

Chapter 23

Gastronomy, Cheese, and the Contributions of Marketing to Territorial Identity: A Proposal for an Exploratory Study on “Queijo da Serra” (Portugal)

Bruno Barbosa Sousa

 <https://orcid.org/0000-0002-8588-2422>

Polytechnic University of Cávado and Ave (IPCA), Portugal & Applied Management Research Unit (UNIAG), Portugal & Centre for Tourism Research, Development and Innovation (CiTUR), Portugal

Vasco Ribeiro Santos

 <https://orcid.org/0000-0002-3535-9377>

Polytechnic Institute of Tomar (IPT), Portugal & Centre for Tourism Research, Development and Innovation (CiTUR), Portugal & GOVCOPP, Portugal

ABSTRACT

Tourism is an activity strongly characterized by different motivations and specific interests. In this sense, tourist destinations and territorial stakeholders are paying attention to attributes (e.g. gastronomic heritage) as a preponderant element of territorial management and brand awareness (e.g. city marketing, place marketing, internal marketing, relationship marketing). Cheese tourism has been of particular interest to the marketing and tourism academic community. Portugal, and “Queijo da Serra” in particular, is a tourist product much appreciated by visitors and an important destination brand attribute in the Portuguese context. The chapter aims to present a brief theoretical and exploratory reflection of this product for the niche tourism literature (specifically, cheese tourism). From an embryonic perspective, the chapter presents insights for tourism, internal marketing and territorial management.

DOI: 10.4018/979-8-3693-3490-4.ch023

Copyright ©2025, IGI Global. Copying or distributing in print or electronic forms without written permission of IGI Global is prohibited.

INTRODUCTION

Tourism, as an area of research, has expanded its scope, reflecting a growing recognition in the academic community, parallel to the application of interdisciplinary concepts and methods (Kim et al., 2024). Last years, cheese tourism has been characterised as a niche of food tourism, which has seen growing interest from academics worldwide (Ermolaev et al., 2019). In addition to academics, professionals have also worked extensively to understand how food products are transformed into tourist attractions (Dixit, 2019). In fact, tourism research has studied its various implications from a multitude of perspectives and with interdisciplinary perceptions (Fraiz et al., 2020; Khalilzadeh, Kozak & Del Chiappa, 2024). In this context, niche tourism can be considered an alternative (Sousa et al., 2023), almost the antithesis of modern mass tourism (for example, cheese tourism). In the last years, brand management and place marketing have generated much interest both in academic and business circles and branding strategy has been widely recognised as a source of sustainable competitive advantage (Alves & Sousa, 2021; Lubowiecki-Vikuk & Sousa, 2021). Segmentation and special interest tourism have been asserting itself in recent decades and is strongly associated with the theory of niche marketing (Santos et al., 2021; Sousa et al., 2020). In this context, Sousa et al. (2022) argues that the growing global competitiveness, the need to innovate and the desire to make a difference are at the origin of the progressive segmentation of the tourism market. This leads, therefore, to the diversification and multiplicity of tourist products. We easily find activities and / or products considered as specific interest tourism (Dias et al., 2023; Nair & Mohanty, 2021; Trauer, 2006; Barzallo-Neira & Pulido-Fernández, 2023). Some special forms of tourism (SFT) are the result of technological developments. SFT can be operated both on a first level, through a network of small companies (tour operators, hotels, etc.), making use of low barriers to entry, characteristics of the tourism industry, and employing information technologies as a form of “home industry”, as at another level, on a larger scale, through transnational companies, using highly developed specialist systems that can provide a greater variety of tourism products and tourism services (e.g. cheese tourism) (Oğan & Çelik, 2023; Bujok, Klempa, Jelinek, Porzer & Rodriguez Gonzalez, 2015; Moreno-Lobato et al., 2023; Stošić, Šmugović, Ivanović, Kalenjuk, & Stošić, 2023; Magri-Harsich, Fusté-Forné, Fernandes & Vidal-Casellas, 2024).

This chapter develops the existing research since it discusses the growing phenomena of cheese tourism and the perspective of marketing (e.g. relational, *endomarketing* and place).

NICHE MARKETING AND SEGMENTATION

Tourism is a phenomenon that moves millions of people around the world, taking as a major driver of the global economy. Every year, much due to the frequent changes in the tourism environment, fosters competition between and within tourist destinations (Santos, Ramos & Sousa, 2021; Sio et al., 2024). It is multifaceted and geographically complex activity, where different services are ordered and delivered in different stages, from origin to destination (Lubowiecki-Vikuk & Sousa, 2021). To set Special Interest Tourism (SIT) in a broader overall tourism context, Trauer (2006) suggest a “Tourism Interest Continuum”. As a psychological phenomenon, a tourist trip is preceded by a specific need that generates a reason to travel and sets a goal for the trip, which follows the search for information (Wen, Goh & Yu, 2023; Dai et al., 2024). Like other emerging sectors in a modern economy, tourism is a dynamic and ever-changing industry (Bellato, Frantzeskaki & Nygaard, 2023). Consequently, SIT, both as a product

14 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage:
www.igi-global.com/chapter/gastronomy-cheese-and-the-contributions-of-marketing-to-territorial-identity/363409

Related Content

A Study on the Analysis of Customer Satisfaction in Hotel Businesses in Istanbul With the Kano Model

Mert Ersen, Abdulkadir Keskinand Abdulkadir Atalan (2023). *Cases on Traveler Preferences, Attitudes, and Behaviors: Impact in the Hospitality Industry* (pp. 256-270).

www.irma-international.org/chapter/a-study-on-the-analysis-of-customer-satisfaction-in-hotel-businesses-in-istanbul-with-the-kano-model/328084

Is Physical Attractiveness More Important than Professional Competency?: The Moderator of Self-Confidence

Chien-Wen Tsai (2016). *Global Dynamics in Travel, Tourism, and Hospitality* (pp. 239-261).

www.irma-international.org/chapter/is-physical-attractiveness-more-important-than-professional-competency/156761

A TAM-Based Model of Technological Factors Affecting Use of E-Tourism

Ghazi Alkhatiband Sinamis Tahsin Bayouq (2021). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 50-67).

www.irma-international.org/article/a-tam-based-model-of-technological-factors-affecting-use-of-e-tourism/264882

Hospitality and Tourism Management: Advanced Issues and Implications

Kijpokin Kasemsap (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 37-52).

www.irma-international.org/article/hospitality-and-tourism-management/210467

Analysis of Online Hotel Reviews During the COVID-19 Pandemic Using Topic Modeling

Özlem Ergüt (2021). *Handbook of Research on the Impacts and Implications of COVID-19 on the Tourism Industry* (pp. 478-494).

www.irma-international.org/chapter/analysis-of-online-hotel-reviews-during-the-covid-19-pandemic-using-topic-modeling/284020