Enogastronomic Experience: A State-of-the-Art-Review

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Abstract: The specificity of food and wine in a particular region can serve as a motive that connects consumers to a particular geographic area. Therefore, the enogastronomic experience is a perfect postulate combining gastronomy and enology for consumers. This research aimed to conduct an in-depth analysis of previous research and obtain a comprehensive picture of the enogastronomic experience of consumers. The result of the empirical research shows that most studies on the enogastronomic experience were published in 2020 (25.53%) and in Spain (17.02%), while the cluster analysis showed that "food" and "satisfaction" are the most frequently used keywords. It is also worth highlighting that almost half of the research in the field of restaurateurs is from the perspective of consumers (40.42%). The results of this research can help both researchers and practitioners engaged in the field of enogastronomy to better cope with the challenges of competition in the market.

1. INTRODUCTION

Experience is the search for happiness or well-being (Sharpley & Stone, 2012) - the response of consumers to a desired social and psychological benefit (Kim Lian Chan & Baum, 2007). From the perspective of the enogastronomy, food and wine services provide the experiences and emotions that individuals believe they should have on holidays (Carvalho et al., 2021; Johns & Kivela, 2008). In addition, gastronomic (Davras & Özperçin, 2021; Gupta & Duggal, 2021; Hashemi et al., 2021; Jang & Cho, 2022; Vesci & Botti, 2019) and wine experiences (Park et al., 2019; Pelegrín-Borondo et al., 2020; Wen & Leung, 2021) were identified as predictors of consumers' behavioural intentions.

While there are studies that examine consumers' gastronomic and wine experiences, there is no study that addresses the outcomes of enogastronomic experiences. Therefore, this study aims to improve the existing knowledge about the enogastronomic experience economy. The specific objectives of this review of enogastronomic studies are to carry out: (1) analysis by year, (2) geographical analysis, (3) analysis by type of research, (4) keyword clustering analysis, and (5) analysis by business subject. The approach used in this study facilitated the systematization and critical analysis of previous literature on the enogastronomic experience conducted in the last five years, to provide a better understanding of the mentioned issues. The findings of this study can help both researchers and practitioners engaged in the field of enogastronomy to better cope with the challenges of the market. This review article consists of five sections. The introduction is followed by methodology, results, conclusions and references.
2. METHODOLOGY

To synthesize the relevant scientific literature on the enogastronomic experience of consumers, a systematic quantitative literature review was used, consisting of five stages (Khoo-Lattimore et al., 2019): (a) establishing the review aims; (b) identifying search terms (keywords), databases and literature selection criteria; (c) searching databases and defining inclusion criteria; (d) presenting research results in graphical and tabular form; and (e) analyzing summary tables.

This study intended to obtain a comprehensive picture of previous studies on the enogastronomic experience of consumers, conducted within the last five years, to identify current needs. For the systematic review of the relevant literature, the authors applied three selection criteria. First, studies published between 2018 and 2022 were analyzed in the ScienceDirect database using the keywords "Gastronomic tourism experience," AND "Wine tourism experience". Second, only complete peer-reviewed research and review studies were considered in the analysis, excluding books, research notes, conference proceedings, reports, professional papers, and dissertations. Third, the top five journals with the highest number of published studies in the hospitality management field were included in the analysis. These were International Journal of Gastronomy and Food Science (17), Journal of Destination Marketing & Management (14), International Journal of Hospitality Management (11), Tourism Management (10), and Journal of Hospitality and Tourism Management (9). In the initial search, 61 studies were considered appropriate to continue to the next step. Since ScienceDirect's search engine analyzes only the titles of the studies, the authors analyzed the abstracts to identify the studies of interest. When the abstracts were analyzed, it was found that 14 studies did not correspond to the selected keywords, since only one keyword, "tourism", was included in the titles. At the end of the collection phase, 47 studies were selected for review.

For the purpose of this research, analysis by year, analysis by type of research, geographical analysis and keyword clustering analysis were carried out. The four analyzes were carried out using descriptive statistical methods with SPSS software. The graphical method was applied to present the results of analysis by year, and the tabular method was to present the results of analysis by enogastronomic entity and by type of research. MapChart was used to display the results of the geographic analysis. VOSviewer software was used to create, visualize, and explore bibliometric maps (Van Eck & Waltman, 2010) of the keywords of the selected studies.

3. RESULTS

This section presents the results of the systematic quantitative literature review on the topic of the enogastronomic experience of consumers. Methods of descriptive and multivariate statistics were applied in the quantitative analysis of studies, based on which, results were obtained for analysis by year (Figure 1), geographical analysis (Figure 2), analysis by type of research (Table 1), keyword clustering analysis (Figure 3) and analysis by a business entity (Table 1).

Based on the presented results of analysis by year, it is evident that studies of enogastronomic experience began to appear more frequently from 2018 onwards, culminating in 2020 (25.53%). After that year, the number of published studies in the overall ranking dropped in 2021 (17.02%) and 2022 (10.64%). The largest number of studies in the sample were published in IJGFS (25.53%) and JDMM (23.40%), followed by IJHM (19.15%), TM (17.02%), and JHTM (14.89%). In addition to the previously performed analysis, an analysis of the geographical coverage was carried out.
Figure 1. Analysis by year (2018 – 2022)

Source: Authors’ research

Figure 2. Geographical analysis

Source: Authors’ research

Geographical analysis was performed to determine the degree of representation of countries in which studies on enogastronomic experiences of consumers were conducted. The analyzed data presented in Figure 2 shows that most of the studies were carried out in Spain (17.02%), China (14.89%), the U.S.A. (8.51%), Australia (8.51%), Turkey (6.38%) and Italy (6.38%). In addition to these countries, the sample also included France (4.26%), Taiwan (4.26%), Thailand (4.26%), Greece (4.26%), Finland (4.26%), Malaysia (4.26%), Mexico (2.13%), Aruba (2.13%), New Zealand (2.13%) and South Africa (2.13%). Of the studies, 6.38% were conducted at the national level. Geographical distribution by continent shows that...
the greatest number of studies were conducted in Europe (38.30%) and Asia (29.79%), followed by North America (10.64%) and Oceania (10.64%), while the least number of studies were conducted in South America (2.13%) and Africa (2.13%).

Table 1 shows the results of the research type as follows:

<table>
<thead>
<tr>
<th>Type of research approach</th>
<th>Source</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quantitative approach</td>
<td>(Berbel-Pineda et al., 2019; Bertan, 2020; Choe &amp; Kim, 2019; DiPietro et al., 2019; Hernandez-Rojas et al., 2021; Hsu &amp; Scott, 2020; Jang &amp; Cho, 2022; Jia &amp; Chaozhi, 2021; Kiatkawsin &amp; Han, 2019; Lai, 2020; Lu &amp; Chi, 2018; Martín et al., 2020; Mora et al., 2021; Park et al., 2019; Promsivapallop &amp; Kannaovakun, 2019; Reynolds et al., 2018; Ting et al., 2019; Toudert &amp; Bringas-Rábago, 2021; Vesci &amp; Botti, 2019; Viljoen &amp; Kruger, 2020; Wen &amp; Leung, 2021; Zhang et al., 2018)</td>
<td>22</td>
<td>46.81</td>
</tr>
<tr>
<td>Qualitative approach</td>
<td>(An &amp; Alarcón, 2021; Baldwin, 2018; Björk &amp; Kauppinen-Räisänen, 2019; Casadó-Marín &amp; Anzil, 2022; Duan et al., 2020; Ellis et al., 2018; Gebbels et al., 2021; Horng &amp; Hsu, 2020; Lee et al., 2022; Matson-Barkat &amp; Robert-Demontrond, 2018; Mehraliyev et al., 2020; Meneguel et al., 2019; Moshin et al., 2020; Okumus &amp; Cetin, 2018; Pavlidis &amp; Markantonatou, 2020; Sgroi et al., 2022; Ueda &amp; Poulain, 2021)</td>
<td>17</td>
<td>36.17</td>
</tr>
<tr>
<td>Mixed approach</td>
<td>(Chang &amp; Mak, 2018; Choe &amp; Kim, 2018; Gallarza-Granizo et al., 2020; Kustos et al., 2019; Lai et al., 2018; Lee et al., 2018; Luoh et al., 2020; Shi et al., 2022)</td>
<td>8</td>
<td>17.02</td>
</tr>
</tbody>
</table>

Source: Authors’ research

The analyzed data presented in Table 1 show that the largest number of authors applied a quantitative approach (46.81%) to their research on the enogastronomic experience, by using a questionnaire as a measuring instrument in surveying consumers (44.68%). Only one quantitative study, that of Lu and Chi (2018), used the experimental technique (2.13%). Studies applying a qualitative approach accounted for 36.17% of the sample. These studies mostly used the interview method (14.89%) and content analysis (4.26%). Techniques such as netnography, cognitive maps, interpretive case studies and sentiment analysis appeared only once in the sample (2.13%). Importantly, many different techniques were applied in three qualitative studies. For example, Moshin et al. (2020) included discussion groups, content analysis, word clouds, and narrative analysis; Meneguel et al. (2019) used observation, in-depth interviews, and content analysis; and Casadó-Marín and Anzil (2022) used observation, in-depth interviews, and focus groups. Although the mixed-method approach is the least represented in the sample (17.02%), the results of these studies are extremely important because they provide researchers with insights into both subjective and objective components. Most often, a combination of interview and survey techniques was applied in the mixed-approach studies (6.38%). The previous analysis is followed by the results of keyword clustering (figure 3).

By applying cluster analysis in the VOSviewer programme, three clusters were identified, containing a total of 11 variables and 38 links with a total strength of 101. The distance between keywords reflects their link strength, which was normalized by the LinLog/modularity method. It can be noted that the keywords "satisfaction" and "food" are the most frequently used keywords in the analyzed literature. The first cluster, colored red, contains the highest number of keywords (5), with the strongest association between "food" and "satisfaction". The second,
green cluster contains four keywords, with the strongest link between behavioral intention and experience, as the link here is the shortest. The third cluster, colored blue, is the smallest and contains only two keywords, indicating methods used in research related to culinary tourism. After keyword clustering, the analysis by the enogastronomic entity is presented in the table that follows.

![Figure 3. Keyword clustering analysis](image)

**Source:** Authors’ research

### Table 2. Analysis by enogastronomic entity

<table>
<thead>
<tr>
<th>Entity</th>
<th>Perspective</th>
<th>Source</th>
<th>f</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Restaurant</td>
<td>Consumers</td>
<td>(Bertan, 2020; DiPietro et al., 2019; Hernandez-Rojas et al., 2021; Kiatkawsin &amp; Han, 2019; Lai, 2020; Lu &amp; Chi, 2018; Mehraliyev et al., 2020; Mora et al., 2021; Promsivapallop &amp; Kannaovakun, 2019; Toudert &amp; Bringas-Rábago, 2021; Zhang et al., 2018; Gallarza-Granizo et al., 2020; Kustos et al., 2019; Baldwin, 2018; Gebbels et al., 2021; Horng &amp; Hsu, 2020; Matson-Barkat &amp; Robert-Demontrond, 2018; Meneguel et al., 2019; Lee et al., 2022)</td>
<td>19</td>
<td>40.42</td>
</tr>
<tr>
<td></td>
<td>Consumers and experts</td>
<td>(Ueda &amp; Poulain, 2021)</td>
<td>1</td>
<td>2.13</td>
</tr>
<tr>
<td>Event</td>
<td>Consumers</td>
<td>(Vesci &amp; Botti, 2019; Viljoen &amp; Kruger, 2020; Lee et al., 2018; Luoh et al., 2020)</td>
<td>4</td>
<td>8.51</td>
</tr>
<tr>
<td></td>
<td>Consumers and experts</td>
<td>(Reynolds et al., 2018; Moshin et al., 2020)</td>
<td>2</td>
<td>4.26</td>
</tr>
<tr>
<td>Winery</td>
<td>Consumers</td>
<td>(Park et al., 2019; Wen &amp; Leung, 2021; Duan et al., 2020)</td>
<td>3</td>
<td>6.38</td>
</tr>
<tr>
<td></td>
<td>Consumers and experts</td>
<td>(Casadó-Marín &amp; Anzil, 2022)</td>
<td>1</td>
<td>2.13</td>
</tr>
<tr>
<td>Unspecified</td>
<td>Consumers</td>
<td>(Berbel-Pineda et al., 2019; Choe &amp; Kim, 2019; Hsu &amp; Scott, 2020; Jang &amp; Cho, 2022; Martín et al., 2020; Ting et al., 2019; Chang &amp; Mak, 2018; Choe &amp; Kim, 2018; An &amp; Alarcón, 2021; Ellis et al., 2018; Pavlidis &amp; Markantonatou, 2020; Shi et al., 2022; Okumus &amp; Çetin, 2018; Björk &amp; Kauppinen-Räissänen, 2019)</td>
<td>14</td>
<td>29.79</td>
</tr>
<tr>
<td></td>
<td>Experts</td>
<td>(Jia &amp; Chaozhi, 2021; Lai et al., 2018; Sgroi et al., 2022)</td>
<td>3</td>
<td>6.38</td>
</tr>
</tbody>
</table>

**Source:** Authors’ research
Enogastronomic tourism involves consumers visiting local producers, festivals, restaurants, wineries and/or other places in a tourist destination, where food and wine (beverages) are consumed. Hence, the selected studies were analyzed according to the type of enogastronomic entity visited. The analyzed data revealed that the greatest number of studies were carried out in a restaurant setting (42.55%), from the consumer's perspective (40.42%). Studies involving events, such as enogastronomic festivals, conferences and culinary workshops, accounted for 12.77% of the sample. Of these studies, 8.81% focused on investigating the enogastronomic experience from the consumer perspective. Wineries, as the venues of the experience, were the subject of 8.51% of the studies, which centered more on the consumer perspective (6.38%) than on the perspectives of other stakeholders (2.13%). More than a third of the studies (36.17%) included in the sample did not specify the setting – restaurant, winery and/or festival – in which the research was carried out.

4. DISCUSSION AND CONCLUSION

Considering that consumers spend about 25% of their travel budget on food and beverages (Wilkinson, 2016), it is evident that enogastronomy plays a significant role in attracting and retaining consumers. Most research has inevitably been conducted in the field of restaurateurs from the perspective of the consumer, but there are also studies conducted in the context of wine and event tourism. Therefore, it is not surprising that the findings of this literature review contribute in a practical sense to enogastronomic providers such as restaurateurs, winemakers and festival organizers. Based on the analyzed data, the previously mentioned providers would gain insight into the relevant results that could help them focus on long-term business improvement. However, it should be noted the lack of conducted studies of enogastronomic experience from the perspective of experts.

This study includes 47 papers on the enogastronomic experience, published in IJGFS, JDMM, TM, IJHM and IHTM in the period 2018 – 2022. Previous reviews of the literature on gastronomic and wine tourism have included articles up to 2018 (Amarando et al., 2019; Gómez et al., 2019; Rodríguez-López et al., 2020), while this systematic quantitative review is based on contemporary enogastronomic articles up to 2022. The representation of enogastronomy articles by year follows Price's theory of four periods of growth of the scientific field: (1) field attracts the attention of a small number of researchers; (2) the number of interested researchers is growing; (3) culmination and strengthening of the researcher's interest; (4) maturing and declining interest of researchers (Barrios et al., 2008). The articles covered a wide geographical range, and most researchers dealt with this topic in Spain. This finding is expected considering that Spain is one of the most visited Mediterranean countries (Perry, 2003). The quantitative approach was most intensively applied in studies of enogastronomic experience, which is surprising given the subjective and holistic nature of the investigated phenomenon. The aforementioned significant quantification represents an objective approach, while the experience is a subjective phenomenon that depends from person to person. In this research, keyword analysis identified three clusters according to which the greatest association was observed between food and satisfaction keywords. Gómez et al. (2019) came to similar findings in their review of the literature on wine tourism, where satisfaction was also the most frequently mentioned keyword.

Although the obtained research results provide in-depth insight into the enogastronomic experience of consumers, this study nevertheless has certain limitations. One limitation is that the
study only considered papers written in the English language and published on the ScienceDirect online database from the top five scientific journals that were the most engaged in the topic. Given that only a meagre sample of 47 studies was collected, the recommendation to future scholars is to include a greater number of studies by searching other databases such as Google Scholar and Emerald Insight. The meagre sample was also the result of the timeframe as an elimination criterion; namely, a short period of five years (from 2018 to 2022) was taken into consideration. Hence, the suggestion to future scholars is for the search to encompass a longer period. To paint a comprehensive picture of the researched topic, it is recommended to apply other bibliographic quantitative and qualitative techniques in the analysis, such as cognitive mapping and sentiment analysis of keywords. Since a lack of enogastronomic research has been identified from the perspective of experts in the field of restaurateurs, wineries and festivals, it is suggested that future research focus its attention in this direction.

References


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