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Archaeological-Gastronomy tourism: tasting prehistory through creativity

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ABSTRACT

This study aims to conceptualize Archaeological-Gastronomy Tourism as a co-creative tourism product which combines the exploration of archaeological heritage with culinary experiences. In particular, we draw upon the 'From Prehistory to the Plate' (PreHGastro) project developed in Cantabria (Spain), a region with several UNESCO-recognized Paleolithic caves and a strong culinary tradition. A mixed-methods approach was employed, integrating quantitative cluster analysis with qualitative insights from focus groups with industry experts. The segmentation of tourists based on their attractiveness to and engagement with Archaeological-Gastronomy Tourism shows that it appeals particularly to younger and middle-aged tourists, contrary to its previously perceived niche status. The study highlights the importance of offering a diverse range of experiences that cater to various demographic segments. It also emphasizes the need for collaboration among stakeholders to ensure sustainability and cultural preservation. The research extends beyond traditional heritage tourism and provides fresh insights into how this form of tourism can engage diverse audiences while ensuring sustainable practices.

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Introduction

Creativity involves the abilities and processes by which individuals or groups produce outcomes or products that aim to advance a field from its current state to a new direction envisioned by the creator (Sternberg et al., 2002). In tourism, creativity has been shown to enhance the tourist experience, safeguard heritage, stimulate innovation, and contribute to the economic development of destinations and local communities (Richards & Wilson, 2006). Studies have found that tourists value learning, interaction, and hands-on experiences (e.g. Ali et al., 2016; Hung et al., 2014). These experiences, often co-created with locals and other stakeholders, enhance their sense of accomplishment and connection to the destination. The literature consistently highlights that tourist involvement is a driving force behind creative tourism (Ali et al., 2016; Hung et al., 2014; Tan et al., 2013, 2014).

On the other hand, when opportunities for co-creation and creativity are lacking, it can be difficult to effectively engage tourists, and several forms of tourism are suffering from this issue.

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This challenge is particularly evident in heritage and archaeological tourism, where the knowledge is often held in collective memory (Carboni & De Luca, 2016), yet the shortage of physical remains or interactive activities hinders tourist engagement (Adams, 2010; Ross & Saxena, 2019; Willems, 2008). In addition, many archaeological sites have become physically inaccessible or intangible due to preservation issues. This limits its interest for the general public (Petroman et al., 2020), which creates funding and maintenance challenges for these sites (Rodríguez & Pérez, 2022).

To overcome these limitations, archaeological tourism can be more engaging and involving for tourists by focusing on co-creation and interactive experiences, moving beyond simply visiting physical sites. Researchers propose co-creative strategies that focus on intangible heritage, such as storytelling, workshops, and participatory activities (Ross et al., 2017; Ross & Saxena, 2019). However, there remains considerable room for development in this area.

On the other hand, the evolving landscape of gastronomy tourism also reflects a shift toward deeper, more meaningful engagements that resonate with tourists' desires for connection, creativity, and cultural exploration. Recent research has highlighted that gastronomy tourism is not just about enjoying food but also understanding the cultural, social, and economic aspects of food production and consumption (Ellis et al., 2018; Hall et al., 2004). Tourists are seeking deeper connections through activities like food festivals, winery visits, and educational culinary tours that foster a sense of place and social interaction (Mak et al., 2012; Therkelsen, 2015). By integrating creative elements, such as cooking classes and local dining experiences, tourists are encouraged to actively participate in the culinary process (Richards, 2021). This co-creation not only allows tourists to engage with the local culture but also offers them the chance to learn about traditional culinary techniques and regional ingredients (Binkhorst, 2007; Ilincic, 2014), going beyond a simple consumption experience.

In order to fill the need for a creative and co-creative turn in both archaeological and gastronomy tourism, we propose a fusion of archaeological and gastronomy tourism as a co-creative activity, where the tangible elements of gastronomy tourism (see Binkhorst, 2007; Ilincic, 2014; Richards & Wilson, 2006) merge with the often-static nature of archaeological tourism to create memorable and engaging experiences that extend beyond niche audiences. This combination gives rise to Archaeological-Gastronomy Tourism, which is based on the development of gastronomic experiences grounded in knowledge about the diet and lifestyle of prehistoric communities in the territory. Consequently, menus designed according to what we know about the raw materials and cooking techniques used in prehistory are complemented by storytelling that allows diners not only to taste the food but also to learn about the prehistoric heritage of the area. In this way, through gastronomy, consumers can discover, for example, that the landscape and certain animal and plant species were different in the past; that the species depicted in cave paintings were not always the ones most commonly eaten; or that people migrated in the summer to the nearby coast – then located several kilometres farther away due to glaciation – to gather seafood. Of course, some types of foods or spices may no longer be available today, but the key is that the dishes – and the experience as a whole – are inspired by and convey knowledge about how people lived and ate in the past. To reach its full potential, Archaeological-Gastronomy Tourism must be built on integral and immersive experiences, carefully designed to combine gastronomy, scientific knowledge, and storytelling through the mediation of food, chefs, and waiting staff. This integration allows tourists to experience both the sensory delights of local cuisine and the cultural richness of archaeological sites, creating a more holistic and immersive travel experience (Richards, 2021).

The goal of this study is thus to examine and conceptualize Archaeological-Gastronomy Tourism as a co-creative tourism product using a mixed-methods approach. This way, this article contributes to previous literature in three ways: first, by defining the scope of this emerging type of cultural tourism, which is in its first steps of development and has been scarcely studied in the scientific literature; second, by developing a quantitative assessment of the market potential of Archaeological-Gastronomy experiences; and three, by identifying good practices and proposing recommendations for the development of this type of tourism. In this sense, the formal

conceptualization of Archaeological-Gastronomy tourism, along with the identification of the opportunities and challenges for its development, is key to promoting this emerging form of heritage tourism and to defining a robust managerial framework that ensures heritage conservation and valorization. Specifically, we aim to segment potential tourists based on the perceived attractiveness, interests, and perceptions of Archaeological-Gastronomy Tourism, while also analysing how these segments align with their underlying motivations and demographic profiles. Additionally, the insights from these segments will be further enriched and contextualized through focus groups with industry experts to give an understanding of how such tourism products should be developed. To do so, we take the case of the 'From Prehistory to the Plate' (PreHGastro) project in Cantabria, Spain, which blends prehistoric research with culinary experimentation, exploring ancient diets through local archaeological findings. It is hoped that findings can aid practitioners and academics to propose Archaeological-Gastronomy Tourism as an innovative tourism practice.

Literature review

Archaeological heritage tourism and creativity: from tangible sites to experiences

Archaeological tourism has been defined in various ways in the literature, generally linked to either tourist motivation or the location of the experience. Based on motivation, it refers to a form of tourism where the primary or secondary purpose of the trip is to engage with archaeology, making it a subset of heritage tourism (Howard, 2003). Other definitions, not centered on motivation, describe archaeological tourism as visits to significant places such as monuments and excavation sites, where the experience is tied directly to the physical and material aspects of the site (Pacífico & Vogel, 2012; Ramsey & Everitt, 2008; Willems & Dunning, 2015).

However, this focus on materiality has limitations, as many archaeological sites have either lost their physical features or have restricted access (Holtorf & Kristensen, 2015; Willems, 2008). Ross et al. (2017, p. 38) describe these sites as 'intangible archaeological heritage', which is inaccessible, immaterial, and intangible. This type of heritage appeals to niche audiences and can benefit from creative strategies to attract a wider range of visitors (Ross et al., 2017; Ross & Saxena, 2019; Roussou et al., 2017; van der Linde & van der Dries, 2015). This is especially important as many archaeological sites are in decay due to inadequate restoration, protection, and insufficient tourist engagement (DeSilvey, 2017; Lazarević et al., 2022).

To address these challenges, the literature proposes various creative approaches to archaeological heritage tourism. Minkiewicz et al. (2014) suggest that co-creation in this context should involve active participation from tourists, providers, and archaeologists. This approach emphasizes personal experience over the physicality of the site (Ross et al., 2017; Woynar, 2008), allowing archaeological heritage to be viewed as renewable and transformative rather than static (DeSilvey, 2017; Goudswaard et al., 2012).

Two key studies explore the connection between creativity and archaeological heritage tourism. The first, by Ross et al. (2017), proposes a framework for co-creative archaeological tourism. This framework demonstrates that while traditional archaeological tourism emphasizes tangible remains (operand resources), interactions between tourists and providers can transform heritage into operant resources, which are dynamic and co-created (Vargo & Lusch, 2008). This co-creation process redefines the meaning of a site, shifting the focus from physical aspects to the co-production of knowledge about the past (Carman, 2024). Ross et al. (2017) provide examples such as storytelling and problem-solving techniques, where guides use the surrounding landscape to narrate historical events (Hansen & Mossberg, 2017). These methods, along with activities like wine-making or culinary workshops, help interpret intangible heritage and create personalized, meaningful experiences.

The second study by Ross and Saxena (2019) presents a framework for the participative co-creation of archaeological heritage. This approach focuses on memories, stories, and creative skills to connect archaeological sites to the present, turning them into resources for cultural and creative

tourism. Unlike traditional top-down archaeological tourism management, which focuses on preserving specific values, this approach emphasizes both tangible and intangible heritage, along with the emotions and experiences of individuals. Heritage interpretation plays a crucial role in this process, with two main approaches: the positivist, which provides factual narratives, and the constructivist, which encourages visitors to interpret the heritage based on their own values and knowledge (Copeland, 2013). The constructivist approach prioritizes an immersive, creative sense-making process over simply interacting with physical heritage (Ross & Saxena, 2019).

This co-creative approach helps foster emotional connections with heritage and reimagine its relevance in contemporary tourism. It requires providers to serve as facilitators of tourists' interpretive experiences, leveraging their creative skills (Amabile, 1983). One proposed method to creatively engage tourists with archaeological heritage is to integrate it with gastronomy tourism, where intangible heritage becomes tangible and accessible through sensory experiences. Gastronomy tourism is explained as follows.

Gastronomy tourism and creativity: from culinary experiences to cultural engagement

In recent years, gastronomy tourism has garnered significant attention in tourism research (Ellis et al., 2018). Scholars have defined the field in various ways, focusing on both the tangible experiences of tourists (Mitchell & Hall, 2004) and their cultural significance (Horng & Tsai, 2012; Long, 1998). Gastronomy tourism encompasses a wide range of activities, from passive experiences like dining at local establishments to more immersive engagements such as food festivals, winery visits, and educational culinary tours. These activities help travelers understand the cultural, social, and economic aspects of food production and consumption, fostering a stronger connection to the destination.

Creativity has increasingly become a key element in gastronomy tourism (Campos et al., 2015; Rachão et al., 2020; Richards, 2021). While research has linked the desire for creative engagement with participation in food-related activities, much of the focus has been on specific experiences like cooking classes rather than providing broader empirical insights. The exploration of creativity within gastronomy tourism is rooted in the work of Richards and Raymon (2000), who first introduced the 'creative turn' in tourism, classifying gastronomy as a branch of creative tourism. This laid the foundation for subsequent studies that integrated creativity and co-creation into gastronomy experiences.

For instance, Binkhorst (2007) discussed the 'Dine with the Dutch' initiative, where tourists could dine in the homes of local Dutch families. Similarly, Lugosi and Lugosi (2008) explored the revival of abandoned buildings in Budapest into 'ruin bars' – vibrant, creative social venues. Ilicic (2014) examined gastronomic tours of Barcelona's Boqueria market, where tourists not only purchased local ingredients but also learned to cook traditional Catalan dishes under the guidance of professional chefs.

Creativity in gastronomy can be categorized as either a 'background' or a 'focal' activity (Duxbury & Richards, 2019). As a background activity, creativity enhances local cuisine, allowing chefs to innovate traditional dishes and offer unique, modern experiences without direct tourist involvement. A notable example is Peru's 'Novo-Andean cuisine', where chefs reimagine traditional recipes with contemporary techniques (Inostroza, 2018). Conversely, when creativity takes center stage, tourists actively engage and co-create the experience through hands-on activities such as cooking classes, brewing, or harvesting grapes and olives (Agyeiwaah et al., 2019; Garibaldi, 2022; Richards, 2021). This interactive approach fosters a deeper connection to local culture by allowing tourists to participate directly in the creative process.

Also, literature has suggested that age influences engagement with creativity in this context. For instance, Baby Boomers tend to emphasize the sustainability and viability of local food products, Generation X focuses on the survival of local food production and businesses, Generation Y shows the greatest appreciation and support for the diversity of local food offerings, and Generation Z is most aware of the importance of transmitting culinary knowledge to future generations

(Sanggramasari et al., 2024). These variations suggest that co-creative experiences could be tailored to leverage the distinct interests and capacities of different age groups, with younger tourists more inclined toward interactive participation and knowledge exchange, while older visitors may prefer authenticity and preservation-focused experiences.

Building on this, one of the more innovative approaches to gastronomy tourism is its potential integration with archaeological heritage tourism. By combining the sensory experiences of gastronomy with the cultural richness of archaeological sites, destinations can offer tourists a unique opportunity to engage with both tangible and intangible heritage in a creative, immersive way. This is explained as follows.

Archaeological-Gastronomy tourism and the case of PreHGastro project

Archaeological tourism and gastronomy tourism have rarely been combined in academic literature. Several studies have though explored the interplay of tangible and intangible heritage within archaeology and gastronomy tourism. Giudici et al. (2013) argue that intangible heritage, such as cultural events, can serve as a catalyst for sustainable tourism, illustrated by their case study of tourism promotion during the low season in Sardinia. Bak et al. (2019) emphasize the importance of ensuring the value of heritage – whether tangible or intangible – highlighting the role of UNESCO inscriptions in safeguarding and promoting heritage assets. Oliveira et al. (2020) note the scarcity of research specifically addressing intangible cultural heritage in relation to UNESCO listings, identifying only one relevant study in their review. Lee (2023) contributes by demonstrating how residents' food memories are structured around five key themes – people and communality, foodmaking and the body, sensory experiences, emotional reveries, and evocative sceneries – offering rich insights into intangible cultural heritage through the lenses of food memories, gustemology, and cultural practice. These studies collectively provide valuable frameworks and empirical evidence that can deepen the analysis of how tangible and intangible heritage intersect in archaeological-gastronomy tourism. Other studies have specifically looked at this intersection.

For example, Şahin and Aydın (2017) demonstrate how the past, present, and future can be interwoven by showcasing history and archaeology in museum settings, using the Olive Oil Museum in Turkey as a case study. Despite the high costs, they argue that museums offer a valuable platform for preserving and promoting culinary heritage. Similarly, Novelo-Pérez et al. (2019) focus on reconstructing historical Mayan food in the Yucatan, linking it to contemporary issues such as health, identity, gender roles, worldview, memory, and emotions.

While the literature on this intersection is sparse, some historians have succeeded in reconstructing ancient foods and presenting them as heritage-gastronomy experiences for tourists. In Cádiz, Spain, scientists have recreated Garum, an ancient Roman fish sauce once produced in local factories whose tangible heritage remains. This revived recipe has been introduced into local restaurants and menus (Grescoe, 2021). However, these initiatives have not been explored conceptually in depth within the existing literature.

Building on this review, we propose *Archaeological-Gastronomy Tourism* as an innovative creative tourism product. This experience merges archaeological tourism, typically focused on excavation sites and monuments (Pacífico & Vogel, 2012), with gastronomy tourism, where food serves as a sensory bridge to local culture and history (Ellis et al., 2018). This hybrid model transcends traditional static tourism by embracing co-creative frameworks, as outlined by Ross et al. (2017) and Ross and Saxena (2019), encouraging tourists to actively participate in the interpretation and creation of heritage.

This approach addresses the challenge of engaging visitors with sites more effectively by transforming intangible archaeological heritage (Ross et al., 2017) into tangible, sensory experiences through food. Culinary workshops, food tastings, and historical storytelling offer dynamic, participatory ways for tourists to experience the past, in line with the evolving view of heritage as both renewable and transformative (DeSilvey, 2017; Goudswaard et al., 2012).

To illustrate this approach, we draw upon the ‘From Prehistory to the Plate’ (PreHGastro) project in Cantabria, Spain. PreHGastro combines prehistoric research with culinary experimentation, exploring ancient human diet through archaeological findings from Cantabria’s rich prehistoric heritage. This UNESCO-recognized region is home to several Paleolithic caves, including Altamira, El Castillo, Las Monedas, Las Chimeneas, La Pasiega, Hornos de la Peña, La Garma, El Pendo, Chufín, Covalanas, and Cullalvera, which collectively attract 110,000 visitors annually. Additionally, Cantabria boasts a strong culinary tradition, with five Michelin-starred restaurants, 12 Repsol Sun awards, and 73 establishments honored with the Repsol Guide’s ‘Soletes’ distinction as of 2024.

Based on these assets, restaurants of the region are receiving training based on scientific knowledge, to develop dishes and menus inspired by the diet of the past from the Paleolithic to Iron Age, which have a narrative about how prehistoric communities lived, cooked and ate in an immersive environment. For example, in these experiences, diners are told that the menus use raw materials such as deer, salmon or dove, foods that have been found in local archaeological sites but are no longer common in local cuisine. They also learn that eating bison was infrequent in prehistory, despite its prominence in cave paintings in iconic sites such as Altamira. Moreover, in restaurants located near Paleolithic sites, customers are informed that the cooking techniques used were mainly roasting, curing, or pounding, while boiling appeared in the Neolithic with the introduction of pottery. In this way, diners not only enjoy flavorful dishes, but also learn about prehistory and local heritage through storytelling based on rigorous scientific knowledge.

Methodology

Next, we present the methodology of the two studies developed in order to understand the market potential and managerial challenges of Archaeological-Gastronomy Tourism.

Quantitative study

To identify potential customer segments interested in gastronomic experiences based on (pre)historic heritage, and to analyse their demographic and motivational profiles, we conducted a quantitative study targeting regular tourists from Spain. This market was selected due to its global significance in both gastronomy and tourism, being the second most visited destination worldwide (UNWTO, 2024) and renowned for its rich culinary traditions (Sánchez-Cubo et al., 2023). Additionally, Spain’s wealth of prehistoric caves, many of which are UNESCO World Heritage sites (whc.unesco.org), makes it an attractive destination for tourists interested in heritage and history. The target population for this study consisted of individuals aged 18 or older who had engaged in leisure travel at least once in the past year, ensuring that respondents were active tourists with diverse travel experiences and motivations. National tourists were selected for the study as they represent the local and more immediate potential market, and there exists a reliable census of the population in terms of age and gender.

A structured questionnaire was developed to collect data on two main areas: general tourism motivations and perceptions, as well as intentions regarding Archaeological-Gastronomy experiences. The first section aimed to capture broad motivations for travel, such as leisure, cultural exploration, or adventure. In particular, we used the scale proposed by Mohsin and Ryan (2007) and Whyte (2017), which extend and up-date the seminal instrument proposed by Ryan and Gledon (1998) to measure tourists’ motivations, and which has been widely used in the literature. This section served to ease respondents into the survey by discussing familiar topics. The second part assessed interest in gastronomic experiences tied to archaeological and prehistoric heritage. Specifically, respondents were presented with a brief description and an image of Archaeological-Gastronomy experiences (Figure 1), which introduced the subsequent questions about their perceived attractiveness and distinctiveness, as well as their intentions to engage in such experiences.

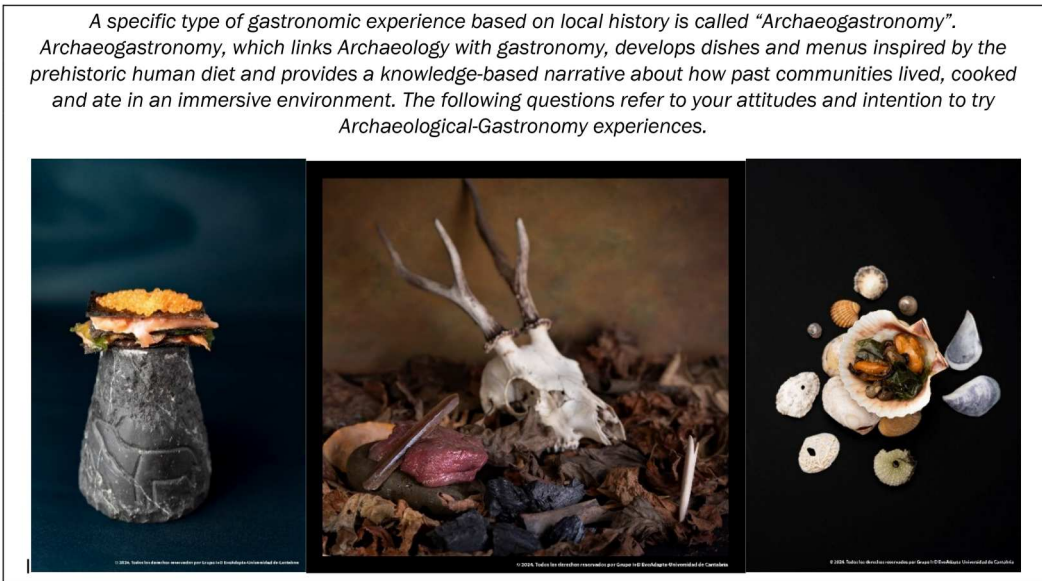


Figure 1. Description of Archaeological-Gastronomy experiences presented to participants.

Previous literature has supported that these variables are key for differentiation and positioning of a product, and influence consumers' decision-making (Currás et al., 2009). Therefore, we decided to use these variables for the cluster analysis, to segment potential customers based on their predisposition towards Archaeological-Gastronomy experiences. Specifically, questions on the perceived attractiveness and uniqueness of these experiences were adapted from Currás et al. (2009), while the intention to try them was measured using items based on the work of Chen et al. (2023). All items were rated on a 7-point Likert scale, ranging from 'total disagreement' to 'total agreement' which allowed us to capture nuanced opinions across various motivational and perceptual dimensions.

The survey was distributed through an online platform managed by a market research company specializing in representative sampling. The target population was defined as residents in Spain, over 18 years, that have traveled for leisure at least one in the last year. An invitation to participate, along with a link to the online questionnaire, was sent to a panel of individuals representative of the target population, establishing quotas of age and gender based on the demographic profile registered by the National Institute of Statistics of Spain. Additionally, a filter question was included to ensure that participants had traveled for leisure at least once in the past year. To maintain data quality and reliability, the data collection process adhered to ISO 26362:2009 standards, which govern the quality of responses in online panels. Control measures included embedding control questions within the survey to ensure respondents were attentive and providing consistent answers, as well as randomizing the order of items in each scale to prevent response bias.

The survey ultimately yielded a valid sample of 1,024 respondents, with demographic characteristics summarized in Table 1, ensuring broad representation across variables such as age, gender, and travel frequency.

This robust sample size enabled meaningful statistical analysis and segmentation, providing valuable insights into the demographic and motivational profiles of tourists who may be interested in Archaeological-Gastronomy experiences. The data was analysed using descriptive statistics to summarize the demographic characteristics and general tourism motivations of the respondents. Further analysis, including segmentation and correlation analysis, was conducted to identify specific tourist segments based on their interest in Archaeological-Gastronomy and to explore the relationship between general travel motivations and their intention to participate in such experiences.

Table 1. Socio-demographic characteristic of the sample.

Variable	%	Variable	%
Gender		Education	
Male	47.0	No studies / Primary education	1.5
Female	53.0	Secondary education	42.1
		Higher education	56.4
Age		Occupation	
18–34 years	17.5	Employed	62.1
35–44 years	18.5	Retired / Pensioner	24.6
45–54 years	20.4	Unemployed	7.0
55–64 years	18.2	Student	2.1
65 or more years	25.5	Housework	4.1

The insights gained from this study will help inform the development of targeted marketing strategies aimed at promoting Archaeological-Gastronomy tourism, as well as the design of unique travel experiences that blend gastronomy with historical and cultural heritage.

Qualitative study

Next, we conducted a qualitative study using focus groups with experts in prehistoric research, heritage management, and tourism to gain deeper insights into the nature and potential for Archaeological-Gastronomy experiences. Focus groups are a qualitative research method particularly well-suited for capturing detailed information about complex phenomena through guided discussions among relevant participants (Krueger & Casey, 2014; Morgan, 1997).

To guide the discussions, we employed a semi-structured questionnaire, which allowed for a flexible yet focused exploration of the critical topics. The questionnaire included several open-ended questions aimed at eliciting expert insights: First, experts were asked to identify the main characteristics and behaviors of tourists with cultural interests, especially those who visit the region for Archaeological Experiences. Second, they evaluated the region's Paleolithic tourism resources, such as visitable heritage caves, and the overall experience they provide for visitors and tourists. Finally, the discussion turned to the role of gastronomy in shaping the behavior of cultural tourists who come to the area, and how it can be integrated into Archaeological-Gastronomy experiences.

Given that Archaeological-Gastronomy combines scientific knowledge about prehistoric diets with modern gastronomy and cultural tourism, the participants were selected for their expertise in archaeology, heritage management, and tourism. In addition, most of the experts maintain professional contact with gastronomy through their collaboration with chefs and restaurants. We organized two focus groups, each consisting of five participants with high levels of professional experience and diverse profiles (Table 2). This heterogeneity in expert backgrounds enriched the discussions, allowing for a more comprehensive range of perspectives and insights (Krueger & Casey, 2014).

The focus group sessions were developed in Spanish, as all the participants and the researchers were Spaniards. A researcher acted as a moderator, ensuring a balanced participation among the experts, encouraging all participants to contribute equally and fostering thoughtful reflection on each topic of interest (Barbour, 2008). To capture all relevant information, the sessions were audio recorded by the research team using a digital device, and they were transcribed to text.

Table 2. Composition of focus groups and experts' profile.

Focus Group 1	Focus Group 2
Vice President of Regional Rural Tourism Association	Managing director of Network for Rural Development
Manager of Local Action Group	University Professor of Archaeology
CEO of Tourism Experiences Travel Agency	Director of Museum (Heritage manager)
Archaeologist and CEO of Tourism Experiences Travel Agency	Responsible of Tourism at Local Action Group
Chef and owner of Gastronomic Restaurant	CEO of Tourism Experiences Travel Agency

Subsequently, three researchers, that were present in the two sessions, conducted a detailed analysis of the conversations and comments made during the discussions, by revising together the recordings and transcriptions and reaching a consensus about the main ideas and opinions expressed by the participants. The recordings were essential for ensuring that the nuances of the debate and the diverse insights from the experts were accurately documented, providing a rich source of qualitative data to inform the study's findings.

Findings

Quantitative study

To identify market segments based on individuals' predisposition towards Archaeological-Gastronomy experiences, we employed K-means cluster analysis. Specifically, the classification variables included respondents' perceived attractiveness and distinctiveness of these experiences, as well as their intention to try them while traveling. Prior to conducting the clustering analysis, we assessed the psychometric properties of the measurement scales using Confirmatory Factor Analysis (CFA). The results confirmed the reliability and validity of the measurement instruments for all three constructs. A summary of the key psychometric properties is provided in [Table 3](#).

The K-means cluster analysis identified three distinct groups based on individuals' predisposition towards Archaeological-Gastronomy experiences ([Table 4](#)). ANOVA results revealed statistically significant differences among the three clusters in terms of perceived attractiveness, distinctiveness, and intention to try these experiences.

- Cluster 1 consists of 220 individuals, characterized by low average values across all classification variables, and is thus labeled 'Low Interest'.
- Cluster 2, made up of 417 individuals, exhibits moderate values for all classification variables, leading to the label 'Medium Interest'.
- Cluster 3, comprising 387 individuals, shows very high average values for perceived attractiveness, distinctiveness, and intention to try, and is accordingly labeled 'High Interest'.

These findings indicate a significant market segment, with 37.8% of the sample demonstrating a solid positive predisposition towards Archaeological-Gastronomy experiences, while only 21.5% display low interest. Accordingly, Cluster 3 would be the priority target segment, while Cluster 2 could also be developed through marketing actions.

To gain a deeper understanding of the three identified clusters, we conducted additional analyses to characterize them based on socio-demographic variables and tourism motivations. The results of Chi-square tests ([Table 5](#)) reveal a statistically significant association between cluster membership and both age and occupation (p -value < 0.05 in both cases). Specifically, Cluster 3 ('High Interest') consists of a higher proportion of younger individuals, whereas Cluster 1 ('Low Interest') is predominantly composed of older individuals. Corresponding to this age distribution, the percentage of employed individuals is higher in Cluster 3, while Cluster 1 has a greater share of retired individuals. However, as shown in [Table 5](#), there are no statistically significant differences between clusters regarding gender and education level (p -values of 0.25 and 0.24, respectively). This suggests that predisposition towards Archaeological-Gastronomy experiences is similar across men and women, as well as across all education levels.

Table 3. Psychometric properties of the scales.

	Cronbach's alpha	Composite reliability	AVE
Attractiveness	0.96	0.96	0.85
Distinctiveness	0.88	0.88	0.72
Intention to try	0.95	0.95	0.86

Table 4. Market segmentation for Archaeological-Gastronomy experiences: K-means cluster analysis.

	Cluster 1. Low Interest (N = 220)	Cluster 2. Medium Interest (N = 417)	Cluster 3. High Interest (N = 387)	ANOVA (p- value)
I would contemplate proving an archaeogastronomic experience when planning my holidays	2.12	4.26	6.08	0.00**
I would consider trying an archaeogastronomic experience when I make my travel plans	2.18	4.32	6.10	0.00**
I would like to try an archaeogastronomic experience soon	1.98	4.13	6.03	0.00**
Archaeogastronomic experiences stand out from other alternatives	2.49	4.26	5.84	0.00**
Archeogastronomic experiences are different from other experiences	3.35	4.69	6.16	0.00**
Archeogastronomic experiences are distinct from other experiences	3.53	4.79	6.30	0.00**
I like what archaeogastronomic experiences symbolize	2.29	4.24	5.97	0.00**
I like the values that archeogastronomic experiences embody	2.35	4.12	5.88	0.00**
I think that archaeogastronomic experiences are attractive	2.30	4.29	6.10	0.00**
I like what archaeogastronomic experiences represent	2.25	4.26	6.00	0.00**

Table 5. Cluster characterization: socio-demographic profile.

	Cluster 1. Low Interest (N = 220)	Cluster 2. Medium Interest (N = 417)	Cluster 3. High Interest (N = 387)	Total sample
Gender (Chi-square = 2.77; p-value = 0.25 n.s.)				
Man	49.5%	48.7%	43.7	47.0%
Woman	50.5%	51.3%	56.3	53.0%
Age (Chi-square = 34.53; p-value = 0.00**)				
18–34 years	10.0%	19.9%	19.1%	17.5%
35–44 years	16.8%	16.5%	21.4%	18.5%
45–54 years	19.5%	17.5%	24.0%	20.4%
55–64 years	18.2%	18.7%	17.6%	18.2%
65 or more years	35.5%	27.3%	17.8%	25.5%
Education (Chi-square = 5.51; p-value = 0.24 n.s.)				
No studies / Primary education	2.3%	1.9%	0.5%	1.5%
Secondary education	40.9%	44.1%	40.6%	42.1%
Higher education	56.8%	54.0%	58.9%	56.4%
Occupation (Chi-square = 34.53; p-value = 0.00**)				
Employed	50.9%	59.5%	71.3%	62.1%
Retired / Pensioner	37.3%	26.4%	15.5%	24.6%
Unemployed	6.8%	7.2%	7.0%	7.0%
Student	1.4%	2.6%	2.1%	2.1%
Housework	3.6%	4.3%	4.1%	4.1%

** Significant at 95% confidence level.

Additionally, an ANOVA test was conducted to identify potential differences between clusters regarding general tourism motivations. This was assessed using a 17-item scale adapted from Mohsin and Ryan (2007) and Whyte (2017), which demonstrated high reliability in preliminary analysis (Cronbach's alpha = 0.87). The ANOVA results (Table 6) reveal statistically significant differences across clusters for all items. Specifically, Cluster 3 ('High Interest') exhibits significantly higher average values for all travel motivations, while Cluster 1 ('Low Interest') shows consistently lower values. These findings suggest that individuals with a stronger predisposition towards Archaeological-Gastronomy experiences also report more intense tourism motivations across all measured dimensions.

Qualitative study

The focus group participants, which included tourism experts, cultural heritage managers, and culinary professionals, unanimously recognized the growing importance of both high-quality

Table 6. Cluster characterization: tourism motivations.

	Cluster 1. Low Interest (N = 220)	Cluster 2. Medium Interest (N = 417)	Cluster 3. High Interest (N = 387)	ANOVA (p-value)
Mentally relax	5.64	5.71	6.17	0.00**
Avoid the hustle and bustle of daily life	4.88	4.96	5.35	0.00**
Physically relax	5.28	5.31	5.69	0.00**
Disconnect	5.75	5.95	6.33	0.00**
Rest	5.41	5.49	5.83	0.00**
Build personal relationships with other people	3.59	3.99	4.43	0.00**
Develop friendships	3.39	3.88	4.22	0.00**
Be with other people	4.29	4.49	4.95	0.00**
Have a good time with friends	4.71	5.18	5.45	0.00**
Gain a feeling of belonging	2.88	3.47	3.73	0.00**
Challenge my abilities	3.36	3.72	4.26	0.00**
Develop myself as a person	4.16	4.59	5.34	0.00**
Use my imagination	3.70	4.19	4.71	0.00**
Learn new things	4.91	5.27	5.80	0.00**
Discover new places and things	5.65	5.96	6.37	0.00**
See new cultures	4.90	5.33	5.90	0.00**
Explore new ideas	4.23	4.68	5.28	0.00**

gastronomy and cultural tourism. Northern Spain, particularly Cantabria, was highlighted for its rich culinary offerings – featuring a variety of distinguished local products and Michelin-starred restaurants – as well as its significant prehistoric heritage, exemplified by sites like the Altamira caves, which are recognized as UNESCO World Heritage sites.

While there was broad agreement on the potential for developing Archaeological-Gastronomy experiences that blend these elements, participants also raised several challenges and areas of concern. Below, we outline the detailed findings from the focus groups, organized around the three main topics of interest. The focus groups protocol and direct quotes from participants are summarized in the Supplementary File.

Characteristics and behavior of visitors with cultural interests

When discussing the characteristics and behavior of visitors with cultural interests, the experts agreed that cultural tourists represent a diverse group. They identified several distinct sub-segments, ranging from families seeking educational experiences for their children to older travelers with specific interests in history and archaeology.

A key observation was the increasing diversification of cultural tourists, both in terms of age and geographic origin. Notably, younger generations, including millennials and Generation Z, are showing a growing interest in authentic, educational experiences. This trend points to a broader shift towards experiential tourism that emphasizes learning and immersion in local history and culture.

Participants highlighted that cultural tourists generally seek a blend of entertainment, knowledge, and excitement. They particularly value authentic experiences that enable them to engage deeply with the region's history, including its prehistoric heritage. This growing demand for immersive and educational tourism experiences presents a significant opportunity for the development of Archaeological-Gastronomy experiences, as such offerings could appeal to these motivations by providing a tangible connection between history and local culinary traditions.

Prehistoric tourist resources in the region and visitor experience

Regarding the Prehistoric tourism resources in Cantabria, the experts underscored the region's unique position due to its wealth of prehistoric sites. In addition to the UNESCO-listed Altamira and other visitable caves, Cantabria also boasts numerous complementary cultural assets such as the Altamira National Museum and Research Centre, the Museum of Prehistory and Archaeology of Cantabria (MUPAC) and the recently inaugurated Rock Art Centre in Puente Viesgo.

These resources provide fertile ground for developing comprehensive tourist experiences that combine visits to archaeological sites with gastronomy, further enriching the overall visitor experience. Experts highlighted the potential of involving local chefs, food producers, and artisans to create immersive experiences that integrate prehistoric heritage with culinary traditions. By linking these elements, the region could offer tourists a unique fusion of culture, history, and cuisine.

However, participants also emphasized the importance of managing visitor capacity to avoid overcrowding at key sites and ensure that tourists have a meaningful and satisfying experience. Proper management would not only preserve the integrity of the archaeological sites but also enhance the overall quality of the tourist offering.

Role of gastronomy in the behavior of cultural tourists

In terms of gastronomy's role in shaping tourist behavior, the participants agreed that Cantabria's local food scene is a major draw. The region is known for its traditional local cuisine and a growing number of high-quality, innovative restaurants. Experts noted that the demand for culinary experiences is increasing, with tourists seeking out innovative and unique dining options as a complement to more traditional offerings.

As one expert observed, while there will always be visitors who prefer conventional options, it is crucial to adapt to emerging trends to stay competitive in the tourism market. In this context, Archaeological-Gastronomy experiences are seen as a compelling and innovative offering that is deeply connected to the region's heritage and distinctive in its appeal to tourists interested in prehistory and culture.

Recommendations for developing Archaeological-Gastronomy experiences

The focus group discussions also generated several recommendations for successfully developing and promoting Archaeological-Gastronomy experiences. These recommendations include:

- Importance of Narrative and Authenticity: Crafting an authentic and compelling narrative that ties together prehistoric heritage, and local gastronomy is essential to delivering a memorable visitor experience. Authenticity in the presentation of local products and the interpretation of historical heritage can help differentiate the region and enhance its attractiveness as a destination.
- Combining Gastronomy with Cultural and Tourist Experiences: The appeal of Archaeological-Gastronomy experiences can be significantly enhanced by integrating them with visits to archaeological sites and the natural landscapes where prehistoric communities once lived. This combination offers visitors a more holistic and immersive experience, deepening their connection to the region's history.
- Tailoring Experiences to Different Customer Segments: While high-end restaurants are likely to embrace Archaeological-Gastronomy concepts, developing experiences that cater to a range of customer segments and economic capacities is important. This might include offering both premium, exclusive experiences and more accessible options to ensure that a wider variety of visitors can participate.
- Collaboration Between Public and Private Stakeholders: The success and scalability of these experiences depend on the active participation of a variety of stakeholders, including archaeologists, chefs, local producers, and destination marketing organizations. Collaboration among these groups is key to creating and promoting integrated tourism packages that highlight both cultural heritage and culinary innovation.
- Training and Capacity Building: Providing specialized training for chefs, servers, tour guides, and other stakeholders is essential to ensuring the quality and authenticity of Archaeological-Gastronomy experiences. Training should cover topics such as prehistoric culture, culinary traditions, and storytelling techniques, which can enrich the overall experience offered to visitors.

- Involvement of the Local Community: Raising awareness and appreciation of the region’s archaeological heritage among both residents and visitors is crucial to fostering a sense of ownership and pride in these projects. Engaging the local community can also help ensure that Archaeological-Gastronomy experiences are sustainable and reflect the area’s authentic cultural identity.

Discussion and conclusion

The goal of this study was to examine and conceptualize Archaeological-Gastronomy tourism as a co-creative tourism product using a mixed-methods approach. Specifically, we aimed to segment potential tourists based on the perceived attractiveness, interests, and perceptions of Archaeological-Gastronomy Tourism, while also analysing how these segments align with their underlying motivations and demographic profiles. Additionally, our findings were contextualized through focus groups with industry experts. As a result of our study, we propose a framework delineating the nature of Archaeological-Gastronomy Tourism, its core and potential targets, key actors involved, as well as key points to consider when offering such tourism products (Figure 2):

The findings from our study provide a comprehensive, detailed understanding of Archaeological-Gastronomy Tourism, positioning it as a multidimensional tourism model that intricately combines historical exploration with immersive culinary experiences. This tourism format extends beyond mere visitation of archaeological sites or the consumption of local food. Instead, it fosters a holistic, sensory experience where tourists engage with both the tangible and intangible heritage of a destination (Ross et al., 2017; Ross & Saxena, 2019), creating deep-rooted connections with the local culture, history, and cuisine.



Figure 2. Archaeological-gastronomy tourism: a framework.

In Cantabria, visitors are not just presented with the opportunity to view the Altamira cave – a worldwide pivotal site in the history of prehistoric art – but are also offered the chance to immerse themselves in the region’s culinary culture. The diverse range of gastronomic experiences, from Michelin-starred dining to rustic, traditional dishes, showcases the region’s culinary evolution and its ties to the local landscape and history. This kind of immersive engagement mirrors the growing demand for experiential tourism, which emphasizes participation, authenticity, and a deeper connection with a destination (Ellis et al., 2018; Richards & Raymon, 2000).

Our quantitative data revealed key insights into the demographics of the public interested in Archaeological-Gastronomy Tourism, challenging the traditional view that this form of tourism is mainly appealing to specialized audiences (Petroman et al., 2020). It was surprising to find out that age does not play a pivotal role, except for older and retired tourists, who demonstrated a marginally lower level of interest in archaeological-gastronomy experiences. This trend is reflective of a broader disengagement by this demographic in immersive forms of tourism, which might be attributed to physical constraints or preferences for more traditional, low-exertion forms of tourism (Woo et al., 2016). However, the interest shown by younger and middle-aged groups signals the potential for Archaeological-Gastronomy Tourism to attract a broad spectrum of travelers, from those seeking high-end, exclusive culinary experiences to those looking for more budget-friendly, hands-on activities (see Ageyiwaah et al., 2019; Fyall & Garrod, 1998; Istenič & Bajec, 2021; Richards, 2021). While generally less interested in the more physically demanding aspects of archaeological exploration, older tourists could still be attracted to entertainment-driven or softer experiences that blend culinary indulgence with historical narratives presented in a more accessible, engaging manner. This distinction highlights the need for tourism providers to create a range of offerings that cater to different interest levels and physical capacities, from immersive, high-end experiences to more laid-back, culturally rich culinary tours – a range of which has been discussed in previous literature (see Binkhorst, 2007; Ellis et al., 2018; Mitchell & Hall, 2004; Richards & Wilson, 2006; Ross et al., 2017; Ross & Saxena, 2019).

Interestingly, our study found no significant differences in education or gender in relation to interest in Archaeological-Gastronomy Tourism. While some scholars have posited that this form of tourism might attract highly educated individuals due to the intellectual engagement required in understanding archaeological heritage (Adie & Hall, 2017) our findings suggest that its appeal spans across education levels. This broad appeal can be attributed to the co-creative nature of this tourism model, where experiences are not strictly didactic but are shaped by the interactions between tourists, guides, chefs, and local artisans (Binkhorst, 2007; Ilincic, 2014). The lack of gender differences also highlights the inclusive nature of this tourism format, which offers diverse entry points for a range of interests, whether it’s history, food, culture, or hands-on learning.

Our findings demonstrate that Archaeological-Gastronomy Tourism is fundamentally co-creative, as the tourism experience is actively shaped through the interplay between tourists, guides, chefs, and local artisans, rather than being a passive, one-way consumption of heritage. This aligns with recent theoretical developments in archaeological tourism, where co-creation transforms archaeological heritage from static, tangible ‘operand resources’ into dynamic, ‘operant resources’ through the interactions and shared meaning-making between tourists and providers (Ross et al., 2017; Vargo & Lusch, 2008).

Our study supports this theoretical shift: the diverse range of experiences – from hands-on culinary workshops to storytelling and guided tastings – enables tourists to co-create their own journeys, shaping the experience in collaboration with local experts. The lack of significant differences in interest by education or gender further highlights the inclusive and participatory nature of this model (Binkhorst, 2007; Ross & Saxena, 2019; Ross et al., 2017). By blending history, food, and culture in a flexible, interactive format, Archaeological-Gastronomy Tourism exemplifies how co-creative strategies can revitalize both tangible and intangible heritage, making it accessible and meaningful to a broad spectrum of visitors (Ellis et al., 2018; Richards & Raymon, 2000; Ross et al., 2017).

Our focus group findings furthermore echoed the growing trend of experiential tourism, especially among Millennials and Gen Z travelers, who prioritize authentic, co-created experiences over passive consumption, especially in gastronomy tourism (Kılıç et al., 2021). This is where Archaeological-Gastronomy Tourism stands out, as it provides multisensory engagement as a ‘focal’ activity (Duxbury & Richards, 2019) – tourists not only see and learn about historical artifacts but also taste the flavors that represent the legacy of the region. This strong emphasis on co-creation aligns with the tenets of creative tourism, which encourages tourists to be active participants in their experience rather than passive spectators (Ali et al., 2016; Richards, 2021; Tan et al., 2013; Tan et al., 2014).

Respondents in both the survey and focus groups emphasized the need for inclusive tourism offerings, ensuring that Archaeological-Gastronomy Tourism remains accessible to various economic segments. Our analysis identified avid travelers as a crucial segment – these individuals, characterized by their high level of general tourist motivation, are likely to be drawn to Archaeological-Gastronomy Tourism due to their interest in unique and immersive travel experiences (Campos et al., 2015; Richards, 2021; Sternberg & Lubart, 1991).

Another critical finding from our study is the importance of stakeholder engagement in developing and sustaining Archaeological-Gastronomy Tourism. Respondents frequently pointed to the necessity of involving local communities, government entities, the food and beverage sector, and tourism agencies in the co-creation of experiences. This multi-stakeholder approach is crucial to maintaining both the rootedness of the experience and the sustainability of the region’s archaeological and gastronomic assets (Ignatov & Smith, 2006; Mak et al., 2012). Local chefs, artisans, and food producers play a pivotal role in grounding the culinary experiences in the region’s historical and cultural context, thereby creating a more emotionally resonant experience for tourists (Rachão et al., 2019).

For example, a multistakeholder approach is realized through the complementary roles and close collaboration of local chefs, food producers, and tour guides, among others. Chefs creatively interpret regional culinary heritage using locally sourced, traditional ingredients provided by food producers, who sustain the connection to the land and its historical practices. Tour guides integrate these gastronomic elements with archaeological narratives, offering visitors a holistic, immersive experience. Lee (2023) proposed earlier residents’ food memories are structured around five key themes – people and communality, foodmaking and the body, sensory experiences, emotional reveries, and evocative sceneries – offering rich insights into intangible cultural heritage through the lenses of food memories, gustemology, and cultural practice, which highlights their co-creative potential as well. Their collaboration, facilitated by ongoing communication, joint planning, and shared goals, ensures authenticity, sustainability, and cultural rootedness.

Our findings also underscore the need for careful management and collaboration to protect the integrity of both archaeological sites and local culinary traditions. The balancing act between conservation and tourist engagement is delicate (Adams, 2010; Ross & Saxena, 2019; Willems, 2008), but when done correctly, it can turn static archaeological sites into dynamic, operant resources that continue to evolve through their interaction with tourists (Ross et al., 2017; Ross & Saxena, 2019). Tourists’ operant resources in Archaeological-Gastronomy Tourism encompass their knowledge, skills, creativity, cultural backgrounds, and personal preferences, which actively contribute to co-creating meaningful experiences beyond passive observation. Local organizations can explore these resources by designing participatory activities such as interactive cooking workshops, storytelling sessions, or problem-solving tours that invite visitors to engage hands-on and share their perspectives. Additionally, incorporating visitor feedback and creative input through digital platforms or social media enables continuous adaptation and personalization of the experience.

By fostering these interactions, Archaeological-Gastronomy Tourism can transform tourists from mere observers into active participants, whose personal experiences enrich the broader narrative of the destination.

Marketing strategies must also evolve to reflect the complex narrative underpinning Archaeological-Gastronomy Tourism. Our findings suggest that tourism providers should focus on

developing a coherent and authentic brand identity that seamlessly integrates both the historical and culinary heritage of the destination. This will require a shift away from marketing archaeological sites or culinary experiences as separate attractions. Instead, integrated tourism packages that offer a unified blend of gastronomic exploration and archaeological discovery are key to providing tourists with a truly immersive experience.

Past research has shown that official accreditation, such as UNESCO for intangible heritage, are potentially important for intangible heritage in general and culinary and archaeological tourism specifically (e.g. Bak et al., 2019; Lee, 2023). Any accreditation to enhance these marketing efforts for Archaeological-Gastronomy Tourism should thus be considered. Lastly, respondents consistently emphasized the importance of training local workers in both the culinary arts and the narration of historical contexts. Given the specialized expertise required to execute such a nuanced tourism product, it is essential that local guides, chefs, and hospitality workers are equipped with the skills needed to convey the stories behind the food and archaeological artifacts. By involving local communities in the creation, promotion, and delivery of these experiences, they become not just facilitators but ambassadors for their regions, thus fostering a more authentic and engaging form of tourism (Amani, 2023; Han & Zhang, 2024; Wassler et al., 2019).

The findings of this study offer valuable theoretical and practical insights into the Archaeological-Gastronomy Tourism, positioning it as a multidimensional tourism model that combines historical exploration with culinary experiences. Theoretically, the study broadens the scope of experiential and creative tourism by emphasizing the co-creation of immersive, sensory-rich experiences. This tourism model encourages active participation from tourists, blending tangible archaeological heritage with intangible culinary traditions, aligning with theories of creative and co-creative tourism (Ali et al., 2016; Richards, 2021). Furthermore, it challenges the traditional notion that Archaeological-Gastronomy Tourism appeals only to niche markets or highly educated tourists, demonstrating its widespread appeal across different demographics, genders, and education levels. This inclusive nature highlights its broad market potential and the role of local communities and stakeholders in co-creating authentic experiences (Adie & Hall, 2017).

From a practical standpoint, the study underscores the need for diverse tourism offerings that cater to various demographics and physical capabilities. Younger travelers may seek more immersive and adventurous experiences, while older tourists might prefer relaxed, educational tours. Sanggramasari et al. (2024) had mentioned earlier that in classical culinary tourism, age shapes how tourists engage with intangible – gastronomy heritage, with different generations emphasizing sustainability, diversity, or knowledge transmission, indicating the need for tailored, co-creative experiences that reflect their distinct interests and participation styles. Tailoring tourism packages to meet these diverse interests ensures a broader market reach and enhances sustainability. Likewise, it is essential to develop Archaeological-Gastronomy experiences with different levels of sophistication and price, including gourmet offerings, but also more basic experiences affordable for the general public. In this sense, beyond the quality of the food, the key must be to create a narrative around it, integrating knowledge about the diet of the past in an immersive and appealing way. Therefore, the design of the experience, based on the gastronomic offer, but also integrating the atmosphere and the storytelling, is fundamental for the success of these initiatives. Furthermore, another key factor is to involve all the relevant stakeholders in the territory, from the local farmers and agricultures that can be providers of km0 ingredients, to artisans that can craft specific utensils for the gastronomic service and tourist guides that show the natural and prehistoric heritage to visitors, therefore creating in them the mood appropriate for totally enjoying the Archaeological-Gastronomy experience. Finally, integrated marketing strategies that blend historical exploration and gastronomy should also be adopted to reflect the holistic nature of Archaeological-Gastronomy Tourism. Again, the collaboration between different stakeholders, from heritage managers to restaurants and destination marketing organizations, will be fundamental for a successful promotion of this type of tourism.

This study has several limitations that should be acknowledged. First, the research primarily focuses on Cantabria, which may limit the generalizability of the findings to other regions with different cultural, archaeological, and culinary contexts. Second, the study focuses on national tourists, as the local and more immediate market, but would be interesting to extend the analysis to international tourists to have a complete view of the potential interest in Archaeological-Gastronomy experiences. Third, while the research explored a wide range of demographics, it did not delve deeply into the specific preferences or behaviors of subgroups.

Future research should address these limitations by expanding the geographic scope, employing mixed methods, and exploring the impact of cultural variations on tourist engagement. In this regard, it is particularly important to explore other territories with different archaeological heritage, associated ingredients and culinary traditions. Besides, it is also key to explore different types of Archaeological-Gastronomy experiences, with varying levels of sophistication and price, from more luxurious to those targeted to a broader public. Finally, it is also very important to research the design of these types of experiences, and how food, atmosphere, storytelling and other aspects affect diners' satisfaction.

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