



**Gastronomy, tourism and culture in creative cities by UNESCO. The case of Popayán (Colombia)**

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## Gastronomy, tourism and culture in creative cities by UNESCO. The case of Popayán (Colombia)

Gastronomy and its relationship with tourism has become a key aspect in the analysis of tourist destinations. One of the aims of this research is to show evidence of the presence of tourists with different attitudes towards local gastronomy. For this purpose, a segmentation of the tourists who visit Popayán, a creative city of gastronomy (UNESCO), is conducted on the basis of the greater or lesser gastronomic interest in the trips. Among the results of this research, the presence of significant differences in culinary motivations of visitors towards the local gastronomy of the place visited stands out.

Keywords: Creative city of gastronomy; Motivation; Popayán (Colombia); Segmentation; Gastronomy tourism.

### 1. Introduction

In 2004, UNESCO created the Creative Cities Network (UCCN), covering seven creative fields – Crafts and Folk Art, Design, Film, Gastronomy, Literature, Media Arts and Music-. The aim of the UCCN is to develop a cooperative network among cities interested in some of these fields with the aim of increasing innovation and creativity. Through this, it hopes to develop new urban strategies to achieve more sustainable and inclusive development (UNESCO, 2006). Within the creative field of gastronomy, the first city which achieved this recognition was Popayán (Colombia) in 2005. This declaration allows Popayán to obtain worldwide recognition in the field of gastronomy, which lets it prioritise its local cuisine and gastronomy tourism within its plans of economic development (Pearson and Pearson, 2017). In fact, this entry may also be considered a quality brand for the city, similar to what happens with other recognitions from UNESCO, such as World Heritage Site (WHS) or Intangible Cultural Heritage

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3 (ICH).  
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6 This research intends to contribute to the existing academic literature regarding  
7 the gastronomic experiences related to tourism. For this aim, we focus our research on  
8 the city of Popayán, recognised by UNESCO as a Creative City of Gastronomy (UCC  
9 of Gastronomy). In addition, this Colombian city also presents other important tourist  
10 attractions related to culture: the entry in 2009, as an Intangible Cultural Heritage (ICH)  
11 by UNESCO, of the Holy Week processions. Together with these two recognitions of  
12 excellence at international level, the city of Popayán also has a promising future due to  
13 the recent Peace Process Agreements of Colombia signed in 2016, which allows for  
14 victims and rehabilitated people to work together to achieve a better, sustainable  
15 development of the population of the geographic area.  
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30 The recognition of Popayán as a UCC of Gastronomy is due to the city's  
31 important culinary offer. Additionally, and driven by this declaration as a Creative City,  
32 in recent years, a research process has been developed to rescue, highlight, make visible  
33 and value elements, recipes, tricks and secrets of the local culinary tradition. In this  
34 way, the city of Popayán has becoming a reference in the field of teaching culinary  
35 processes. However, the amount of scientific research related to gastronomy in Popayán  
36 is still scarce, highlighting Salazar Villano's study (2012).  
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48 The main objective of this research is to conduct a segmentation of the tourist  
49 who visits the city of Popayán in accordance with their interest in gastronomy. On the  
50 basis of this segmentation, an analysis of the culinary motivations and the degree of  
51 satisfaction of each one of these groups in relation to the gastronomic experience in  
52 Popayán can be conducted. In this way, an answer to the need for empirical studies in  
53 UCCN is being looked for, with the aim of knowing the tourist demand in these  
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3 destinations (Richards, 2011; Ali, Ryu and Hassain, 2016).  
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## 10 **2. Literature review**

### 11 12 **2.1. Creative Cities, tourism and gastronomy**

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16 The birth in 2004 of the UCCN was useful for the preservation and development of  
17 urban areas, using culture as a strategic element for sustainable development (Rosi,  
18 2014). This is due to the creative consumer looking for more innovative experiences  
19 when it comes to traditional cultural tourists (Tan, Luh and Kung, 2014). Specifically,  
20 UNESCO (2006) discriminates in favour of the existence of creative cities in  
21 developing countries. In this case, the UCCN can provide four important factors to these  
22 cities: economic prosperity, social equity, environmental sustainability and cultural  
23 expression (Khoo and Badarulzaman, 2014).  
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36 Richards (2011) indicates that creativity is based in cultural tourism and in its  
37 transformation into intangible culture and the participation in the daily life of the local  
38 community in the destination. Because of this, creative tourism suggests an extension  
39 and, at the same time, a reorientation of cultural tourism, in the sense that creative  
40 tourists search for more active participation and, as such, better personal development  
41 (Tan *et al.*, 2014).  
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51 Creative tourism is based on the tourist wanting to better understand the local  
52 community and learn about their way of living and their culture, hoping to be  
53 considered part of it. Due to this, a new brand of tourism focused on UCCNs is being  
54 generated. In this regard, Rosi (2014) indicates that the UCCN has two aspects: first, as  
55 a brand similar to WHS or ICH which can be used to attract tourists (the city of  
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3 Popayán has already had its Holy Week processions recognised as an ICH); second, as a  
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5 way of cooperation among the different cities which enjoy this recognition.  
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9 However, the developed empirical studies that analyse the relationship between  
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11 tourism and UCCN are still scarce. Thus, Pearson and Pearson (2017) indicate that it is  
12  
13 important to conduct empirical studies in the UCCNs to supply information to both  
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15 UNESCO and the cities themselves. Among this research, we highlight the analysis  
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17 done by Pawlusnski and Kubal (2018) in Krakow as a UCC of Literature or the study of  
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19 the city of Graz as a UCC of Design (Arandjelovic, 2015). As such, this research,  
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21 focused on Popayán as a UCC of Gastronomy, intends to provide new conclusions in  
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23 this field and in the geographic area of Latin America.  
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## 31 ***2.2. Segmentation of gastronomy tourists***

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34 The relationship that there is between tourism and gastronomy is extensive and  
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36 complete. Kivela and Crofts (2005) indicate that this relationship is based on three  
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38 ideas: first, the analysis of what local gastronomy means for a tourist, focusing on how  
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40 gastronomy is a motivating element to visit this destination; second, the study of the  
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42 socio-demographic profile of the visitor and of their relationship with gastronomy;  
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44 third, the analysis of the economic impact that gastronomy tourism has on the  
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46 destination.  
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52 Scientific literature presents different approaches to analyse the segmentation of  
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54 consumers. Thus, one of the most common techniques in the field of tourism is factor-  
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56 cluster analysis (Park and Yoon, 2009; Prayag, 2010). However, this approach has been  
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58 severely criticised for the existence of different deficiencies such as the loss of original  
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3 information, the abstract interpretation of the results or the obtaining of erroneous  
4 assumptions (Dolnicar, 2008; Dolnicar, Kaiser, Lazarevski and Leisch, 2012; Prayag  
5 and Hosany, 2014). This research uses the segmentation approach recommended by  
6 Dolnicar (2008) and implies the direct grouping of original scores. This is due to the use  
7 of these original scores providing a more precise or detailed segmentation due to its  
8 ability to retain a greater degree of the original data (Sheppard, 1996; Dolnicar, 2002;  
9 Prayag and Hosany, 2014). Additionally, the researchers recommend the use of a  
10 hierarchical grouping method followed by a non-hierarchical method (Hair, Black,  
11 Babin and Anderson, 2010). As such, two hierarchical algorithms, complete-linkage and  
12 Ward's method, were initially applied in this research using squared Euclidean  
13 distances to identify possible groups in the data. Both techniques prevail in scientific  
14 literature related to the segmentation of the market in the tourist sector (Dolnicar 2002).

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One of the first pieces of research regarding tourist segmentation and its relationship with local food was that developed by Charters and Ali-Knight (2002). These academics proceeded to analyse the different groups of tourists according to their interest in wine and, extensively, their interest in the gastronomy of the destination. Therefore, these authors conclude the importance that wine (and gastronomy) has as a motivation to visit a specific destination and, on the basis of this variable, segmented the tourists. For their part, Hall, Sharples, Mitchell, Macionis and Cambourne (2003) present a first approximation of tourist segmentation on the basis of their interest in gastronomy. On the other hand, Hjalager (2004) proposes a specific model of segmentation for tourists interested in gastronomy, differentiating among four groups: recreational, existential, diversionary and experimental gastronomy tourists.

For their part, Quan and Wang (2004) indicate that tourists can be segmented according to their interest in gastronomy. Thus, a first group would be of those tourists

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3 whose primary motivation for discovering a destination is gastronomy and a second  
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5 group that would be those tourists that consider gastronomy as a secondary motivation  
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7 for discovering a specific destination. The conclusion of Quan and Wang (2004) allows  
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9 for authors such as BabolianHendijani (2016) and Mgonja *et al.* (2016) to research  
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11 further into these two groups, concluding on the importance that gastronomy currently  
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13 has as a primary or secondary motivation to visit a specific destination. Definitively, the  
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15 authors show the existence of two groups of tourists who are clearly differentiated: a  
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17 first group that is extremely interested in local gastronomy and where gastronomy is a  
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19 key element in the choice of the destination, and a second group that are not interested  
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21 at all in local gastronomy. Among both these groups, scientific literature includes one or  
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23 more groups.  
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30 Another of the models which allows for the segmentation of gastronomy tourists  
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32 is that proposed by Björk and Kauppinen-Räsänen (2016). These authors base their  
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34 model on three different questions to discover the importance that the tourist gives to  
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36 gastronomy on their trips. To know: how important are food and eating as motives for  
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38 travelling; how important are food and eating experiences when choosing a destination;  
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40 how important are food and eating for travel satisfaction. On the basis of the answers  
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42 given to these questions by the people surveyed, a segmentation of the travellers into  
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44 three different groups is established: first, experiencers, those who travel to gain food  
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46 experiences; second, enjoyers, those with a positive attitude towards food; and third,  
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48 survivors, those with very little or no interest in food. In this research, we follow the  
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50 model proposed by Björk and Kauppinen-Räsänen (2016) given that, currently, it is  
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52 one of the most used models in scientific literature.  
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58 Together with the previously-shown models, the scientific literature also  
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60 analyses the relationship that exists between travellers and gastronomy in different

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3 assumptions; such as, for example, the relationship that exists in tourist destinations  
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5 (Kivela and Crotts, 2005; McKercher, Okumus and Okumus, 2008; Timothy and Ron,  
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7 2013), in food festivals (Kim, Ducan and Chang, 2015; López-Guzmán, Uribe-Lotero,  
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9 Pérez-Gálvez and Ríos-Rivera, 2017) or in food markets (Crespi-Vallbona and  
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11 Dimitrovski, 2016). This research intends to open a new topic in reference to the  
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13 relationship that tourism and gastronomy have in a UCC of Gastronomy.  
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18 In accordance with the scientific literature, the hypothesis to be contrasted shall  
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20 be the following:  
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23 **H<sub>1</sub>:** Tourists express different attitudes towards local gastronomy as a key variable for  
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25 the choice of the destination.  
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### 32 **2.3. Motivations of gastronomy tourists**

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35 The relationship between gastronomy and the motivation that a tourist has to visit a  
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37 destination may range from the most basic and primary physiological need for food to  
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39 becoming a determining factor in the choice of the destination. Therefore, we may find  
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41 tourists whose gastronomic motivation for local food is not one of the reasons for  
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43 visiting one place or another. As such, their engagement with food from these  
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45 destinations is simply a response to an organic need, consuming the same food in the  
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47 same restaurant chains that they would eat in their place of origin (López-Guzmán *et*  
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49 *al.*, 2017).  
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55 Fields (2002) considers four types of different gastronomic motivations for  
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57 tourists. The first of these is the motivation for local cuisine to cover a physiological  
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59 need to be fed; the second motivation is identified with the cultural aspect of the  
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3 gastronomy, that is to say, a way of getting to know the destination and its culture better  
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5 through its gastronomy; the third motivation is interpersonal and is based on the need  
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7 that people have for social inter-relation with other individuals; and the fourth  
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9 motivation is focused on the analysis of status and prestige derived from the social  
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11 recognition and differentiation that gastronomic knowledge provides people with.  
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16 Focusing on the motivational dimensions of tourists in relation to the local  
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18 gastronomy, there is different research where these motivations come together in similar  
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20 groups. Among this research, we may underline the following: Anderson, Musberg and  
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22 Therkelsen (2017) group these motivations together in three dimensions: sensory,  
23  
24 cultural and social. Khoo and Badarulzaman (2014) group these motivations into seven  
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26 dimensions: branding of space and place, food and dining, atmosphere, availability,  
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28 value-addedness, flavours, food authenticity and knowledge. In turn, Taar (2014)  
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30 indicates that the search for a gastronomic experience by the diners may be grouped into  
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32 three dimensions: first, the appearance of the food, where different aspects are evaluated  
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34 such as the taste, the texture or the colour; second, the situational factors which address  
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36 aspects related to the establishment itself; and third, aspects related to the feelings that  
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38 each diner has in their gastronomic experience. Crespi-Vallbona and Dimitrovski (2016)  
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40 also make this grouping in three dimensions: sensory appeal, local food experience and  
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42 health concern. Most recently, López-Guzmán *et al.* (2017) group the motivations for  
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44 the destination's cuisine, in their study focused on food festivals, around three  
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46 dimensions: new food experiences, culture and socialization.  
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54 In conclusion, the motivations that tourists have in relation to local gastronomy  
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56 are diverse and respond to questions related, occasionally, to the tourist's own attitude.  
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59 In accordance with the scientific literature, the hypothesis to confirm is the  
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3 following:  
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6 **H<sub>2</sub>:** Gastronomic motivations are heterogeneous and are conditioned by the  
7 attitude and/or interest of the tourist in gastronomy on their trips.  
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#### 10 11 12 13 14 15 **2.4. Satisfaction of gastronomy tourists** 16

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18 In recent years, the tourist sector has become an environment of constant progressive  
19 activity. Nobody doubts its transcendent contribution to the economy of the destinations  
20 (Çoban, 2012), especially in Developing Countries. However, the tourist management  
21 of a destination should do more than the simple offer of some discernible natural,  
22 heritage or leisure resources to guarantee sustainable growth. Thus, it is necessary to  
23 analyse the offer and adjust the tourist products to the demands of the visitors so that the  
24 destination effectively satisfies the tourist's expectations (Cracolici, Nijkamp and  
25 Rietveld, 2008). In this way, the influence that gastronomy has on the satisfaction level  
26 of the tourist may be analysed through a cognitive-affective component. This occurs as  
27 gastronomy can provide an authentic and unforgettable experience for the tourist, away  
28 from the artificial and standard (Haven-Tang and Jones, 2005). For Khoo and  
29 Badarulzaman (2014), satisfaction in terms of gastronomy shall be based on the  
30 following elements: core value and quality, convenience, dining atmosphere, tourism  
31 product and icon.  
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51 In order to achieve this level of satisfaction, restaurant establishments of the  
52 destination should offer culinary products with a discernible cultural richness, made  
53 mostly from natural and healthy foodstuffs and that meet the gastronomic expectations  
54 of the visitor (Babolian Hendijani, 2016). As an answer to these expectations, taste is  
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3 used as a determining factor in achieving the tourist's satisfaction with local  
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5 gastronomy (Crespi-Vallbona and Dimitrovski, 2016), given that the tourist can  
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7 experience the authenticity and originality of the food they taste. Additionally, another  
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9 factor which influences gastronomic satisfaction is the perception of dining experiences  
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11 (Babolian Hendijani, 2016). Thus, gastronomy can become a key and determining  
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13 factor of tourist satisfaction in a destination (Björk and Kauppinen-Räsänen, 2016;  
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15 López-Guzmán *et al.*, 2017), but for this to happen, the motivation, experience and  
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17 satisfaction determiners should be analysed. As such, and even more so in the UCCs of  
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19 Gastronomy given the important relationship that exists between gastronomy and this  
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21 type of tourist (Ali *et al.*, 2015), cuisine is a key element in determining the satisfaction  
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23 of the tourist in a destination and the level of satisfaction shall be related to the  
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25 gastronomic perspectives that the traveller has.  
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32 In accordance with the scientific literature, the hypothesis to confirm is the  
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34 following:  
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37 **H<sub>3</sub>**: Gastronomy is an element which favours and conditions the experience in the  
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39 destination and tourist satisfaction.  
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### 46 **3. Methodology**

#### 47 **3.1. Survey design**

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49 The methodology used to develop this research is based on the results of fieldwork  
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51 carried out among a representative sample of tourists who visited the city of Popayán.  
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55 The work was carried out during the celebration of the Holy Week processions in 2018  
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57 in Popayán (declared an ICH by UNESCO). Starting from an initial questionnaire, and  
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3 after successive refinements, that included a pre-test with an initial sample of tourists of  
4 similar characteristics to the final sample, the definitive model was reached. The final  
5 version of the questionnaire intended to provide adequate clarity to the questions and  
6 the maximum adjustment of the answers to reach the stated goals of the research. The  
7 survey used is based on different, previous works (Kim, Eves and Scarles, 2009; Khoo  
8 and Badarulzaman, 2014; Tan *et al.*, 2015; Björk and Kauppinen-Räsänen, 2016;  
9 López-Guzmán *et al.*, 2017; Pérez-Gálvez, Torres Naranjo, López-Guzmán and  
10 Carvache-Franco, 2017) and respond to different questions that address the relationship  
11 between tourism and gastronomy.  
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25         Regarding the base of an initial ensemble of items, a refinement process was  
26 conducted over three phases: first of all, a local researcher specialising in gastronomy  
27 tourism analysed the proposed items; secondly, the resulting questionnaire was  
28 examined by various tourism managers of the city of Popayán; and, thirdly, a pre-test  
29 was given to 50 tourists.  
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37         In terms of its structure, it is divided into two large blocks. The first of these is  
38 focused on questions related to gastronomy. Thus, aspects such as the interest of the  
39 people surveyed in the food of the city and its importance when it comes to travelling,  
40 the motivations which contribute to the experience of the traveller in relation to the  
41 city's gastronomy or the satisfaction with the city's gastronomy were included. A  
42 second block which collects the socio-demographic characteristics of the visitors such  
43 as age, sex, income, place of origin and degree of education. The questionnaire uses  
44 questions with yes/no-type answers, questions with open and closed answers and  
45 questions which use a Likert scale of 5 points (1 = very little importance; 5= great  
46 importance). The questionnaire was provided in two languages (Spanish and English).  
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60 Each one of the people surveyed chose the language of the survey.

### **3.2. Data collection**

The surveys were carried out by a team of surveyors connected to the University of Cauca (Colombia). 653 surveys were completed, of which 615 were valid. The fieldwork was done during the celebration of the Holy Week Processions in 2018. This date was chosen as it is the most attractive time of year for visitors. As for the nationality of the people surveyed, 86.6% of them were Colombian, while 13.4% were foreigners. Among this last group, the presence of Europeans (45.3%) stands out, followed by Latin Americans (32.2%) and North Americans (21.2%). The questionnaires were conducted in different culinary establishments in the city centre of Popayán, on different days and at different times, to try to get the widest range possible of people and situations. A non-probability sampling technique, usually used in this type of research, where tourists are available to be surveyed in a specific place and time, was used (Finn, Elliott-white and Walton, 2000). It was not stratified by sex, education, age, marital status, nationality or by any other variant as no previous scientific studies that use this stratification are available. The rejection rate for the questionnaire was very low and was not significant in terms of any variable. The time taken to complete the survey was less than 15 minutes.

### **3.3. Sample and sampling error**

The exact frame of this research is the tourist who visits the city of Popayán, regardless of whether they stay overnight or not or if they visit other places in the region of Cauca (Colombia) or not. In terms of the study subject population, the number of tourists dealt

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3 with in the different tourist information points during the 2017 edition of the Holy  
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5 Week processions was considered. This number in 2017 was 22,560 tourists. As such,  
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7 using 22,560 visitors as a guiding figure, in the case of a random sample, the sampling  
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9 error for a confidence level of 95% would be  $\pm 3.90\%$ .

### 16 **3.4. Data analysis**

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20 The tabulation of the data obtained in the fieldwork carried out used the SPSS v. 22  
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22 computer programme. In terms of analysis, different statisticals have been used to  
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24 evaluate the reliability of the questionnaire answers provided (Cronbach's alpha).  
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26 Moreover, the multivariate technique of case grouping (hierarchical clustering and K-  
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28 means clustering) with the aim of analysing the similarity among the people surveyed  
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30 was applied, using the indicative variables as a reference for the tourist's greater or  
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32 lesser interest in gastronomy, as a determining variable when it comes to travelling. On  
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34 the other hand, the technique of discriminating analysis to validate the grouping of cases  
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36 obtained in the clustering analysis was used. Therefore, and from the groups or  
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38 segments obtained, statistics and measures of association which provide the necessary  
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40 data to study the possible patterns of association which exist among variables from a  
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42 table of bi-dimensional contingencies were applied. Finally, non-parametric statistical  
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44 procedures (Kruskal-Wallis' H and Mann-Whitney's U) have been used with the aim of  
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46 studying significant differences among the different sample groupings.  
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## 56 **4. Results of the research**

### 57 **4.1. Food clusters**

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3 With the purpose of studying and characterising the interest that tourists have in the  
4 gastronomy of Popayán, the people surveyed were requested to evaluate the importance  
5 local gastronomy has on their trips using the three items indicated in the Björk and  
6 Kauppinen-Räisänen Model (2016). Cronbach's alpha coefficient of the final scale  
7 reaches a value of 0.831, showing an internal meritorious consistency among the  
8 different elements of the scale. The critical level ( $p$ ), associated with Friedman's  $\chi^2$   
9 statistic (14.195) of the analysis that is used to confirm the null hypothesis, based on all  
10 of the elements of the scale having the same median, is less than 0.05. As such, it rejects  
11 the hypothesis that the medians of the elements are the same.  
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25 As has been stated previously, in this research a segmentation approach  
26 recommended by Dolnicar (2008) is used. In addition, a hierarchical grouping method  
27 has also been used, followed by a non-hierarchical method (Hair *et al.*, 2010). As such,  
28 the two hierarchical algorithms, namely, complete-linkage and Ward's method, were  
29 initially applied using the squared Euclidean distances to identify the possible clusters  
30 or segments in the data. Both these techniques are widely used in research in the field of  
31 tourism. The aim of this segmentation is to identify groups of tourists that are very  
32 similar in terms of their interest in local gastronomy when it comes to travelling. An  
33 examination of the chronograms of resulting clusters and the dendograms suggested  
34 three or four segments. However, a more detailed examination of the group assignment  
35 and of the size of the group, and the later analysis using a non-hierarchical K-means  
36 grouping algorithm, determined that the most appropriate solution was that of three  
37 clusters.  
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55 Each one of these three clusters has been named, according to the Björk and  
56 Kauppinen-Räisänen Model (2016), survivors, enjoyers and experiencers. In accordance  
57 with **table 1**, the first of the clusters is made up of 31.2% of the tourists surveyed, being  
58  
59  
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1  
2  
3 the group which registers significant low entries in the three items. This cluster is  
4  
5 known as survivors, by being the group of tourists which is characterised by a low  
6  
7 gastronomic interest. The second group represents 11.6% of the sample and is  
8  
9 characterised by registering intermediate scores in the items. This cluster, which groups  
10  
11 together tourists with a certain interest in local gastronomy, is known as enjoyers. The  
12  
13 third group is characterised by registering high scores in the three items and represents  
14  
15 57.2% of those surveyed. This cluster, which groups together tourists with a greater  
16  
17 interest in the gastronomy of the city, is known as experiencers. Kruskal Wallis' H  
18  
19 statistical (1952) allows for the confirmation that the compared medians are not the  
20  
21 same among the different clusters. However, it does not allow for the identification of  
22  
23 where the detected differences are found. As such, and in order to know which median  
24  
25 differs from another, Mann-Whitney's U statistical is used (1947). The result of the  
26  
27 segmentation has been validated through a discriminating analysis so as to discover the  
28  
29 percentage of subjects that are correctly assigned. The relevant part of the analysis is  
30  
31 that the segmentation into three groups correctly classifies 99.0% of the individuals.  
32  
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#### 38 39 INSERT TABLE 1 40

41  
42 In line with previous academic research (Thompson and Prideaux, 2009; Björk  
43  
44 and Kauppinen-Räisänen, 2016; López-Guzmán *et al.*, 2017; Pérez-Gálvez *et al.*, 2017),  
45  
46 the results allow for the confirmation of one of the suggested research hypotheses:  
47  
48 tourists express different attitudes towards the gastronomy of a city as a key variable in  
49  
50 the choice of the destination ( $H_1$ ).  
51  
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54  
55 Popayán, as a creative city of gastronomy, presents a special attraction for those  
56  
57 tourists included in the group known as experiencers. Thus, this type of tourists have an  
58  
59 income level significantly superior to the other two groups (Kruskal-Wallis' H  
60



1  
2  
3 statistical = 8.892;  $p = 0.012$ ) and their planned daily spend, \$56 a day, is also higher  
4  
5 than the rest of the groups (Kruskal Wallis' H statistical = 14.565;  $p = 0.001$ ).  
6

7 Regarding the country of origin for experience tourists, 81.5% of them were  
8  
9 Colombians while 18.5% were foreigners, with the presence of foreign tourists being  
10  
11 greater than in the other two segments.  
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#### 19 **4.2. Gastronomy and motivation**

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21  
22 One of the aims of this research is to evaluate the motives or reasons tourists have for  
23  
24 trying local gastronomy. The interests and motives are reflected in one of the questions  
25  
26 on the questionnaire. This question is designed to collect the main variables indicated  
27  
28 by the scientific literature (Kim, Eves and Scarles, 2013; Björk and Kauppinen-  
29  
30 Räisänen, 2016; López-Guzmán *et al.*, 2017; Pérez-Gálvez *et al.*, 2017) and that leads  
31  
32 the tourist to consume local gastronomic products. Having conducted the survey pre-  
33  
34 test, 20 items were selected (table 2) on a Likert scale of 5 points – 1 being little and 5  
35  
36 being a lot – to determine the relative importance of a series of motives for their  
37  
38 decision to taste local food. The items used were grouped together, following Kim, Eves  
39  
40 and Scarles' Model (2013), into five gastronomic dimensions: cultural experience,  
41  
42 excitement, interpersonal relationship, sensory appeal and health concern.  
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49 **Table 2** brings the different interests and/or motives of the people surveyed for  
50  
51 consuming gastronomic products from the city together. Cronbach's alpha coefficient of  
52  
53 the final scale reaches a value of 0.966 and indicates a heightened internal consistency  
54  
55 among the elements of the scale. In turn, the critical level ( $p$ ), associated with  
56  
57 Friedman's  $\chi^2$  statistical (398.653), is less than 0.001. This allows to maintain the  
58  
59 hypotheses that the medians of the elements are not the same. The ranking prepared in  
60

1  
2  
3 this research makes it possible to identify that the sensory appeal and cultural  
4  
5 experience dimensions stand out from the rest. Thus, 30% of those interviewed believe  
6  
7 “local gastronomy tastes good” is one of the main reasons for trying the city’s  
8  
9 gastronomy. Other reasons which stand out as motives for trying local gastronomy are  
10  
11 the following: “it excites me to taste local food in its place of origin”, “discover the taste  
12  
13 of local food” and “discover something new”. These motivations are the main ones for  
14  
15 25% of the tourists surveyed. On the other hand, “local dishes are nourishing” and “get  
16  
17 away from noise and people” are the least powerful reasons for travellers to consume  
18  
19 local products.  
20  
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#### 25 INSERT TABLE 2

26  
27  
28 The analysis by gastronomic clusters allows for the confirmation of statistically  
29  
30 significant differences in each of the gastronomic dimensions obtained –**table 3**-. Thus,  
31  
32 the tourists grouped together in the segment known as experiencers are characterised by  
33  
34 registering higher values in each of the five motivational dimensions, with these being  
35  
36 significantly larger with respect to other clusters in the dimension known as “*cultural*  
37  
38 *experience*”. Therefore, and so as to establish the corresponding comparisons, the  
39  
40 Kruskal Wallis H statistical is used again. In this way, the segment of tourists known as  
41  
42 survivors is characterised by registering the lowest values in each one of the  
43  
44 dimensions, showing significant differences with the other two groups. The results show  
45  
46 that the gastronomic motivations of the tourists are heterogeneous and are conditioned  
47  
48 by their attitude and/or interest in gastronomy on their trips (**H<sub>2</sub>**) (Kim *et al.*, 2009; Kim  
49  
50 *et al.*, 2013; Björk and Kauppinn-Räisänen, 2016; López-Guzmán *et al.*, 2017; Pérez-  
51  
52 Gálvez *et al.*, 2017). As such, travellers use gastronomy as a tool to learn more about  
53  
54 the culture of the tourist destination, to look for new experiences or to satisfy the need  
55  
56 to reinforce the inter-personal relationships with friends and/or family members.  
57  
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## INSERT TABLE 3

### 4.3. *Gastronomy and satisfaction*

A tourist destination is something more than the grouping of natural, heritage or artistic resources, as it should also establish the necessary elements for a tourist to have a unique experience (Cracolici *et al.*, 2008). As such, the destination should consider the importance that gastronomy has as a determining element in achieving an unforgettable experience (Haven-Tang and Jones, 2005), a question that is important for the UCCs of Gastronomy.

In this research, the average level of satisfaction stated and measured on a Likert scale of 5 points is 3.80 points. In this sense, 12.8% of the people surveyed stated that they were fully satisfied, that is to say, they indicated 5 points. Within this group of fully satisfied travellers, tourists from the experiencers segment are commonly found (17.0% of them declare themselves to be fully satisfied). In addition, and with reference to the little importance of the not satisfied group, 12.2% of the people surveyed showed a score equal to or less than two. The data shows the positive influence that gastronomy has on the experience and the traveller's satisfaction (Haven-Tang and Jones, 2005; López-Guzmán *et al.*, 2017; Pérez-Gálvez *et al.*, 2017).

On the other hand, and from the segmentation conducted in this research, it is necessary to study possible existing relationships among the groups and the levels of satisfaction –**table 4**-. The analysis reveals a positive evaluation of the lived gastronomic experience on behalf of the three visiting groups, being significantly different according to whether it is more or less related to the reasons that motivate the consumption of local products of the city. In this sense, the evaluation is greater in the tourists grouped in the experiencers segments and shows how a greater relevance of the

1  
2  
3 five motivational dimensions is transferred into greater levels of gastronomic  
4  
5 satisfaction.  
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9 INSERT TABLE 4  
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12 Thus, and once it is confirmed that the visitors leave Popayán pleased with its  
13  
14 cuisine, this aspect can be assessed with more depth by analysing the relationship that  
15  
16 could exist with the reasons or motives for trying the gastronomy of the city. And this is  
17  
18 because this relationship is fundamental for carrying out correct management and  
19  
20 adequate tourist planning. In this way, the five dimensions obtained discriminate  
21  
22 significantly in relation to the degree of gastronomic satisfaction perceived –**table 5**-.  
23  
24 Thus, Spearman’s correlations corroborate the agreement between the degree of  
25  
26 satisfaction and the five motivational dimensions. The data shows that when there is a  
27  
28 greater presence of reasons related to the “sensorial appeal” and “cultural experience”  
29  
30 dimensions, this implies a better satisfaction as perceived by the tourist in relation to the  
31  
32 gastronomy of Popayán. As such, the results of this research conclude that the  
33  
34 gastronomy of the destination is a tool which favours and conditions the experience in  
35  
36 the destination and tourist satisfaction ( $H_3$ ). As a result, this research supports the  
37  
38 results obtained by the previous literature in the sense that the local gastronomy  
39  
40 contributes to increasing the satisfaction of the tourist and that, for specific travellers,  
41  
42 they condition their behaviour in the destination (Björk and Kauppinen-Räsänen, 2016;  
43  
44 López-Guzmán *et al.*, 2017; Pérez-Gálvez *et al.*, 2017) and especially in this type of  
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46 destination recognised by UNESCO as Gastronomic Creative Cities.  
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55 INSERT TABLE 5  
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58 Additionally, the results obtained by this research have a clear application in  
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60 management for the tourist businesses of the city of Popayán, given that the initiatives

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3 designed to increase the gastronomic satisfaction of the visitors should be based on an  
4  
5 analysis of the reasons which motivate their consumption and influence, in this way, the  
6  
7 correct provision of the gastronomic product.  
8  
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## 10 11 12 13 14 **5. Discussion**

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16  
17 The three tourist segments detected in this research, in relation to the importance that  
18  
19 tourists give to gastronomy on their trips, is a reflection of the previous scientific  
20  
21 literature. Thus, the majority of authors indicate that there is, at least, one group that is  
22  
23 very interested in gastronomy and another one characterised by their little interest in it.  
24  
25 In this way, and referring to the tourists who are very interested in gastronomy, and are  
26  
27 known as experiencers in this research, they are known by Hjalager (2004) as  
28  
29 experimental gastronomy tourists or by McKercher *et al.* (2008) as conceptual definite  
30  
31 culinary tourist. Similarly, this happens with the group known in this research as  
32  
33 survivors. Thus, Hjalager (2004) characterises one of the groups as recreational while  
34  
35 McKercher *et al.* (2008) refers to them as non-culinary tourist and Thompson and  
36  
37 Prideaux (2009) calls them the not interested group.  
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44 On the other hand, the results of this research reveal that the tourists'  
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46 gastronomic motivations are heterogeneous and are seen to be conditioned by their  
47  
48 attitude and/or interest in local cuisine when they travel. With this basis, the motivations  
49  
50 have been grouped together, following the Kim *et al.* Model (2013), into five different  
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52 gastronomic dimensions: sensorial appeal, cultural experience, interpersonal  
53  
54 relationship, excitement and health concern. The previous scientific literature studies  
55  
56 the motivations in terms of the gastronomy of the destination from different dimensions  
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58 (Kim *et al.*, 2009; Kim *et al.*, 2013; Björk and Kauppinen-Räsänen, 2016). Thus,  
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3 Andersson *et al.* (2012) study these motivations through the different experiences that  
4 can be reached: sensory, cultural and social. On his part, BalbolianHendijani (2016)  
5 established the following as the most marked ones: heritage, serving, food environment,  
6 variety, availability, sensory and ingredients. In this research, the cultural experience  
7 dimension is especially highlighted among the group known as experiencers, which  
8 reinforces the conclusions reached by Taar (2014) in the sense that the search for this  
9 experience that the diner who is particularly interested in gastronomy has. This  
10 conclusion is particularly significant for a city like Popayán which is recognised by  
11 UNESCO for its local gastronomy.  
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25 In terms of the degree of satisfaction, this research confirms the conclusions  
26 obtained by the previous literature (Björk and Kauppinen-Räsänen, 2016; López-  
27 Guzmán *et al.*, 2017) in the sense that the gastronomy of a city can contribute to  
28 increasing the tourist satisfaction and achieving a unique experience. In this way,  
29 Haven-Tang and Jones (2005) indicate that the tourist destinations should consider the  
30 transcendence of gastronomy as an instrument which contributes to obtaining a unique  
31 experience on behalf of the travellers. For his part, Babolian Hendijani (2016) indicates  
32 that the importance of local gastronomy in the degree of tourist satisfaction is related to  
33 the cultural heritage of the destination. In fact, because of this, research related to the  
34 concepts of tourism, heritage and gastronomy in destinations is essential. Thus, inter-  
35 relation is very important in Popayán, considering its entry as an ICH due to its Holy  
36 Week processions and its declaration as a Gastronomic Creative City, both awarded by  
37 UNESCO. Additionally, this study allows for public and private managers to emphasise  
38 gastronomy and its creativity with the aim of increasing tourism in the city, once the  
39 2016 Peace Process Agreements of Colombia have been reached.  
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## 6. Conclusions

Gastronomy tourism is currently perceived as one of the best ways to improve or consolidate some tourist destinations, due to the importance, increasingly greater, that travellers give to the knowledge of everything related to the gastronomic culture of the places they visit. In fact, there are already specific travellers that consider going to a specific restaurant or merely getting to know the cuisine of a specific city better as the primary motivation of a trip. In this article, an analysis regarding the existing relationship between tourism and gastronomy in the city of Popayán, a city recognised by UNESCO as a gastronomic creative city and characterised by, additionally, the entry of its Holy Week processions as an ICH.

The local gastronomy plays a direct role as a tourist attraction, being the relevant subject when a tourist destination is visited. In this sense, this research concludes that the tourists show different attitudes towards the gastronomy of the city, as a determining factor of tourist development. Dealing with the interest indicated in gastronomy on trips, empirical evidence regarding the existence of three types of tourists is obtained, which has been named, according to the Björk and Kauppinen-Räsänen Model(2016), survivors, enjoyers and experiencers. Thus, and of the three clusters identified, gastronomy plays a relevant role among tourists with a greater gastronomic interest.

This greater or lesser interest in the gastronomy of the destination is also based on the motivations that the traveller has for tasting local gastronomy. Based on these culinary motivations, empirical evidence is obtained regarding the presence of five different dimension which have been named, according to the Kim *et al.* Model (2013), cultural experience, excitement, health concern, interpersonal relationship and sensory appeal.

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2  
3 With regard to the degree of tourist satisfaction in the city of Popayán in relation  
4 to its gastronomy, the results show that the cultural experience and sensory appeal  
5 dimensions contribute in a greater measure to the satisfaction of the same. Thus, the  
6 visitors indicate high satisfaction with their culinary experience, with the significant  
7 different evaluation dealing with the stated interest in gastronomy. Similarly, the greater  
8 interest is transferred into significantly different perceptions in relation to the attributes  
9 of the city's cuisine, with experience with local gastronomy and quality of the dishes  
10 being evaluated in greater measure.  
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22 The practical application of this research is two-fold. First of all, it presents  
23 results that can be used by public and private managers of the tourist and gastronomic  
24 sector in Popayán, to check how the recognition of Popayán as a creative city of  
25 Gastronomy and the Colombian Peace Process Agreement signed in 2016 can be a tool  
26 for important tourist attraction and that, logically, also contribute to the sustainable  
27 development of the city. The second practical application derives from the fact that the  
28 results of the research can be transferred, aside from the socio-cultural differences, to  
29 the 18 other cities with which, globally, Popayán shares the recognition of gastronomic  
30 creative cities.  
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44 The main restriction of this research is found in the time period it was carried  
45 out, meaning that it would be convenient to extend the research to tourists coming to the  
46 city during all the months of the year. In addition, another restriction of this research is  
47 that the study is solely based on demand, which would make it difficult to transfer the  
48 results to other stakeholder groups, such as the local community and tourist businesses.  
49 As a future line of research, it is recommended to reinforce the research that addresses  
50 the importance of gastronomy from an offer point of view.  
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**Table 1: Characterisation clusters from gastronomy attitude**

Gastronomy attitude	Food clusters			H-Kruskal Wallis	
	Survivors	Enjoyers	Experiencers	$\chi^2$	Sig.
How would you rate your knowledge on gastronomy?	2.40(*)	2.59(*)	<b>4.25(*)</b>	409.0825	< 0.000
How would you rate your interest in gastronomy?	<b>2.09(*)</b>	<b>3.85(*)</b>	<b>4.03(*)</b>	361.079	< 0.000
How much has Popayan's gastronomy influenced your visit to the city?	<b>2.23(*)</b>	4.18(*)	4.16(*)	375.633	< 0.000
(*) The values in italic type present significant differences in two of three of the means clusters. In order to be able to test for the significant differences between the different means the U-Mann-Whitney test was applied.					

**Source: Own elaboration**

**Table 2: Food motivational dimensions**

Food motivational dimensions			Mean	Ranking
Sensory	Alpha de	Local gastronomy tastes good	3.73	1

<b>Appeal</b>	Cronbach (0.901)	Local gastronomy is looks nice	3.57	7
		Local gastronomy smells nice	3.54	9
	Mean (3.58)	The taste of the dish is different from the one prepared in my region	3.48	11
<b>Cultural Experience</b>	Alpha de Cronbach (0.914)	Discover the taste of local food	3.63	3
		Discover something new	3.61	4
		Increase my knowledge about different cultures	3.57	5
	Mean (3.55)	An authentic experience	3.55	8
		It offers a unique opportunity to understand local culture	3.40	13
<b>Interpersonal Relationship</b>	Alpha de Cronbach (0.887)	Enjoy pleasant moments with family and / or friends	3.57	6
		Give advice about gastronomical experiences to other travelers	3.51	10
	Mean (3.46)	Taste local food increases family and friendship bonds	3.40	14
		Being able to transmit my experiences with local food	3.35	16
<b>Excitement</b>	Alpha de Cronbach (0.853)	It excites me to taste local food in its place of origin	3.65	2
		It is different from what I eat every day	3.39	15
	Mean (3.37)	Relaxing	3.24	18
		Get away from noise and people	3.19	20
<b>Health Concern</b>	Alpha de Cronbach (0.885)	Local dishes contains a great quantity of fresh produce sourced	3.41	12
		Local gastronomy is healthy	3.25	17
	Mean (3.30)	Local dishes are nourishing	3.23	19

Source: Own elaboration

**Table 3: Characterization of the clusters from the average of motivational dimensions**

Food motivational dimensions	Food clusters			H-Kruskal Wallis	
	Survivors	Enjoyers	Experiencers	$\chi^2$	Sig.
Sensorial Appeal	2.96(*)	3.58(*)	3.92(*)	66.776	<.000

Cultural Experience	<b>2.90<sup>(*)</sup></b>	<b>3.50<sup>(*)</sup></b>	<b>3.92<sup>(*)</sup></b>	94.707	<.000
Interpersonal Relationship	<b>2.77<sup>(*)</sup></b>	<b>3.50<sup>(*)</sup></b>	<b>3.83<sup>(*)</sup></b>	89.650	<.000
Excitement	<b>2.78<sup>(*)</sup></b>	<b>3.37<sup>(*)</sup></b>	<b>3.68<sup>(*)</sup></b>	71.042	<.000
Health Concern	<b>2.65<sup>(*)</sup></b>	3.37 <sup>(*)</sup>	3.64 <sup>(*)</sup>	78.729	<.000

(\*) The values in italic type present significant differences in two of three of the means clusters. In order to be able to test for the significant differences between the different means the U-Mann-Whitney test was applied.

Source: Own elaboration

Table 4: Characterisation cluster from the variable food satisfaction

Food clusters			H-Kruskal Wallis	
Survivor	Enjoyer	Experience	$\chi^2$	Sig.
<b>3.01<sup>(*)</sup></b>	<b>3.59<sup>(*)</sup></b>	<b>3.91<sup>(*)</sup></b>	76.983	<.000

(\*) The values in italic type present significant differences in two of three of the means clusters. In order to be able to test for the significant differences between the different means the U-Mann-Whitney test was applied.

Source: Own elaboration

Table 5: Analysis food satisfaction and motivational dimensions

Food motivational dimensions	H-Kruskal Wallis		Rho Spearman
	$\chi^2$	Sig.	
Sensorial Appeal	217.020	<.000	0.58 <sup>(**)</sup>
Cultural Experience	221.579	<.000	0.61 <sup>(**)</sup>
Interpersonal Relationship	189.909	<.000	0.53 <sup>(**)</sup>
Excitement	174.289	<.000	0.53 <sup>(**)</sup>
Health Concern	168.134	<.000	0.52 <sup>(**)</sup>

(\*\*) The correlation is significant at the 0.01 level (bilateral)  
 (\*) The correlation is significant at the 0.05 level (bilateral)

Source: Own elaboration