
 - No
6. En la web del restaurante del restaurante x consultó:(Marque tantas opciones como corresponda)
- La localización
 - La carta
 - Los horarios
 - Proceso para realizar la reserva
 - Saber si disponía de parking
 - Información sobre los eventos que realizan
 - Información de servicio de Catering
 - Información sobre cursos de cocina
 - Información sobre promociones
 - Como hacerme la tarjeta de fidelización/ pasaporte gastronómico
 - Traducir a otro idioma
 - Entré en la web y no encontré la información que buscaba sobre _____
 - Otros(especifique):_____

7. Participó de forma activa en la web del restaurante x :((Marque tantas opciones como corresponda)

- Sí, rellené un cuestionario
- Sí, participé en fóruns
- Sí, participé en chats
- Sí, me suscribí al newsletter
- Sí, me instalé la App
- Sí, a través de las redes sociales
- Otros(especifique):_____
- No, no participé de forma activa en la web _____

8. En la web del restaurante estrella Michelin, consultó aspectos no relacionados con el restaurante como: (Marque tantas opciones como corresponda)

- Informarme de los recursos turísticos de la zona
- Consultar el clima de la zona
- Buscar alojamiento
- Informarme sobre la oferta de actividades de la zona
- Links a otras actividades
- Entré en la web y no encontré la información que buscaba sobre_____
- Otros(especifique):_____

9. ¿Cómo realizó la reserva en el restaurante estrella Michelin?

- No, realicé reserva
- A través de la web del restaurante
- Por teléfono directamente con el establecimiento
- Vía correo electrónico
- A través de proveedores(empresas de bebidas, comida, bodegas etc.)
- A través de agencias de viajes físicas
- A través de una caja regalo (Smart box, Rusticae, etc)
- A través de portales de reservas (atrápalo, tenedor, etc)
- Fue una comida de empresa yo no realicé la reserva
- Otra persona realizó la reserva
- Otros (especifique):_____

10. ¿Cuántas personas contándose usted disfrutaron de la comida o cena en el **restaurante Michelin** que ha **seleccionado**? _____

11. ¿Quiénes conformaron el grupo en el momento de la comida o cena en el restaurante estrella Michelin? (Marque tantas opciones como corresponda)

- Pareja
- Familiares
- Amigos
- Compañeros de trabajo
- Otros (especifique): _____

12. ¿Compartió contenido en las redes sociales sobre la comida o cena del restaurante estrella Michelin?

- Sí, como suelo hacer siempre
- Sí, mucho más de lo habitual, aproveche la ocasión para compartir más cosas de lo que suelo hacer habitualmente
- Sí, pero menos de lo habitual
- No, aunque suelo conectarme en general
- No, no suelo conectarme en general

13. ¿Qué tipo de contenido compartió referente a la experiencia en el restaurante? (Marque tantas opciones como corresponda)

- No compartí contenido(respuesta filtro pasamos a la pregunta 18)
- Fotos
- Videos
- Comentarios
- Post en blog propio
- Otros (especifique): _____

14. ¿En qué red o redes sociales compartió contenido? (Marque tantas opciones como corresponda)

- WhatsApp
- Facebook
- Twitter
- Tuenti
- Google+
- Instagram
- Pinterest
- LinkedIn
- Youtube
- MySpace
- Foursquare
- Tumblr
- Spotify
- Badoo
- Otros (especifique): _____

15. Después de visitar el restaurante, ¿valoró el restaurante estrella Michelin en alguna red social?

- No, no realice ninguna valoración(respuesta filtro pasamos a la pregunta 16)
- Sí, realice una valoración positiva
- Sí realice una valoración negativa
- Sí, realice una valoración neutra
- Otro(especifique):_____

16. En caso de dejar opiniones sobre el restaurante estrella Michelin, ¿en qué portal lo efectuó? (Marque tantas opciones como corresponda)

- TripAdvisor
- Foros gastronómicos
- Foros generales
- En el blog o las redes sociales del restaurante
- En mi propio blog
- En mis redes sociales
- Otro(especifique):_____

17. A que distancia se encuentra el restaurante estrella Michelin de su residencia habitual.

- En la misma ciudad o alrededores
- Entre 10-100km
- Entre 50-100km
- Entre 100-300km
- Entre 300-600km Más de 200km
- Entre 600-1000km Más de 500km
- Más de 1000km

18. De las afirmaciones siguientes cual fue la razón principal por la que visitó el restaurante con estrella Michelin

- Visitar el destino fue el motivo principal y el restaurante fue el secundario
- El restaurante fue el motivo principal y el destino fue el secundario
- Tanto el destino como el restaurante fueron los motivos principales
- El restaurante en sí fue el único motivo
- Otros (especifique):_____

19. ¿Cuáles fueron los principales motivos por los que se desplazó al destino? Marque las opciones que usted considere máximo 4 por orden de importancia (señalando 1 como el más importante y 4 el de menor importancia).

El gusto por la gastronomía	
Conocer la zona visitar el paisaje, lugares de interés	
Visitar recursos turísticos, museos , monumentos	
Descansar y desconectar	
Conocer los productos de la zona	
Trabajo/Negocios	
Fue un Regalo	
Evento, Festival, fiestas locales	
Compras	
Practicar algún deporte	
Visitar familiares y amigos	
No sabe/no contesta	

20. Si no estuviera el restaurante Michelin al que fue, se hubiera desplazado al destino

- Sí, me hubiera desplazado para conocer ese destino
- No, no me hubiera desplazado para conocer ese destino
- Otro (especifique): _____

21. Usted asociaba la ciudad o localidad donde se ubica el restaurante Estrella Michelin con el restaurante o el cocinero? por ejemplo

Rosas: Restaurante Bullí, cocinero Ferràn Adrià,

San Pol: Restaurante San Pau; cocinera Carmen Ruscalleda

Girona: Restaurante Celler Can Roca; Cocineros hermanos Roca

- Sí, cuando alguien nombra la ciudad/localidad o pienso en esa ciudad/localidad rápidamente me viene a la mente el Restaurante o el cocinero/a o chef donde estuvimos
- No, no lo asocio al restaurante ni al cocinero/a
- Otro (especifique): _____

22. ¿Se informó antes de realizar el viaje sobre las posibles actividades para realizar o lugares para visitar en la zona/ localidad donde se encuentra el Restaurante que visitó (Marque tantas opciones como corresponda)

- No, no busqué información
- Sí, a través de web del establecimiento restaurante Michelin
- Web de información turística
- Buscadores (Google,)
- Redes sociales
- Blogs
- Otros(especifique): _____

23. ¿Qué tipo de actividad/es realizó durante su desplazamiento o viaje en el destino?
(Marque tantas opciones como corresponda)

- Actividades de tipo gastronómico (comidas en restaurantes, jornadas gastronómicas, ferias gastronómicas...)
- Actividades de tipo enológico (visitar bodegas, viñedos, catas, etc.)
- Turismo cultural y de ciudad (monumentos, museos etc.)
- Turismo de aventura (deportes acuáticos, senderismo, BTT, etc.)
- Turismo de salud (termas, spa)
- Turismo de negocios
- Turismo religioso
- Sol y playa
- Turismo de nieve
- Visita a familiares y amigos
- Estudios
- Ecoturismo (parques nacionales, montañas, ríos etc.)
- Visitar Parque temático
- Turismo de ocio nocturno
- Turismo náutico
- Ninguna actividad
- Otra (especifique): _____

24. ¿Qué duración tuvo la estancia en el destino/localidad donde se encuentra el restaurante estrella Michelin? (entendiendo por destino como máximo 30 0 40 minutos)

- De menos de 24h
- 1 noche
- 2 noches
- 3 noches
- 4 noches
- 5 noches
- 6 noches
- 7 noches
- + de 7 noches

25. ¿Qué tipo de Alojamiento seleccionó? (Marque tantas opciones como corresponda)

- En el mismo establecimiento donde se encuentra el restaurante
- Hotel/Apartahotel *
- Hotel/Apartahotel **
- Hotel/ Apartahotel ***
- Hotel/Apartahotel ****
- Hotel/ Apartahotel *****
- Vivienda alquilada
- Vivienda de propiedad
- Casa rural
- Hostal
- Vivienda de familiares y amigos
- Otros (especifique)-----

26. Cuantas comidas y/o cenas realizó fuera del alojamiento?

1 2 3 4 5 6 7 8 9 10 o +

27. La opinión que tiene respecto a su experiencia en el destino: alojamiento, actividades (1 totalmente desacuerdo, 5 totalmente de acuerdo)

	NS/NC	1	2	3	4	5
He disfrutado mucho						
Mi elección fue acertada						
Estoy satisfecho con mi experiencia						
Es exactamente lo que yo necesitaba						

28. La opinión que tiene respecto a su experiencia gastronómica en el restaurante x (1 totalmente desacuerdo, 5 totalmente de acuerdo)

	NS/NC	1	2	3	4	5
He disfrutado mucho						
Mi elección fue acertada						
Estoy satisfecho con mi experiencia						
Es exactamente lo que yo necesitaba						

29. Valore los siguientes **Atributos relacionados con la gastronomía** que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada , 5 si me han influenciado mucho)

Atributos relacionados con la gastronomía	NS/N C	1	2	3	4	5
Aprender de gastronomía y cocina						
El gusto por el vino						
Probar nuevas texturas, sabores y platos diferentes						
Conocer nuevas formas de elaboración, cocción, presentación, etc.						
La calidad de las materias primas utilizadas para la elaboración de los platos						
Conocer los productos de la zona						

30. Valore los siguientes **Atributos personales** que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada , 5 si me han influenciado mucho)

Atributos personales	NS/N C	1	2	3	4	5
El estatus que me proporciona						
Visitar restaurantes Michelin me ayuda a ser aceptado por otras personas						
Disfrutar de conocer al chef (cocinero)						
Visitar restaurantes Michelin impresiona a la gente						
Poder contarlo más tarde a mis familiares y amigos						
Descansar y desconectar						
Me lo han regalado						
Me hace feliz						
Las buenas experiencias en los restaurantes Michelin perduran en mi memoria por un periodo largo de tiempo						
Me gusta comer bien y frecuento los restaurantes Michelin a menudo						

31. Valore los siguientes **Atributos relacionados con el establecimiento** que a usted le han influenciado a la hora de visitar un restaurante estrella Michelin (1 no me han influenciado nada , 5 si me han influenciado mucho)

Atributos relacionados con el establecimiento	NS/N C	1	2	3	4	5
Decoración del establecimiento						
El servicio tan esmerado que prestan en este tipo de restaurantes						
Posibilidad de visitar las instalaciones, cocina, Bodega, etc.						
La atención al cliente						
Ubicación (emplazamiento, vistas etc.)						
Tienda gourmet						
Parking						

32. La probabilidad que concede a las siguientes intenciones es de (1 muy poco probable, 5 muy probable)

	NS/ NC	1	2	3	4	5
Intentaré volver a este restaurante en los próximos años						
Tras mi experiencia actual, pienso que visitaré de Nuevo la zona						
Animaré a mis familiares y amigos a que visiten el restaurante						
Animaré a mis familiares y amigos a que visiten la zona						
Recomendaría este restaurante si alguien me pidiera consejo						
Recomendaría esta zona si alguien me pidiera consejo						

33. ¿Cuántos viajes o escapadas fuera de su lugar de residencia con alojamiento sueles hacer de media al año??

0 1 2 3 4 5 6 7 8 9 10 o +

Preguntas sociodemográficas

34. Indique su sexo

- Mujer
- Hombre

35. ¿Cuál es su edad?

- Menos de 15 años
- De 15 a 24 años
- De 25 a 34 años
- De 35 a 44 años
- De 45 a 54 años
- De 55 a 64 años
- De 65 a 74 años
- De 75 o más

36. ¿Cuál es su nivel de estudios?

- Sin estudios
- Educación primaria
- Estudios hasta los 13 - 14 años
- Estudios hasta los 15 - 16 años
- Estudios hasta los 17 - 19 años
- Educación universitaria
- Otros (_____)

37. Ocupación (marque tantas opciones como corresponda)

- Trabajador
- Estudiante
- Ama de casa
- Parado
- Jubilado
- Otros _____

38. ¿Cuál es su profesión actual?

- Profesional liberal
- Empresario/a con asalariados
- Mando superior
- Mando intermedio
- Autónomo
- Administrativo
- Técnico especialista
- Profesional por cuenta ajena(medico, profesor)
- Obrero cualificado
- Obrero no cualificado
- Otros(especificar) _____

39. ¿Nos puede indicar los ingresos mensuales netos de su hogar por todos los conceptos?

- Menos de 500 euros
- De 500 a 1000 euros
- De 1.001 a 1.500 euros
- De 1.501 a 2.000 euros
- De 2.001 a 2.500 euros
- De 2.501 a 3.000 euros
- De 3.001 a 5.000 euros
- De 5.001 a 7.000 euros
- De 7.001 a 9000 euros
- Más de 9000

40. En qué país /comunidad autónoma reside habitualmente

PAÍS/ CCAA (desplegable)

