

# 1 Good Food Festival and its influence on restaurants' offer in Dubrovnik

---

**Markoč, Milica**

**Undergraduate thesis / Završni rad**

**2020**

*Degree Grantor / Ustanova koja je dodijelila akademski / stručni stupanj:* **RIT Croatia / RIT Croatia**

*Permanent link / Trajna poveznica:* <https://urn.nsk.hr/urn:nbn:hr:229:101458>

*Rights / Prava:* [In copyright](#) / [Zaštićeno autorskim pravom.](#)

*Download date / Datum preuzimanja:* **2024-04-18**



image not found or type unknown

*Repository / Repozitorij:*

[RIT Croatia Digital repository - Rochester Institute of Technology](#)



zir.nsk.hr



image not found or type unknown

Good Food Festival and its influence on restaurants' offer in Dubrovnik

Senior Capstone Project

RIT Croatia

Milica Markoč

Mentor: Prof. Domagoj Nikolić

Dubrovnik, 2020

## ABSTRACT

Food and tourism are closely connected, and food festivals are becoming popular ways to promote and improve destinations. The purpose of this research was to explore the influence of Good Food Festival on restaurants' offer in Dubrovnik and question if and to what extent the offer was upgraded. A questionnaire was distributed to 50 restaurants and the results showed that significant upgrades were made in the last few years, since the start of the festival. However, further statistical analysis showed no evidence that these upgrades were associated with the participation of restaurateurs in the Good Food Festival.

Keywords: Food festivals, food experiences, food and travel, food festivals' influence

## INTRODUCTION

### *Food and Tourism*

Food and tourism are closely connected. For many people, traveling to a certain destination is not complete without trying local food and many researchers have emphasized the importance of food and wine as key contributors to a tourist experience (Harrington & Ottenbacher, 2011). This is because the act of dining out on holiday often creates a very authentic experience and personal memories (Finkelstein, 1989).

One of the definitions of food tourism is “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel” (Hall & Sharples, 2003). In other words, food tourism represents all activities that involve consumption of food and beverages, presented in a specific way which celebrate values, history and culture of the destination.

In a travel study conducted in the United States, it was found that, while traveling in the past 3 years, 17% of leisure travelers engaged in upscale culinary or wine-related activities. Furthermore, it was predicted that this number would grow in the future (Yuan & Sohn, 2013). Because of the growing demand for culinary tourism, there appears to be also a growing interest in the promotion of this type of tourism, even in those areas of the world, such as Australia, Canada and the United States, that are not traditionally known for fine cuisine or a specific culinary identity (Harrington & Ottenbacher, 2013).

### *Food as motivation for travel*

There is a growing market of people that travel specifically, if not only for the food. Food provides five motivations for travel: it is viewed as an attraction, specific products that culinary tourists consume and purchase, food experiences are valued and sought, food is viewed and valued as a cultural phenomenon, and connections between tourism and food production are sought and valued

(Tikkanen, 2007). Local food serves a key attractor and the focal point of the tourist experience (Björk & Kauppinen-Räsänen, 2014) .

### *Food experiences*

Consuming food and meals while on holidays can be part of various experiences (Therkelsen, 2015). There has been a distinction between four types of experiences that food offers to tourists: pleasure, health, social bonding and sense of place. It's also proposed that tourists' relations to food is often a combination of two or more of these different types of experiences (Andersson, Mossberg, & Therkelsen, 2017).

Smell, taste, texture and visual representation of food can make experience more pleasurable. Since eating healthy has been an ongoing trend for the past few years and many tourists make it a requirement, many destinations saw a need to improve their offer. People often associate meals with social bonding and they expect to get this feeling while they engage in food experiences at a destination. The fourth type of experience food offers, sense of place has been mentioned in many studies that stress importance of this as a way to get a better cultural understanding (Andersson, Mossberg, & Therkelsen, 2017).

Tourists often choose local products, but their motivation goes beyond the simple taste of the food. In reality, they want to immerse themselves into the local culture and "consume" its meaning. Food and beverage consumption in this sense becomes a 3D experience establishing a connection between the visitor, place and culture (Sims, 2009). Food thus becomes a very important part for developing a destination. Food and meals are used for branding destinations to tourists (Andersson, Mossberg, & Therkelsen, 2017).

Furthermore, there are five socio - cultural and psychological factors that inspire tourist to engage in food consumption while traveling: cultural/religious influences, socio-demographic factors, food-related personality traits, exposure effect/past experience, and motivational factors (Mak, Lumbers, Eves, & Chang, 2012). One of the food related personality traits is variety seeking. According to

Chang, Kivela, & Mak (2011) this is one of the key elements affecting tourist evaluation of their food experience.

Food consumption at a destination can be the extension of already formed food habits. In other words, food can create a “*psychological island of home*” for tourists and can ultimately help avoid cultural shocks, such as dining chaos at a destination. In addition to their already formed food habits, tourists may seek novel experiences, such as trying dishes with new ingredients and having creative presentation style of the dishes, to enhance their overall travel experience. By learning about the cultural differences in tourists’ eating habits, destination can improve their food service and customer satisfaction (Quan & Wang, 2004).

### *Food Festivals*

Festivals are a great way to extend the tourist season and generate more money for a destination. Tourists are usually quite interested in the culture of the place they are visiting, and festivals often serve as a non-material culture heritage (Waldemar, 2013). A study focusing on two gastronomic festivals in Spain, Cherry Blossom Festival in Jerte Valley and National Cheese Fair in Trujillo, showed, based on a sample of 616 people, that these types of experiences have a positive impact on destination management and customer loyalty and that devotion to gastronomic events is influencing destination brand and image in a positive way (Folgado-Fernández, Hernández-Mogollón, & Duarte, 2016).

Food festivals serve as a perfect place for tourists to engage and familiarize themselves with local food and often even local restaurants. By stimulating visitors to try new food, food festivals might spark emotions which are remembered when making future food decisions (Sherry, 1990). The purpose of these events is not only to make foods available efficiently and effectively, but also to provide a hedonistic experience (Organ, Koenig-Lewis, Palmer, & Probert, 2015).

The uniqueness of the activities offered at food festivals differentiate them from other festivals and ultimately inspire people to visit. Having activities that feature local food and create a sense of local atmosphere for the guests, helps build a destination brand. Tourists all over the world seek new ways of consuming food. In China, rice is usually cooked in a pan but in some tourist destination it is cooked in bamboo. This changed way of cooking rice, adds a new taste to it and changing the presentation style makes the dish more memorable for tourists. Furthermore, the activities that are not unique and can be seen in other festivals around the world, play no significant role in attracting visitors (Lee & Arcodia, 2011).

Many food and wine lovers value authentic cultural experiences. Apart from just visiting food festivals, they want to engage in experiential learning. There are many activities that can be incorporated - direct involvement in preparing foods, participating in cooking demonstrations, classes and competitions, dining with celebrity chefs and winemakers, going to the kitchen of restaurants and going to food preparation factories (Getz & Robinson, 2014).

#### *Workshops and celebrity chefs*

Most food festivals offer sampling and purchasing of food as well as various type of workshops. In many cases, celebrity chefs are special guests at these festivals which grants festivals more credibility and therefore greater number of visitors. Workshops proved to be popular because of 'hands-on' cookery and food experiences for visitors (Organ, Koenig-Lewis, Palmer, & Probert, 2015).

#### *Good Food Festival*

Good Food Festival has been organized by Dubrovnik Tourist Board for the past five years. Last year 2019, the sixth edition of the Festival took place from the 14th to the 20th of October. Apart from offering F&B products to a wide audience at discounted prices, the event has a learning component. During the festival various workshops are organized, such as workshops on preparing traditional Dubrovnik desserts, traditional Croatian dishes, a food styling workshop and a food photography

workshop. The special event was a dinner with a celebrity chef, which features a music program (Turisticka Zajednica Dubrovnik, 2019).

The highlight of the Good Food Festival, according to the organizers, is the famous “Dubrovačka trpeza”, or Dubrovnik Table. Dubrovnik Table is positioned at the beginning of the main street (Stradun) and it’s spread out until the end. This is the place where representatives from many hotels, restaurants, pastries get a chance to show off their skills and treat the visitors free of charge (Turisticka Zajednica Dubrovnik, 2019).

### *Research Aim*

Food and tourism are closely connected. Food serves as a motivation for travel and can be a part of various experiences. Furthermore, Food Festivals are becoming popular as a way to promote and improve a destination. One of these events is Good Food festival in Dubrovnik.

This paper wants to explore to what extent was the offer of restaurants upgraded due to the influence of Good Food Festival? In other words, is the Good Food Festival reaching one of its most important objectives, which is learning.

## METHOD

Questionnaire was created for the purpose of exploring the research aim formulated posed above. The questionnaire was written in English and physically distributed to restaurant owners\managers in Dubrovnik. Participants were asked fourteen questions, out of which three were asked to explore the participants attendance and satisfaction with the Good Food Festival. The subsequent eleven questions were asked to determine the influence of the Good Food Festival on their restaurants’ menu design and related guest experience design. Those eleven questions were formatted on a five-point Likert scale. The possible limitation of this method would be its narrow focus on one specific event in one specific area. In other words, the possible influences of other factors such as other events (Chef’s Stage, Fuliranje, Identita Golose, Vinistra and other which take place nationally or



internationally) fall outside of the scope of this research. The method of physical distribution of questionnaires to the participants was conducted by the researcher in order to ensure the correct choice of participants and validity of their answers in those cases where they need clarifications for some questions to be answered correctly.

Descriptive statistics (average, medium, standard deviation) was used to determine the level of change on Dubrovnik restaurants menus and related guest experience design which happened with a possible influence of Good Food. The statistical analysis Mann-Whitney U test was used in order to determine if and to what degree the level of participation and attendance determine the level of improvement among the specific factors which were represented by the questions asked in the questionnaire.

## RESULTS

Questionnaire had 14 questions and 50 respondents in total. The three were simple yes or no questions. First question was "I attended the Good Food Festival", 39 (78%) answered Yes and 11 (22%) answered no. Second questions "I participated in the Good Food Festival" had 32 (64%) affirmative and 18 (36%) negative answers. The third statement examined willingness for future participation "I would like to participate in the Good Food Festival next year" and 41 (82%) answered positively and 9 (18%) answered negatively. Eleven following questions were Likert scale type of questions from 1 to 5, meaning 1 – Strongly disagree and 5 – Strongly agree. For each question in-depth analysis was done by comparing the statistical data, i.e. percentages, mean, standard deviation and median were used for better understanding.

Forth question was "In the last few years, I was inspired to change items on my menu "2 (4%) participants strongly disagree, 6 (12%) disagree, 5(10%) are neutral, 28 (56%) agree and 9 (18%) strongly agree. Average was 3.72, standard deviation was 1.031 and median was 4. The majority of the participants (74%) agreed to making changes in their restaurants over the past years.

Fifth question was “In the last few years, I was inspired to adopt new cooking techniques “. 1(2%) strongly disagree, 7(14%) disagree, 6(12%) are neutral, 24 (48%) agree and 12 (24%) strongly agree. Average for this question was 3.78, standard deviation was 1.036 and median was 4. Again, majority of participants (72%) agreed to adopting new cooking techniques.

Sixth question was “In the last few years, I decided to invest in new kitchen equipment”. 4 (2%) strongly disagree, 11(22%) disagree, 8(16%) are neutral, 17(34%) agree and 10 (20%) strongly agree. Average for this question was 3.36, standard deviation was 1.258, median was 4.

Seventh question was “In the last few years, I changed food ingredients in certain dishes” and 4 (8%) strongly disagree, 12(24%) disagree, 9(18%) are neutral, 21(42%) agree and 4 (8%) strongly agree. Average for this question was 3.18, the standard deviation was 1.137 and median was 3.5. This indicates that one half of the responses are divided between 1 and 3 and half are above it.

Eight question was “In the last few years, I was inspired to change the presentation style of dishes on my menu”. 1 (2%) strongly disagree, 10(20%) disagree, 3(6%) are neutral, 18(36%) agree and 18 (36%) strongly agree. Average for this question was 3.84, standard deviation was 1.184 and median was 4. Majority of participants (72%) agreed on changing the presentation style.

Question number nine was “In the last few years , I was inspired to make my food more presentable on social media” and 1 (2%) strongly disagree, 5(10%) disagree, 9(18%) are neutral, 21(42%) agree and 14(28%) strongly agree. Average for this question was 3.84, standard deviation was 1.017 and median was 4. Again, majority (70%) agreed that they felt inspired to make the food more presentable on social media, which can be connected with the previous question where majority of participant agreed on changes in presentation style of the dishes in their restaurants.

Question number ten was “In the last few years , I was inspired to upgrade wine & food pairing options on my menu” and 1 (2%) strongly disagree, 6(12%) disagree, 6(12%) are neutral, 22(44%) agree and 15 (30%) strongly agree. Average for this question was 3.88, standard deviation was 1.043

and median was 4. Thirty percent strongly agreed, which is the highest percentage for this specific level of agreement out of all questions. This is also one of the questions with the strongest agreement (74%).

Question number eleven was “In the last few years , I was inspired to upgrade beer & food pairing options on my menu” and 5 (10%) strongly disagree, 15(30%) disagree, 12(22%) are neutral, 14(28%) agree and 5 (10%) strongly agree. Average for this question was 3.28, standard was 1.08. and median was 3. This is the question with the weakest agreement (38%) and strongest disagreement (40%).

Question number twelve was “In the last few years , I was inspired to upgrade cocktail & food pairing options on my menu “ and 2 (4%) strongly disagree, 12(24%) disagree, 12(24%) are neutral, 18(36%) agree and 6 (12%) strongly agree. Average for this question was 2.98, standard deviation was 1.186 and median was 3. For this question 48% agreed or strongly agreed, which is again one of the lowest scores. This question also had the lowest average out of all questions.

Question number thirteen was “In the last few years , I was inspired to include more healthy/vegan options on my menu” 3 (6%) participants strongly disagree with this statement, 9 (18%) disagree, 10 (20%) are neutral, 25 (50%) agree while 7 (14%) strongly agree. Average for this question was 3.48, standard deviation was 1.129 and median was 4.

And lastly question number fourteen was “In the last few years, I was inspired to make our menu open to international influences (using different spices, fusion, cooking style)”. 2 (4%) participants strongly disagree with this statement, 7 (14%) disagree, 9 (18%) are neutral, 17 (34%) agree while 15 (30%) strongly agree. Average for this question was 3.72, standard deviation was 1.16 and median was 4.

Furthermore, the Mann-Whitney U test was used to explore the association (statistical validity) between two independent groups determined by Participation and Attendance, and group variable – in this case responses from eleven Likert scale questions regarding subsequent changes/upgrades in

the restaurant. In this method if  $p > 0.05$  then we have evidence that there is not a statistically significant difference in the outcome between the two independent groups (in our case, those who took part and those who did not).

Results suggest that there is no association between participation and changes made. The same can be said for attendance and ten subsequent questions. However, the last question “In the last few years, I was inspired to make our menu open to international influences (using different spices, fusion, cooking style)” when associated with attendance, had a p value of  $0.025 < 0.05$ . This suggests that there is a significant association between attendance and openness to International influences. In other words, people that attended the Good Food Festival were more prone to making changes stated in the question above. Results are recorded in the table below:

Question	Participation	Attendance	Comment
“In the last few years, I was inspired to change items on my menu”	p= .298	p= .465	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to adopt new cooking techniques “	p= .335	p= .465	no significant association between participation/attendance and changes made
“In the last few years, I decided to invest in new kitchen equipment”	p=.392	p=.319	no significant association between participation/attendance and changes made
“In the last few years, I changed food ingredients in certain dishes”	p=.791	p=.914	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to change the presentation style of dishes on my menu”	p=.216	p=.382	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to make my food more presentable on social media”	p=.267	p=.436	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to upgrade wine & food pairing options on my menu”	p=.644	p=.896	no significant association between participation/attendance and changes made

Table 1 (continued)

In the last few years, I was inspired to upgrade beer & food pairing options on my menu”	p=.239	p=.254	no significant association between participation/attendance and changes made
In the last few years, I was inspired to upgrade cocktail & food pairing options on my menu “	p=.545	p=.495	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to include more healthy/vegan options on my menu”	p=.803	p=.914	no significant association between participation/attendance and changes made
“In the last few years, I was inspired to make our menu open to international influences (using different spices, fusion, cooking style)”	p=.508	p=.025	no significant association between participation and changes made; there is association between attendance and changes made

Table 1: *Mann Whitney U test results*

## DISCUSSION

The focus of this research was to explore the influence of Good Food Festival on restaurants’ offer in Dubrovnik and question to what extent was the offer upgraded due to its influence. The results showed that the respondents strongly believe that they made significant upgrades in their menu and added new ingredients to their dishes in the past years. The strongest upgrades were in the presentation style of the dishes and presentation of the dishes on social media. This is not surprising because the local restaurateurs must be aware of the influence of social media, particularly Instagram, on restaurant sales.

Significant changes were also made in providing food and wine pairing with menu items. The majority of the respondents said they upgraded wine and food pairing options in recent years. However, there were not many changes made regarding beer and food and cocktail and food pairings. This is not surprising because people in this traditional wine region tend to be most knowledgeable

about wine and food pairings, as opposed to beer and cocktail, which are still wrongly regarded as marginal in creating value for customers.

Eating healthy has been an ongoing trend for the past few years and many tourists see having healthy options on the menu as a requirement (Andersson, Mossberg, & Therkelsen, 2017). This said, it is encouraging to see restaurateurs recognize this trend and implement healthy options.

However, we were surprised to learn from the results that there was no association between the restaurateurs' attendance and participation in Good Food Festival and upgrades implemented in Dubrovnik restaurants.

If we, for a moment, forget the limited number of participants, this could be an indication that the Good Food Festival must be planned and marketed differently in relation to the local restaurateurs. The impression, from the random comments heard during data collection, was that there is a disconnect between the local restaurants and Good Food Festival event managers. The restaurateurs feel that they are not properly included in the festival planning or execution. Hence there is a room for significant improvement by including restaurateurs in all phases of the event management, which they currently seem to see merely as a tool for promoting the destination with no real significance and questionable outcomes.

In reality, the Dubrovnik restaurateurs have a great sense of belonging to their community and this is why they support the event, in spite of feeling disconnected. However, many great opportunities are missed by not actively involving restaurateurs in organization of the festival, since many of them have longstanding experiences in the industry and destination, and know the best strategic options as well as operational issues on the ground.

Workshops are a big part of Good Food Festival. According to Oregon et al. (2015), workshops proved to be popular because of 'hands-on' cookery and food experiences for visitors. However, they are also an incredible learning opportunity for the local restaurants and could possibly influence the

association between participation and/or attendance and changes restaurateurs make in their menus. In other words, by investing in organizing diverse workshops with an active participation of the local restaurateurs, the greater outcomes could be achieved.

### LIMITATIONS

Small sample size ( $n=50$ ) is one of the possible limitations that could have impacted the end result. The quantitative research method does not provide an in-depth view of the reasons which would help us explain the root causes and implications of this situation.

### FUTURE RESEARCH

For future research, questionnaire should be distributed to more restaurants. In addition to this, it would be interesting to conduct a series of interviews with local restaurateurs in order to explain where their innovations come from and how they regard the Good Food Festival implementation.

## References

- Andersson T.D., Mossberg L. & Therkelsen A. (2017). Food and tourism synergies: perspectives on consumption, production and destination development. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 1-8. doi: [10.1080/15022250.2016.1275290](https://doi.org/10.1080/15022250.2016.1275290)
- Björk, P., & Kauppinen-Räsänen, H. (2014). Culinary-gastronomic tourism - a search for local food experiences. *Nutrition and Food Science*, 44(4), 294-309.
- Chang, R. C. Y., Kivela, J., & Mak, A. H. N. (2011). Attributes that influence the evaluation of travel dining experience: When East meets West. *Tourism Management*, 32(2), 307–316. doi: 10.1016/j.tourman.2010.02.009.
- Finkelstein, J. (1989). *Dinning out: a sociology of modern manners*. Cambridge: Polity Press.
- Folgado-Fernández, J. A., Hernández-Mogollón, J. M., & Duarte, P. (2016). Destination image and loyalty development: the impact of tourists' food experiences at gastronomic events. *Scandinavian Journal of Hospitality and Tourism*, 17(1), 92–110. doi: 10.1080/15022250.2016.1221181
- Getz, D., & Robinson, R. N. (2014). Foodies and Food Events. *Scandinavian Journal of Hospitality and Tourism*, 14(3), 315–330. doi: 10.1080/15022250.2014.946227
- Hall, C., & Sharples, L. (2003). The consumption of experiences or the experience of consumption? An introduction to the tourism of taste. *Food Tourism Around the World: Development, Management and Markets*. 1-24. doi:10.1016/B978-0-7506-5503-3.50004-X.
- Harrington, R. J., & Ottenbacher, M. C. (2011). A Case Study of a Culinary Tourism Campaign in Germany: Implications for Strategy Making and Successful Implementation. *Journal of Hospitality & Tourism Research*, 37(1), 3–28. <https://doi.org/10.1177/1096348011413593>
- Harrington, R. J., & Ottenbacher, M. C. (2013). Managing the Culinary Innovation Process: The Case of New Product Development. *Journal of Culinary Science & Technology*, 11(1), 4–18. doi: 10.1080/15428052.2012.754724
- Lee, I., & Arcodia, C. (2011). The Role of Regional Food Festivals for Destination Branding. *International Journal of Tourism Research*, 13(4), 355–367. doi: 10.1002/jtr.852
- Mak, A. H., Lumbers, M., Eves, A., & Chang, R. C. (2012). Factors influencing tourist food consumption. *International Journal of Hospitality Management*, 31(3), 928-936. <https://doi.org/10.1016/j.ijhm.2011.10.012>
- Organ, K., Koenig-Lewis, N., Palmer, A., & Probert, J. (2015). Festivals as agents for behaviour change: A study of food festival engagement and subsequent food choices. *Tourism Management*, 48, 84–99. doi: 10.1016/j.tourman.2014.10.021
- Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: an illustration from food experiences in tourism. *Tourism Management*, 25(3), 297–305. [https://doi.org/10.1016/S0261-5177\(03\)00130-4](https://doi.org/10.1016/S0261-5177(03)00130-4)



- Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321-336. DOI: [10.1080/09669580802359293](https://doi.org/10.1080/09669580802359293)
- Sherry, J. F. (1990). A Sociocultural Analysis of a Midwestern American Flea Market. *Journal of Consumer Research*, 17(1), 13. doi: 10.1086/208533
- Therkelsen, A. (2015). Catering for yourself: Food experiences of self-catering tourists. *Tourist Studies*, 15(3), 316–333. <https://doi.org/10.1177/1468797615597859>
- Tikkanen, I. (2007). Maslows hierarchy and food tourism in Finland: five cases. *British Food Journal*, 109(9), 721–734. doi: 10.1108/00070700710780698.
- Turisticka Zajednica Dubrovnik. (2019). Retrieved from <http://www.tzdubrovnik.hr>.
- Waldemar, C. (2013). Festival tourism - The concept, key functions and dysfunctions in the context of tourism geography studies. *GEOGRAPHICAL JOURNAL*, 65(2), 105-118.
- Yuan, J., & Sohn, E. (2013). Who are the culinary tourists? An observation at a food and wine festival. *International Journal of Culture Tourism and Hospitality Research*, 7, 118-131. 10.1108/IJCTHR-04-2013-0019

# APPENDIX 1

## Statistics

		Change_Menu_Items	New_Cook_Tech	New_Kitchen_Equip	New_Food_Ing	New_Pres_Style	Pres_Social_Med
N	Valid	50	50	50	50	50	50
	Missing	0	0	0	0	0	0
Mean		3.72	3.78	3.36	3.18	3.84	3.84
Median		4.00	4.00	4.00	3.50	4.00	4.00
Std. Deviation		1.031	1.036	1.258	1.137	1.184	1.017

Note. From SPSS Statistics.

Table 2: Descriptive statistics (mean, median, std.deviation)

## Statistics

		Wine_Food_Pair	Beer_Food_Pair	Cock_Food_Pair	New_Health_Opt	New_Int_Inf
N	Valid	50	50	50	50	50
	Missing	0	0	0	0	0
Mean		3.88	3.28	2.98	3.48	3.72
Median		4.00	3.00	3.00	4.00	4.00
Std. Deviation		1.043	1.089	1.186	1.129	1.161

Note. From SPSS Statistics.

Table 3: Descriptive statistics (mean, median, std.deviation)

## Test Statistics<sup>a</sup>

	Change_Menu_Items
Mann-Whitney U	241.500
Wilcoxon W	412.500
Z	-1.040
Asymp. Sig. (2-tailed)	.298

Note. From SPSS Statistics.

Table 4: Mann - Whitney U test results (grouping variable Participation).

**Test Statistics<sup>a</sup>**

	New_Cook_Te ch
Mann-Whitney U	243.500
Wilcoxon W	414.500
Z	-.963
Asymp. Sig. (2-tailed)	.335

*Note.* From SPSS Statistics.

Table 5: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	New_Kitch_Eq uip
Mann-Whitney U	247.000
Wilcoxon W	775.000
Z	-.856
Asymp. Sig. (2-tailed)	.392

*Note.* From SPSS Statistics.

Table 6: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	New_Food_Inq
Mann-Whitney U	275.500
Wilcoxon W	446.500
Z	-.265
Asymp. Sig. (2-tailed)	.791

*Note.* From SPSS Statistics.

Table 7: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	New_Pres_Styl e
Mann-Whitney U	230.000
Wilcoxon W	758.000
Z	-1.236
Asymp. Sig. (2-tailed)	.216

*Note.* From SPSS Statistics.

Table 8: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	Pres_Soc_Med
Mann-Whitney U	236.000
Wilcoxon W	764.000
Z	-1.109
Asymp. Sig. (2-tailed)	.267

*Note.* From SPSS Statistics.

Table 9: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	Wine_Food_Pa ir
Mann-Whitney U	266.500
Wilcoxon W	794.500
Z	-.462
Asymp. Sig. (2-tailed)	.644

*Note.* From SPSS Statistics.

Table 10: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	Beer_Food_Pair
Mann-Whitney U	232.000
Wilcoxon W	760.000
Z	-1.177
Asymp. Sig. (2-tailed)	.239

Note. From SPSS Statistics.

Table 11: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	Cock_Food_Pair
Mann-Whitney U	259.000
Wilcoxon W	787.000
Z	-.605
Asymp. Sig. (2-tailed)	.545

Note. From SPSS Statistics.

Table 12: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	New_Health_Opt
Mann-Whitney U	276.500
Wilcoxon W	804.500
Z	-.250
Asymp. Sig. (2-tailed)	.803

Note. From SPSS Statistics.

Table 13: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	New Int Inf
Mann-Whitney U	256.500
Wilcoxon W	427.500
Z	-.662
Asymp. Sig. (2-tailed)	.508

Note. From SPSS Statistics.

Table 14: *Mann - Whitney U test results (grouping variable Participation).*

**Test Statistics<sup>a</sup>**

	Change_Menu Items
Mann-Whitney U	169.000
Wilcoxon W	989.000
Z	-.832
Asymp. Sig. (2-tailed)	.405
Exact Sig. [2*(1-tailed Sig.)]	.465 <sup>b</sup>

Note. From SPSS Statistics.

Table 15: *Mann - Whitney U test results (grouping variable Attendance).*

**Test Statistics<sup>a</sup>**

	New_Cook_Tech
Mann-Whitney U	169.000
Wilcoxon W	224.000
Z	-.805
Asymp. Sig. (2-tailed)	.421
Exact Sig. [2*(1-tailed Sig.)]	.465 <sup>b</sup>

Note. From SPSS Statistics.

Table 16: *Mann - Whitney U test results (grouping variable Attendance).*

**Test Statistics<sup>a</sup>**

	New_Kitch_Equip
Mann-Whitney U	158.500
Wilcoxon W	978.500
Z	-1.039
Asymp. Sig. (2-tailed)	.299
Exact Sig. [2*(1-tailed Sig.)]	.319 <sup>b</sup>

Note. From SPSS Statistics.

Table 17: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	New_Food_Ing
Mann-Whitney U	195.000
Wilcoxon W	250.000
Z	-.127
Asymp. Sig. (2-tailed)	.899
Exact Sig. [2*(1-tailed Sig.)]	.914 <sup>b</sup>

Note. From SPSS Statistics.

Table 18: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	New_Pres_Style
Mann-Whitney U	163.000
Wilcoxon W	983.000
Z	-.947
Asymp. Sig. (2-tailed)	.344
Exact Sig. [2*(1-tailed Sig.)]	.382 <sup>b</sup>

Note. From SPSS Statistics.

Table 19: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	Pres_Soc_Med
Mann-Whitney U	167.500
Wilcoxon W	222.500
Z	-.832
Asymp. Sig. (2-tailed)	.405
Exact Sig. [2*(1-tailed Sig.)]	.436 <sup>b</sup>

Note. From SPSS Statistics.

Table 20: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	Wine_Food_Pair
Mann-Whitney U	194.000
Wilcoxon W	249.000
Z	-.155
Asymp. Sig. (2-tailed)	.877
Exact Sig. [2*(1-tailed Sig.)]	.896 <sup>b</sup>

Note. From SPSS Statistics.

Table 21: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics**

	Beer_Food_Pair
Mann-Whitney U	152.000
Wilcoxon W	207.000
Z	-1.211
Asymp. Sig. (2-tailed)	.226
Exact Sig. [2*(1-tailed Sig.)]	.254 <sup>b</sup>

Note. From SPSS Statistics.

Table 22: Mann - Whitney U test results (grouping variable Attendance).



**Test Statistics<sup>a</sup>**

	Cock_Food_Pair
Mann-Whitney U	171.500
Wilcoxon W	991.500
Z	-.713
Asymp. Sig. (2-tailed)	.476
Exact Sig. [2*(1-tailed Sig.)]	.495 <sup>b</sup>

Note. From SPSS Statistics.

Table 23: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	New_Health_Opt
Mann-Whitney U	195.500
Wilcoxon W	250.500
Z	-.117
Asymp. Sig. (2-tailed)	.907
Exact Sig. [2*(1-tailed Sig.)]	.914 <sup>b</sup>

Note. From SPSS Statistics.

Table 24: Mann - Whitney U test results (grouping variable Attendance).

**Test Statistics<sup>a</sup>**

	New Int Inf
Mann-Whitney U	108.500
Wilcoxon W	163.500
Z	-2.307
Asymp. Sig. (2-tailed)	.021
Exact Sig. [2*(1-tailed Sig.)]	.025 <sup>b</sup>

Note. From SPSS Statistics.

Table 25: Mann - Whitney U test results (grouping variable Attendance).

## APPENDIX 2

### Questionnaire

**My name is Milica Markoč and I am a senior student at RIT Croatia Dubrovnik. I created this questionnaire as a research instrument for my senior project “Good Food Festival and its influence on restaurants’ offer in Dubrovnik”**

**Thank you for participating.**

1. I visited Good Food Festival.

Yes

No

2. I participated in the Good Food Festival

Yes

No

3. I would like to participate in Good Food festival next year.

Yes

No

To what extent do you agree with following statements:

4. In the last few years , I was inspired to change items on my menu

Strongly Disagree    Disagree    Neutral    Agree    Strongly Agree

5. In the last few years , I was inspired to adopt new cooking techniques

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

6. In the last few years , I decided to invest in new kitchen equipment

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

7. In the last few years, I changed food ingredients in certain dishes

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

8. In the last few years , I was inspired to change the presentation style of dishes on my menu

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

9. In the last few years , I was inspired to make my food more presentable on social media

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

10. In the last few years , I was inspired to upgrade wine & food pairing options on my menu

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

11. In the last few years , I was inspired to upgrade beer & food pairing options on my menu

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

12. In the last few years , I was inspired to upgrade cocktail & food pairing options on my menu

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

13. In the last few years , I was inspired to include more healthy/vegan options on my menu

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree

14. In the last few years , I was inspired to make our menu open to international influences (using different spices, fusion, cooking style)

Strongly Disagree      Disagree      Neutral      Agree      Strongly Agree