

LUXURY CULINARY TOURISM FROM CUSTOMER PERSPECTIVE IN LAPLAND

Creating and Implementing Education for Sustainable High-end Tourism
throughout Europe Project

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Combining personal interest in food with the potential of luxury tourism, this research was conducted to understand what factors attracted customers' attention during their luxury culinary consumption process by answering the question "What makes a luxury culinary experience luxurious and sustainable?". The obtained results can be utilised for field development purpose, for instance, enriching the current knowledge base, or assisting scholars and businesses in shortening the process of forming common luxury standards; thereby contributing to reducing the seasonality of the Finnish Lapland tourism industry.

Mixed methods methodology was applied during the implementation phase. The methods used were participant observation, qualitative and quantitative content analysis. Participant observation was performed, which helped to form a criteria table used for the subsequent phase. A total of 2180 comments from online review sites were gathered and analysed in order to clarify which factors fine diners paid most attention to.

According to the findings, food and beverages quality was the top focus. Cultural sustainability was the most mentioned aspect of sustainability. Price was the least mentioned factor in the luxury dimension. Environmental sustainability accounted for an extremely small portion of the total comments, while there was no mention of social sustainability.

Thesis commissioner was SUHET - Creating and Implementing Education for Sustainable High-End Tourism throughout Europe project. The project aimed to provide participating organisations with relevant knowledge, thus they can timely respond to the increasing demand for luxury consumption.

Keywords culinary tourism, luxury, gastronomy, food tourism, cultural sustainability, ecological sustainability, social sustainability

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1 INTRODUCTION

The thesis approaches the luxury aspect of regional culinary tourism, specifically in Lapland. With the list of factors that attract the attention of luxury culinary consumers provided, the thesis report is expected to support not only restaurants or hotels that offer luxury dining services but also the region in defining its identity.

The author's interest in cuisine stems from one of the most famous culinary programs – MasterChef US. Witnessing the journey of the dish, from choosing the ingredients to the masterpiece on the plate, aroused the author's passion and inspired them to conduct this study. Furthermore, there are several reasons why the author chose this topic.

The first is the potential of luxury culinary tourism. Tourists are motivated to travel to destinations that have positive impacts on them. Especially after the pandemic, mental health's recovery has gradually become more important. Based on Luxe Digital's data, consumers tend to spend money on luxury products and experiences in recent years (Beauloye 2023). According to Maslow (1954), the fifth stage of his Hierarchy of Needs – "Self-Actualization", means becoming the best version of oneself. As the current travel trends are one step closer to this phase, there is no denying that the future of luxury travel in general and luxury culinary tourism in particular, is definitely bright. (Allard 2022).

Secondly, as stated in Wided Batat research (2020a, 1), the number of studies related to sustainability in hospitality industry is overwhelming compared to the restaurants. Besides, another limitation to the previous works is they do not classify restaurants such as popular restaurant, full-service restaurant and gastronomic luxury restaurant (Schjøll & Alfnes 2017). For this reason, the outcomes are expected to enrich relevant research, supporting restaurant and hotel owners in planning long-term strategies.

In-depth study can somewhat uncover a new path in decreasing the seasonality of tourism in Lapland. Utilising the question "What makes a culinary experience luxurious and sustainable?" as the focus, the thesis aims to synthesize the elements that consumers will pay attention to in the entire luxury culinary experience. Thus, fine-dining restaurant and hotel owners may benefit from these

findings, for example, unifying a common system of luxury standards, thereby creating consistency in their services.

To achieve the goals, mixed methods was used in this investigation with the combination of quantitative and quantitative analysis. Applying quantitative content analysis, the author evaluated reviews from luxury consumers on three online platforms (Tripadvisor, Google Reviews, and Booking.com). The purpose of the approach is to understand what elements customers value during their luxury culinary experience. Then the participant observation was adopted to better understand as well as clarify the previous findings, thus combining the results from the two sources and providing an answer to the main question.

With “sustainable luxury tourism” as the main theme, Creating and Implementing Education for Sustainable High-end Tourism throughout Europe project is an ideal commissioner for this thesis report. The project started on the 1 November 2021. It aims to deliver sustainable values to luxury tourism and assist enterprises in the similar field so that they could timely respond to the increasing demands of customer (ECQ 2022).

2 SUSTAINABILITY IN LUXURY CULINARY TOURISM

2.1 Food as a peak experience

Food plays a significant role in maintaining human life and spiritual development. There are two groups of needs that an individual possesses: deficiency needs and growth needs (Maslow 1954, 35; as cited in Mcleod 2023). Food is one of the components in deficiency needs. Thus, human being will not focus on other needs unless this element is fulfilled.

Surprisingly, regardless of its decisive influence on experience, before the late 20th century, food was neglected from the lens of researchers (Hall and Sharples 2003, 1). With the delayed start, it is understandable that the amount of food investigation and analysis content is not as extensive as other main subjects. Nonetheless, the situation is improving steadily.

Nowadays, food has received more academic attention than it used to (Batat 2020b, 151). Several reasons have been given to specify this shift. One of them is probably that the indispensable role of gastronomy in cultural and social sustainability is clarified. For tourists, local cuisine is the fastest way to learn about the destination and create historical and cultural connections with locals (Luoh, Tsaur, and Lo 2020, 6). Indeed, according to Wided Batat's study (2020b, 151), both food and cooking determine cultural characteristics of the region, contributing a major part in enhancing its identity. In the World Food Travel Association's (WFTA) annual report (2023a), it has been estimated that tourists tend to spend 25% of their travel expenditure on food and beverage. Meanwhile, this figure reaches 35% in expensive destinations and as low as 15% in more affordable destinations. Hence, there is no denying the fact that food has become one of the most important elements in tourism motivation.

From service operators' perspective, by implementing appropriate strategies and investments, businesses and residents will receive a number of benefits, such as economic, social and cultural (see Chapter 2.6 for more detailed information). Brian Langton (1996; as cited in Hall & Sharples, 2003, 1), former Minister of Tourism in New South Wales (NSW), Australia, early recognised the potential of culinary tourism and claimed to consider food and wine as "integral parts of the

visitor experience, this focus will broaden the destination appeal of NSW and encourage more first-time visitors to come back for seconds”.

2.2 Food tourism, culinary tourism and gastronomy tourism

In terms of definition, it is still unclear whether the three words “food tourism”, “culinary tourism” and “gastronomy tourism” share the same meaning or not. Hall and Mitchell (2006, 137) determined “food tourism” as a trip whose primary purpose is to taste and/or experience food production process at restaurants, culinary events or specific destinations. Gastronomy tourism, similar to wine tourism, is a subset of food tourism. However, this type of tourism requires higher quality services and products in order to meet the high-end needs of consumers.

For a clearer perspective, Figure 1 expresses the division between food motivation types by identifying particular levels of interest. Besides, visiting a restaurant is not always in the name of food tourism, rather the core travel drivers must include the desire to experience a particular cuisine or the method food is produced in a certain region or of a specific chef (Hall & Sharples 2003, 6). Consequently, it can be affirmed that they have considered food tourism as an umbrella concept for other food-related segments (e.g., gastronomy, culinary and wine tourism).

This is somehow consistent with Horng and Tsai’s (2010, 75) afford in emphasising the differences between these terms. According to their findings, “food” means everything that can be eaten for the purpose of sustaining life and promoting growth, “culinary” focuses on style of cooking and food preparation, while “gastronomy” refers to the entire process of enjoying food, which involves the five senses. Similarly, these three types of tourism have been interpreted as follows: “Food tourism” relates to physical experiences, motivated by the connection with the food of the touristic destination; “culinary tourism” expresses the linkage between food and destination’s culture and is commonly utilised in academic studies; while “gastronomy tourism” is a holistic experience where every step from the kitchen to the table is valued (Tan, Tan, Luh & Kung 2016).

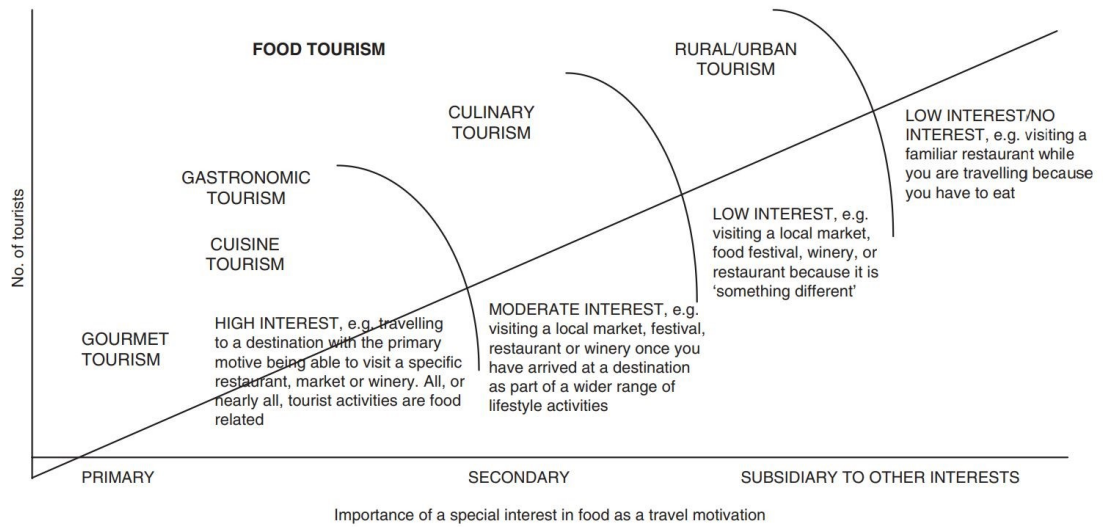


Figure 1. Food tourism as special interest tourism (Hall and Sharples 2003)

On the other hand, the definitions provided by the WFTA show no obvious distinction between these three types of tourism. They simply described “food tourism” as “the act of traveling for a taste of place in order to get a sense of place”. In WFTA’s view, “culinary” represents the chef’s know-how and the amount of time they spent honing their competences. Yet, food tourism and culinary tourism could be used interchangeably. Moreover, according to their findings, the term “gastronomy tourism” is mainly utilised in Europe. The reason is “food tourism” cannot entirely express the experiential and cultural aspects of specific cuisine in the minds of Europeans. (WFTA 2023b.) Although the meanings of food tourism, culinary tourism and gastronomy tourism seem to be similar, there are certain differences between them. Therefore, to avoid confusion, the author decided not to strictly distinguish these terms; however, in terms of meaning, this thesis report will mainly focus on culinary tourism.

2.3 Overview of luxury

Luxury is not new (Klingbeil 2020). It is possible to declare that luxury has existed since the formation of society. However, the way human perceives luxury and what it represents changes overtime. In the past, luxury symbolised power and strength (Turunen 2018). Purchasing expensive products and services that lower classes could not afford was a way for the rich to prove their wealth, as well as emphasised the hierarchical differences. More specifically, what they seek for is a feeling of being different and unique compared to others. As time passes, the isolation of luxury diminished, therefore the number of social classes gaining access to it increased (Turunen 2018, 16). At the end of the 19th century, along with the evolvement of livelihoods, the average living standard was also upgraded, leading to a redefinition of luxury (Meyers 1890, 1035; as cited in Heine 2012, 42). After its notion has been narrowed, most dictionaries determined “luxury” as “transcending the boundaries of necessity and ordinariness” (Meyers 1995, 189; as cited in Heine 2012, 42).

Traditional luxury has always been associated with exclusivity, elitism, power, wealth and status (Iloranta 2021, 72). Nevertheless, due to the social, technological and economic changes, both service providers and consumers gradually view luxury from a new perspective. Kauppinen-Räisänen et al. (2019, 2–3) have summarised three reasons for this shift. First, luxury goods and services are becoming more affordable and accessible for the masses (Cristini et al. 2016). Second, customers tend to value the experiential factor and aim to develop intrinsic value throughout luxury consumptions (Atwal & Williams 2009). Lastly, consumers' intention to purchase premium products has received more attention in academic investigations (Kapferer & Valette-Florence 2016). Hence, new luxury is no longer limited to price-related patterns such as golden decorations, white-sand beaches and infinity pools, which illustrates the imagination of luxury in most human minds (Iloranta 2021, 71). Cost alone is not enough to measure the value of a premium service, rather the uniqueness and personalisation define luxury (Kapferer & Bastien 2009b). Wirtz, Holmqvist and Fritze (2020) seem to share the same perception as they agreed luxury cannot be defined by high price but exclusivity contributes a crucial part in its definition. By placing consumers at the center, modern luxury expresses its worth by the

values it delivers to the market, for example happiness, pleasure, individuality, knowledge and memories...

From what Iloranta (2021, 71) discovered through search results on Google, there is no denying that people's views on luxury remain subjective. Since consumers come from different countries and regions, the way they perceive luxury depends on their culture and status, which makes it nearly impossible for scholars and researchers to encapsulate it into a general definition (Chauhan, Khanna and Khajuria 2022, 27). Despite the disadvantages of lacking a common notion, e.g., causing confusion in the market or uneven standards for luxury products, there are still benefits when looking at the bright side. That means service providers have a wide variety of business options to choose from, as long as they can balance economic efficiency and customer experience.

2.4 Luxury tourism

During the investigation, Wided Batat analysed a wide variety of works and concluded that "experience" is not necessarily associated with a certain field or discipline. Thus, the concept of experience can be defined from different points of view (e.g., sociology, philosophy...) and this diversity may contribute valuable insights in marketing and consumer research. Based on her study, "experience" is an intentional or unintentional acquisition of understanding one's surroundings through their practices in the real world, leading to the development of personal knowledge. (2019b, 34.) Hence, luxury tourism experiences should contain the aspects such as exclusivity, high level of personalisation, pleasure, novelty, sense of escape, emotional stimulation factor... to be able to satisfy the consumer needs (Iloranta & Komppula 2021).

Although the customer segment is very narrow, luxury tourism still contributes a major amount of revenue for the total income of tourism industry. More specifically, based on Statista data (2021a), money spent by luxury tourists accounts for 21% of all international travel expenditures, equivalent to 210 billion USD. This number is expected to reach 22% of total income, equivalent to 423 billion USD in 2024, after the post-pandemic recovery (Statista 2021b). In spite of its potential, academic research on experiential luxury remains limited (Iloranta

& Komppula 2021, 40). Furthermore, due to the diversity of perspectives, there is no universal definition for luxury. It may cause confusion in the market, and lead to a situation where organizations assess luxury products according to their own standards or discrepancy in guest expectations. With this inconsistency, meeting consumer needs becomes more challenging, especially when their tastes change constantly.

While brand managers and customers consider luxury, as well as luxury services, from completely divergent angles, its nature stays the same – revolving around human and their emotions. The main goals of customer when traveling were listed by Manthiou, Kang and Hyun (2017, 1082). Luxury tourists expect to be delighted and experience unforgettable memories (Sirgy 2010), escape from pace of daily life and take the chance to relax (Hosany & Witham 2010, 354) and mostly engage in hedonic experiences (Otto & Ritchie 1996, 170). Research by Wirtz, Holmqvist and Fritze (2020) indicated luxury services contain certain common features as follows:

- the price, social and hedonistic exclusivity make luxury services truly luxurious,
- they could be defined by both objective and subjective perceptions,
- they mostly fulfill consumer's experiential aspects,
- they do not distinguish between social classes.

Subjectiveness in luxury defining can be challenging for service providers, for example, varying levels of expectation. Yet, it is also an arena of creativity whose winning condition is satisfying customer experience as there are no necessary requirements on price and high-quality materials, rather on the meaning of the product. Therefore, after proper strategies in market research, personnel training, investments... companies are able to clarify their objectives and get one step closer to providing experiences that contain both luxury (e.g., exclusivity, personalisation, exotism, novelty...) and emotional values (e.g., pleasure, cheerfulness, sense of escape...). Customer loyalty, based on Alan and Kunal's definition, can be defined as the relationship between relative attitude and repeat patronage (1994, 102). Thus, since today consumers seek for those luxury

components, with high-quality services, businesses can gain customer loyalty – one of the most effective factors of economic development.

2.5 Luxury culinary tourism

Hemetsberger, von Wallpach and Bauer (2012, 486) define luxury as “ultimately associated with the joy of living, referring to pleasurable feelings such as warmth, joy, amusement, and felicity”. Customer concerns are no longer limited to product-based luxury (Hemetsberger, von Wallpach & Bauer 2011) but instead to the entire consumption process where it is more conducive to their personal values and wellbeing, in other words, enhances the quality of life (Yeoman & McMahon 2018). In the sector where inner values are respected, what luxury consumers demand is not merely a product, rather what they feel and learn through consumption.

For the increasing needs of customers, the culinary tourism is no exception. From tourist’s perspective, gastronomy is not simply the act of chewing and swallowing but also includes a process of enjoying. Dining experiences that focus on hedonic dimensions are highly appreciated, since fullness alone may not meet consumer standards. Luxury gastronomy must incorporate both functional (e.g., quality, authenticity, creativity, origin of the dish, know-how of the chef...) and emotional elements (e.g., decorations, surrounding atmosphere, interactions between waiters and guests...) to provide diners with satisfaction as well as unforgettable memories (Batat 2019a, 24). Additionally, location and history of the restaurant are considered two essential factors to enhance customer experience, but certainly, it must be based on the basis of service excellence (Batat 2019a, 25).

Despite understanding the importance of meaning, in consumer perceptions, even luxury service producers, luxury experience is somewhat limited. When it comes to luxury, images of 5-star hotels, Michelin-star restaurants, infinity pools and expensive interiors often arise, but not of nature, forests, snow, or wilderness (Iloranta 2021, 71). This subjectiveness causes a great disadvantage to Finnish Lapland on the path of luxury. Based on Iloranta’s (2021, 74) study, Finnish culture does not encourage luxuriousness, resulting in a shortage of in-depth research in the area. Moreover, first-class services in Finland have an

incompatibility with the traditional concept of luxury. Hence, it is inevitable that a considerable number of tourists refuse to choose Finland for a luxury vacation. Yet, Lapland has become a destination for celebrities and influencers during their travels such as Lionel Messi, Gordon Ramsay, Brad Pitt and Angelina Jolie... (Arctic Guesthouse & Igloos 2021). Those so-called irrelevant elements make the luxury experiences here unique and memorable, in essence, truly luxurious.

2.6 Sustainability in luxury culinary tourism

Apparently, the term “sustainability” is no longer unfamiliar in the academic field. As stated by Wided Batat (2020a, 2), the most popular definition has been given by Sheth et al. (2011, 21), who define sustainability as the “triple bottom line” with a focus on 3Ps: planet, people, and profit. In 1987, the explanation of “sustainability development” has been stated in the Brundtland report as development that “meets the needs of the present without compromising the ability of future generations to meet their own needs” (World Commission on Environment and Development 1987). Based on UNWTO’s first joint guidance for tourism decision-makers published in 2005, sustainable tourism is associated with the concept of sustainable development. All forms of tourism, including mass tourism and various niche tourism segments, are required to maintain the balance between environmental protection, socio-cultural benefits and cultural integrity while still ensuring economic efficiency.

Despite being a prevalent concern in countless academic analyses, sustainable luxury in marketing and consumer behaviour research has only received attention from scholars and businesses lately (Athwal et al. 2019, Amatulli 2017, as cited in Batat 2020a, 2). Ramukumba and Ferreira (2017, 21) have emphasised tourism as one of the largest industries that causes negative impacts on environment and society. According to Mowforth and Munt (2009, 10; cited in Ramukumba and Ferreira 2017, 21), mass tourism is operated in an unsustainable way, for instance overexploitation of the local environment and population, lacking of sustainable strategies, little awareness education for employees and tourists, and adopting environmental protection methods solely for economic and image benefits. Therefore, one of the most vital yet demanding

missions of sustainable tourism is to be able to incorporate sustainability issues into services to raise customer awareness without disrupting their experiences.

The essential objective of the thesis report is to identify if luxury culinary tourism can be sustainable. In the era where responsibility aspect obtains special attention, integrating sustainable value into services is necessary in the tourism and hospitality industry (Higgins-Desbiolles, Moskwa & Wijesinghe 2017). Although at first glance, sustainability and luxury do not share the same ideas (Swarbrooke 2018), the definition of luxury is gradually evolving and it tends to embrace both cultural and social dimensions that underpin sustainability (Kapferer & Bastien 2009a, 476, 481).

There are three pillars of sustainability in this industry: economic, sociocultural and environmental (Batat 2020a, 2). The economic benefits were mentioned earlier with the average tourist spending 25% of their travel costs on food (WFTA 2023a). For sociocultural dimension, European Cultural and Creative Industries Alliance (ECCIA) (2020) data illustrated the crucial role of luxury tourism in creating job opportunities. Total employment generated is 2.1 million people in 2018, an increase of 300,000 new compared to 2014 (ECCIA 2020, 5–6). It can be seen that forming a strong bond between stakeholders creates efficient trades and even consumers benefit from this. For example, including local materials in luxury goods leads to savings in transportation costs, generates direct and indirect jobs for residents and customers could also purchase products at affordable prices while still ensuring the authenticity.

It cannot be denied that the future of culinary tourism is bright; however, to maximize the profits, sustainable food manufacturers need a long-term strategy. For instance, food waste is becoming a major issue, contributing to negative environmental impacts (Hanson et al. 2016, as cited in Sirieix, Lála & Kocmanová 2017). Consequently, implementing sustainable practices may carry great significance in maintaining green image and promoting local cuisine (Namkung & Jang 2017). According to Liu, successful sustainable tourism development is constituted from the joint efforts and mutual support of all relative individuals and organizations (2003, 466). Hence, there are various actors associated with the responsibility, as well as ability to develop tourism in a sustainable way. These

actors are consumers (e.g., foreign and domestic tourists...), services providers (e.g., developers, shareholders, operators, staff...), local communities and governments (Liu 2003, 466).

3 THESIS PROCESS AND METHODOLOGY

3.1 SUHET project as commissioner

The SUHET project – “Creating and Implementing Education for Sustainable High-End Tourism throughout Europe”, is an Erasmus+ Key Action 2 (KA2) or “Cooperation partnerships in higher education” program. The project commenced on 1 November 2021, with a defined duration of two years. The applicant organisation is Lapland University of Applied Sciences (Finland) and the other partners are University of Maribor (Slovenia), The European Center for Quality (Bulgaria), Erasmus University Brussels of Applied Sciences & Arts (Belgium) and the Foundation of the Universitat Autònoma de Barcelona (Spain). (ECQ 2022.)

The project's goal is to provide relevant knowledge to participating organisations so that they can promptly respond to growing consumer demand for luxury goods and services. On the other hand, sustainable products need to be considered an integral part of the operational process, as the new luxury also embraces sustainability. According to SUHET’s objectives, luxury service providers can achieve numerous advantages such as increasing regional economy sustainably, generating new jobs, improving local and international networking or encouraging sustainable practices from businesses. (ECQ 2022.)

3.2 Thesis process

The thesis process started in January 2023, during the spring cycle. At that time, it was known that SUHET project was still being implemented, thus the commissioner was instantly decided. Thanks to the previous personal interest in cuisine, it took a short amount of time for the author to identify the topic. The initial theme concerned luxury culinary experiences; however, to align with the commissioner’s focus – sustainability in luxury tourism, its scope expanded and included the sustainability aspect, which formed the research question. The time schedule and completed tasks are listed in Table 1.

Table 1. Thesis schedule

Time	Tasks
January 2023	Defining the topic Defining objectives and research question
February 2023	Submitting thesis plan Submitting thesis agreement and preparation form Finding commissioner Finishing finding the commissioner
March – August 2023	Finding academic resources Understanding relevant concepts by reading academic resources
September 2023	Creating observation template Participant observation: Intensive week in Barcelona Writing the theoretical parts Submitting theoretical parts
October 2023	Analysing collected participant observation data Creating content analysis template
November 2023	Writing the methodology Collecting customer reviews from online platforms Analysing the raw data Combining the results Submitting the first thesis version for feedback Adjusting and submitting the final version Presenting at the thesis seminar

Due to the tight study schedule, the author realised that there would not be enough time to deeply learn about theory, perform data collection and complete the thesis before May 2023. Therefore, after submitting the thesis plan in

February, the writing process was postponed until September of the same year. Meanwhile, the free months between the spring and autumn cycles were utilised to acquire in-depth knowledge of the subject, in addition, allowing the author to fully concentrate on other study units.

The participant observation was conducted in September 2023, during the intensive week in Barcelona, Spain. This event was organised by SUHET project so as to test the MOOC (massive open online courses), with the participation of experts, teachers and students from participating institutions. Taking advantage of the opportunity to visit 5-star hotels (Mandarin Oriental Hotel and Almanac Hotel) and a Michelin-starred restaurant (La Cava d'en Sergi), the author observed and recorded luxury-related elements of the places based on a previously created template in order to define what makes luxury culinary tourism luxurious and sustainable.

The content analysis was conducted in November 2023, using online reviews from Google Reviews, Booking.com and Tripadvisor. The data collection and analysing phases took a significant amount of time. Nevertheless, the outcome was satisfying as it highlighted the traits luxury customers paid attention to during their fine-dining experiences, which provided the author with more obvious insights into the research topic.

Overall, the entire implementation process required a great effort and time. On the other hand, acquiring new knowledge and delving deeply into a problem was a memorable and valuable experience for the author.

3.3 Mixed Methods Methodology

Mixed methods allow evaluators use both qualitative and quantitative databases and analysis techniques to clarify a particular topic (Mertens & Hesse-Biber 2013, 5). Due to the limited quantity of academic studies on luxury culinary tourism, the author believed that this was the most appropriate methodology for the learning process. As emphasised by Creswell (2013, 103), it is important to understand the meaning behind the numbers in a situation and gain a better understanding about the matter. Therefore, with two different approaches undertaken, the

subject was able to be investigated from a more comprehensive perspective and yield more valuable outcomes.

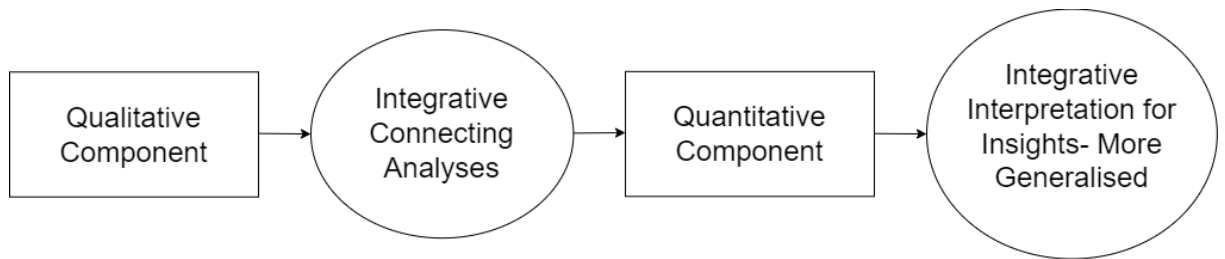


Figure 2. Exploratory sequential mixed methods design (Clark 2019, 107)

In this thesis report, a sequential exploratory design was applied (Figure 2). The dissimilarity between this method and the others within the same methodology is demonstrated by the implementation of the qualitative method before the quantitative method – which is based on the results of the first qualitative phase (Creswell 2013, 195). More specifically, the author selected participant observation, qualitative and quantitative content analysis as the methods.

3.4 Used methods

3.4.1 Participant observations qualitative content analysis

Participant observation, as the name indicates its essence, is the collection of qualitative data through observing (Dudovskiy 2023). This method requires the researcher to immerse themselves in the same environment as the participants, engaging in activities while observing people's behaviour, emotions, and interactions (George 2023). Direct access to the phenomena provides the observer with intuitive and timely information, which enriches the results and contributes to future studies. On the other hand, it takes a longer amount of time to conduct participant observations, in addition, there may be bias during primary data collection process. (Dudovskiy 2023.)

Thanks to the projects of Lapland University and Applied Science and the commissioner – SUHET, the author was able to visit Rakas, one of the analysed restaurants, in April and La Cava d'en Sergi, a Michelin-starred restaurant, in September for a luxury culinary experience. Thanks to these opportunities, participant observations were performed with the aim of better understanding the

customer's perspective, more specifically the traits that draw their attention during luxury culinary consumption process. Based on several theoretical foundations, a participant observation template was created, using a scale from 0 to 5 to measure the elements (Table 2).

Table 2. Assessment criteria during participant observation

0 = no information; 1 = very poor; 2 = poor; 3 = acceptable; 4 = good; 5 = very good							
	0	1	2	3	4	5	Comments
Website							
Accessibility							
Design							
Sustainability guarantee							
Content							
Authority							
Currency							
Accuracy							
Coverage							
Language diversity							
Sustainability Dimension							
Environmental							
Food and drinks							
Interior design							
Sociocultural							
Luxury Dimension							
Personalisation							
Price							
Food							
Drinks							
Service							
Speed							
Staff attitude							
Exclusivity							

For evaluating the websites, the author used six criteria of Dalhousie University (2023), which includes the authority, purpose, coverage, currency, objectivity and accuracy of a website. However, in the author's opinion, a restaurant's website only needed basic necessary information, e.g., address, phone number, menus and reservation form, thus the sections about purpose and objectivity were excepted. Instead, the author considered accessibility and design essential factors as it attracts a wider range of customers to the restaurant. Additionally, in order to emphasise the sustainability aspect of the thesis topic, ensuring greenness becomes one of the criteria to be assessed.

The sustainability dimension in regard to the pillars of sustainable luxury offered by Batat (2020a). Nevertheless, economic sustainability, compared to the other two aspects, was not publicly disclosed by companies, making it roughly impossible to evaluate. Therefore, the template only covered environmental and sociocultural aspects. For the luxury dimension, the assessment criteria were based on the factors customers desire in the process of consuming luxury cuisine (see Chapter 2.4).

3.4.2 Qualitative content analysis

Acting as an insider helped the author manifest the elements that consumers typically value throughout their luxury culinary experience. Subsequently, a criteria table based on the integration of the author's personal viewpoint and theory from prior studies was created. Instead of interviewing customers directly, the author gathered their online comments about culinary experience at luxury restaurants. The basis for creating the content analysis template as well as selecting restaurants is explained in more detail in Chapter 3.4.3.

According to Becker and Lissmann (1973, as cited in Mayring 2000, 2), there are two levels of content: primary content, which frankly explains the issue and main ideas of the texts; and latent content, which contains deeper meanings related to the context. Qualitative content analysis is more than simply presenting the content of the material (Mayring 2000, 2). Since it depends largely on the interpreter's viewpoint, the issue can be explained from distinct angles, thereby contributing to the diversity of academic research in a specific field.

3.4.3 Quantitative content analysis

After gaining insights into luxury culinary tourism, the next stage was finished by applying quantitative content analysis. This method can be both qualitative, as it inherits a subjective perspective from the interpreter, and quantitative, as it exposes the frequency of the phenomena through numeric variables and statistics (Harwood & Garry 2003, 479). As stated by Martyn Shuttleworth (2008), quantitative research is considered as the most sufficient way to provide evidence for a hypothesis, based on its objectivity. Therefore, to determine the factors affecting luxury culinary experiences, quantitative content analysis was utilised.

Firstly, with the acquired knowledge and gathered information, the author consulted the theory of Iloranta and Komppula (2021) and created a criteria table covering the key factors that influence a luxury culinary experience (Figure 3). The data used were online consumer reviews of fine-dining restaurants in Lapland. Especially, for places that provided many other services such as entertainment or accommodation, only the segments related to luxury dining were analysed.

According to Tripadvisor filters (2023), there were 18 fine-dining restaurants in the region. However, one of them was excluded because food was only a part of their accommodation service. In addition, other websites offered two more options: Aanaar restaurant and Rakas restaurant. Ultimately, the number of fine-dining restaurants to examine was 19. Consumer reviews were gathered from online platforms, which were mainly from Tripadvisor, Google Reviews and Facebook, with a few from Booking.com.

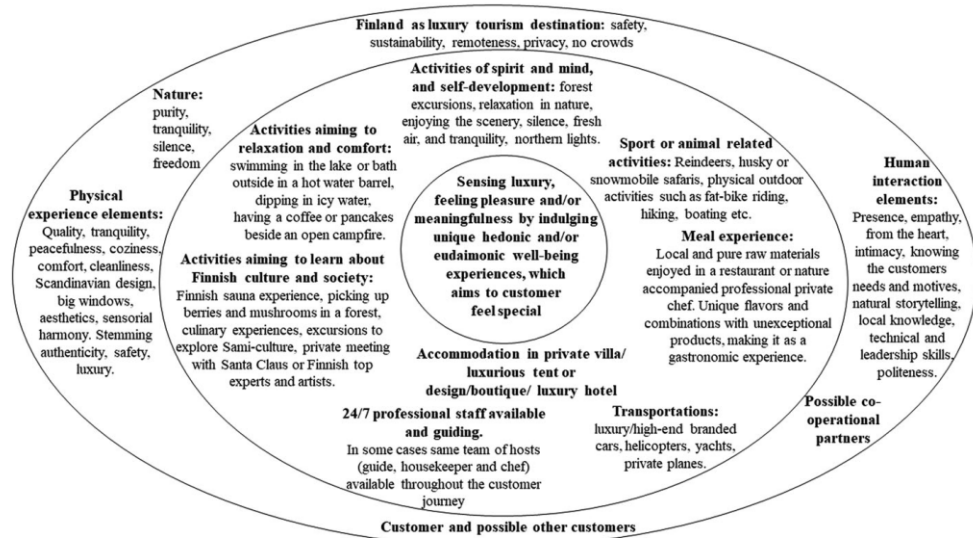


Figure 3. Example of a product created for a typical luxury tourist experience (Iloranta & Komppula 2021)

With a research goal surrounding the question “What makes a culinary experience luxurious and sustainable?”, customer feedback was examined focusing on these two main elements, in which sustainability included environmental, social and cultural aspects; and luxury included personalisation, exclusivity, price, ambiance, service and food and beverages quality. Through the factors that each comment mentioned, it could expose the level of customer interest in them.

4 ANALYSIS OF CUSTOMER PERSPECTIVE FROM RESEARCH RESULTS

4.1 General results

After the criteria table was formed, the author accessed review sites such as Google Reviews, Tripadvisor and Facebook and listed customers' online opinions on an Excel sheet. Some locations offered accommodation services along with fine-dining services; therefore, certain feedback could also be collected from Booking.com. Results from Tripadvisor's (2023) filters indicated 18 restaurants in the Lapland region, one of them was excluded because dining was their additional service. With two additional places from other websites, the number of restaurants for review collection was 19. More specifically, a total of 2180 comments were gathered and analysed (Appendix 1).

Table 3. Total mentions and percentage of luxury and sustainability elements

	Elements make culinary experiences luxurious and sustainable	Number of mentions	Number of mentions (%)
Sustainability	Cultural	644	30%
	Environmental	7	0,32%
	Social	0	0%
Luxury	Food and beverages quality	2003	92%
	Exclusivity	1837	84%
	Service	1327	61%
	Ambiance	1049	48%
	Personalisation	553	25%
	Price	475	22%
Total comments		2180	

Based on the research question, the assessment focuses on two key dimensions: luxury and sustainability. Since the objective of the thesis revolved around the

level of attention that luxury culinary consumers pay to specific factors, there was no distinction between positive and negative reviews. Besides, few comments contained none of the listed components. Since the following reviews were solely general compliments, it was complicated to define which factors attracted their attention.

We went to eat and enjoy a nice restaurant with the guests of Naantali.
(Aanaar restaurant reviews)

Very nice. (Rakas restaurant reviews)

Everything is very good. (Petronella restaurant reviews)

As could be seen from Table 3, food and beverages quality had the highest proportion of mentions; in addition, cultural sustainability also received the most attention in sustainability aspect. On the contrary, price became the least mentioned topic in the luxury aspect, while social sustainability was completely disregarded in the comments. The results of each subdimensions will be discussed further in Chapter 4.2 and 4.3.

4.2 Sustainability dimension

4.2.1 Cultural sustainability

At a rate of 30%, cultural sustainability is the top focus of luxury culinary consumers in sustainability dimension (see Appendix 2). This is even higher than the price factor (22%) – which is believed to be the value that defines luxury. The evaluation process concluded that the most used words were “local”, “seasonal”, “traditional”, “original” and “Finnish/Northern/Lappish/Sámi/Scandinavian (style)”.

[...] Tasty and authentic food, use of local herbs like angelica, use of non-indigenous products to Inari are kept to the barest minimum. [...]. (Aanaar restaurant reviews)

This should be your first choice if you want to try really good Lappish food. As someone who lives in Rovaniemi, I have always been in search of authentic Lappish food [...]. (Rakas restaurant reviews)

Along with Batat's (2019a, 24) view on the characteristics of luxury gastronomy, the ratio states the fact that authenticity has gradually become an essential part of the luxury culinary experience. Consumer demand for authentic products is increasing, demonstrating a transparent difference from the concept of traditional luxury.

I was unable to discern any particular flavour in the meat. Perhaps too well done. Certainly nothing distinctive. (Nili restaurant reviews)

This positive sign portends a bright yet challenging future where meaningful luxury will be valued over materialistic luxury. Therefore, although Finnish Lapland in particular and Finland in general approach customers through a very distinct luxury path, the shift in consumer perspective may transform into an advantage afterwards.

4.2.2 Environmental sustainability

From the sustainability dimension, environmental aspect was mentioned 7 times, accounting for 0,32% of the total 2180 comments (see Appendix 3). Four of them came from Nili, a restaurant that serves bear meat. Their environmental attention mainly related to the bears, for example, a limited amount of bear hunting in Finland or eating bear meat was prohibited.

[...] I tasted the meat of Bear for the first time of my life there, it was very delicious, they said bear hunting is allowed in limited numbers in a year. [...]. (Nili restaurant reviews)

[...] This is considered a delicacy in Finland and they have a special number of bears that can be hunted for food, [...] they had only just run out so no bear steak for me. (Nili restaurant reviews)

[...] 4 stars only because they offer bear meat and I believe it is wrong to eat this rare animal. (Nili restaurant reviews)

[...] delightful aesthetic touches, Finnish humour, ecologically conscious, and wonderful knowledgeable staff. (Nili restaurant reviews)

In addition, there was one comment from Sky Kitchen & View about cleanliness of spring water, one comment from Aurora Estate about using eco-friendly plates, and one comment from Royal Reindeer about food waste:

Local food, clean water from a spring close to the restaurant, [...]. (Sky Kitchen & View restaurant reviews)

[...] they provided a good selection of meat and fish, beautiful winter flavour served on eco-friendly tree skin [...]. (Aurora Estate's restaurant reviews)

There are no many food options in Rovaniemi buffets, [...]. I understand that is better not to have food waste, but in that case, I would prefer some menu options. (Royal Reindeer restaurant reviews)

It is worth mentioning that while there was only a total of 7 comments that covered environmental components, they expressed a number of dissimilar approaches towards ecological sustainability. One of them was explained by the staff about the limited amount of bear hunts, whilst it was not until other guests' personal experience was affected that they became concerned about the issue.

Furthermore, there were numerous comments referring to the role of the staff in introducing the dishes, which possibly included ecological issues; however, due to its lack of clarity, the author decided not take it into account. As a result, mentions of the environmental aspect were limited. Despite this shortcoming, it

still provides valuable information on, for example, how customers approach sustainability in fine-dining consumption.

4.2.3 Social sustainability

Social sustainability concentrates on people, namely the fundamental rights of personnel and the methods that help them achieve personal and social wellbeing (Batat 2020a, 2). In spite of playing an indispensable role in working life, this element seems to be overlooked in the eyes of customers. Particularly, the social aspect was never directly mentioned once, accounting for the lowest proportion in both the luxury and sustainability dimensions.

During the evaluation process, the author considered numerous comments regarding communication with employees; nevertheless, as the content of the conversation was not revealed, there was no certainty that human's wellbeing was mentioned. It leads to the question of whether consumers truly disregarded the issue, or it was due to the interpreter's personal viewpoint. After all, the service providers' responsibility to educate customers about social sustainability remains essential.

4.3 Luxury dimension

4.3.1 Food and beverages quality

With 2003 mentions, accounting for 92% of the total 2180 comments, food and beverages quality became the top concern of luxury customers (see Appendix 4). Consumers demonstrated the satisfaction level of the dish through the adjectives "tasty", "delicious", "hearty", "well-presented", "sophisticated", "good/not good", "overcooked/undercooked".

[...] The chicken was succulent and tasty and my husband's mushroom pasta was rich and hearty. Good wine and drinks selection. [...]. (Rakas restaurant reviews)

[...], we had one of the best lunches experiences this year. A good selection of craft beer from Kakola, an interesting starter [...], reindeer salad, local fish as the main course and a sweet dessert. [...]. (Tapio restaurant reviews)

Since consumers visit a restaurant to enjoy cuisine, it is not surprising that product quality was the most highly valued aspect of the fine-dining process. With meticulous requirements to every detail for dishes, from taste, used ingredients, portion size, temperature, presentation to the meaning behind it, the chef's know-how largely determines the level of experience satisfaction.

[...] The starter course was miniature size. [...] 4 mini pieces of trout, each piece being 1x1 cm, in total there was probably some 20gr of fish. The dish contained a mini piece of matsutake mushroom. [...] (Sky Kitchen & View reviews)

[...] My uncle ordered the reindeer burger [...] but it was a bit sloppy and nowhere near as good as last time. There was hardly any filling and not enough chips. My mum ordered the traditional reindeer but it came barely warm and we had to send it back. [...] We were left very hungry. [...]. (Arctic restaurant reviews)

Additionally, the following comments highlighted the beverage's impact on the entire fine dining consumption:

[...] Wine choices were excellent and perfect matched with the dishes. (Utsu restaurant reviews)

[...] We enjoyed the carefully chosen dishes with matching wine. [...] (Tapio restaurant reviews)

In customer perspective, any element that appears on their plates must be relevant and meaningful. It is simple to disappoint them, however, if the product quality is able to meet their standards, they will become a loyal guest of the restaurant.

4.3.2 Exclusivity

Exclusivity is the second most important component after quality for consumers. There were 1837 mentions, accounting for 84% of the 2180 comments (see Appendix 5). During the analysis, there were certain difficulties in determining whether online evaluations by luxury consumers contained exclusive elements. The reason was that customers rarely directly pointed out exclusivity in luxury dining, or more likely did not recognise its presence. Yet, the need for exclusivity has presented for all time, even before their experience begins. This was reflected through the demanding lens of customers regarding the product quality, services and setting:

We have visited Petronella before, and had very high expectations. [...] (Petronella restaurant reviews)

There is a lot to be desired in catering work. [...] e.g., the new napkins were placed in a bundle on the table, [...] messing with wine. [...] The starters were good, but the main course, which was reindeer jerky and mash, did not meet expectations. [...] (Kaltio restaurant reviews)

Exclusive experiences were described by the following adjectives and nouns: “best”, “unique”, “unusual”, “special”, “exceptional/mediocre”, “top notch”, “hidden gem”, “a twist”. These words were also criteria for determining which reviews contain an element of exclusivity as they conveyed a “unique” feeling about the experience as well as the restaurant. In general, comments included statements such as “the best in the area/region”, “(the restaurant) deserves a Michelin star” or “something you will not forget in a lifetime” proved the service providers’ success in building their brand image.

[...] One of the best foods we've ever had! (Sky Kitchen & View restaurant reviews)

An absolute gem of a restaurant hidden away in the nature of Lapland. [...].
(Aanaar restaurant reviews)

[...] Definitely a place to visit if you would like to have a fine-dining experience with northern flavours. (Aurora Estate's restaurant reviews)

Besides, exclusive fine dining restaurants offer signature quality, service and facilities that cannot be found elsewhere; therefore, announcing a return, repeat patronage or recommending a restaurant to others was also counted as one mention of the exclusivity.

[...] the best was the delicious food! I was with my son and we spent a great time there. We would like to come back. (Royal Reindeer restaurant reviews)

Again, a very good tasting menu with recommended wines and absolutely amazing service! I highly recommend. (Aihki restaurant reviews)

Though some comments did not possess those "exclusive" words and sentences, it is reasonable to claim that exclusive reviews cover all three aspects of food and beverages quality, service, and ambiance.

The food was good, came quickly. Beautiful interior and friendly staff. [...].
(Kaltio restaurant reviews)

Very good hotel at a very high level. The food is excellent and varied, the facility is well maintained. The staff is very friendly, [...]. (Takka restaurant reviews)

In addition, trying new dishes and places also demonstrates diners' need for exclusivity, specifically exclusive experiences.

[...] Being sort of "foodies", we often try to check out the restaurant rated best in the area, [...]. (Aanaar restaurant reviews)

Being in Finland, I wanted to try reindeer. [...] (Nili restaurant reviews)

Delicious food alone is not enough to satisfy diners with high demands. Creativity can enhance an experience and create a personal touch, but can also ruin it if not executed properly:

[...] There are restaurants which try unique, original plates but it is hard to maintain uniqueness and deliciousness, Nova successfully does this without compromise. [...] (Nova Skyland restaurant reviews)

[...] the problem with the portion was that there were too many different things mixed in. It was like a tasting menu on one plate. Some might see this as an advantage, but we found it a little confusing. (Petronella restaurant reviews)

In short, similar to food and beverages quality, exclusivity contributes significantly to customer's spending decisions.

4.3.3 Service

The proportion of people paying attention to service factor was 61%, equivalent to 1327 out of 2180 comments (see Appendix 6). Service style was regularly considered "friendly/rude", "knowledgeable", "fast/slow", "attentive". During a fine-dining experience, tough responsibilities not only fall on the shoulders of the chef but also the personnel.

It wasn't just the food (which was absolutely delicious!) but also the whole experience and atmosphere! (Nili restaurant reviews)

The service staff holds the decisive factor in the customers' satisfaction. If the dish is not tasty, diners could still leave without a complaint. On the contrary, inappropriate service cannot be compensated by delicious food.

The waiter Mr. Waldemar was spot on service was #1. His English was great and offered excellent service. (Arctic restaurant reviews)

[...] I have travelled extensively but never have I experienced such ignorant and offending customer service. Food was alright, [...]. Other waiters did a better job but unfortunately it was not enough to cover for the disappointment caused by one. (Arctic restaurant reviews)

The above comments exposed customers' attitudes when facing different service styles in the same restaurant. One feedback contained no evaluation for food, ambiance or price, yet the guest was satisfied with their experience. Meanwhile, despite the efforts of the other waiters, they could not fill the void of disappointment previously created.

4.3.4 Ambiance

Ambiance received 1049 mentions, accounting for 48% of the total number of comments (see Appendix 7). Guests tended to use common words, for example, "beautiful", "cosy", "welcoming", "comfortable" and "stunning", to describe the setting, interior and design inside restaurants.

The setting of this hotel is beautiful, on the banks of the fast-flowing river. It features local Sami food and everything was delicious... (Aanaar restaurant reviews)

[...] Great interior and tasty food. The pine cone lamps fit the room really well, the fireplace also creates a nice atmosphere as soon as you enter. [...], the live music has made the visits even better. [...] In a quiet location. Friendly staff and service housing. (Rakas restaurant reviews)

A ratio of 61% mentioning service and 48% mentioning ambience stated that although some aspects might not be covered in customer responses, they were not neglected. Unsuitable environments may have a negative impact on the consumption of fine dining.

[...] We found the decor quite strange, instead of being a modern interpretation of tradition, it tried to poorly imitate a traditional “Kota”. [...] (Nili restaurant reviews)

[...] Other customers were so horribly noisy. [...] Highly disappointed of fellow customers and general atmosphere. (Utsu restaurant reviews)

[...] Restaurant’s interior is “cold and hard”: it is very noisy as there were nothing but hard surfaces, no carpets, no softener elements (i.e. textiles) in ceiling or on walls. It was difficult to hear your partners as general noise was so loud. (Aanaar restaurant reviews)

Compared to stages that depend entirely on human beings, furniture is somehow simpler to adjust. As customers encounter the design first and tend to assess the restaurant based on the initial glance, investment in facilities is crucial.

4.3.5 Personalisation

The number of personalisation mentioned was 533, accounting for 25% of the 2180 comments (see Appendix 8). There were two main factors defined the personalisation aspect.

Firstly, as the essence of luxury gastronomy inherently limits the customer segments before the onset of the experience, guests who visit fine-dining restaurants have accepted to purchase experiences; therefore, each member deserves an appropriate service for themselves. It is also considered personal for luxury restaurants to offer dining options for kids or vegetarians/pescatarians.

[...] Surprisingly good kids' menu for a fine dining restaurant. [...] (Rakas restaurant reviews)

[...] It has kids dishes which are very decent. Also, they have a toy box. (Royal Reindeer restaurant reviews)

[...] I also really appreciated the fact their vegetarian dishes were fantastic in their own right and not a copy of a meat dish minus the meat. [...] Overall, a wonderful evening and should we ever be back in the North of Finland, I have no doubts we will return. (Utsu restaurant reviews)

Secondly, the personalisation aspect was evaluated through the communication with staff. Listening to menu explanations, knowing the staff's names, or experiencing service in native language all create a personal feeling for diners.

Good and personal expertise about our chosen wines and meal. [...] (Arctic Skylight restaurant reviews)

[...] the chef came out and explained every dish and also went into detail about some of the ingredients, very engaging. (Tapio restaurant reviews)

[...] Our chef was Milja, she is truly talented, she told everything from every dish, origins of the dish and everything what you wanted to know [...]. (Aurora Estate's restaurant reviews)

There were comments obviously emphasised the need for personalisation:

[...] the trout was slightly overcooked, but still very tasty. Finns like their dishes quite dry, but a bit more accompanying sauces would probably satisfy the more southern palate. (Aanaar restaurant reviews)

[...] The BIG disappointment was the communal table set up. Had I known my husband and I would have to share our special (and very expensive) Christmas Day dinner with a table full of strangers. [...]. (Snowman World's Snow restaurant reviews)

Likewise, appreciating direct and indirect opinions of customers also makes them feel special:

[...] I told this to our lovely waiter, who had delivered the message to the chef and they told me they would try some other options and maybe change the menu if something better came up. That was really nice, and I feel like my feedback was truly appreciated. (Petronella restaurant reviews)

Diners tend to prefer a restaurant which is able to fulfil their personal requirements: diverse menus, suitable for every member of the group or family, or private table. Although compared to most other factors, personalisation seems paler, there is no denying that it still plays a vital role in enhancing the customer's luxury dining experience.

4.3.6 Price

Eventually, the least mentioned factor in the luxury segment was price, with the number of mentions being 475 times, equivalent to 22% of the total 2180 comments (see Appendix 9). Comments on costs were fairly consistent, which emphasised customers' desire for the amount of money to be on par with quality. Comparison was inevitable when for foreigners, prices in Finland were quite high compared to their home country.

[...] Prices in line with Finnish standards (= very high, among the highest in Europe) [...]. (Utsu restaurant reviews)

[...] It's tricky, if you're comparing it to what you'd get for the same price in the UK then it's very expensive, [...]. (Nili restaurant reviews)

In most people's awareness, luxury is always in line with high price. Hence, the fact that this aspect infrequently appeared in consumer feedback was an

unexpected result. Yet, when consuming luxury culinary products, it is obvious to realise the most significant factor for these customer segments is not money, but the feeling of worth.

[...] not cheap but well worth the money, you get to truly experience ala carte Finnish food [...]. (Järvi restaurant reviews)

Although the food here is expensive, so is everything in Finland, but at this place you do get a feeling it was worth it. (Sky Kitchen & View restaurant reviews)

Buffet with traditional food was good, a little expensive but a good way to try the local food. (Aitta restaurant reviews)

[...] The price is a bit high, but you pay for the uniqueness of the igloo feeling. (Snowman World's Snow restaurant reviews)

Fine diners are the type of people who are willing to pay for a worthwhile experience. All they demand is the correlation between price and quality.

5 DISCUSSION

In general, the purpose of the thesis was to contribute to reducing the seasonality of the luxury culinary tourism industry in Finnish Lapland. Since people consider luxury subjectively (Iloranta 2021, 71), there are no common criteria among service providers (Chauhan, Khanna and Khajuria 2022, 27), leading to misperceptions in the market. That made the author feel uncertain about the true luxury of restaurants during implementation process. Due to the missing of universal luxury values, restaurants were built according to the owners' standards and evaluated according to the customers' criteria. Hence, it underlines the urgent need for a common luxury system. Utilising the question "What makes a luxury culinary experience luxurious and sustainable?" as the premise, the outcome was expected to deliver a new approach to this field and be able to partly resolve the inconsistency in luxury products and services standards.

Adopting mixed methods methodology, this research was conducted in both qualitative and quantitative methods. The data collection and analysis process required a total of one month to analyse owing to the large quantity of online reviews (2180 comments); thus, there was some difficulties in time management during implementation. Despite the heavy workload, the thesis report was still completed and provided valuable findings.

Based on the results achieved, it is gratifying to see luxury consumption trends gradually becoming more quality, authentic, personal, exclusive and sustainable. The needs of consumers in this segment are meaningful experiences (Batat 2019a), thus price is no longer a vital factor in order to constitute luxury products. It could be an opportunity as businesses will have more spaces to concentrate on the product and service quality while maintaining economic efficiency.

Nevertheless, except for the cultural aspect, environmental and social sustainability do not receive the necessary attention from customers. This is the challenge for service providers to educate them, for example through sustainable communication. Besides, the so-called "lack of social and environmental concern", as stated in Chapter 4.2, may stem from the author's explanation during assessment process, but it may also be consumers experience has never been

interrupted or sublimated due to them. This raises the question of whether those two aspects directly impact the consumption process, customers will pay attention to them. Yet, the topics will be left open for further investigation.

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APPENDICES

Appendix 1.	Number of comments of fine-dining restaurants
Appendix 2.	Number of comments mentioning cultural sustainability
Appendix 3.	Number of comments mentioning environmental sustainability
Appendix 4.	Number of comments mentioning food and beverages quality
Appendix 5.	Number of comments mentioning exclusivity
Appendix 6.	Number of comments mentioning service
Appendix 7.	Number of comments mentioning ambiance
Appendix 8.	Number of comments mentioning personalisation
Appendix 9.	Number of comments mentioning price

Appendix 1 1(9). Number of comments of fine-dining restaurants

Restaurant	Number of comments	Restaurant	Number of comments
1. Aanaar	361	11. Royal Reindeer	52
2. Nili	356	12. Tapio	46
3. Petronella	290	13. Arctic Skylight Lodge	36
4. Arctic	229	14. Aihki	34
5. Rakas	180	15. Järvi	32
6. Sky Kitchen & View	140	16. Aitta	22
7. Aurora Estate	100	17. Takka	19
8. Utsu	95	18. Snowman World's Snow	17
9. Kaltio	87	19. Design House Idoli	5
10. Nova Skyland	79	Total comments	2180

Appendix 2 2(9). Number of comments mentioning cultural sustainability

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	193	11. Aihki	14
2. Aanaar	139	12. Nova Skyland	9
3. Arctic	77	13. Kaltio	8
4. Petronella	48	14. Royal Reindeer	8
5. Sky Kitchen & View	40	15. Aitta	4
6. Rakas	27	16. Arctic Skylight Lodge	2
7. Aurora Estate	21	17. Design House Idoli	2
8. Tapio	18	18. Snowman World's Snow	2
9. Järvi	15	19. Takka	2
10. Utsu	15	Total comments	644

Appendix 3 3(9). Number of comments mentioning environmental sustainability

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	4	11. Aihki	0
2. Aurora Estate	1	12. Nova Skyland	0
3. Sky Kitchen & View	1	13. Kaltio	0
4. Royal Reindeer	1	14. Arctic	0
5. Petronella	0	15. Aitta	0
6. Rakas	0	16. Arctic Skylight Lodge	0
7. Aanaar	0	17. Design House Idoli	0
8. Tapio	0	18. Snowman World's Snow	0
9. Järvi	0	19. Takka	0
10. Utsu	0	Total comments	7

Appendix 4 4(9). Number of comments mentioning food and beverages quality

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	344	11. Tapio	42
2. Aanaar	333	12. Royal Reindeer	39
3. Petronella	263	13. Arctic Skylight Lodge	34
4. Arctic	214	14. Aihki	33
5. Rakas	161	15. Járvi	27
6. Sky Kitchen & View	119	16. Aitta	18
7. Aurora Estate	97	17. Snowman World's Snow	17
8. Utsu	92	18. Takka	17
9. Kaltio	78	19. Design House Idoli	1
10. Nova Skyland	74	Total comments	2003

Appendix 5 5(9). Number of comments mentioning exclusivity

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	330	11. Tapio	43
2. Aanaar	299	12. Royal Reindeer	34
3. Petronella	230	13. Aihki	30
4. Arctic	216	14. Járvi	28
5. Rakas	145	15. Arctic Skylight Lodge	27
6. Sky Kitchen & View	130	16. Snowman World's Snow	17
7. Utsu	81	17. Aitta	16
8. Aurora Estate	79	18. Takka	11
9. Nova Skyland	61	19. Design House Idoli	4
10. Kaltio	56	Total comments	1837

Appendix 6 6(9). Number of comments mentioning service

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	197	11. Aihki	27
2. Aanaar	193	12. Royal Reindeer	27
3. Petronella	188	13. Tapio	23
4. Arctic	184	14. Járvi	19
5. Rakas	114	15. Arctic Skylight Lodge	16
6. Sky Kitchen & View	83	16. Takka	14
7. Utsu	70	17. Snowman World's Snow	11
8. Kaltio	56	18. Aitta	9
9. Aurora Estate	55	19. Design House Idoli	2
10. Nova Skyland	39	Total comments	1327

Appendix 7 7(9). Number of comments mentioning ambiance

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	165	11. Tapio	24
2. Aanaar	154	12. Kaltio	21
3. Petronella	127	13. Aihki	15
4. Arctic	103	14. Arctic Skylight Lodge	15
5. Rakas	100	15. Järvi	15
6. Sky Kitchen & View	98	16. Snowman World's Snow	12
7. Utsu	59	17. Aitta	9
8. Aurora Estate	49	18. Takka	9
9. Royal Reindeer	37	19. Design House Idoli	1
10. Nova Skyland	36	Total comments	1049

Appendix 8 8(9). Number of comments mentioning personalisation

Restaurant	Number of comments	Restaurant	Number of comments
1. Arctic	101	11. Järvi	13
2. Nili	92	12. Tapio	13
3. Rakas	62	13. Royal Reindeer	12
4. Aanaar	49	14. Aitta	8
5. Petronella	49	15. Snowman World's Snow	7
6. Sky Kitchen & View	40	16. Aihki	6
7. Utsu	33	17. Arctic Skylight Lodge	5
8. Aurora Estate	21	18. Takka	5
9. Nova Skyland	21	19. Design House Idoli	0
10. Kaltio	16	Total comments	553

Appendix 9 9(9). Number of comments mentioning price

Restaurant	Number of comments	Restaurant	Number of comments
1. Nili	113	11. Aurora Estate	11
2. Aanaar	64	12. Royal Reindeer	8
3. Arctic	59	13. Snowman World's Snow	7
4. Petronella	47	14. Aitta	5
5. Sky Kitchen & View	39	15. Tapio	4
6. Rakas	34	16. Arctic Skylight Lodge	3
7. Utsu	30	17. Takka	3
8. Kaltio	18	18. Aihki	1
9. Järvi	14	19. Design House Idoli	0
10. Nova Skyland	14	Total comments	475