Food & Place

A content analysis of food and beverage images from Maritime visitor guides.

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Abstract

To attract visitors, tourism stakeholders need to understand the emerging trends, which influence travel behaviours and interests. A growing segment is culinary tourism where visitors choose where they are going to travel based on consideration of the foods they expect or would like to experience (Mason & Paggiaro, 2012). Culinary tourism was researched to assist stakeholders in maximizing the potential that food and beverage provides in appealing to visitors who seek food experiences. This study used content analysis to research food and beverage images in the visitors’ guides for New Brunswick, Nova Scotia and Prince Edward Island. The results identified the foods and beverages used most frequently, the way in which the food and beverage was presented, and the patterns between the three provinces. The study results provide useful information to tourism stakeholders when planning future tourism strategies.

"Culinary tourism is that where food and drink are the primary factors influencing travel behavior." (Hall et al, 2003)
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Introduction

The link between food and place is a powerful one, especially for visitors who put increasing value on local and traditional food products, which they can enjoy while on holiday (Sims, 2009). The good news for destinations that have indigenous food products to share is that more visitors are on the move. The World Tourism Organization (2012) estimated that the number of travellers in 2012 surpassed one billion for the first time in history (World Tourism Organization [UNWTO], 2012).

To attract visitors, tourism promoters and operators need to understand the emerging trends that influence travel behaviours and interests. A growing segment is culinary tourism wherein people travel to experience new food (Mason & Paggiaro, 2012). Therefore, culinary tourism must be understood so that those seeking to profit from this emerging sector can maximize potential for the region (Sims 2009). Surprisingly, food had been overlooked in past studies of tourism development (Ardabili, Rasouli, Daryani, Molaie, & Shageri, 2011).

In Canada, the benefits of tourism are clear. According to Canada’s Federal Tourism Strategy: Welcoming the World (2010), close to 600,000 jobs were directly linked to tourism. In addition, 9% of total employment in Canada came from visitor-driven industries, including accommodation, food and beverage, and entertainment. In 2011, Canada’s tourism industry continued to grow: statistics showed a 7.5% overall increase in tourism receipts from 2010, which represented $78.8 billion in revenues and accounted for 1.9% of Canada’s GDP (Canadian Tourism Commission [CTC], 2011).
In the Maritime provinces, data also reflected the economic impact of the tourism industry. New Brunswick gained an estimated $638 million in revenue, and 19,600 full-time equivalent jobs from non-resident visitors (New Brunswick Tourism, 2011). During the same period, Nova Scotia’s figures for 2010 revealed tourism generated revenues totaling $1.18 billion from non-resident visitors (Nova Scotia Tourism, 2013). Meanwhile, Prince Edward Island benefited from the more than 7,400 fulltime equivalent jobs that tourism created in 2010. Tourism also accounted for almost 7% of the Island’s Gross Domestic Product (GDP), and generated more than $42 million in tax revenues (Tourism PEI, 2011).

With so much to gain, destinations reliant on tourism are challenged to set themselves apart from other destinations to continue to benefit from the economic and social benefits that tourism can provide (Deneault, 2002). The following paper will contribute to this research by analyzing the role that local food and beverage advertisements have played in New Brunswick, Nova Scotia and Prince Edward Island tourism promotions. The results will also contribute to the research utilized by the provincial governments of New Brunswick, Nova Scotia and Prince Edward Island.
Background

In 2005, the Canadian Tourism Commission (CTC), a federal Crown Corporation responsible for marketing and promoting Canada as a tourism destination, identified that Canada’s tourism industry was experiencing problems (Hudson & Ritchie, 2009). The main issue was that Canada’s image was outdated and lacked the emotional connection that would tempt potential visitors to experience Canada’s uniqueness (Hudson & Ritchie, 2009). The solution was a rebranding strategy – “Brand Canada” – which was introduced in 2007 as a departure from Canada’s traditional marketing efforts. The Brand Canada strategy was developed to reflect the trend to brand the experience rather than the physical attributes of a destination. As part of the strategy, marketing messages focused on the visitors’ experiences to appeal to the emotions of potential visitors (Hudson & Ritchie, 2009).

The visitors’ profiles in Canada and their choice of destinations suggested that culinary experiences ranked high on the list of activities tourists were considering (Hudson & Ritchie, 2009). This interest in culinary tourism was, in part, influenced by popular culture, through television shows and channels such as Chef at Home and The Food Network, as well as various food and leisure magazines such as Food & Travel ((Hashimoto & Telfer, 2006). In pursuing visitors interested in culinary experiences, Canada had an advantage over other destinations due to the wide variety of regionally available local food products, and from the diversity of cuisines that came from the country’s many multicultural traditions (Hashimoto & Telfer, 2006).
Other countries and regions around the world had also identified the opportunities linking food and tourism, and had used it effectively as a point of competitive advantage, and as a means of destination differentiation (Steinmetz, 2010). In addition, destinations, which had witnessed the growing demand for culinary-oriented experiences, had launched programs such as *Tasting Australia* and *The American Institute of Food, Wine, and the Arts* to build each region’s reputation as a culinary destination (Deneault, 2002). Recognizing this growing trend and importance of the food and tourism relationship, the CTC began to promote high quality wine and food tourism experiences, events, and activities in a multi-regional approach. These actions were implemented to encourage longer stays and increased visitor spending (Deneault, 2002), and as a way to compete globally with one of the fastest growing sectors in the world: tourism (UNWTO 2012).

**Purpose**

Tourism competition continues to intensify for destinations around the globe as millions of new travelers seek novel experiences, and the tourist experience offered must be superior to that of alternative destinations. (Dwyer & Kim, 2003). To gain an advantage, destination stakeholders must effectively manage all components of the tourism product to understand how or why visitors choose one destination over another (Bornhorst, Ritchie & Sheehan, 2010). Therefore, an important element to consider in marketing and promoting tourist destinations is a visitor’s consumption of food and beverages (Kim & Eves, 2012).
Visitor motivation has been extensively examined in tourism literature; however, little research has included consumption of food at a tourist destination (Kim & Eves, 2012). The purpose of this study is to understand better the evolution of food and beverage as a marketing tool, and the role of local food and beverage in culinary tourism, through a content review of the visitors’ guides for New Brunswick, Nova Scotia and Prince Edward Island.

Specifically, the visitors’ guides for the three provinces were reviewed tri-annually from 1988 to 2012. The review provided a longitudinal glimpse of the prominence of food and beverage advertising in a way that does not appear to have been researched previously. The results will provide information on which food and beverage was used most frequently, the way in which the food and beverage was presented within the image, and if there were any patterns or trends between the three provinces. The study results will then be made available to industry stakeholders for consideration when planning future tourism messaging, communications, and marketing initiatives.

**Research Questions**

A destination’s promotion of local food and drink products creates an attractive image for potential visitors (Sims, 2009). The research questions in this study explored how food and beverage images were used in tourism literature for New Brunswick, Nova Scotia, and Prince Edward Island. The following two research questions were addressed:
1. Has the number of food and beverage images used in the annual visitors’
guides for New Brunswick, Nova Scotia, or Prince Edward Island increased
between 1988 and 2012?

2. How has the representation of food and beverage in the annual visitors’
guides for New Brunswick, Nova Scotia or Prince Edward Island changed
between 1988 and 2012?

The research questions form the basis of this paper. Information collected was
cross-referenced and analyzed to address the research questions and to gather
important information on the use of food and beverage advertising in tourism
promotional material. The content analysis of select tourism publications also serves
to provide longitudinal observations not available among existing literature.

**Nature of Study**

To answer the research questions, a descriptive approach using a content
analysis methodology was used. Data specifically related to food and beverage
images contained in the visitors’ guides for New Brunswick, Nova Scotia, and Prince
Edward Island was collected and recorded using Survey Monkey, a web-based
survey tool (see Appendix A). The provincial visitors’ guides were chosen for their
long-standing presence as the main promotional vehicle for tourism. Guides were
reviewed in three-year increments over a twenty-five year span from 1988 to 2012.
This resulted in a total of nine guides reviewed for each of the three provinces.

To record the data from each food and beverage image in a consistent
manner, a researcher-administered survey, which contained fourteen open and
close ended questions, was developed. The survey included broad questions to record if the food or beverage image was featured in a business advertisement or a stock photo, the size of the image, and the placement of the image in the guide. More specific questions in the survey were designed to identify the most frequently used food and beverage items, as well as to collect information on how the food and beverage was being featured or represented in the image. Information collected through these more detailed questions allowed for observations to be made as to the relevance surrounding particular iconic or locally-available food or beverage.

The objective of the study was to contribute valuable information for tourism stakeholders in the Maritimes. Those interested in the study may include government tourism departments, tourism industry associations and private business operators. Stakeholders could use the findings to review past initiatives, further future research or to make more informed tourism planning decisions.

**Limitations**

Similar to most research projects, this study will be unable to answer all of the pertinent questions relevant to culinary tourism and the role that food and beverage plays. The range of influences and variables on tourism and culinary tourism are extensive and a great deal of research has already been done. Future research, including insights and observations from this study, may assist public and private industries to develop strategies to gain a sustained competitive advantage. However, all research has limitations. Content analysis is exploratory in nature and relies on some subjective judgement (Choi, Lehto & Morrison, 2006). The study's
limitations include how well the sample represents the population and by the usefulness of the results to stakeholders.

The survey was limited to the research of visitors’ guides for three Atlantic provinces and, therefore, representative of only one promotional vehicle produced by the respective provinces. The research for this study also had limitations in that it only considered the use of food-and beverage-related images from New Brunswick, Nova Scotia, and Prince Edward Island and therefore is not generalizable to other geographic destinations. While the survey provided a longitudinal study of the visitor’s guides, it was limited to three-year increments between 1988 and 2012. The study is limited further to food and beverage images only, with no analysis of the words or phrases within the visitors’ guides. Finally, while the content analysis can quantitatively identify and provide data on the frequency of certain images and representations, it does not illuminate the meanings of these patterns (Schnitt 2011).

**Assumptions**

Content analysis relies on discrete categorization of images or phrases (Lew 1991), and, as with any research, assumptions were made with this study. Assumptions are statements by the researcher where certain elements of the research are understood to be true. One of the main assumptions associated with this study is that the provincial visitors’ guides represented both public and private industry, where stock photos reflected government directives, and advertisements
reflected private business. As well, a three-year review of visitors’ guides was expected to illustrate the general trends and marketing strategies of that period.

The contention was that the survey developed was clearly worded with an optimal quantity and quality of open and close ended questions to minimize errors relating to the multiplicity of meanings. Initial face validity and inter-rater reliability of the survey instrument and survey questions provided sufficient information to answer the research questions accurately and consistently. Finally, that the data collected would extend to the existing knowledge surrounding culinary tourism and the role that food and beverage plays in the Maritimes.

The research questions gathered important information on the use of food and beverage advertising in tourism promotional material. While the survey was limited to New Brunswick, Nova Scotia, and Prince Edward Island and not generalizable, it did contribute longitudinal findings to existing literature. Stakeholders could benefit from the findings to make informed decisions when developing future tourism initiatives.
Literature Review

Introduction

A literature review is an important step in the academic research process. A literature review surveys academic articles, books, and other sources relevant to a particular topic, providing a summary and identifying gaps within the existing body of knowledge (Levy & Ellis, 2006). The purpose of this literature review is to contextualize existing research relating to culinary tourism.

To prepare for the literature review, an exploratory approach was taken to get a general overview of the topic and closely-related issues. The review was meant to reveal information pertinent to the research. The literature review was undertaken using a systematic approach and involved searching electronic databases for peer reviewed books, journals, and articles. Research was accessed primarily through the Robertson Library’s OneSearch database, Google Scholar, and international, national, and provincial tourism industry websites. Keyword searches included: food tourism, culinary tourism, destination tourism, destination branding, local food, authenticity, destination marketing, place marketing, and tourism branding.

Initially searches were conducted with a focus on international content then narrowed to look at Canada and the Maritime Provinces. The search focus was on research primarily undertaken between 2002 and 2012, as older material may be out of date. After reviewing the research, three relevant themes were identified and are presented in the Literature Review under the following headings: Tourism Industry Highlights, Food & Place, and Destination Development.
Tourism Industry Highlights

The World Tourism Organization (UNWTO), the agency responsible for the promotion of responsible, sustainable, and universally accessible tourism, stated that despite the economic challenges, 2011 international visitor arrival numbers showed a growth of 4.6% to reach 983 million worldwide, and were projected to reach one billion in 2012 (UNWTO, 2012). In Canada, the 2011 Annual Report for the Canadian Tourism Commission (CTC), the organization leading the nation’s global tourism efforts, showed that overall tourism demand in Canada grew by 7.5%. The figure represented a domestic demand increase of 8.9% and an increase of overseas travelers of 6.1%. The favorable trend appeared to be a result of the commission’s focus on building strong partnerships as a defense against increasing competition from established and emerging tourism destinations around the world (CTC, 2011).

Trends & Challenges

According to the World Tourism Organization’s, Tourism Towards 2030 Report, the long term outlook on worldwide international visitor arrivals is expected to maintain an average growth rate of 3.3% through 2030 (UNWTO, 2011). After six decades of market expansion, tourism is one of the largest and fastest-growing economic sectors in the world. Significantly, this growth is during a time marked by economic instability, natural disasters and political strife, but where international visitor arrivals were uninterrupted (UNWTO, 2012).

With tourism increasingly recognized as a source of economic opportunity, competition among countries and destinations around the world is expected to
intensify as each vies for a share of the global tourism expenditures (Shirazi & Som, 2011). Market share growth in emerging economies such as India, China, Turkey, and Thailand has now outpaced those of advanced economies, increasing from 30% in 1980 to 47% in 2011 and expected to reach 57% by 2030 (UNWTO, 2012). Governments in these developing countries have intensified marketing efforts to gain a larger share of the international tourism market through promotion of local food, which stimulates agricultural activity and local food production (duRand, Heath, & Alberts, 2003). For many of these countries, the benefits of tourism also include enhancement and strengthening of communities through job creation and increased entrepreneurship (duRand, Heath, & Alberts, 2003).

Canada is also experiencing changes. Available figures from 2011 showed international overnight visitors to Canada down 1.8% over 2010, a decrease driven largely by the 2.4% drop from the American market (CTC, 2011). Key overseas markets make up 15.9% of all international travellers to Canada. These markets include several European countries, Australia, Japan, Mexico, Brazil, China, and India. Spending by these visitors accounted for over 30% of total international receipts (CTC, 2011).

Leisure travellers from the United States represent Canada’s largest inbound travel market, accounting for 62% of all travelers in 2011 (CTC, 2011). A changing demographic within the US market emerged with an increase in the 55-years-of-age and older category. The 55+ sector, the largest among US leisure visitors to Canada, accounted for 44.7% of all overnight US visitors to Canada in 2011 (CTC, 2011).
For many years, the United Kingdom has represented one of Canada’s largest inbound overseas markets; however, the debt crisis in Europe has continued to affect consumer confidence (CTC, 2011). The direct impact on tourism was a decrease by 5.8% in the number of overnight UK visitors to Canada in 2011. The trend also shifted slightly in this demographic with the 55+ age group representing the largest segment travelling from the UK, making up just over 43%, an increase of 3.2%, of all UK visitors in 2011 (CTC, 2011).

Canada also faces the challenge of drawing “quality” visitors to the country; visitors who not only have the means to afford substantial travel, but also who value a region for its genuine features, features that include a destination’s traditions, culture, and cuisine (Alonso & Liu, 2012). Faced with an increasingly competitive global marketplace, Canada has identified the need to create a unique identity to differentiate Canada from competitors. One area that is emerging is culinary tourism.

**Culinary Tourism**

Research has shown that food is important to sustainable tourism on a number of levels. First, increased consumption of local foods by tourists can generate a multiplier effect, which benefits the local economy (Taylor, 2001). Second, “buying local” reduces the environmental consequences of transporting food across the globe. Third, tourism destinations increasingly see food as an important product with which to compete in their bid to attract visitors (Hashimoto & Telfer, 2006).

Destinations that have successfully promoted distinctive local food products and quality culinary experiences have successfully differentiated themselves from
other destinations (Hashimoto & Telfer, 2006). The focus on local food results in benefits for the region through the positive economic, cultural and environmental implications that increased visitation creates (Sims, 2009). Conversely, culinary tourism appeals to visitors who, by consuming local food and drink products, see themselves as being good travelers by supporting the local economy of the places they visit (Wang, 1999).

Canada has recognized the benefit of taking part in the international movement to develop culinary tourism with a focus on indigenous or local food and beverages. Instead of a single national cuisine, Canada’s range of diverse products allows for global promotion under the banner of “Cuisine in Canada,” a practice undertaken by many regions such as Italy and France, which have been selling their destinations under a culinary tourism theme for years (Deneault, 2002). Canada also has the advantage of regionality, particularly in terms of promoting the attributes of food and beverage products of a given place (Sims, 2009). This type of promotion has been seen in campaigns featuring Alberta beef and Atlantic Canadian seafood (Deneault, 2002).

To advance Canada’s efforts in developing cuisine as a tourism product, CTC’s 2002 report “Acquiring a Taste for Cuisine Tourism,” presented strategies to strengthen culinary tourism and improve Canada’s position as a culinary tourism destination. In the report, a situational analysis revealed the following strengths, weaknesses, opportunities, and threats specific to Canadian cuisine.

**Strengths**

- Culinary tourism in Canada offers tremendous variety, quality, and value.
- Canada has renowned chefs and regional products.
• Cuisine is a four-season product that can easily be associated with other Canadian tourism products.

**Weaknesses**

• The international perception of cuisine in Canada is weak or non-existent and needs to be enhanced.

• While the great variety of food and cooking styles found in Canada is generally a strength, it is also a weakness in that there is not a clearly defined style or image that can be communicated easily to consumers.

**Opportunities**

• Increase promotion of local foods to tourists by working with industry and food producers to create export-ready products.

• Increase cuisine and wine promotional activities and partnerships with industry stakeholders such as major hotels, destination marketing organizations, transportation and accommodation sectors.

**Threats**

• The non-existent or negative perception of cuisine in Canada may make cuisine tourism difficult to promote.

Based on the situational analysis, a development strategy for marketing Canada as a culinary destination, made the following four recommendations:

1. Develop national, regional and sector brand images;

2. Increase promotion and targeting of both the US and domestic markets;

3. Raise awareness and the profile of cuisine tourism in the marketplace; and
4. Support the development of an adequate collection of culinary images for use in CTC marketing programs

Maritime Canada has also recognized the benefits of promoting the region’s culinary experiences. Maritime seafood is one such example that has become an important part of the culinary attraction of eastern Canada. With a wide range of aquaculture products, which can be linked to culinary offerings, the Atlantic Provinces are focused on increasing culinary tourism efforts (Hashimoto & Telfer, 2006).

Culinary trails now cover the province of Nova Scotia under *Tastes of Nova Scotia*, highlighting the province’s food and beverage products. Launched as a joint marketing initiative between Nova Scotia’s public and private sectors, Tastes of Nova Scotia has successfully brought awareness to local food products, promoting the province as a culinary destination (*Tastes of Nova Scotia, 2012*). Adding to Nova Scotia’s culinary reputation, the Winery Association of Nova Scotia was formed in 2002 to build awareness to the province’s growing number of wine operations. Working together to promote the province as a wine region has expanded the distribution of all Nova Scotia wines (*Wines of Nova Scotia, 2012*).

New Brunswick culinary tourism efforts include the development of programs such as *You’ll Love Taking a Taste of New Brunswick*, which highlights winery tours, fresh seafood, farmers' markets, locally produced products such as maple syrup, and traditional Acadian dishes. A number of other programs and events that showcase the province’s vibrant culinary culture can be found through stakeholder websites. On these sites visitors can research local restaurants, and discover the
many food and wine experiences available to them once they arrive (Tourism New Brunswick).

Potential visitors to Prince Edward Island are invited to take part in authentic experiences that include working side-by-side with chefs, fishermen, and farmers. Culinary activities also include the opportunity for visitors to catch, cook, and eat local favorites including PEI lobster, mussels, and oysters. Festivals, events and culinary programs such as the province’s Flavour Trail, help to celebrate Prince Edward Island’s local food culture (Tourism PEI).

**Local Food & Place**

**Local Food**

Increasingly, visitors put value on local and traditional products as something that they can sample while on holiday (Sims, 2009). In a 2011 study that examined the ways that local food was employed in tourism booklets, results showed that promotions exploiting an “eating locally” theme, virtually absent twenty years ago, were now playing a major role in tourism advertising throughout Canada and the US (Schnell, 2011). Reconnecting visitors with the places their food was produced had been found to be a powerful part of a culinary tourism experience (Clarke & Chabrel, 2007).

However, care must be taken to offer foods and experiences that are authentic. Local food movements can make substantial gains in many regions, but they do not always live up to expectations (Schnell, 2011). When “localness” is found to have few intrinsic qualities considered representative, unique or distinctly characteristic of an area, the visitor looking for authenticity may instead see it as a “local trap” (Born & Purcell, 2006).
For visitors, authenticity is often sought by those who feel they have become alienated from nature and view everyday life as increasingly inauthentic (Taylor, 2001). However, visitors who return home feeling they have experienced something unique and have a better understanding of the place, its culture, and its people, will feel there has been authenticity in their travels (Petroman, Sarandan, Triscau, Lala & Amzulescu, 2010). Connecting food and place also allows visitors to connect on a deeper level with the people and places that produce the foods they eat (Clark & Chabrel, 2007). Therefore, what may be of most value is consideration of what the visitor’s perspective of local and authentic is and understanding why they are looking for it in their travels (Wang 1999).

**Destination Development**

Tourism destinations claim to have the qualities for which visitors are looking. Spectacular scenery, friendly people, a wide variety of festivals, events, activities, and unique cultural traditions are promoted (Dwyer & Kim, 2003). While these qualities were once sufficient to differentiate one location from another, as global competition increases, destinations are now focused on what visitors want to experience, thereby creating promotions that will appeal to their emotions (Hudson & Ritchie, 2009). Consuming local food and beverage is one way destinations can engage visitors’ senses and develop stronger connections with a place because of the personal memories created by consuming the products in that setting (Sims, 2009).

Recognizing the competitive advantage tourism sustainability can bring, Canadians are joining the global movement to promote local food and beverage products in culinary marketing strategies (Deneault, 2002). Gaining a competitive
advantage through differentiation has never been more important as destinations look for ways to develop an identity, which emphasizes the uniqueness of the products they have to offer (Upadhyay, 2012). High quality local food and beverage products within one region could also be used collectively to enhance the region’s overall tourism image and in turn affect the visitor’s experience (Boyne & Hall, 2004).

Research to classify travellers, their motivations, and behaviours continues as destinations try to leverage unique and distinctive local food and beverage to meet visitors’ changing desires (Kim, Yuan, Goh, & Antun, 2009). While related variables like market share and daily expenditures can be objectively measured, others such as “enrichment of culture and heritage” or “quality of the visitor experience” are more subjective (Dwyer & Kim, 2003). To achieve a competitive advantage, a destination must ensure that the overall appeal and experience offered to visitors is superior to that of alternative destinations (Dwyer & Kim, 2003).

**Branding**

Key branding elements, which are used to create awareness and strong brand association in the minds of tourists, include brand name, logo, symbols, packaging, and slogans (Upadhyay, 2012). Branding goes beyond traditional advertising by creating an identity that consumers can relate to (Lichrou, O'Malley, & Patterson, 2010). Brands provide a means to differentiate products and the promise of value; brands can evoke emotions and encourage certain behaviours because of the social and emotional promise they convey; brands have personality (Kotler & Gertner, 2002). While branding of products is not a new concept, branding of a destination has become increasingly important to tourism stakeholders.
Empirical studies that have investigated the major factors contributing to a destination’s image have confirmed the influence of brand personality on visitor loyalty, an important factor for destination marketers to consider (Upadhyay, 2012). Creating a personality for a destination by using iconic or local products can build an identity that can be used to distinguish the region from its competitors (Boniface, 2003). With escalating product parity, destinations that create a unique destination personality to differentiate themselves can have an advantage over other competitors (Upadhyay, 2012). Creating a unique destination identity delivers value to visitors while stimulating renewed interest and pride within the places visited (Hall, 2006).

While some destinations brand physical attributes or local products, others take a different approach. Branding the destination experience captures the visitors’ interests with a more compelling and persuasive reason to visit (Hudson & Ritchie, 2009). However, destinations have realized that the brand promise needs to meet the visitors’ expectations once they arrive (Hudson & Ritchie, 2009).

Destinations with few distinct products and resources to attract visitors can use local food and beverage products as a central focus in regional promotions. Benefits can be realized from collaborative initiatives that promote a culinary region with regional brands, which often are seen as a more effective way for an entire area to benefit (Lee & Arcodia, 2011). Many areas within Canada are developing regional cuisines by promoting indigenous or local products such as “Pacific salmon” or “Niagara wine” (Hashimoto & Telfer, 2006).

Specific to wine, many international examples have shown the benefit of horizontal relationships between a region’s wineries (Wargenau & Che, 2006). At
the same time, joint promotion, production, and advertising can create beneficial vertical relationships between wineries and local businesses (Wargenau & Che, 2006). Regional areas do present a challenge in brand development as regions tend to be less “place” specific with dispersed activities, diverse landscapes, and visitors who have varying perceptions of the region’s uniqueness (Boyne & Hall, 2004).

**Culinary Partnerships**

Culinary partnerships are another way that destinations can distinguish themselves as culinary tourism goes well beyond just a dining experience (Deneault, 2002). Culinary activities ranging from food festivals, farm visits, deep sea fishing excursions, and factory tours involve the cultural discovery of a region's unique dishes (Deneault, 2002). Where food is the focal point of festivals, events, or wine or food trails, the experience created attracts visitors and helps them develop a sense of a place from being immersed in its culinary landscape (Hjalager & Corigliano, 2000).

**Advertising & Promotion**

Governments, industry partners, and national and regional tourism marketers use creative advertisements and promotions to support an image and a brand for visitor destinations (Hashimoto & Telfer, 2006). Not surprisingly with the growth of culinary tourism, destination marketers and stakeholders have developed strategies using food as a main resource to attract visitors (Kim, Yuan, Goh, & Antun, 2009). The use of food to enhance a destination’s potential marketing can also foster renewed local pride through promotions that feature the iconic food products of the area (duRand, Heath, & Alberts, 2003).
Tourism promotion materials are developed through an ongoing dialogue between promoters and consumers, not as a one-way channel for images to be transmitted to visitors (Schnell, 2011). As a result, the visitors’ impressions of visitors shape tourism promotion as much as visitors are shaped by the promotions. In examining promotional efforts, insights can be gained into the desires and values of the people who are being targeted (Schnell, 2011). For this reason, continuous monitoring and evaluating of promotional efforts is essential to ensure that the proper messages appeal to potential visitors (Hudson & Ritchie, 2009).

**Conclusion**

Culinary tourism is positioned squarely in the middle of locally and regionally produced food and beverage products (Du Rand et al. 2003). Therefore, the more that is understood about the relationship between food and place, the better able stakeholders will be to employ local food and beverage in promotional efforts, and by extension, appeal to the desires of travelers at whom such efforts are aimed (Schnell, 2011). The findings of this study are expected to contribute to these efforts by identifying what food and beverages have been highlighted most frequently within each province. Based on these findings, each province can then identify if the food and beverage being used most frequently are those that are unique from what is available at other destination options and a source of differentiation. Findings on how the food and beverage is being presented will also allow stakeholders to make more informed decisions on how to present food and beverage in a way that best appeals to visitors.
Methodology

Research Method

The primary approach used in this academic research paper was a descriptive research method. Specifically, the study employed a content analysis technique to collect data related to images where observations were recorded. Exploring causation was not the intent of the research so a descriptive method was utilized instead of an explanatory method. Content analysis is the most often chosen technique to examine promotional images (Choi, Lehto, & Morrison, 2007).

Data collection for the study was completed using a web-based survey tool, SurveyMonkey. This collection instrument was chosen because it was an accessible and easy to-use tool that facilitated the survey design, the collection of responses, and the analysis of results (see Appendix A). The accessibility of SurveyMonkey was an important feature as it allowed for data to be collected from different locations. All data was collected by one researcher to ensure the consistency of interpretation of the food and beverage images.

The primary objective of the study was to describe the use of food and beverage images in tourism promotion for New Brunswick, Nova Scotia and Prince Edward Island to understand better the role that food and beverage played in promotion of these destinations. The collection of data was from the respective provincial visitors’ guides, recognized as the most relevant and complete reflection of the marketing plans for each province. Hard copies of the provincial visitors’ guides were chosen over the electronic versions and other promotional materials because the physical guides were the longest-standing promotional product utilized
by all provinces. Newfoundland was not included in the study due to access limitations.

The initial search to determine if the visitors’ guides were available for the past ten years revealed that guides from the last twenty-five years were available for all three provinces. In both New Brunswick and Nova Scotia, the visitors’ guides were available within the collections of the respective Provincial Legislative Libraries. On Prince Edward Island, visitors’ guides were kept as part of the Prince Edward Island Collection at the Robertson Library on the campus of the University of Prince Edward Island.

To ensure that the collection process provided information from food and beverage images that was both meaningful and manageable, the visitors’ guides were surveyed for each province in three-year increments beginning in 1988 and ending in 2012. This resulted in nine guides reviewed for New Brunswick, Nova Scotia, and Prince Edward Island for a total of twenty seven guides overall. Aside from the constraints of time, the decision to collect data from the visitors’ guides in three-year increments was also based on the assumption that the marketing plans for all three provinces would not change more frequently than every three years, thereby providing a good reflection of the marketing themes and focuses of that period in time.

The descriptive research method used in the survey collected food and beverage related data to make observations; the intent was not to draw conclusions or to make suppositions about possible relationships. Findings and observations from the study may be used to support future research relevant to the role of food and beverage in tourism. Additionally, tourism departments, destination marketers,
and industry stakeholders, both public and private, may benefit from the study. The information collected may allow interested parties to make additional observations and to draw conclusions to use in future planning and development of tourism initiatives.

**Survey Development**

For the survey to be both reliable and useful, research questions were constructed carefully. The survey was developed with questions that were written clearly and easy to comprehend so that inter-rater reliability would be high. Another consideration in designing the survey was for each question to allow for the most accurate response to provide data that could be easily analyzed statistically; for this reason, primarily close-ended questions were used. To collect quality responses, the options available for each close-ended question were considered when developing the survey to be as comprehensive as possible. In cases where open-ended questions were used, the researcher tracked answers and coded future occurrences in the same manner to allow for consistency and statistical integrity in data collection for that question.

The survey contained fourteen questions. The first three questions did not relate to food and beverage, but were meant to collect general data regarding the visitors’ guides for statistical purposes. Among the first three questions, two were close-ended where only one response was available, specifically, what province the guide was from and the year the guide represented. The third question, asked for the total number of pages the guide contained.

Following the initial questions, which related to the specific visitor guide being examined, were questions relating to the primary objective of the survey, which
was the collection of data pertaining to the food and beverage images. The first question identified the location of the image within the guide; however, because tracking the page numbers would have no significance due to variations in the size of the guides, the survey question was close-ended. The responses available collected information on the relevant images general location, specifically, \textit{front or back cover, front 25\%, middle 50\%, or back 25\%}. Results from this question would be used to suggest the relevance or importance of the food and beverage based on the image placement in the guide; the closer to the front being deemed more important.

Similar questions were also designed to contribute to the relevance of the food and beverage by collecting information on the size of the image in relation to the page. Again, because exact measures were not standardized throughout the guides, close-ended responses allowed for the selection from a range of sizes. The largest size available was a \textit{Full page} with the smallest being a \textit{Thumbnail}. The thumbnail response was selected for any image smaller than 1/8 of the page. Choosing the size was not an exact science, but was done in a consistent manner by the researcher.

The middle section of the survey comprised of questions where analysis of results would show if food and beverage-related themes emerged. The page heading where the image was featured was collected through a close-ended question that had an extensive list of responses available. The available responses were based on the indexed headings found in the visitors’ guides; examples included \textit{Adventure, Authentic experiences, Culinary} and \textit{Culture}. Where no heading was apparent, the researcher chose \textit{Other} and an open-ended option allowed for a new heading to be
added. When the *Other* option was initiated, all subsequent occurrences of that response were coded in a consistent manner for statistical analysis.

A secondary classification was used to determine if the food or beverage image was featured in an *advertisement* or a *stock photo*. Advertisements reflected promotional activities of private business operators and stock photos, generally background images, would be reflective of government’s tourism mandate. Where the image was determined to be used in an advertisement, the primary business was then tracked through a list of provided responses. In most cases, the categorization of the business type was straightforward; however, at times the researcher used personal discretion in a thoughtful and consistent manner.

The final questions in the survey were meant to collect data on the specific food and beverage presented in the images, and how each was being featured. Questions included whether the food and beverage image was being used as the main or secondary focus, or, where no food or beverage was present, how the food or beverage was being represented. Specific food and beverage items were also collected from a comprehensive list of food and beverages that included known local products for each province. In instances where no food item matched that found in the guide, the item was then added to the survey and coded in a consistent manner by the researcher from that point forward. Individual food and beverage items were used to capture local food and beverage responses and to provide results that would be of the most benefit for analysis. The final question in this section collected information on how the food or beverage, either present or implied, was being featured in the image. Options included, *Being served or consumed, In its natural environment,* or *Being harvested or processed.*
Data Collection

Once the survey was finalized, collection of the data took place in three locations. The first location was the Robertson Library where the library’s information officer would provide copies of the Prince Edward Island visitors’ guides. The guides were then reviewed individually and the results were recorded on a computer within the library. To review the New Brunswick visitors’ guides, the researcher travelled to Fredericton, New Brunswick, where the guides were archived. Data was entered from a computer within the New Brunswick Legislative Library building. To review the visitors’ guides in Nova Scotia, the researcher travelled to Halifax, Nova Scotia, where the guides were archived. In this case, the open computer at the Nova Scotia Legislative Library was prohibited from accessing Survey Monkey. The visitors’ guides were instead reviewed with digital photographs taken of each page in the guide where food and beverage was present. Within three days of returning to Prince Edward Island, the photographs were reviewed carefully and the surveys were completed. Travel to both New Brunswick and Nova Scotia was required because the Legislative Libraries would not allow for the visitors’ guides to be borrowed through the inter-library loan system.

With the specific guide in hand and the internet accessed, SurveyMonkey was launched using a login and password. Once signed in, the research survey entitled, Visitor Guide Content Analysis, was opened and the “Collect Responses” tab selected. This process was repeated and a survey completed, for every food and beverage image identified by the researcher within the particular guide. As each manual data entry session ended, SurveyMonkey automatically saved the data.
The researcher took great care during the review of the visitors’ guides to identify every relevant food and beverage image, choose the most appropriate response, and enter the information accurately and in a consistent manner to support the integrity of the data and the research project as a whole. Along with keeping accurate notes of the time, date, and place the survey was entered, the researcher carefully logged information on responses added in the five open selections where the choice of Other provided a fifty-character text line for the response. By recording these entries, all subsequent occurrences where this response was deemed appropriate were coded in the same manner by the researcher. Finally, the researcher reviewed and completed all surveys within a thirty day period, which supported efforts to be reliable and consistent in the responses that were entered manually for each survey.

Data Analysis

Design of the survey and the collection of data from the twenty-seven visitors’ guides was completed so the study could address the research questions put forth in this paper. A brief overview of the analysis phases and the relevance to each of the research questions is outlined below.

Research Question 1

The first phase of the analysis looked at the instances and frequency of food and beverage images present in the visitors’ guides. The results of this analysis would provide relevant information to answer the first research question. Specifically, the questions asked, Has the number of food and beverage images used in the annual visitors’ guides for New Brunswick, Nova Scotia, or Prince Edward Island increased between 1988 and 2012?
To determine if there had been an increase in the number of food and beverage images appearing in the visitors’ guides, questions collected the frequency of each specific food and beverage image, the province and the year of the guide. Then, the results were segmented further to examine images for food and beverage, which were determined to be iconic or local to each province. Analysis of the frequencies relating to the relative number of food and beverage images overall, by province, and by year, answered the first research question.

**Research Question 2**

To answer the second research question – *How has the representation of food and beverage in the annual visitors’ guides for New Brunswick, Nova Scotia or Prince Edward Island changed between 1988 and 2012?* – information on how the food and/or beverage was being presented or represented was analyzed. Questions included those relating to the size and placement of the images, and if the food or beverage was the main or secondary focus to identify if any patterns and trends emerged. The analysis included questions that recorded how the food or beverage was being featured when the food or beverage was present as well when the food or beverage was not present but implied (i.e. fishing boat or agricultural setting).

The research questions will provide a longitudinal glimpse of the prominence of food and beverage advertising in a way that does not appear to have been researched previously. The study results will be made available to industry stakeholders for consideration when planning future tourism messaging, communications, and marketing initiatives. Future research could extend the findings of this study to provide additional information on iconic food and beverage and the influence it has on a visitor’s decision to choose a Maritime destination.
Results

The purpose of this study was to examine the use of food and beverage images in tourism promotional material over the past twenty five years using the visitors’ guides for New Brunswick, Nova Scotia and Prince Edward Island. Identifying trends and patterns on the representation of food and beverage through the content analysis will contribute to the research that has already been done. The results may also provide government tourism departments, tourism industry associations, and private business operators with useful insights when considering future tourism program planning and development.

To address the research questions, a survey was developed using SurveyMonkey, an online survey collection and analysis tool (see Appendix A). Data was collected between January 22, 2013 and February 18, 2013. Initially the goal of the study was to collect surveys from visitors’ guides over the past ten years. In the end, a twenty-five year time frame was covered between 1988 and 2012, with 1,548 images reviewed and analyzed.

The results section of this paper is divided into two sections, which address the following two research questions:

1. Has the number of food and beverage images used in the annual visitors’ guides for New Brunswick, Nova Scotia, or Prince Edward Island increased between 1988 and 2012?

2. How has the representation of food and beverage in the annual visitors’ guides for New Brunswick, Nova Scotia or Prince Edward Island changed between 1988 and 2012?
Research Question 1

The first research question sought to describe the use of food and beverage images in tourism publications over the past twenty five years among the three provinces, NB, NS, and PEI. The first three survey questions determined general information regarding the guides, the first of which was to determine which province the guide represented. The second survey question recorded the year the guide was released, and the third survey question captured the number of pages in the guide. The information gathered from the first three questions provided the basis for all analysis.

The study reviewed 1,852 pages from New Brunswick’s guides, 3,228 pages for Nova Scotia’s guides, and 1,752 pages from Prince Edward Island’s guides in three year increments from 1988 through to 2012. From a 6,832 of total pages, 1,458 food and beverage images were found. Individually, New Brunswick accounted for 475 of 1,458 (32.6%) of images; Nova Scotia was slightly higher with 499 of 1,458 (33.6%) food and beverages images; and Prince Edward Island guides accounted for 484 of 1,458 (33.2%) of the total images (see Figure 1).
Figure 1: Food & Beverage Images by Province

From the 1,852 pages reviewed in nine New Brunswick visitors’ guides, 475 food and beverage images were found. In Nova Scotia, 3,228 pages were reviewed, and 499 food and beverage images were found. With the lowest page count of 1,752, Prince Edward Island had 484 food and beverage images (see Figure 2).

Figure 2: Food and Beverage Images - Breakdown by Year

<table>
<thead>
<tr>
<th>Year</th>
<th>New Brunswick</th>
<th>Nova Scotia</th>
<th>Prince Edward Island</th>
</tr>
</thead>
<tbody>
<tr>
<td>1988</td>
<td>120</td>
<td>272</td>
<td>144</td>
</tr>
<tr>
<td>1991</td>
<td>200</td>
<td>288</td>
<td>200</td>
</tr>
<tr>
<td>1994</td>
<td>172</td>
<td>304</td>
<td>160</td>
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<tr>
<td>1997</td>
<td>152</td>
<td>368</td>
<td>176</td>
</tr>
<tr>
<td>2000</td>
<td>200</td>
<td>400</td>
<td>208</td>
</tr>
<tr>
<td>2003</td>
<td>264</td>
<td>420</td>
<td>232</td>
</tr>
<tr>
<td>2006</td>
<td>280</td>
<td>424</td>
<td>232</td>
</tr>
<tr>
<td>2009</td>
<td>256</td>
<td>384</td>
<td>208</td>
</tr>
<tr>
<td>2012</td>
<td>208</td>
<td>368</td>
<td>192</td>
</tr>
<tr>
<td>Total</td>
<td>1852</td>
<td>3228</td>
<td>1752</td>
</tr>
<tr>
<td>Images</td>
<td>475</td>
<td>499</td>
<td>484</td>
</tr>
<tr>
<td>% Concentration</td>
<td>25.6%</td>
<td>15.5%</td>
<td>27.6%</td>
</tr>
</tbody>
</table>

Between 1988 and 2012, the number of food and beverage images have both increased and decreased within each province, based on the guides reviewed. For
analysis, the number of food and beverage images found in each visitors’ guide was divided by the number of pages in the guide being reviewed to give a concentration percentage. Comparing the frequency of food and beverage images found in 1988 with 2012, showed an overall increase in each of the three provinces.

New Brunswick started with the highest concentration of images with 30% in 1988; however, this number only grew by 5.1%, ending 2012 with a 35.1% concentration rate. In Nova Scotia, the 5.9% image concentration in 1988 grew to 28.5% in 2012, a 22.6% increase. Prince Edward Island recorded the highest increase among the three provinces with a 41.5% increase, jumping from 13.2% in 1988 to 54.7% concentration in 2012 (see Figure 3).

**Figure 3: Food and Beverage Image Concentration by Province**

<table>
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<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NB</strong></td>
<td>30.0%</td>
<td>22.5%</td>
<td>13.4%</td>
<td>9.21%</td>
<td>26.0%</td>
<td>24.6%</td>
<td>36.4%</td>
<td>25.4%</td>
<td>35.1%</td>
<td>5.1%</td>
</tr>
<tr>
<td><strong>NS</strong></td>
<td>5.88%</td>
<td>7.99%</td>
<td>8.88%</td>
<td>8.70%</td>
<td>15.0%</td>
<td>16.0%</td>
<td>22.6%</td>
<td>19.0%</td>
<td>28.5%</td>
<td>22.6%</td>
</tr>
<tr>
<td><strong>PEI</strong></td>
<td>13.2%</td>
<td>14.0%</td>
<td>13.1%</td>
<td>21.6%</td>
<td>25.0%</td>
<td>19.8%</td>
<td>46.6%</td>
<td>32.2%</td>
<td>54.7%</td>
<td>41.5%</td>
</tr>
</tbody>
</table>

The second phase of information gathering was to identify increases in the use of specific food and beverage products. Looking at individual food and beverage images over the twenty-five year span would indicate what food and beverage products were used most frequently. The survey allowed for both the primary and secondary food and beverage items within the same image to be captured. Specifically, the questions asked, *What is the primary food/beverage related focus of the image?*
Among the thirty-five individual food and beverage products to choose from, were recognized local products for each of the three provinces. The local food and beverage products included were based on research from the literature review. Identifying the frequency of food and beverage images, especially local food and beverage images, could allow for the study results to be considered when planning future marketing and promotions.

In the question to capture the primary food or beverage product, 1,457 images were analyzed. The question to capture the secondary food or beverage product from the same image yielded 317 secondary food or beverage images. This indicated that in 1,140 images only one food or beverage product was featured.

Combined results for the three provinces showed that among all available food and beverage images, *lobster* represented 25.5% of images under the Primary category. Under the Secondary category, *wine* was the highest with 19.2%. In both the Primary and Secondary questions, an *Unsure – Food/beverage present* response was available when the food or beverage could not be identified. This response accounted for 7.5% of the Primary images and 1.9% of the Secondary images. The Primary food and beverage question also recorded when no food or beverage was present under an *Unsure – No food/beverage present* selection. This option was available to record images where the food or beverage was implied and accounted for 24.9% of the total (see Figure 4). Analysis of images where food or beverage was implied is examined further under Research Question 2.
To establish if patterns relating to local food and beverage usage existed within New Brunswick, Nova Scotia, and Prince Edward Island, each province was examined individually. In New Brunswick, the results under the Primary category showed that *lobster* was the food item used most often at 24.4% or in 110 out of 451 images. The second highest item was *fish*, a category that captured all fin fish, at 9.8%, followed closely by *wine* at 8.6%. These percentages reflected the total counts for New Brunswick from the most frequently used food and beverage images from the nine guides reviewed. The results for each of the food and beverage products can be seen in Figure 5.
Figure 5: Primary Food and Beverage Images – New Brunswick

To identify trends relating to food and beverage frequencies over time, the three top-rated items and others that had been identified as local to New Brunswick from the literature review were scrutinised. Data showed that for each of the years reviewed, lobster had the highest percentage out of thirty-five food and beverage choices, but in terms of concentration, the numbers had decreased since 2003. The instances of lobster went from a 36.1% concentration in 1988 to 21.4% in 2012 with a high of 32.8% in 2003. The results for fish were more consistent in the years reviewed, ranging between 8.1% and 9.8%, with the exception of 1997 with 42.9%. Looking at wine for New Brunswick, results showed no instances of wine in the 1988 guide, a peak in 2000 with 17.9%, and a second low in 2012 with 4.3%. Between 1994 and 2009, the instances of wine ranged between 9.1% and 11.1%. A notable observation was the low response for two local New Brunswick products, maple syrup and fiddleheads. In all guides reviewed, only three instances of maple syrup and one instance of fiddleheads appeared.
Figure 6: Local Food and Beverage Products – New Brunswick

In Nova Scotia, the overall results showed that *lobster* was the food item most often used as the Primary focus in the image at 26.5%; present in 130 images out of the 491 documented. The second highest item was *wine* at 7.9%, followed closely by *fish* at 5.5%. Additional analysis was then performed to identify trends in food and beverage frequencies in Nova Scotia (see Figure 7).

Figure 7: Primary and Beverage Images – Nova Scotia
Closer analysis to identify if certain food and beverage instances increased in Nova Scotia revealed the following: the data showed that for each of the years reviewed, *lobster* had the highest percentage of use of all food and beverage images. The concentration of Primary focus *lobster* images increased between 1988 and 2006, moving from 18.8% to 33%, which decreased slightly over 2009 and 2012 to end at 20.8%. The results for Nova Scotia’s *wine* images were more consistent, ranging between 3.3% and 8.3%, while 2012 saw a significant increase to 16.8%. A look at the instances of *fish* indicated a decrease in concentration, falling from a high in 1991 of 17.4% to 5% in 2012. Examination of other known local Nova Scotia products revealed that *blueberry* had 3% of images for 2012 with twelve instances in all years reviewed; *apple* had 1% of images for 2012 with twelve total instances; and *scallops* accounted for only six instances overall with 2% of images in 2012 (see Figure 8).

**Figure 8: Local Food and Beverage Products – Nova Scotia**

The overall results for Prince Edward Island differed slightly from New Brunswick and Nova Scotia in terms of the most frequently used foods and
beverages. The results for Prince Edward Island were similar to the other provinces with *lobster* identified as the Primary food product most often used at 25.7%, present in 121 out of 471 images recorded. The second highest item was oysters at 5.3%, followed by wine at 5.1% (see Figure 9).

**Figure 9: Primary and Beverage Images – Prince Edward Island**

Exploring the food and beverage items local to Prince Edward Island showed that *lobster* was used most consistently with a low of only 23.1% and a high of 30.8%. The instances of *oysters*, while significantly lower, also had consistent results with an average of 5.1%. This included a low of 0% in 1997 and a slow increase to 2012 where 10.7% of the images had oysters as a Primary focus. Instances of *wine* as a Primary focus were not seen until 2000 with 3.8% concentration; this increased through 2009 to 9.2% and, most recently, dropped to 3.9% in 2012. Frequencies of *potato* and *mussels*, well-known as local Prince Edward Island products, showed a combined average for all years of 3.9% and 3.1%, respectively. Figures for both *potato* and *mussels* were below average at 1.9% in 2012 (see Figure 10).
Research Question 2

The second research question sought to identify if changes had occurred in the way food and beverages were being represented in the annual visitors’ guides. Specifically, the questions asked, *How has the representation of food and beverage in the annual visitors’ guides for New Brunswick, Nova Scotia or Prince Edward Island changed between 1988 and 2012?*. Results were also expected to show how the representation had changed over time so that observations could be made as to how food and beverages were being used to appeal to tourists.

The first question was to identify the location of the image within the guide. Options available included:

- Cover Outside (Front or Back)
- Cover Inside (Front or Back)
- Front 25%
- Middle 50%
- Back 25%
Originally, this question was expected to provide relevance as to the importance placed on food and beverage based on where the image was located in the guide. The assumption was that the significance would be higher if the image was at the front of the guide and lower if it was placed toward the back of the guide. However, once the guides were reviewed, it became apparent that the results for this question were not correlatable with importance, due to the fact that the layout of the guides was not standardized between and within provinces. In many cases the guides were divided into specific geographical regions so no relevance could be determined.

Despite this, results did show that out of 1,448 images collected, 31.4% of the food and beverage images were in the front 25% of the guides, 50.5% came from the middle 50%, and 15.6% came from the back 25%. The final 2.5% was made up of images, which appeared on the inside and outside of the front and back covers. Looking at the representation on the inside and outside covers only, New Brunswick had the lowest concentration with 30.6%, Nova Scotia had 36.1%, and Prince Edward Island had 33.3% (see Figure 11).

**Figure 11: Food and Beverage Image by Placement**
Next, food and beverage images were categorized as being used in an advertisement or a stock photo. This question would provide an understanding of who was utilizing food and beverage images in promotional activities. Advertisers were presumed to be private sector operators/businesses and stock photos representative of the marketing plans for the respective provincial governments.

Looking at the combined results for all three provinces, a significant increase in the number of advertisements can be seen over time. In 1988, of the 71 images analyzed, 54.9% were stock photos and 45.1% were advertisements. In comparison, of the 282 recorded images in 2012, 42.6% were stock photos and 57.4% were advertisements (see Figure 12).

**Figure 12: Food and Beverage Image Category by Year**

Results by province also showed a variance in the number of food and beverage images found in advertisements compared to the number in stock photos. Specific to New Brunswick, the images of stock photos and advertisements were 44.4% and 55.6% respectively in 1988. In 2012, stock photos featuring food and beverage accounted for only 34.7% with advertisements much higher at 65.3% (see Figure 13).
In Nova Scotia, 1988 results showed a different trend as images for *stock photos* and *advertisements* started at 37.5% and 62.5% respectively. Results for 2012 showed that *stock photos* were up to 52.4% while food and beverage images appearing in *advertisements* went down to 47.6% of the total (see Figure 14).

The largest swing was observed in Prince Edward Island. The 1988 results showed 89.5% of the food and beverage images were *stock photos* and 10.5% in *advertisements*. These numbers changed significantly by 2012 with only 38.1% of images being *stock photos* and 69.9% used in *advertisements* (see Figure 15).
Figure 15: Food and Beverage Images by Category – Prince Edward Island

To further refine the results, a subset question collected data on the images classified under advertisements to distinguish the type of business featuring food and beverage. A combined total for all three provinces showed that out of 790 images, restaurant was the most frequent with 263 or 33.3%. The second highest came from inn, one of five accommodation options, which was chosen 102 times and accounted for 12.9% of the total. The next two choices were very close, with location accounting for 10.5% and hotel 10.1% of the total. The images under, location, was selected 83 times and was made up of municipalities, cities, and other provinces, which advertised in the guides (see Figure 16).
Figure 16: Food and Beverage Advertiser by Type

Each province was then looked at to see if they deviated from the overall results. In New Brunswick, the results were based on the 262 images when *advertisement* was selected. The leading response was *inn*, with 45 images or 17.2%; followed by *location* with 44 images or 16.8%; *restaurant* the third highest with 43 images or 16.4%; and *adventure/activity* with 41 images or 15.6%. Results in Nova Scotia were similar to the overall results. The selection, *restaurant*, topped the list of advertisements featuring food and beverage, with 96 images or 39.8%; *inn* was the second highest, with 43 images or 17.8%; and *hotel* followed with 38 images or 15.8%. In Prince Edward Island, *restaurant* was the overwhelming choice with 124 images out of a possible 287, accounting for 43.2% of the total. The next highest was *location*, with only 29 images or 10.1% followed by *retail* at 9.8% and *hotel* at 8.7%. See Figure 17 for results.
The next phase of questions was meant to establish if the patterns or themes emerged in the way food and beverage were being presented. The first of these questions recorded the size of the image, where larger sizes might be considered more relevant than smaller-sized images. The collection of images according to size was also expected to be useful in future analysis where size could be cross-tabulated with data such as food/beverage type or business type.

The question asked, “If an advertisement or stock photo, what size is the advertisement or stock photo in relation to the page?” The choices included:

- Full page
- ¾ page
- ½ page
- ¼ page
- ¼ page
- ⅛ page
- ⅛ page
- Thumbnail

Overall results by province showed that in New Brunswick, frequencies were the highest for the ⅛ page or smaller, representing 80% of the total with the
highest frequency of 23.1% found for images \( \frac{3}{4} \) page in size (see Figure 18). Overall results showed that Nova Scotia had the highest frequency with \( \frac{3}{4} \) page food and beverage images accounting for 34.1%, followed by \( \frac{1}{4} \) page with 20.2%. Nova Scotia also had the highest frequency of full page at 11.4% (see Figure 19). Prince Edward Island had the most thumbnail images with 35.4%, followed by \( \frac{1}{2} \) page with 28.5%. Prince Edward Island also had the second highest frequency of full page images with 10.4% (see Figure 20).

**Figure 18: Food and Beverage Image by Size – New Brunswick**

![Food and Beverage Image by Size – New Brunswick](image)

**Figure 19: Food and Beverage Image by Size – Nova Scotia**

![Food and Beverage Image by Size – Nova Scotia](image)
Figure 20: Food and Beverage Image by Size – Prince Edward Island

Once the sizes were determined, information on how the food or beverage appeared in the image was collected. The question asked, “How is the food/beverage used as part of the advertisement or stock photo?” Choices included:

- Food/beverage is the main focus
- Food/beverage is the secondary focus
- Food/beverage is one focus of many
- Food/beverage is present but not the focus
- Food/beverage is implied

Collecting information on the way food and beverage images were used in the advertisement or stock photo was meant to provide relevance to the importance of food and beverage as an incentive to appeal to the visitors reading the guides. The Food/beverage is implied images was a selection to cover when no food was present but the location or backdrop of the image implied that food was present. In the instances where food was implied, only the following three image backdrops were included:

- Images that showed the outdoor deck or the inside of a restaurant
- Images showing a farmer’s field with food crops
- Images that showed people fishing or in fishing boats.
In New Brunswick, food and beverage images had the highest use under the *Secondary focus* with 32.6%, followed by *Main focus* at 28.8%, and *Implied* identified with 22% of the images (see Figure 21). Looking at the breakdown over time in New Brunswick, the 1988 results showed that 50% of the images used food and beverage as the *Main focus*; in 25% food and beverage was the *Secondary focus*; and in 19.4% of the images food and beverage was *Implied*. By 2012, food and beverage as the *Main focus* had dropped to 23.3%, *Secondary focus* had increased to 42.5%, and *Implied* stayed at 19.2% (see Figure 22).

**Figure 21: Food and Beverage Representation – New Brunswick**
Figure 22: Food and Beverage 1988 & 2012 – New Brunswick

To break down the overall results for New Brunswick, images that fell under the *Implied* category were separated further to determine if they were used in a *stock photo* or *advertisement*. This analysis showed that overall, 56.7% of the *Implied* images were used in *stock photos* and 43.3% were used in *advertisements*. From 1988 to 2012, the trend for *stock photos* where food and beverage was implied, fluctuated significantly and was punctuated by a spike in 2006. For *advertisements* where food and beverage was implied, a gradual increase was seen through 2009, with a sudden drop in 2012 (see Figure 23).

Figure 23: Implied Food and Beverage by Category – New Brunswick
Looking closer at New Brunswick’s advertisements, 93.4% of the images where food and beverage was implied fell under six business categories. *Adventure* had the majority at 33.3%, *location* was next with 20%, followed by *inn*, *hotel*, and *campground*, accounting for 17.8%, 8.9%, and 6.7% respectively (see Figure 24).

**Figure 24: Implied Food and Beverage by Advertiser – New Brunswick**

In Nova Scotia, how food and beverages were used in the image had the highest frequency under *Main focus* with 30.2%, followed closely by *Secondary focus* at 29.4%. The frequency of *Implied* images again was high, representing 25.4% of identified images (see Figure 25). Comparing the 1988 and the 2012 breakdowns showed the following: in 1988, 50% of the images had food and beverage as the *Secondary focus*, 31.3% as *Implied*, and 13% as *One focus of many*. This meant that only 6.3% of images had food and beverage as the *Main focus*. By 2012, food and beverage as the *Main focus* had increased to 41.9%, *Secondary focus* had remained at 29%, and *Implied* had decreased slightly to 15.2%. The selection, *One focus of many* remained at 13% (see Figure 26).
A breakdown of the results for images in Nova Scotia that fell under the *Implied* selection showed that overall, 46.4% of the images were used in *stock photos* and 53.6% were used in *advertisements*. From 1988 to 2012, the number of *stock photos* where food and beverage were *Implied* fluctuated significantly. For *advertisements* where food and beverage were implied, there was little growth between 2000 and 2012, except for one spike in 2006 (see Figure 27).
Figure 27: Implied Food and Beverage by Category – Nova Scotia

Looking solely at the advertisements, 86.1% of the Implied images were under four categories. Restaurant was the highest with 41.9%, inn had 20.9%, hotel had 16.3%, with location at 7% (see Figure 28). Unlike New Brunswick, Adventure had only 4.7% of the images.

Figure 28: Implied Food and Beverage by Advertiser – Nova Scotia

In Prince Edward Island, food and beverage were used as the Main focus in the image most frequently with 33.1%, followed closely by Implied at 29%, and Secondary focus at 21.9% (see Figure 29). Comparing the Prince Edward Island
results over time, it was observed that in 1988, 47.7% of images had food and beverage as the *Secondary focus*, 31.6% as the *Main focus*, and 21.1% as *Implied*. In 2012, there was a decrease in the number of *Secondary focus* images to 22.9%, while results for the *Main focus* and *Implied* indicated 33.3% and 22.9%, respectively. The *One focus of many* had 11.4% of images in 2012 (see Figure 30).

**Figure 29: Food and Beverage Representation – Prince Edward Island**

**Figure 30: Food and Beverage 1988 & 2012 – Prince Edward Island**

The analysis for images in the *Implied* category for Prince Edward Island showed that 52.9% of the images were used in *stock photos* and 47.1% were used in *advertisements*. From 1988 to 2012, the percentage of *stock photos* with *Implied*
food and beverage decreased while *advertisements* remained relatively steady, but for one increase in 2006, where *advertisements* accounted for 76.9% (see Figure 31). The images in *advertisements* where food and beverage were implied showed only one notable result with 58.5% under *restaurant* (see Figure 32).

**Figure 31: Implied Food and Beverage by Category – Prince Edward Island**

![Chart showing implied food and beverage by category from 1988 to 2012.

**Figure 32: Implied Food and Beverage by Advertiser – Prince Edward Island**

![Pie chart showing implied food and beverage by advertiser with Restaurant at 58.5%.
The final question how the representation of food and beverage had changed, asked, *In what way is the primary food and beverage item, either present or implied, being featured?* From the list of choices, the first three would be chosen where food or beverage products were present. The last three choices allowed for the capture of information relating to how food and beverage were used in images where it was implied. Choices available included:

- Being served or ready to consume
- Natural environment or raw state
- Being harvested, prepared, processed, or packaged
- Location where the main function is to serve food
- Field with crops or food livestock
- Fishing boats and nets

To identify if there had been changes in the way food and beverages were featured, each province was looked at individually. In New Brunswick, the overall results from the nine visitors’ guides showed that 48.8% of the images were of food and beverages *being served*, while 20% of the images showed the food or beverage in a *natural environment*, and 9.1% in *being harvested*. In images where food was *Implied*, *fishing boat* was chosen 14.7% of the time.

**Figure 33: Primary Food and Beverage as Featured – New Brunswick**
To observe how the presentation of food and beverage had changed in New Brunswick since 1988, the 475 images found in the province’s guides were further analyzed by year. Results showed that being served was the most frequent way food and beverages were presented in all years with the exception of 1988 and 1997. In the earlier guides from 1988 to 2003, results showed that food and beverage presented in a natural environment was more popular, while images where food was being harvested were more frequent between 2003 and 2012 (see Figure 34).

Figure 34: Presentation of Primary Food and Beverage – New Brunswick

In Nova Scotia, the review of the guides between 1988 and 2012 showed that 49% of the images featured food and beverage being served, while 22.9% presented food products in a natural environment. Just over 26% of the food and beverage images were in the Implied category. Breaking down the Implied images showed that fishing boats accounting for 11.5%, main function is to serve food was 8.6%, and field with crops was 5.8% (see Figure 35).
Figure 35: Primary Food and Beverage as Featured – Nova Scotia

To observe how the presentation of food and beverage had changed in Nova Scotia since 1988, the 498 images where analyzed by year. Results showed that being served was the most frequent way food and beverage was featured in the image. Presenting food and beverage in a natural environment was highest in the years prior to 1997, which then slowly decreased to a low in 2012. The use of fishing boats was the most frequent way food and beverages were Implied in the images (see Figure 36).

Figure 36: Presentation of Primary Food and Beverage – Nova Scotia
Overall results for Prince Edward Island were slightly different than those found in New Brunswick and Nova Scotia. The selection, *being served* was the highest at 52.9%, with the next highest rate of 13.9% was found for images under the *main function to serve food* category. This choice accounted for 29.3% of the images in Prince Edward Island’s visitors’ guides (see Figure 37).

**Figure 37: Primary Food and Beverage as Featured – Prince Edward Island**

The purpose of this study was to identify how food and beverage had evolved through a content review of the visitors’ guides for New Brunswick, Nova Scotia and Prince Edward Island. The research questions were developed to provide useful information to tourism stakeholders while the study method was designed to look at the role of food and beverage in a way that had not been done before. The findings of the study indicate that the representation of food and beverage in images in the visitors’ guides has changed for all three provinces. The importance for stakeholders is to interpret the results to make more informed decisions relating to future culinary tourism initiatives.
Conclusion

A growing interest in culinary tourism and the idea that travellers desire local food experiences as part of their journeys was the starting point for this research. As a result, the research conducted described the perceived evolution of food and beverage, and the role that local food and beverage promotion has played in developing culinary tourism in the Maritimes. More specifically, research included the review of food and beverage content in the visitors’ guides for New Brunswick, Nova Scotia, and Prince Edward Island. The review provided a longitudinal glimpse of the prominence of food and beverage in a way that does not appear to have been researched previously. The study results will be available to public and private industry stakeholders for consideration when planning future tourism programs and initiatives.

Research Question 1

Research question one asked, "Has the number of food and beverage images used in the annual visitors’ guides for New Brunswick, Nova Scotia, or Prince Edward Island increased between 1988 and 2012?" The results of this study provided the following answers relevant to question one:

- 475 of 1,852 (25.6%) food and beverage images were found in the total pages of the visitors’ guides reviewed tri-annually from the Province of New Brunswick between 1988 and 2012.
- There was a 5.1% increase found in the concentration of food and beverage images in a comparison between the 1988 and the 2012 visitors’ guides from New Brunswick.
- 499 of 3,228 (15.5%) food and beverage images were found in the total pages of the visitors’ guides reviewed tri-annually from the Province of Nova Scotia between 1988 and 2012.

- There was a 22.6% increase found in the concentration of food and beverage images in a comparison between the 1988 and the 2012 visitors’ guides from Nova Scotia.

- 484 of 1,752 food and beverage images were found in the total pages of the visitors’ guides reviewed tri-annually from the Province of Prince Edward Island between 1988 and 2012.

- There was a 41.5% increase found in the concentration of food and beverage images in a comparison between the 1988 and the 2012 visitors’ guides from Prince Edward Island.

- 110 of 451 (24.4%) food and beverage images found in the tri-annual review of the visitors’ guides from 1988 to 2012 for New Brunswick featured lobster as the highest among all images.

- There was a 14.7% decrease in the concentration of lobster images in the comparison between the 1988 and the 2012 visitors’ guides from New Brunswick.

- 130 of 491 (26.5%) food and beverage images found in the tri-annual review of the visitors’ guides from 1988 to 2012 for Nova Scotia featured lobster: the highest among all images for that province.

- There was a 2% increase in the concentration of lobster images in the comparison between the 1988 and the 2012 visitors’ guides from Nova Scotia.
121 of 471 (25.7%) food and beverage images found in the tri-annual review of the visitors’ guides from 1988 to 2012 for Prince Edward Island featured lobster as the highest among all images.

There was a 2% decrease in the concentration of lobster images in the comparison between the 1988 and the 2012 visitors’ guides from Prince Edward Island.

The results showed an increase in the concentration of food and beverage images in the tri-annual review of visitors’ guides from New Brunswick, Nova Scotia and Prince Edward Island between 1988 and 2012.

**Research Question 2**

Research question two asked, “How has the representation of food and beverage in the annual visitors’ guides for New Brunswick, Nova Scotia or Prince Edward Island changed between 1988 and 2012?” The results of this study provided the following answers relevant to question two:

In New Brunswick, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage images used in stock photos decreased from 44.4% to 34.7% while food and beverage images used in advertisements increased from 55.6% to 65.3%.

In Nova Scotia, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage images used in stock photos increased from 37.5% to 52.4% while food and beverage images used in advertisements decreased from 62.5% to 47.6%.

In Prince Edward Island, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage images used in stock photos decreased
from 89.5% to 38.1% while food and beverage images used in advertisements increased from 10.5% to 69.9%.

- In New Brunswick, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage used as the Main focus in the image decreased from 50% to 23.3%; food and beverage as a Secondary focus increased from 25% to 42.5%; and images where the food and beverage was Implied decreased slightly from 19.4% to 19.2%.

- In Nova Scotia, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage used as the Main focus in the image increased from 6.3% to 41.9%; food and beverage as a Secondary focus decreased from 50% to 29%; and images where the food and beverage was Implied decreased from 31.3% to 15.2%.

- In Prince Edward Island, when comparing the 1988 and 2012 visitors’ guides, the percentage of food and beverage used as the Main focus in the image increased from 31.6% to 33.3%; food and beverage as a Secondary focus decreased from 47.7% to 22.9%; and images where the food and beverage was Implied increased slightly from 21.1% to 22.9%.

- In New Brunswick, when comparing the 1988 and 2012 visitors’ guides and the ways that food and beverage were being presented, food and beverage categorized as being served increased from 25% to 56.2%; and images where food and beverage were being presented in a natural environment or being harvested decreased from 55.6% to 24.7%.

- In Nova Scotia, when comparing the 1988 and 2012 visitors’ guides and the ways that food and beverage were being presented, food and beverage
categorized as *being served* increased from 31.3% to 63.8%; and images where food and beverage was being presented in a *natural environment* or *being harvested* decreased from 37.5% to 18.1%.

- In Prince Edward Island, when comparing the 1988 and 2012 visitors’ guides and the ways that food and beverage were being presented, food and beverage categorized as *being served* increased from 47.4% to 60.6%, images where food and beverage was being presented in a *natural environment* or *being harvested* decreased from 36.8% to 12.8%.

- The representation of food and beverage in the annual visitors’ guides for New Brunswick, Nova Scotia or Prince Edward Island has changed between 1988 and 2012.

**Observations**

A review of the literature relating to culinary tourism shows that destinations face growing pressure to distinguish themselves in a way that appeals to the desires of traveller who is in search of unique food experiences. The research also suggested that through the promotion of local food and beverage products, destinations can position themselves in a way not easily replicated by competing destinations. Therefore, research of promotional sources such as the provincial visitors’ guides, which use visual content to influence visitors’ choices can provide valuable information. If providing a culinary experience is a priority for New Brunswick, Nova Scotia and Prince Edward Island, this study may identify areas where food and beverage can be leveraged further to differentiate the Maritimes from other destinations.
The results of this study show that there has been an overall increase in the number of food and beverage images in the visitors’ guides for New Brunswick, Nova Scotia, and Prince Edward Island between 1988 and 2012. From 1,413 recorded images, the food most frequently used in all three provinces was lobster, with 361 instances or 25.5% of the total. A closer look at the top items showed that wine and fish were widely used in the visitors’ guides but at a much lower frequency, accounting for 7.2% and 6.2% respectively. One interesting observation from findings on the individual food and beverage frequencies was the low use of many products recognized as local for each province. Local products are those that have been identified as being unique or indigenous to the region or province. The local products Opportunities may exist to leverage these local products to further differentiate individual products or the collective region.

Food and beverages represented by the three provinces showed very similar findings in the way the food and beverages were used in the image with Main focus and Secondary focus found to have the highest frequency. In the 2012 visitor’s guide, results for New Brunswick showed that food and beverage was the Main focus in 23.3% of all images found, with Secondary focus accounting for 30.39%. The 2012 results for Nova Scotia showed the highest rate of Main focus images with 41.9%, while Secondary focus had 29.5%. Results for Prince Edward Island in 2012 found food and beverage to be the Main focus in 33.3% of the images and in 22.9% of Secondary focus images for 2012. These findings indicate that food and beverages are recognized and being used as important drivers to motivate and appeal to tourists.
Looking at the most frequent way that food and beverage were presented in the three provinces, *ready to consume* had the highest frequency with 50.3% of the 1456 images. The results also indicate that in images where food and beverage are present, the trend has moved away from showing food as being linked to its source, i.e. land and sea, to a more functional representation where the food and beverage are ready to consume. The findings from the same question also showed an unexpected result in the number of images where food and beverage were categorized as implied.

In the three provinces – New Brunswick, Nova Scotia and Prince Edward Island – 25.5% of the total images had no food or beverage was present. In two of the choices where food or beverage was implied, namely, *field with crops* and *fishing boats*, the images would provide tourists with a stronger link between food and place, which research suggests is becoming increasingly important. In the third category, *main function to serve food*, the absence of food may be a wasted opportunity. Closer analysis of the *advertisement* instances where food and beverage were *Implied* and categorized under *main function to serve food*, showed that 48 of 183 or 26.2% had no food present in the image. Most images that fell into this category featured the inside of an empty restaurant with empty plates. A much better use would be to ensure that all advertisements used were images filled with activity, people, and plates full of food.
Practical Implications

Analysis of the findings from this research may offer practical information to industry stakeholders who have identified culinary tourism as a priority and wish to develop further their positioning and marketing strategies using local food and beverage. Gaining a better understanding of how the marketing plans for each province are being visually represented within the visitors’ guides may also provide additional insights into how local food and beverages have been used in the past to appeal to visitors. Additionally, this understanding may demonstrate ways in which marketing strategies can be improved in the future. The results may be relevant to various stakeholders, but primarily to provincial tourism departments, industry associations, and tourism operators.

The study provides potentially useful information to tourism departments that use stock photos in promotional materials to build the overall image of the province in a way that appeals to visitors. Firstly, in analyzing the study’s findings, provinces may identify if the frequency and representations of local food and beverage are as expected or if certain local products require more or less attention. This can be done by looking at local products individually over specific time periods to see how the frequencies have changed and to determine if the local products are more or less prominent. Secondly, understanding how the food and beverage products are being presented in the image may help tourism departments evaluate if the images are conveying a message that is consistent with the culinary strategies within the province’s tourism marketing plan. Finally, tourism departments should work closely with tourism operators to coordinate efforts and create synergies to promote the
province. One way this may be done is through the advertisements that operators place in promotional materials, which are developed and distributed through the tourism departments. The findings from the study may contribute helpful information to tourism departments, which will then make recommendations to tourism operators on how to utilize more effectively local food and beverage images used in advertisements, thereby capitalizing on coordinated efforts to promote the province as a food tourism destination.

Through the literature review, it emerged that destination marketing is a key factor in attracting visitors to a region; food is an important element of that. Therefore, the results of this study may also be used by tourism industry associations to inventory local food and beverage products, and to work with other businesses to highlight and promote the regions’ products under a destination banner. In doing so, the coordinated efforts will build stronger ties between local food producers, businesses, governments, and all those who contribute to the food tourism experience. The findings may also provide useful information to food industry associations, who realize that a more active role in supporting food tourism initiatives would be of value to the local food producers they represent.

For tourism operators, the findings in the study may prompt the re-evaluation of marketing and promotional materials into appraising how they are using food and beverage in images. A simple question to ask is: is the food or beverage image being featured in a way that is most appropriate to appeal to visitors? Tourism operators may also use the study to identify potential partners or food producers with whom they could develop co-promotions, which would better contribute to the visitors’ overall food tourism experiences. Finally, for those
operators who do not feature appropriate food and beverage images in their advertisements and marketing materials, the study may demonstrate why those images are important and why they should be considered.

**Future Research**

As food tourism continues to grow and competition intensifies, the role that local food and beverage can play in tourism sustainability should not be underestimated. To build on the information currently available, future studies could examine food tourism through a more detailed look at the tourist segments to discover how they are influenced by local food and beverage before and after the visit. This could be done through the use of exit surveys or online survey tools such as SurveyMonkey, where questions could be asked to compare the visitor’s expectation of the food experience with that realized to identify inconsistencies. Understanding the role that local food and beverage plays in contributing to a visitor’s perception of a region could also provide valuable insights into how they choose one destination over another. Finally, since the purpose of this study was to gain a better understanding of the evolution of food and beverage in the region, it would be beneficial to also have the visitors’ guides for the Province of Newfoundland surveyed to allow potential promotional opportunities and strategic partnerships to be identified for all of Atlantic Canada.

"*The strength of cuisine in Canada is its diversity and that should be promoted. Making stronger links to regional products will help solidify the image.*"

*(Hashimoto & Telfer, 2006)*
Works Cited


Appendix A - Visitor Guide Content Analysis Survey

1. Which Province is the guide from?
   - New Brunswick
   - Nova Scotia
   - Prince Edward Island

2. What year is the guide from?
   - 1988
   - 1991
   - 1994
   - 1997
   - 2000
   - 2003
   - 2006
   - 2009
   - 2012

3. Total number of pages

4. What page is the food/beverage image on?
   - Cover Outside (Front or Back)
   - Cover Inside (Front or Back)
   - Front 25%
   - Middle 50%
   - Back 25%

5. If an advertisement or stock photo, what size is the advertisement or stock photo in relation to the page?
   - Full page
   - 3/4 page
   - 1/2 page
   - 1/3 page 1/4 page
   - 1/6 page
   - 1/8 page
   - Thumbnail
6. What section or heading is the image under?
   - Parks/Trails
   - Accommodations
   - Adventure
   - Attractions
   - Authentic Experiences
   - Beaches
   - Canada's Birthplace
   - Crafts
   - Culinary
   - Culture
   - Dining
   - Family
   - Farmers Market
   - Festivals and Events
   - Golf
   - History
   - Informational
   - Location
   - Marketplace
   - Museums/Galleries/Theatre
   - Outdoors
   - Parks
   - Places to Stay
   - Shopping
   - Touring/sightseeing
   - Things to Do
   - Welcome
   - Wineries/Distilleries
   - Other (please specify)

7. Is the food/beverage image used as a stock photo or advertisement?
   - Stock photo
   - Advertisement
   - Unsure
8. If an advertisement, what is the primary business the advertisement is associated with?
   - Hotel
   - Motel
   - Bed & Breakfast
   - Inn
   - Campground
   - Educational
   - Restaurant
   - Farmers Market
   - Retail
   - Service
   - Festival or Event
   - Adventure/Activity
   - Attraction
   - Location
   - Cultural
   - Transportation
   - Other (please specify)

9. What are the main themes of the advertisement or stock photo?
   - Informational
   - Lifestyle
   - Local
   - Family
   - Adventure/Activity
   - Geographical
   - Culture
   - Culinary
   - Humor

10. How is the food/beverage used as part of the advertisement or stock photo?
    - Food/beverage is the main focus
    - Food/beverage is the secondary focus
    - Food/beverage is one focus of many
    - Food/beverage is present but not the focus
    - Food/beverage is implied
11. In what way is the primary food/beverage, either present or implied, being featured?
   - Being served or ready to consume
   - In its natural environment or raw state
   - Being harvested, prepared, processed or packaged
   - Location where the main function is to serve food
   - Field with crops or food livestock
   - Fishing boats and nets
   - Other (please specify)

12. What is the primary food/beverage related focus of the image?
   - Lobster
   - Mussels
   - Crab
   - Clams
   - Scallops
   - Oysters
   - Other Shellfish
   - Fish
   - Potato
   - Fiddleheads
   - Corn
   - Other Vegetable
   - Apple
   - Blueberry
   - Strawberry
   - Other Fruit
   - Maple Syrup
   - Milk
   - Cheese
   - Ice Cream
   - Other Dairy
   - Eggs
   - Beef
   - Pork
   - Chicken
   - Other Meat
   - Bread & Grains
   - Spirits
   - Wine
   - Beer
   - Other Beverage
   - Desserts
   - Unsure Food/beverage present
   - Unsure No food/beverage present
   - Other (please specify)
13. What is the secondary food related focus of the image?
   - Lobster
   - Mussels
   - Clams
   - Crab
   - Scallops
   - Oysters
   - Other Shellfish
   - Fish
   - Potato
   - Fiddleheads
   - Corn
   - Other Vegetable
   - Apple
   - Blueberry
   - Strawberry
   - Other Fruit
   - Maple Syrup
   - Milk
   - Cheese
   - Ice Cream
   - Other Dairy
   - Eggs
   - Beef
   - Pork
   - Chicken
   - Other Meat
   - Bread & Grains
   - Spirits
   - Wine
   - Beer
   - Other Beverage
   - Desserts
   - Unsure Food/beverage present
   - Not applicable
   - Other (please specify)

14. In what way is the secondary food/beverage, either present or implied being featured?
   - Being served or ready to consume
   - In its natural environment or raw state
   - Being harvested, prepared, processed or packaged
   - Other
   - Not applicable