

FACULTAT DE TURISME – MÀSTER EN TURISME CULTURAL

MICHELIN UNIVERSE

**El Celler de Can Roca and its role in stimulating the creation and
development of gastronomy tourism products**

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Adapted from Anarkia
Jordi Roca (Cellercanroca, 2017)

My eternal gratitude
to my family and friends.
For being by my side,
in the pursuit of my dreams!
I DEDICATE



Adapted from El Somni the Celler de Can (Elsomni, 2017)

Una frase que suele decir Josep “es que nunca nos negaremos al conocimiento”.

Josep Roca by H.V.

Brief presentation of the thesis perspective

With new yearnings, the cultural tourists, among them the gastronomy ones, look for memorable experiences that present for the tourist activity challenges regarding its planning, development and communication. Demonstrating the need for a more creative, immersive and inclusive activity, where the interpretation of the territory is revealed through tourist products intrinsic to the place. A restaurant, seen as a tourist space, presents elements of creativity and of the territory, and can also contribute to the territorial dynamization.

Research Question

With the aforementioned paradox, the following research question is considered: Does a Michelin star restaurant, such as El Celler de Can Roca, offer new perspectives for the creation and development of gastronomy tourism products?

Thus, the main objective of the article was to understand the relationship between the restaurant El Celler de Can Roca and its contribution to stimulating the creation and development of gastronomy tourism products. It has specific objectives:

- Understanding the relationship between tourism and gastronomy, delineating the concepts of gastronomy tourism;
- To know the operation of the restaurant and its services, as well as, the process of creating the dishes of Roca brothers;
- Identifying the components and characteristics that favor the increase of the gastronomy tourism offer and discussing the possibility of the restaurant El Celler de Can Roca communicate cultural values that stimulate the creation and development of gastronomy tourism activities.

The presentation form of the master thesis will be in an article format, prepared to adapt to the format of some academic journal of the area, with peer evaluation.

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Michelin Universal - The El Celler de Can Roca and its role in stimulating the creation and development of gastronomy tourism products

Abstract:

Purpose – Understand the relationship between a Michelin star restaurant, such as El Celler de Can Roca and your contribution to stimulating the creation and development of gastronomy tourism products.

Design/methodology/approach – This research is qualitative and descriptive, characterizing itself as triangulation, opting for the method of indirect observation, in-depth interview and questionnaire with questions to be completed by the interviewees.

Findings – Based in an analysis of the findings, the restaurant El Celler de Can Roca contributes to the stimulation the creation and development of gastronomy tourist products, since it was possible to identify in its activities, in the innovation development process, in its discourse and philosophy, components and characteristics related to the stimulation the increase of gastronomy tourist offer.

Originality/value - The present study expands the scope of Michelin restaurants in the dynamization of the territory by means the tourist activity and its effects, besides oriented towards the finding of new ways to think about gastronomy and gastronomy identities, beyond the academic relevance related to the subject, since the restaurants of high gastronomy attracted little research outside the management area.

Keywords - Michelin, food tourism, gastronomy tourism, Roca, restaurant.

Paper type - Research Paper.

Universo Michelin - El Celler de Can Roca y su papel en el estímulo de creación y desarrollo de productos gastronómicos turísticos

Resumen:

Objetivo - Comprender la relación entre un restaurant con estrellas Michelin, como es El Celler de Can Roca y su contribución al estímulo de creación y el desarrollo de productos gastronómicos turísticos.

Metodología – Esta investigación es cualitativa y descriptiva, caracterizándose como triangulación, optando por el método de observación indirecta, entrevista en profundidad y un cuestionario con preguntas a ser completadas por los entrevistados.

Resultados – a partir de un análisis de los datos y de la literature, el restaurant El Celler de Can Roca contribuye a estimular la creación y desarrollo de productos turísticos gastronómicos, ya que fue posible identificar en sus actividades, en el proceso de desarrollo de la innovación, en su discurso y filosofía, componentes y características relacionadas con la estimulación del aumento de la oferta turística gastronómica.

Originalidad – El presente estudio amplía el alcance del estudio del impacto de los restaurants Michelin en la dinamización del territorio a través de la actividad turística y sus efectos. Además de orientarse hacia la búsqueda de nuevas formas de pensar en la gastronomía y, más allá de la relevancia académica relacionada con el tema, ya que los restaurants de alta gastronomía han atraído poca investigación fuera del área de gestión.

Palabras clave – Michelin, turismo de alimentos, turismo gastronómico, Roca, restaurante.

Tipo – Artículo de investigación académica.

1. Introduction

For the tourism activity, the 21th century presented significant changes in the demand profile (behavior, needs and expectations), requiring significant changes in the communication, promotion and services (Lew, Hall & Williams, 2014). Tourists are more experienced, with more purchasing power and leisure time to travel (WTO, 2012). Consequently, they are looking for concrete learning experiences, which is a fundamental feature of cultural tourism (Richards, 2002; Donaire, 2012).

Therefore, in addition the interpretation of production and consumption, tourism is increasingly conceived with a dimension that encompasses social, cultural and economic practices (Donaire, 2012). Culture is an important factor of differentiation of destiny, serving as a tool for the creation and promotion of unique tourism products. In recent years, many countries have dedicated their efforts to the strategic development of tourism, a fact that has not been different with the segment of gastronomy tourism, which presents special intrinsic characteristics that reveal expressive cultural symbols pertinent for each locality.

Food has become an emerging theme for the tourism and hospitality industry. The World Tourism Organization with the purpose of giving guidelines to the sector, produced in 2012 the first report on worldwide gastronomic tourism, directed to the public and private sector with policies of development and promotion. For Hjalager (2010) the gastronomy has become an important element of diversification, definition of regional brand and image. However, for the authors Kivela & Crofts (2005) food is an element of local culture that represents the history, habits and traditions of the community or its geographical aspects. Therefore, gastronomy is essential for the singularity of tourism activity, not only because it is the central experience, but also because it has become a significant source of identity formation in postmodern societies (Richards, 2002).

In the field of gastronomy, chefs have become celebrities in recent years and this phenomenon can be seen as a manifestation of the historical evolutionary pattern of eating habits and consumption observed mainly in Europe (Jacobs & Scholliers, 2003). Therefore, Michelin star restaurants are strongly introduced within this postmodern paradox and respond to the needs of a new customer profile: gastronomic, gourmet or foodies - with a passion for eating and learning about food (Cairns, Johnston & Bauman, 2010). They are tourists who adopt practices related to food that reflect a certain set of privileged values over others (Naccarato & Lebesco, 2012).

Considering that Michelin star restaurants receive vigorous media attention and a considerable flow of customers, these establishments are intrinsically responsible for local dynamism. The three-star Michelin restaurant, El Celler de Can Roca, articulates and declares a true discourse on its principles and philosophy rooted in the region (Aulet, Mundet & Roca, 2016) and attracts a significant volume of tourists (Serra, Blasco & Palou, 2016). In view of this, the present study has as a rese: Does a Michelin star restaurant, such as El Celler de Can Roca, offer new perspectives for the creation and development of gastronomy tourism products?

Thus, the main objective of the article was to understand the relationship between the restaurant El Celler de Can Roca and its contribution to stimulating the creation and development of gastronomy tourism products. Understanding the relationship between tourism and gastronomy, delineating the concepts of gastronomy tourism; Including the

operation of the restaurant and its services, as well as, the process of creating the dishes of Roca brothers; Identifying the components and characteristics that favor the increase of the gastronomy tourism offer and discussing the possibility of the restaurant El Celler de Can Roca communicate cultural values that stimulate the creation and development of gastronomy tourism activities.

In this context, studying this theme advances the understanding about the contribution of Michelin star restaurants in the dynamization of territory through tourism activity and its effects. In addition to the search for new ways to think about gastronomy and gastronomy identities, besides of the academic relevance related to the subject, since according to Lane (2010), high-gastronomy restaurants attracted little systematic research outside the management area.

2. Tourism and gastronomy

The brief overview of food and tourism literature is provided to better conceptualize gastronomy tourism, pointing out different terms and definitions in interconnected or associated way.

Food and beverages are essential elements of the tourism experience (Hall; Sharples, 2003), encompassing the food service sector. The social and cultural significance of food has been the object of study, including new perspectives for tourism (Bessière, 1998, Hall & Macionis, 1998, Hjalager & Corigliano 2000, Hall & Mitchell 2000, Hjalager 2002, Wolf 2006) and are considered a fundamental form of attraction for tourist demand (González Turmo, 2007).

Food also embraces a range of gastronomic opportunities for tourists (Quan & Wang, 2004; McKercher, Okumus & Okumus, 2008). Thus, the food and wine are significant components of contemporary lifestyle and have become an important part of tourism development and a new niche market (Hall & Mitchell, 2000; Kivela & Crotts, 2005). It is important to emphasize that food and eating contribute significantly to the images a traveler holds the destination (Hjalager & Corigliano, 2000). Thus, food became a distinctive position in a developing tourist destination (Quan & Wang, 2004), making

whole nations or cities resort to their unique culinary appeal (Cohen & Avieli, 2004). In this way, there is a wide range of opportunities and initiatives for the development of food tourism products (Smith & Xiao, 2008).

The terms related to "food tourism" include *culinary*, *gastronomy*, *cuisine*, *gourmet*, *tasting* and *wine tourism* (Hjalager, 2002; Smith & Xiao, 2008; López-Guzmán & Sánchez-Cañizares, 2012). The term culinary tourism is refers to the act of consuming places and cultures through food (Long, 2004). It is when food is somehow the significant motivation of travel or activity, whether it is the purchase of regional food and beverages or observation and study of food production (Ignatov & Smith, 2006) or any experience in which one learns, appreciates, or consumes branded local culinary resources (Smith & Xiao, 2008), is an example of how to promote local food ingredients, regional styles of food preparation (Scarpato, 2002), so the term also means that the purpose of travel is to explore and enjoy food that reveal characteristics of destiny (Wolf, 2004).

Food tourism can be defined as visitation to primary and secondary food producers, food festivals, restaurants and local food tasting sites (Hall & Mitchell, 2000). Also, food tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to food fairs, events, farmers, cooking shows, workshops, tastings of quality food products or any tourism activity related to food (Hall & Sharples, 2003). As previously stated gourmet tourism is a niche product (Schmalen & Pechtl, 2006), demanded by a small group of tourists (Hall & Sharples, 2003), with more exclusive or even personalized products.

In food tourism, it's necessary to differentiate tourists who consume food as part of the travel experience and tourists who plan their activities by food influence (Hall & Sharples, 2003). Cohen & Avieli (2004) present the theory that tourists on a trip are looking for food similar for their daily life, or in contrast, there will be travelers who want to try food from other cultures or unusual to their palate. With this juncture, food and destination, can offer many types of gastronomic products, in addition increase economic factor.

The attractions on food are presented in the literature by many authors as subsectors of gastronomy tourism, such as agro-tourism, farmer's market with local menu and produce

(Telfer & Wall, 1996), including special events such as food festivals or cooking holidays (Hall & Sharples, 2008). In general, this new generation of “gastro-attractions”, so called by Scarpato (2002), improves local tourism, promoting gastronomy culture, building diversity, multi-ethnicity and global exposure. And, if tourism is properly developed, it is considered an important vehicle for providing sustainable tourism (Everett & Aitchison, 2008; Sims, 2009).

Since food is a point of convergence among production, treatment, storage, transportation, processing, cooking and food preparation (Corigliano, 2002), many actors are involved in the development of gastronomy tourism. The main ones are: the restaurateurs: that form the complementary supply sector of the tourist offer (Smith & Xiao, 2008); The institutions: that are the companies or organizations that realize the interrelationship between the offer and the tourist demand; Producers: a partnership that enables the creation of relationships with consumers, increases the margin of sales and the exposure of products, builds brand awareness and loyalty, generating feedback (Hall & Sharples, 2003).

Hjalager (2002), analyzing gastronomy tourism from an economic perspective, systematized the forces and barriers in the creation of the activity, discussing a hierarchical model, structured by four orders formed by subcategories that express the increasing sophistication and complexity in the chains of food value (table 1). Hjalager (2002. pp. 22-23) denominated orders as:

- First order - Indigenous development. The construction of destiny within existing economic structures, collaborative networks and knowledge base. It is important to include actions related to the territory such as the promotion of gastronomy aspects, particular campaigns of certain products, introduction of food brands and public / private planning for new enterprises in the restaurant sector.
- Second order - Horizontal development. Suggested to add steps in the process of production and integration of suppliers, without disrupt existing relations and create new ones, like, implementing marketing quality standards, certification and branding of food providers and restaurants, reinventing and modernizing historical food traditions.

- Third order - Vertical development. Restructuring of the gastronomy food experience, developing and adding elements of services similar to the food supply. Creating new types of links and collaborations, integrating food into other economic activities, such as routes, events, museums.
- Fourth order - Diagonal development. Raising the knowledge base of the gastronomy experience and creating creative sets of gastronomy. By training for gastronomy, food science and tourism professionals, research and development.

Table 1: Typology of value added in gastronomy tourism.

	FIRST ORDER	SECOND ORDER	THIRD ORDER	FOURTH ORDER
Main Input Resource	Food production resources	Resources in the service sector	Entrepreneurial resources	Knowledge
Expected Tourist Behaviour	Enjoy the food	Understand the food	Experience the food	Exchange knowledge about the food
Principal Strategies	Higher revenues through boosted production and marketing	Maintaining revenues through quality and reinvention of traditions	Offering new products and services to tourists	Selling know-how to professionals
Collaborative Structures	Unchanged	Enforced co-operation between existing organizations	Creating new structures and service organizations, still localized	Creating new structures in a global context
Examples of Initiatives to enhance value added	Culinary aspects in regional promotion Campaigns for particular products Regional food trademarks Marketing food fairs and food events	Quality standards Certification and branding Reinventing and commodification of historical food traditions	Opening production plants and sites Routes and trails Visitor centres and museums New events based on tourism Cooking classes and holidays	Research and development Media centres Demonstration projects

Source: Adapted from Hjalager (2002).

The systematization presented aims to prepare the destination with creative gastronomy products, with the purpose of ordering the tourist activity and attracting the interested demand. Kivela & Crofts (2005) emphasize that consumers interested in food are actually involved in multidisciplinary aspects related to cuisine and gastronomy, expressing their

cultural interest as a culinary tourist. Therefore, this work adopts the gastronomy tourism - like the other terminologies - as a cultural practice and typical cuisine as a sensory and experiential heritage. Therefore, the relationship between culture and gastronomy tourism is better understood, when the activity offers or reflects an authentic experience (Bessiere, 1998; Jones & Jenkins, 2002; Hall & Sharples, 2003; Long, 2004).

Likewise, gastronomy represents an opportunity to revitalize and diversify tourism, promote local economic development, involve different professional sectors (producers, chefs, markets, artisans, etc.) and brings new uses to the primary sector.

3. The province of Girona and gastronomy

The Catalan cuisine emerged from the combination of centuries of influences of other peoples and cultures that settled in the territory - Iberians, Phoenicians, Greeks, Romans and Arabs, and that in the fifteenth century incorporated products from America, being today a mixed kitchen (Aulet, Mundet & Roca, 2016).

The province is made up of gastronomically marked regions for its *terroir*, which generates special flavors, between sea and mountain, and has different products such as anchovies - Alt Empordà, shrimp - Palamós, bovines and derivatives - Cerdanya, products with volcanic assets - Garrotxa, lamb and duck - Girona, mushrooms - Ripollés and sausages - La Selva (Vilà, 2016).

The Mediterranean Diet was recognized as an intangible cultural heritage by UNESCO in 2010, because it is nutritious, healthy diet and characterized by the cultivation and consumption of olive oil, fruits, vegetables, fish and seafood, some grains and wine as well such as the skills, knowledge, practices and traditions related to the production and consumption of these foods. The social practices at the table, the behavior and the creation of personal ties among the diners were also reasons for their recognition.

In recent years, governments and institutions have recognized the value of gastronomy, placing food as a priority not only to promote a sense of authenticity and local identity, but also to protect products originating from the land, ecological awareness, to stimulate

exchange between cultures and improve health. To this end, strategic and management plans for gastronomy have been developed.

Since 1992, the European Union has initiated a policy of regulating the differentiation of its agricultural products. It currently has a regulation adopting provisions on protected geographical indications (IGP), designations of origin for agricultural products and foodstuffs (DOP) and the traditional specialty guaranteed (TSG), which are organized and recognized with the use of specific community symbols in the labeling. Consequently, many social benefits are achieved, such as the dynamization of rural activity, objective information to consumers and increase of farmers' income (European Union Law, 2017). These types of official instruments also benefit the construction of an image of local food or taste, creating a commercial context that can also work with the tourist imagination (Timothy, 2016). This image, created directly with the product's designation of origin, allows tourists a greater approximation to the receiving community, becoming a mechanism for the recognition and interpretation of culture and traditions, thus valuing producers, distributors and markets, restaurants with local cuisine, handicrafts and souvenirs related to gastronomy.

Catalonia has been declared "European Region of Gastronomy 2016", for its distinctive cuisine, territory and products. A recognition that "reveals the quality of its agro-food and tourism heritage and symbolizes the excellence of its products, its cuisine and its traditions" (Catalan Tourism Agency, 2016, pp. 7). The aim of this project was to disseminate knowledge to stimulate quality of life, sustainability and innovation in the field of food, as well as promote services, food cultures and tourism (European region of gastronomy, 2017).

Therefore, Girona was part of the "Gastronomy and Enotourism", plan of the Catalan Tourism Agency in 2016, which sought to promote actions linked to the gastronomy and enotourism tourism experience, through its traditional cuisine, wines, Products and territory, with a focus on the quality of products and services. Other important projects are also in process, such as the "Cuina Catalana" brand, which since 2001 seeks to position traditional cuisine in the territory as a cultural mark identifying a quality seal of

the dishes and products that establish Catalan cuisine (Fundació Institut Català de la Cuina, 2017).

Another important factor in the promotion of Catalan cuisine is the work of the Catalan government, *La Generalitat*, which has been carrying out actions and supporting projects throughout the territory, such as the "Gastronomy Plan of Catalonia", with the aim of making known the variety and quality of the gastronomic proposals of the region, its identity, its patrimony and valorization. For Pujol (2009) are actions that clearly indicate the centrality of gastronomy as a cultural signifier has achieved in Catalonia.

The Tourist Agency Costa Brava Girona, in 2016 invested around 9,000 euros in communication campaigns and gastronomy diffusion and 1,300 euros in the promotion of the DO *Empordà* wine route and the *Vívido* festival. And promotional actions related to gastronomy, such as participation in 16 international specialized fairs, 12 fairs in Catalonia and 4 fairs in Spain; Creation of the club of culture and identity and of the club of enogastronomy; Training days; Publication specialized reports; Promotional video - Food & Wine Experiences; Actions with mediation channels (bloggers, journalists and others); Program - Welcome to *Pagès*; And actions aimed at the final public such as the Costa Brava Food Truck, supply markets and the Instagram campaign: "Your foodie city".

The region is also characterized by having the highest concentration of Michelin star restaurants in Spain (54 establishments in 2017 - totaling 68 stars) followed by the Basque country and Madrid. It presents an imaginative, creative, avant-garde and constantly evolution cuisine. Many of their chefs are part of the so-called gastronomy revolution that initially started with Ferran Adrià, followed by many others such as Carme Ruscalleda (Catalan cuisine ambassador) and the Roca brothers, who make a link between the kitchen and its surroundings (food, Territory, landscape and culture).

Thus, the region is very well marked by its aspects related to food, presenting a great evolutionary potential for new products of gastronomy tourism and future application to the creative city of gastronomy by Unesco.

4. Methodology

This research is qualitative and descriptive. For Flick (2009) the qualitative research presents the pertinence of methods and theories, encompassing the perspectives of the participants and their diversity, denoting the reflectivity of the researcher and the research, being able to adopt a variety of approaches and methods, having the objectives directed to provide in-depth interpretive data for understanding the social world.

As far as the methodological proposal is concerned, the research was composed of different sources of evidence or multiple procedures, characterizing itself as triangulation (Denzin, 1978). Triangulation allows researchers to explore different perspectives of their own by several sources of evidence and to exploit the synergistic effects of combining them (Denzin, 1978). Therefore, as data-collection procedures we opted for indirect observation, in-depth interview and questionnaire with questions to be completed by the interviewees.

The research was divided into phases. Being the first one formed by bibliographical and documentary research, that for Martins & Theóphilo (2009) the documentary and bibliographic research have several similarities and their difference is in the nature of the sources. The second is characterized by indirect observation, which serves as a support the validation of the research, helping the researcher to have a better understanding of the context and phenomenon study (Whyte, 1991; DeWalt & DeWalt, 2002; Mason, 2002). The third phase consists of the fieldwork, which aims to investigate possible cause and effect relationships between a particular fact or phenomenon (Foddy, 1996). Moreover, the fourth phase is characterized by the analysis of results.

For bibliographic and documentary research, it was sought for scientific articles, books, commercial press articles, theses, official documents, websites, reports, photos, videos, documentaries, among others.

For this research, it was sought a Michelin-starred restaurant that presents its creative and innovative performance based on cultural and territorial interaction, incorporating local products, tradition, history and identity. In view of this, the restaurant El Celler de Can

Roca was selected, which as well as El Bulli by Ferran Adrià, El Racó de Can Fabes and Sant Pol Restaurant, marks the local gastronomy identity.

Initially, a technical visit was carried out by all the premises of the restaurant on 10/18/2016. Where it was possible to understand its operation, the relation with customers (reservation system, food service, winery, others), the operation of the kitchen, the purchasing department, the press office, the projects, the research and innovation department, among other important elements.

But, although the main focus of this investigation is the restaurant El Celler de Can Roca, all other establishments of the Roca Group were visited and observed for a greater understanding of the activities, brand philosophy and underlying dimensions (with the exception of the Espai Mas Marroch and La Masía - where an in-depth research was conducted with the person in charge of the place).

Therefore, visits, observations, tastings and informal conversations with the employees of the Can Roca Restaurant were carried out on 03/23/2017 and 03/04/2017; Rocambolesc on 03/03/2017, 03/11/2017, 03/19/2017 and 03/31/2017; Roca MOO y Roca Bar on 04/24/2017; Exhibition in 30th anniversary celebration of the restaurant "From the Earth to the Moon" in 02/11/2017, 03/15/2017 - guided visit and 03/24/2017.

In addition, two individual and in-depth interviews were conducted with the objective of understanding the meaning that respondents attribute to issues and situations (Marthins & Theóphilo, 2009). A separate semi-structured script was used to conduct each of the interviews that were recorded and later transcribed, carried out with two key employees of the restaurant, one person responsible for managing the clients and the other responsible for the innovation nucleus. Both interviews were carried out on 04/07/2017 with the duration of approximately one hour each. The interview can take different forms, but with a fundamental characteristic that is the opportunity for a detailed, deep and rooted investigation of the personal perspectives of the interviewees, for a deep understanding of the context of the phenomenon observed (Berg, 2000).

With the purpose of also including the perspectives of the individuals who collaborate with the restaurant, similarly, a questionnaire composed of two questions sentences to be completed by the interviewees was applied, facilitating the obtaining of the information without the judgments and opinions around the subject investigated. Therefore, the collaborators of the kitchen, salon and other sectors responded during the period of 04/07/2017 and 04/23/2017, the questions: "For me El Celler de Can Roca is ..." and "The gastronomy tourists are...". Personal identification of the employee was not requested, just in which department they worked.

After collecting the data, attention had been directed to analyzing and interpreting the information in a coherent and organized way. The interviews were transcribed and content analysis was performed on the questionnaires applied.

5. El Celler de Can Roca - 30 years evolving to gastronomy

The history of the restaurant El Celler de Can Roca, points out essential aspects for the understanding of the kitchen of the Roca brothers. The restaurant was inspired by the parents' restaurant (Josep Roca and Montserrat Fontané) - Can Roca Restaurant - opened in 1967, located in the Costa Brava - Pirineu region, one of the main tourist areas of Spain. The restaurant opening to the present day, offers simple service and traditional Catalan cuisine. The brothers are the third generation of family members who dedicate themselves to a restaurant, their grandparents (Joan and Angeleta) have invested in a hotel and restaurant in the region of La Garrotxa (Aulet, Mundet & Roca, 2016).

Joan - *Chef*, Josep - *Sommelier* and Jordi *Pastry Chef*, learned in these environment typical recipes, traditional ways of preparation and cultural values intrinsic to the food heritage. Recently, the serving and consumption of food, become a global industry, of which tourism is an important part and restaurants have become a tourist attraction because they are places where experience is obtained (Muler, 1999). With El Celler de Can Roca it's no different. By means of technique and innovation, the restaurant opened in August 1986, offers its guests more than a meal, but an experience full of local ingredients associated with the landscape, with meanings, reflections and ethical and aesthetic values, presented by artistic, magical, innovative and technical. The booking

process is simple, but very competitive, customers are currently waiting for 11 months to complete their request.

The brothers studied at the School of Hospitality and Tourism of Girona and continued formation in other specialties, presenting in addition to the preparation, an ample and solid knowledge that is evolutive and innovates the local and global gastronomy. Each year the restaurant receives about 400 formal requests from trainee students from various parts of the world interested in the transmission of knowledge from Roca (Serra, Blasco & Palou, 2016).

The recognition of the restaurant is explicit by its awards. In 1995 it received the first Michelin star, in 2002 the second and in 2009 the third. The Michelin star system in Europe is the most respected ranking for quality or haute cuisine in Europe, inspiring tourists and consumers who enjoy luxurious dining and great food. The Michelin empire began in France in 1890 with the auto industry. The guide that was initially aimed at drivers, consisting of travel information, maps and mechanics tips, evolved in 1920 to a paid guide with information on hotels and restaurants. In 1926, it won the star rating system with the intention of making the tourist experience a memorable one. The classification is based on five criteria: 1. Quality of the products, 2. Mastery of flavour and cooking techniques; 3. The personality of the chef in his cuisine; 4. Value for Money and 5. Consistency between visits. The three stars reflect exceptional cuisine, two stars considered excellent cooking and one star is a very good restaurant in its category (Michelin, 2017). The Michelin guide has also been responsible for targeting non-traditional food destinations, as is the case of the Tokyo city that has been collecting stars.

In 2013 and 2015, the restaurant El Celler de Can Roca received the award of the best restaurant in the world by Restaurant Magazine in 2011, 2012, 2014 and 2016 the second position and in 2017 the third. In 2004, Josep Roca received the award of the International Academy of Gastronomy (AIG) as the best *Maître*, in 2005 and 2011 as the best *Sommelier*. Joan Roca received in 2011 the *Grand Prix of L'Art de la Cuisine* by AIG and in 2016 received the Chef's Choice Award. Moreover, Jordi Roca in 2014 received the award of World's Best *Pastry Chef* and in 2016 the award *Prix au Chef Pâtissier* of the AIG. All these awards help the restaurant from searching for innovation, originality and

creative methods associated with local products, cooking style, with reflections of traditional Catalan cuisine.

As well as other renowned chefs like Gordon Ramsay, Jamie Oliver, Gary Rhodes, defined by Henderson (2011) as "modern celebrity chefs", who following the process of globalization have expanded their groups offering new insights. The status achieved by El Celler de Can Roca, benefits its image and its brand that also expands at a fast pace, presenting a group involvement not only in gastronomy scope, but also in social, cultural and environmental actions. The brands of the Roca Group are: El Celler de Can Roca, Can Roca, Espai Mas Marroch - space for events, Rocambolesc - handmade ice cream, Roca Barcelona (Roca Moo - gastronomy restaurant with one Michelin star and Roca Bar - bar lobby the Hotel Omm), La Masia - multidisciplinary laboratory of studies used for development of complex research and projects dedicated to knowledge and innovation (Cellercanroca, 2017). The brothers are also authors of books and commercialize products such as Rocook, chocolates and handcrafted beers, drinks with denomination of origin, perfume with aroma elaborated by them and others.

As it is possible to be observed, the expansion of the group occurs on several fronts, not going against Urry (2002) criticism that in some cases the restaurant companies indiscriminately opened restaurants with three stars of the Michelin guide in the same category McDonald's outlets. The brothers never moved and considered the same type of service provision unfeasible without the participation of the three in the creative process.

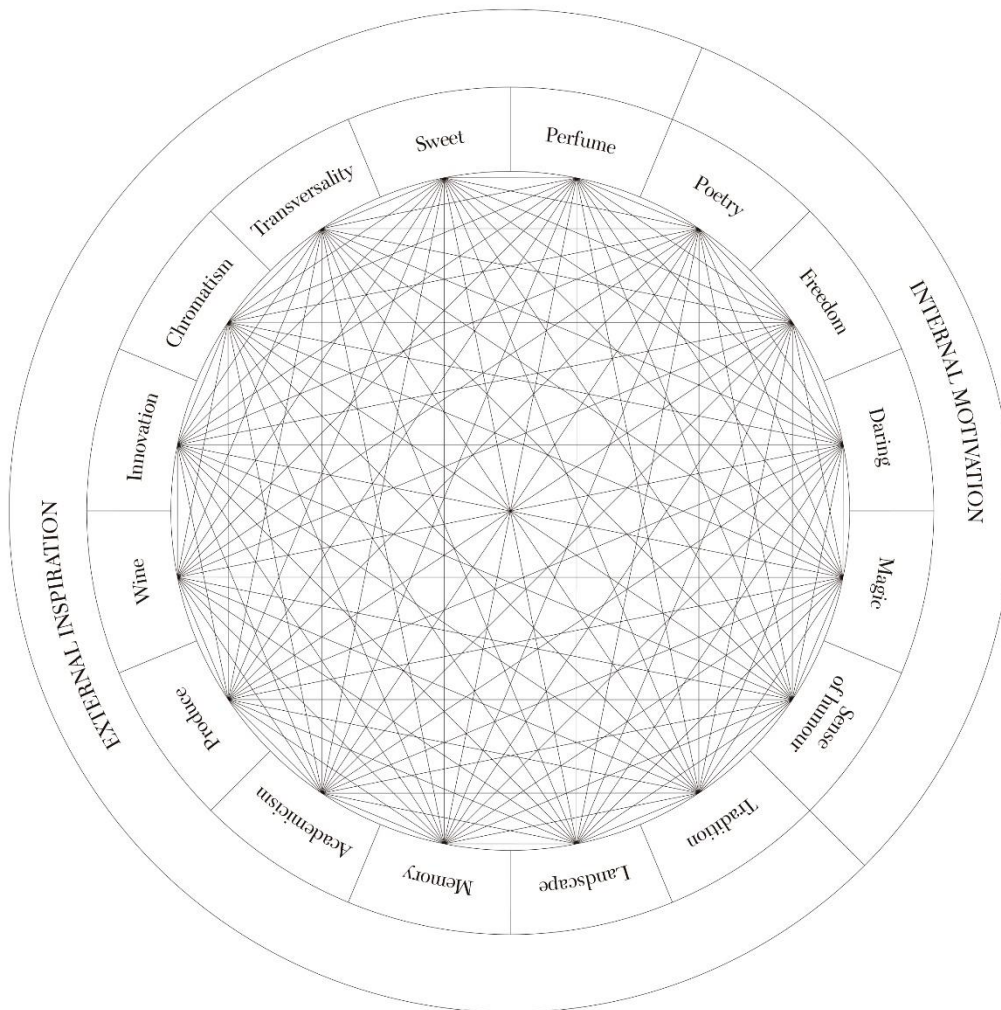
Fine (1996) specifies that a restaurant is an organization dedicated to producing physical and cultural objects, capable of stimulating the imagination of tourists. The human sensory properties (smell, taste, touch, hearing and vision) can be perfectly stimulated through a gastronomy experience or taste sensations. Being aroused by color (tone, intensity and brightness), odor and flavor, taste and taste, texture (oral and manual) and sound (Teixeira, Meinert & Barbetta, 1987; Hui, 1992; Anzaldúa-Morales, 1994). Therefore, in addition to the objective of nutrition, the gastronomy experience acquires multiple meanings, stimulating the senses and arousing cognitive and affective reactions.

Therefore, El Celler de Can Roca menu is a source of nutrition and hedonic experience, a point where production is directed, where social relations are formed and maintained, encompassing the social and cultural function, the arts and science. The Roca brothers' restaurant is defined as "free style", presenting a kitchen with freedom, however, committed to the creative and innovative avant-garde. The restaurant service offers two menus with optional wine harmonization. The menu uses fresh, local and exclusive ingredients, concentrating flavors and focusing on traditional Catalan gastronomy. The desserts present the protagonism of the perfume and the balance of the flavors. And the sensorial atmosphere is complemented by the winery composed by five spaces, that leave the common, dedicated to wine regions - *Champagne, Riesling, Burgundy, Priorat* and *Jerez* - presenting a perfect harmonization of each service.

The creative process of dishes employed by El Celler de Can Roca reflected: reproductions, reinterpretations, ruptures, and inspirations to enrich a cuisine open to conveyed wisdom (Aulet, Mundet & Roca, 2016). The brothers are personified as a kaleidoscope, three faces or differentiated personalities that complement each other, with endogenous and exogenous inspirations. They present the process of creating their dishes in sixteen ideas or sources with internal motivations and external inspirations, all interconnected and interdependent (figure 01).

Ottenbacher & Harrington (2007) studying and contrasting the process of theoretical innovation and that adopted by the Michelin star chefs resulted in similarities and differences. This shows that the process of creation is also particular. The authors also point out that the innovation process helps restaurants keep their portfolio competitive and achieves long-term competitive advantages.

Figure 01: Creative areas – El Celler de Can Roca (2017)



Source: Exhibition El Celler de Can Roca – From the Earth to the Moon brochure (2017).

Some restaurants recognize the importance of innovation, but sometimes it is not clear how to successfully create and design new dishes and menus (Ottenbacher & Harrington, 2007). Differently, it occurs with the process adopted by El Celler de Can Roca, which is dynamic, suffering changes and complements along its historical trajectory and evolution of its cuisine. As an illustration, it is possible to mention some of the dishes created along the Roca trajectory. The Timbale of apple and duck liver with vanilla oil (figure 02), for example, is a dish that was developed in 1996 and that works ingredients of the territory of Girona, as the apples, besides the academicism influenced by the classic French kitchen and in the year 2009 was donated to the city of Girona in *Pregó de Fires*.

Figura 02: Timbale of apple and duck liver with vanilla oil.



Source: El Celler de Can Roca

The Milk Dessert - Lactic (figure 03), developed in 2006, represents the kitchen of the Rocas through freedom, daring, magic, innovation, moods, revealing the state of mind.

Figura 03: Milk Dessert – Lactic



Source: El Celler de Can Roca

The Mediterranean garden dish (figure 04), created in 2008, symbolizes a work inspired by landscape and product, innovation and transversality, whose extraction of essential oils is applied in the kitchen.

Figura 04: Mediterranean garden



Source: El Celler de Can Roca

In 2009 was developed the dish Soft escalivada (figure 05), where is a smoke straight incorporation in the dish performance, presenting daring, magic, innovation and academicism.

Figura 05: Soft escalivada



Source: El Celler de Can Roca

The brothers and team were able to develop exemplary techniques of vacuum cooking, incorporation of volatile flavors captured from low temperature distillation, and a mechanical smoke controller to control on the table, causing olfactory memory.

A good restaurant can be a tourist destination in itself (Boniface, 2003). Food is not only a basic need for tourists, but also a cultural element that can positively present a destination (Jones & Jenkins, 2002). Thus, the menu of the restaurant El Celler de Can Roca can serve as an initial presentation of the destination, a territorial promotion, arousing the interest of clients in discover something more, adding elements beyond the experience provided by the restaurant.

6. Findings and discussion

The research made possible to contrast different views on the term gastronomy tourism among the restaurant's employees. The informant (1) understands the concept in a specific point of view, relative to his universe of work or to the Michelin universe, relating to the concept of foodies, where the gastronomy tourist presents himself as the one who organizes his entire trip according to availability or reservation in a certain restaurant. However, the informant (2) contextualizes the gastronomy tourist as one who lives the gastronomy landscape of the place, that the actions are not only related to eating, but to seeing landscapes, producers, in order to understand the whole way between producer,

distributor, markets, food processing, seeking a broad understanding about the environment.

With respect to the other internal staff of the restaurant, it was identified that each one interprets the gastronomy tourist in a very particular way, being extremely interesting and relevant to reflect on the identified aspects. In relation to the context of gastronomy motivation (with a cultural character) definitions were presented such as: "people interested in different cuisines of the world, able to visit cities to meet them", "people who like to discover gastronomic places", "not only have to enjoy, but also to understand the philosophy of cooking", "who travel to discover gastronomic cultures" and "understand the gastronomic culture of the country that the restaurant represents"; aspects related to food were also mentioned: "who are passionate about food"; aspects related to the profile: "clients with high sensitivity and exigency", aspects related to experience: "spectators of the art of eating" and "witnesses of sensory experiences".

The literature presents many definitions about the gastronomy tourist, although this concept is still under debate, but it is interesting to observe attributes assimilated by employees who work indirectly with the tourism sector, within a commercial establishment, which contributes without a doubt, with the tourist dynamism of the territory, among other elements.

In an attempt to understand the vision of the restaurant's internal staff about his own workspace, asked to himself: "For me El Celler de Can Roca is ..." and the responses manifesting different opinions. The interesting and affirmative is that all the answers have converged to the definition that El Celler de Can Roca is "much more than a restaurant" or space that serves food, but rather, it is characterized by a place where it is reflected on the transformation of the food: "reflects on the perception of food" and "reflection of gastronomy in society"; place of science: "studies"; place of valuing the team in the construction of a gastronomy product: "all people can contribute to the formation of the kitchen" and "the team works every day for the best, under the command of the best chefs"; customer service: "a space that interprets every day (theater) functions around a table", "which offers a personal gastronomic experience" and "the customer comes to

enjoy"; steadily growing: "of continuous ascension"; the socio-cultural development: "which that want to integrated the social and cultural through excellent cuisine".

Thus, as each client attributes a meaning to the experience in El Celler de Can Roca, his collaborators also interpret the restaurant in a singular way. However, it should be emphasized that the results show that the restaurant studied is a space that is characterized by the breaking of the traditional in all its aspects, presenting particularities that are experienced by its staff and reflected to its customers.

When asked if the cuisine or gastronomy of El Celler de Can Roca can be considered a cultural heritage, both informants agreed that yes. The informant (2) expressed that human is cultural and that far beyond the gastronomy, we eat at least three times a day and spend a lot of time thinking or planning the act of eating, whether in a domestic or commercial environment. Still stands out, that the pleasure of eating is a very beautiful act, whether it is to eat with pleasure an apple or an experiential moment like in El Celler de Can Roca or a simple sweet. In addition, he says that the gastronomy is part of our culture and that the restaurant is part of an environment and part of the culture of Girona, be it for its history, its tradition, use of local products, inspiration in the territory, among many other elements.

Gastronomy, assuming the image of food heritage, allows us to interpret tradition, to build a relationship with history, with territory, time and space (Contreras, 2007). And the expansion of the concept of patrimony (mainly immaterial) occurred after the eighties, relates new uses and functions, characterizing the patrimony as a resource for sustainable tourism development, through interventions related to food and gastronomy practices.

The figure of the Roca brothers is denoted as a representation of the gastronomy of Catalonia in the tourist promotion carried out by the agencies related to the activity, that being for the restaurant a double flow, recognizes both informants. The restaurant directly affects the tourist flow of the city of Girona and mobilizes the whole offer (transport, accommodation, food and leisure). It is a tourist impulse of the global zone that occurs naturally favoring the issues of tourist seasonality.

The Roca Group also leverages tourism through the *Espai Mas Marroch* - an event space, located in a 15th-century gothic farm on the outskirts of Girona, with an eco-sustainable space and centennial gardens. The food service is associated with a menu adapted to each season of the year, evidently valuing seasonal local ingredients.

Although the Roca brothers participate in actions of the Girona Tourist Agency and other local institutions related to the sector, the restaurant alone, does not carry out any planned action of insertion in the field of tourism, all flows are generated naturally.

About the customer motivation, both informants acknowledge that the motivations of the restaurant's customers are numerous, and this is a challenging feature for the development of the activities. In this way, El Celler de Can Roca can represent for each client different perspectives (gastronomy experience, proximity of never having moved, authenticity, innovation, heritage, social status, knowledge of a dish or technique, curiosity, Michelin guide, others). In any case, fine restaurants are distinguished from other segments by the expectation of uniqueness in relation to food, wine, service and atmosphere (Ottenbacher & Harrington, 2006), being evidently attributes of motivation.

Even so, the presence of customers (not majority) with a profile more interested and motivated by the gastronomy is perceptible, according to the informants. These clients carry out a preliminary study about the region, about Catalan cuisine, local habits and customs, about the restaurant, chefs, menu, techniques, ingredients and the relationship with the territory and food heritage. On the other hand, these clients still ask for particularities of the dishes or the wines during the service. In other words, are the tourists who travel through the food valorization spaces, defined by Poulain (2007) how: before the trip seek information on tourist guides, ethnic restaurants in the place of origin, tourism books, television programs, food experiences explained by friends or relatives; and during the trip in restaurants, guide, food stores, friends; and after the trip in ethnic restaurant, shops, food souvenirs or culinary objects, preparation of dishes discovered during the trip.

Every day the restaurant has a waiting list and there is rarely any cancellation. In the event of an inability to attend, clients pass on their reservations to friends or family. The

informant (1) shows that the reservations are well managed, so that the city does not suffer any seasonal period due to the operation of the restaurant, thus the collective vacation periods coincide with festive dates that naturally generate an increase in the tourist flow of the city.

Another interesting factor said for the same informant, refers to the motivation of the customers for the acquisition of Roca brand products in the restaurant. In general, they want to broaden their personal knowledge about recipes, history or techniques, buy souvenirs for gifts or as a material remembrance of, they experience. Thus, gastronomy allows tourists to ignite the cultural heritage of the destinations through tasting, experience and purchase of artifacts, transiting in the areas of appreciation.

The Roca brothers value for professional training and the sharing of experiences. Every Tuesday the restaurant does not have service and these date is dedicated to integration, where the collaborators of practices have the opportunity to have a particular moment with each of the brothers, technological formation, gastro botanic, design or visit to producers and providers. Being a differential recognized by the employees of the restaurant, because it is a concern that focuses on science, technology, practical knowledge and extension to producers and suppliers.

So far no training activity about tourism theme has been carried out, the informant (2) enunciated that perhaps it is because they did not dedicate themselves specifically to this field, but the idea had a positive thought on the subject and could be incorporated in future discussions in the restaurant.

Besides, Joan Roca is *Doctor Honoris* of the Girona University and along with the brothers, they are professors in the School of Hospitality and Tourism of Girona. In addition to ministering workshops in fairs and regional events, also contributing to external professional training. Certainly, for the excellent development of gastronomy tourism, as discussed by Hjalager (2002), it is crucial that knowledge and innovative capabilities should be developed and brought in to interact with the entire food and tourism sectors.

6.1.The projects

Visibly, the Roca brothers are directly involved with the surroundings and in many parts of the chain. Thus, projects are in progress aiming at the practice of a sustainable gastronomic activity. The informant (2) describes by means of a discourse that is deeply rooted in the precepts of identity, authenticity and belonging, that the restaurant is inserted within a community "formed by people", which in some way must also be favored by the activity, without exclusion of anyone and with the interest of adding more people.

Technology and heritage development projects:

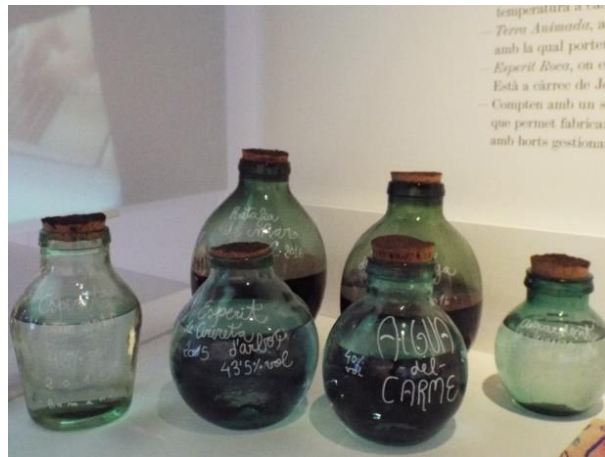
La Masía - is a multidisciplinary study center, created in 2014, with the objective of carrying out complex research and projects dedicated to knowledge, innovation and technology.

El Somni - One opera in twelve dishes, a banquet in twelve acts - this project was called ambitious, unprecedented, consisted of the first multisensory gastronomic opera. Formed by a dinner for twelve guests, who tasted twelve dishes, harmonized with twelve wines, with twelve reflections - thinkers and poets, twelve songs, twelve videos, twelve ideas and a card game spread out over each of the twelve acts of this dinner that took place in 2013 (Elsomni, 2017).

Animated land - a project that seeks the recovery of wild plants from the environment, for incorporation into gastronomy, not only in a decorative way, but also with a technological, innovative and practical focus.

Roca Spirit - aims to recover lost knowledge about the artisanal elaboration of distillates and formulate non-alcoholic beverages with fermentation based on vegetables. The informant (2) highlights that this is one of the best projects executed, rescuing and valuing heritage concepts and that results in a tangible product. The current result is 35 brandies and liqueurs of proximity.

Figura 06: Roca Spirit



Source: author.

Rotaval - in partnership with the ALICIA Foundation (Ali-mentación y Cien-cia) a kitchen research center, developed Rotaval, a tool to capture volatile aromas through low temperature distillation (www.alicia.cat).

Rocook - development of a utensil for steaming and low temperature in a family environment, nutritious, technical and precise (www.rocook.com).

Conceptual dishes - The Roca brothers also work in partnership with industrial designers, designers and artisans to develop new conceptual parts for their services.

The technology and heritage projects above described generate knowledge, which is the most important ingredient for the innovation process, contributing to the perspective of unique elements of gastronomy found in the particular locality. Either, the dissemination of this knowledge, whether in the form of a product or an experience, effectively contributes to the maturation of the activity, obtaining a return to itself.

Territorial dynamization projects:

The economic dynamism generated by the restaurant is clearly recognized by both informants on two sides, first related to suppliers and other to customers / tourists.

The link between restaurants and their suppliers is referred to as a supply chain, formed by the producer, supplier/distributor and consumer. Thus, the informant (2) says that the selection of the restaurant's suppliers is very dynamic and that they were selected in a 30-year historical course, which evidently some are the "whole of life". The brothers select products of "great quality" and maximum proximity. Hjalager (2002) argue that local products are essential to assert a reputation or expression of a regional food culture, as well as controlled quality.

Both informants recognize that the media's projection of the restaurant and the chefs, occurs in a genuine way, due to the recognition of hard work and effort, generates an absurd annual flow of customers. The informant (1) explained that 50% of the public of the restaurant comes from Spain or Catalonia, the remaining 50% from other nationalities. The informants observed that most of the clients or tourists stay for a short time in the city of Girona or region. Many of them stay overnight in Barcelona and go to the city for their lunch or dinner. Alternatively, spend a night or two in Girona in search of other gastronomic experiences, like other restaurants or *Rocambolesc*. Evidently, have an opportunity of investments in the gastronomy tourism sector, diversifying the offer and increase the satisfaction of the interested visitors in this follow-up. Regardless of the facts, there is evidently a movement in the services sector, such as transportation, accommodation, food, leisure, entertainment and shopping.

Today, consumers expect businesses to engage in socially responsible behavior and some restaurants have begun engaging in green practices to respond to increasing awareness among consumers about the seriousness of environmental problems (Choi and Parsa, 2006; Schubert et al., 2010). The corporate social responsibility of the Roca Group is active through their daily actions and projects, which appear to be disinterested in media and notoriety, since many are unknown to their public because they are not explicit on the official website of the restaurant. Which, in a way, demonstrates the humbleness of the Roca philosophy of being.

Can Roca and Rocambolesc - hire staff from the region to perform services. Beyond all the employees of El Celler de Can Roca have lunch every day in their parents' restaurant,

also establishing links with the place and experiencing the roots of the Roca brothers (<http://www.rocambolesc.com/>).

Ecological garden - has been commissioned by a retired man in need of work who shares his knowledge, as a way of perpetuating knowledge.

Recycle Roca - a glass-recycling project with an artist who was at risk (woman, unemployed and over 45 years old) that was incorporated through a foundation for the creation and development of handcrafted pieces. The 22,500 bottles opened annually are recycled and partly processed into handcrafted pieces that are displayed in the restaurant, and are presented at workshops aimed at children, along with a booklet on recycling that was developed in partnership with a cooperative that carries out workshops in public libraries of Catalonia. Other elements of the restaurant are also intended for recycling such as cooking oil.

Figura 07: Project Recycle Roca



Source: author.

Punctual Projects:

Mona a solid Easter - The Rocambolesc ice cream factory made a primate chocolate sculpture with the best cocoa selection and made the sale available in its units, as well as on the Mona Foundation website, with 100% of the profits being returned to the institution (www.fundacionmona.org/).

Exhibition "From the Earth to the Moon" - The exhibition organized by the *Generalitat de Catalunya* and El Celler de Can Roca was held in commemoration of the 30th anniversary the restaurant, at the Palau Robert in Barcelona, between 11/22/2016 to 04/23/2017. Focusing on the historical context and evolution of Roca cuisine, the exhibition was explanatory, didactic and playful, also presenting technological resources in the way of communicating the gastronomy. About the exhibition, the informant (1) explained that this action massifies the knowledge about El Celler de Can Roca, so that it might be interesting to understand a little more about this spectator audience, unknown to the restaurant management.

Chromaphone at Madrid Fusión - Neil Harbisson had his vision in grayscale until 2004, when he implanted a chip in his head that is fed by a sequence of light transmitted by an antenna, which allows him to listen to the sound of the frequencies of light. Considered the first cyborg, he listens to the colors and declares that this has changed his perception of life. The project developed jointly with Jordi Roca and presented in 2016 at the event Madrid Fusion, consists of a challenge of matching emotions and colors, one of the line of investigation initiated by El Celler de Can Roca in 2004 (colors and perfumes). For the project, a dish was developed (figure 08) that allows to hear the sound of colors, where each color has a frequency of light that is equivalent to a musical note. "It had to be defined in Celler in a color, serious orange, which is the color of humanity" by Harbisson (Cyborgarts, 2017).

Figure 08 e 09: Chromaphone Project development process.
Figura 10: Dish developed for the Chromaphone project.



Sources – figure 08 e 09: <http://lacocinadelosvalientes.blogspot.com.br/2016/06/quiero-ser-sueco-un-ciborg-en-el-celler.html>.

Sources – figure 10: <http://www.acid-studio.com/works/tocaplats/>.

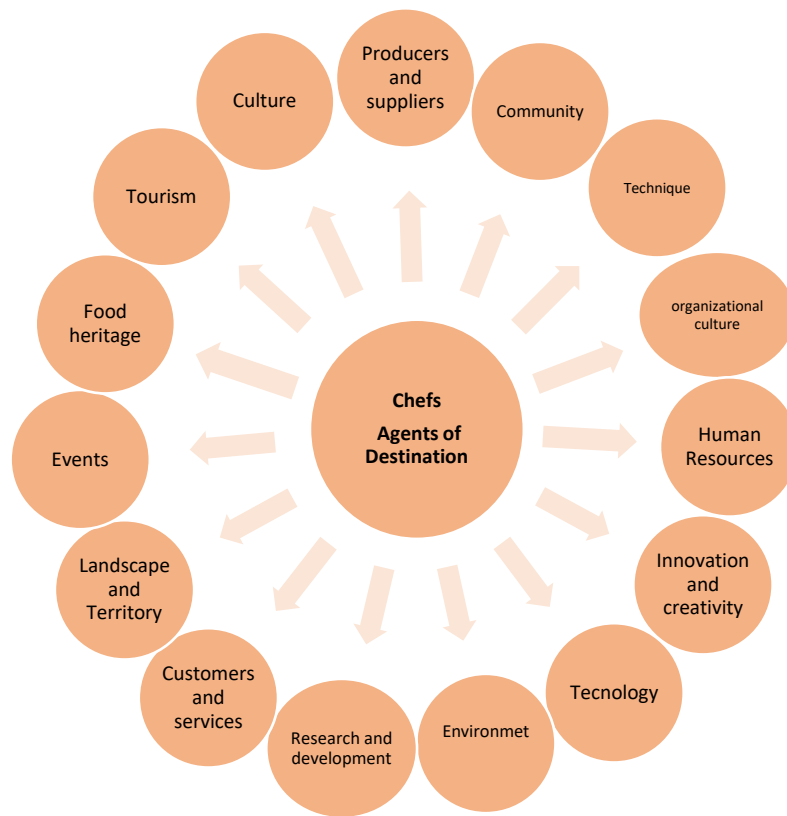
BBVA (*Banco Bilbao Vizcaya Argentaria*) - The brothers were appointed ambassadors of BBVA in 2013, with the aim of fomenting the formation in gastronomy in Spain. In this way, the restaurant El Celler de Can Roca welcomes trainee students from partner universities and, in return, the brothers travel internationally (America, Asia and Europe) to learn about the peculiarities of gastronomy and its surroundings, as well as to take a gastronomic experience of El Celler de Can Roca for each visited locality. One of the restaurant's entrances, "The World" is inspired by this travel script, a way to share the experience of chefs with diners (<https://www.bbva.com/en/destacados/celler-can-farm/>).

The brothers also participate in projects outside the restaurant, but which in a sense carry part of the Roca identity. As an example, feeding projects in hospitals, elderly homes and children in the region. The United Nations Development Program also honored them as Goodwill Ambassadors in 2016. According to the informant (2), the brothers carry out all their activities with commitment, engagement and responsibility, and that the current visibility and exposure in the media, requires them to accept certain compromises and positions "to talk about things that can awaken the minds of others or reach a wider audience". "Our position allows us to value the way we understand the trade and give visibility to our values" – Joan Roca (Cellercanroca, 2017). As an example the participation in 2015 of Joan Roca in the World Economic Forum of Davos.

The description of the activities carried out by El Celler de Can Roca allowed to observe that a Michelin star restaurant it not only attracts tourists but also contributes effectively to the social, cultural, economic and environmental development of a destination. Essential elements for the development of gastronomy tourism (Corigliano, 2002).

The data obtained in the course of this research allowed the understanding that chefs are agents of change (Rogers, 1995) not only influencing work practices and eating habits, but also sustainable socio-cultural changes and tourism. Scarpato & Daniele (2003) argue that global chefs are cultural specialists and, as such, reflect values, philosophies and aesthetics of their common culture. Therefore, El Celler de Can Roca's gastronomy tourism model is based on products of territory, tradition, identity and cultural aspects, presenting an example of a tourist product of quality and prestige, adding value to the image and brand of the destination.

Figure 11: New structures in network and relationship in restaurants.



Source: author.

The activities of the restaurant help the regional to stimulus your gastronomic diversity and service quality, due to the profile of the demands of its public. Requiring, consequently of locality, qualification of its workforce, strengthening of regional products and adaptation of basic tourist infrastructures. Requiring constant changes and updates of public management and tourism chain.

The process of creating the dishes of El Celler de Can Roca presents a wide dimension, with the intention of creating new dishes, products or services, and an abstract dimension with new ways of thinking about food, its transformation and the act of eating. The Girona region has specific characteristics for its *terroir* and the restaurant's menu is prepared with local ingredients that allow travelers to experience the culture through a variety of senses. Thus, the kitchen of the Roca brothers, with all its attributes, presents, therefore, possibilities of protection and promotion of the food heritage, through the creative

presentation of the territory and the gastronomic landscape to the tourists, also guiding gastronomy tourism.

It is identified that the projects promoted by the restaurant reflect the conscience of the chefs in their roles in the various dimensions of their activity and in the local dynamization.

Figure 11: Systematization of territorial dynamics - El Celler de Can Roca, 2017.



Sources: Author.

One of the great criticisms of the world that has formed around the Michelin guide and consequently the restaurants that compose it, is the barrier imposed by the high cost and access to the service (among others), and some chefs have already chosen to give up the guide. Therefore, in view of the above, the gastronomy presented by the Roca brothers cannot be interpreted only as an elitist art, but as an important vehicle for the transmission of history, tradition, identity, knowledge, value and quality. In this way, it is possible to observe that the Roca Group promotes diversified gastronomy possibilities, ensuring that a wider range of customers and with varied profiles can somehow enjoy the Roca experience.

Considering the systematization previously presented by Hjalager (2002), the restaurant El Celler de Can Roca contributes to the stimulation of the creation and development of gastronomy tourist products, since it was possible to identify in its activities, in its discourse and philosophy, components and characteristics related to the increase of the gastronomy tourist offer. Within the model structured in four hierarchical orders, Hjalager (2002) presents stages that aim to prepare the destination with creative gastronomy

products, and it is easy to observe the circulation of the actions of El Celler de Can Roca within the hierarchical levels, characterizing the contribution of the same in the orientation for the development of sustainable gastronomic tourist activities (table1).

In view of this, the value chain of gastronomy can be extended to include a range of economic activities, with broader meanings. The peculiarities of the local cuisine are the starting point to create “gastro-attractions”, such as special or ethnic cuisines, special cooking heritage, ethnic and historical routes, industrial food heritage, seafood or farm products, culinary products shop, markets, product-based itineraries, slow food, registered products, food souvenirs, food processing facilities, wineries/breweries, vineyards, gourmet trails, creative cooks, personalities, fairs, exhibitions, food museums, food crafts, food designers, food trucks, cooking schools, gastronomic journeys, workshops, congresses, culinary adventures and accommodations, inserting characteristics in the center of territorial development strategies. Seeking in tourism not only the pretension of improving the economy and the image of the place, but also of providing all involved an experience of exchange of culture and knowledge.

7. Conclusion

Undoubtedly, food is linked to tourism, including new prospects for tourism and making its distinctive elements in the competitiveness of destinations. Thus, the characteristics related to gastronomy can be used as a tourist orientation factor.

The investigation of the data touched on important aspects about the restaurant El Celler de Can Roca, to position the reader in the research theme. It allowed understanding the significant relationship between a Michelin star restaurant and its contribution to the development of gastronomic tourism. It is possible to conclude that the restaurant promotes economic development, favors the image of destiny as a brand, and on the other hand, it has effects of socio-cultural appreciation, recognition and belonging of the local cuisine, assuming the chefs the position of active agents of the territory.

It can be said that restaurants are now providers of cultural elements and that they share the position along with other segments of the cultural industry. Thus, even if the activities

carried out by food-related tourists are not the main motivation of travel, they have the potential to communicate through wider experiences the cultural impressions of destiny.

It is possible to conclude that the reflection on the Michelin star restaurant's position in the gastronomic tourism participation is very complex, but due to the importance of this object, it gains notoriety due to its cultural, economic, social and environmental consequences in the destination.

The Catalunya region already recognizes the importance of the Mediterranean Diet as an intangible cultural heritage recognized by Unesco, and the Costa Brava Girona Tourism Agency, objectively seeks, through actions and projects, to be characterized as a consolidated gastronomic destination. Thus, the region is very well marked by aspects related to food and regardless of the factors presented, the tourism sector shows a promising future for the region, presenting a great evolutionary potential for new products of gastronomic tourism, characterizing itself as an important tool for safeguarding the cultural heritage of food and a future application to become a creative city of gastronomy by Unesco.

Therefore, this study is unprecedented and contributes to the reflection on how a Michelin star restaurant conducts cultural elements and the great responsibility of transmitting traditional values, local culinary culture and collective culture, inseparable in cuisine, gastronomy and territory stimulating new products of gastronomic tourism.

As future lines of investigation and expansion of knowledge, we suggest a study with other Michelin star restaurants in the region, gastronomy tourism actors, gastronomy tourists, as well as the monitoring of the development of the activity in the region.

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