



Linköpings universitet
FILOSOFISKA FAKULTETEN

Department for Studies of Social
Change and Culture/Tourism

Food and Sustainable Tourism

A study of authenticity and organic food in a customer supply perspective

Mat och hållbar turism

En studie om autenticitet och ekologisk mat ur ett kundutbudsperspektiv

Bachelor Thesis in Tourism Autumn 2013

LIU-ISAK/TU-G-13/020--SE

Author:
Emelie Fälton

Supervisor:
Anders Jidesjö

Acknowledgments

I would like to thank Mikael Åhrberg for letting me participate at Scandic Norrköping City's and Scandic Norrköping Nord's breakfast services. I would also like to thank all my respondents who took the time to fill out my questionnaires, without you this essay would not have been possible.

A very special thanks to my supervisor Anders Jidesjö for continuous feedback and support through the whole writing process.

Emelie Fälton

Linköping, January, 13, 2014

Abstract

The tourism industry has a large impact on the environment's health and tourists' behaviours as well as consumption attitudes have an important role. Tourists' food decisions and engagements in sustainable food could encourage the tourism operators to improve their environmental burdens. This essay investigates the experience of organic food as a part of the sustainable development within the tourism industry. A dualistic authenticity framework has been applied and a method to measure and analyse perceived authenticity has been drawn from the literature. Questionnaires were handed out to the guests and the staff at two Swedish hotels. The results revealed that there are several dimensions in the meeting between the customers and the operators that arrange food experiences in touristic contexts. There is an interest for the question of organic food as a part of the environmental sustainable development, both relative to the contemporary tourism industry and for the future convention to a more sustainable development in the tourism industry. The results presented that organic food is experienced as a central concept that could be a part of and have an important role for the future sustainable development within the tourism industry. An important part of this is the importance to be aware of the meeting between the customers and the operators. Sweden has a potential to accomplish a more sustainable tourism industry in the future, but more research and educations with focus on the subject needs to be made.

Keywords: organic food, authenticity, sustainable tourism and customer supply.

Table of contents

1. Introduction	1
1.1 Aim and issue	3
1.2 Limits of the study	3
1.3 Background.....	4
1.3.1 Sustainable development	4
1.3.2 Sustainable tourism.....	5
1.3.3 Food – an important part of the tourism experience and sustainable tourism	7
1.4 Theoretical framework	9
1.4.1 Authenticity.....	9
1.4.2 Authenticity brought into this essay.....	13
1.5 Research synthesis	14
1.5.1 The customers’ interest in organic products	14
1.5.2 Food authenticity in the tourism experience	15
1.5.3 Authenticity of organic food.....	16
1.6 A Swedish context	17
2. Research design and methodology.....	20
2.1 Research design	20
2.1.1 Questionnaires.....	20
2.1.2 The elaboration of the questionnaires	22
2.2 Descriptive analysis	26
2.3 Target population.....	26
2.4 Sample	27
2.5 Declines	29

2.6 Method discussion	30
3. Results	31
3.1 The guests' and the staffs' perceived authenticity	31
3.1.1 Guests' perceived authenticity	31
3.1.2 Staffs' perceived authenticity	35
3.2 Differences and similarities	37
3.2.1 Individual criteria category	38
3.2.2 Credibility degree category	39
3.2.3 Credence and product warranty category	41
3.2.4 Product warranty category	41
3.2.5 Competitive advantage category	42
3.2.6 The relationships	42
3.2.7 Summary of the differences and similarities	43
3.3 Environmental efforts in the future	45
3.4 Key elements of the results	47
4. Discussion	48
5. Conclusions	55
Appendix 1: Guest Questionnaire	62
Appendix 2: Staff Questionnaire	65

1. Introduction

The environmental impact of tourism is enormous and influences the environment in many different ways.¹ This creates a link between the tourism industry and the sustainable development,² a subject that has become one of the major policy debates of our time.³ Sustainability among tourist organisations is a subject that grew in the end of the twentieth century. The companies' purpose back then was to demonstrate their efforts in making the environmental and sustainable questions more central within their actions.⁴ The food consumption has been identified as linked to the sustainable development and the consumers are given the opportunity to choose organic food that is considered as more carefully produced food.⁵ It is a part of the organic agriculture⁶ that is a form of alternative agriculture free from use of chemical pesticides and fertilizers.⁷

All touristic operators within the tourism industry could have interests in food tourism, even if their activities are not related to it. Food is one of the most important reasons to why humans want to be tourists⁸ and has become one of the most important elements of the tourism experience. Food was first brought up as a subject of study in its own right at the beginning of the twenty-first century.⁹ Today food service within the context of the touristic experience is a hot topic in recent research¹⁰ and many studies have presented evidence to the role that sensations of smell, taste, sound and touch could play within the holiday experience.¹¹

¹ Stephen Essex. & Kim Hobson. (2001) Sustainable tourism: A view from accommodation businesses. *The Service Industries Journal*, 21, 4, 134.

² World Tourism Organization Network & United Nations Environment Programme, *Making Tourism More Sustainable: A Guide for Policy Makers*, (2005), 11p.

³ Alan A. Lew & C. Michael Hall., *Sustainable tourism: A Geographical perspective*, (1998, Harlow), 1.

⁴ Andrew Holden., *Tourism studies and the social sciences*, (London, 2005), 123.

⁵ Hanna, Schöslér., Joop, Boer. & Jan, Boersema. (2013). The organic food philosophy: A qualitative exploration of the practices, values, and beliefs of Dutch organic consumers within a cultural-historical frame. *Journal of Agricultural & Environmental Ethics*, 26, 2, 439.

⁶ The National Encyclopaedia 1. 2013-12-16.

⁷ The National Encyclopaedia 2. 2013-12-16.

⁸ Bengt Erik Eriksson, *Aktörer i samverkan: ett matturistiskt fält växer fram*, in Josefina Syssner (editor) & Lasse Kvarnström (editor) *Det turistiska fältet och dess aktörer*, (2013, Lund), 221.

⁹ C. Michael Hall. & Liz Sharples., *The consumption of experiences or the experience of consumption? An introduction to the tourism of taste*, in Brock Cambourne, C. Michael Hall (editor), Niki Macionis, Richard Mitchell & Liz Sharples., *Food Tourism Around the World: Development, Management and Markets*, (Oxford, 2003), 1.

¹⁰ Richard N. Robinson & Cate Clifford. (2012). Authenticity and Festival Foodservice Experiences. *Annals of Tourism Research*, 39, 2, 571.

¹¹ Rebecca Sims. (2009) Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17, 3, 321.

Food is an important part of the tourism industry - which is my branch of occupation, and could be a part in the sustainable development - that is one of my biggest interests. This is why I chose to write my essay about these subjects. Sustainable development within tourism is the big vision for this essay and perceived authenticity among guests and staff together with organic food is an important part of this work, to achieve the vision.

1.1 Aim and issue

This study aims to examine the experience of organic food as a part of the sustainable development within the tourism industry. This includes measuring the perceived authenticity of organic food and a touristic operator's use of it as well as investigate current and future interests of the use as a part of the environmental sustainable development among guests and staff members.

- How do the operator's staff and guests perceive the authenticity of organic food and the operator's use of it?
- What differences and similarities between the guests' and the staffs' perceived authenticity of organic food and the operator's use of it appear and how can they be understood?
- What parts in developing the operator's environmental efforts with organic food further in the future are important according to the staff members and the guests?

1.2 Limits of the study

The essay is a part of studies of social change and culture in tourism and a limit within the tourism industry has been made. The hotel industry has been chosen as the represented part of the tourism industry, where only hotel restaurants are investigated and to narrow the study further only organic food was investigated.

A Swedish context is applied and this entails some limitations. To specify the study two Swedish hotels were chosen as research setting places; Scandic Norrköping Nord and Scandic Norrköping City. This distinction was made since it would be difficult to conduct the survey at every hotel restaurant in Sweden, and to solve this problem a method that entails a high degree of generalizability was elected. Although these two hotels are not representative of all hotel restaurants, they both are two ideal places for this kind of study. Another limit of the essay is the focus on only one part of the sustainable development - the environmental. The economic and the social aspects are not represented in the essay.

1.3 Background

The background headings contain information about the two main concepts characterizing this essay; sustainable development and food. Authenticity as a theoretical framework is also a part of the background chapters. Together with the concepts of sustainable development and food, authenticity is the foundation for the different topics of research identified in the end of the background headings. Sustainable development is the big vision of this essay, food is an important component of the sustainable development and authenticity is a concept that brings an opportunity to approach the other two concepts. At the end is a description of a Swedish eco-label and a project presented to give the reader an understanding of the Swedish approach of this essay.

1.3.1 Sustainable development

Sustainable development has become one of the major policy debates of our time, and many people have tried to define and achieve sustainable development through the years.¹² The concept of sustainable development became known in the Brundtland report in 1987.¹³ The Norwegian Prime Minister Gro Harlem Brundtland led the report¹⁴ and the United Nations world commission on environment and development designed it. The purpose was to take a holistic approach on the world's recourse and environmental problems and solutions through sustainable development.¹⁵ The report's main concerns were issues of environmental degradation, democracy, poverty, human rights, gender equality and intra- and inter-generational equity.¹⁶ In 1992 the Brundtland report made the foundation of the UN World Environment Conference in Rio de Janeiro. After the conference, the concept of sustainable development was accepted as an overall ambition for the social development.¹⁷ During the conference in Rio de Janeiro a statement of intent for the twenty-first century was created – Agenda 21. The main principles required to progress towards sustainable development were laid out and even though the report was focusing on environment and development, ecologically sustainability was not brought up to be the only subject within sustainable development. Social and economic sustainability are two other important parts in the sustainable development.¹⁸

¹² Lew & Hall., *Sustainable tourism: A Geographical perspective*, 1.

¹³ Jennifer A. Elliott., *An Introduction to Sustainable Development: The Developing World*, (1994, London), 4p.

¹⁴ The National Encyclopaedia 3. 2013-09-30.

¹⁵ The National Encyclopaedia 4. 2013-09-04.

¹⁶ Holden., *Tourism studies and the social sciences*, 122.

¹⁷ The National Encyclopaedia 5. 2013-09-04.

¹⁸ The National Encyclopaedia 6. 2013-11-21.

The sustainable development is a type of alternative development.¹⁹ According to Telfer the alternative development strategies proceeded as a critic against the traditional development strategies that focused on economic increase and applied the principle of top-down.²⁰ The lack of interest for the environment among the traditional development strategies has led to unsustainable using of the natural resources. Unrenewable resources are impoverished simultaneously as the natural environment capacity to assimilate litters are exceeded. The alternative development advanced in contrast to the traditional development strategies and has a focus on humans, the natural environment and democracy. Instead of applying the top-down principle does the alternative development supports the bottom-up principle.²¹ This principle is a foundation of problem solutions where the most basic components are discussed first. Subsequently superordinate units establishes successively, the work is done from the bottom and up.²² The top-down principle discusses the overall components first, and then the elementary components. The work is done from above and down.²³

1.3.2 Sustainable tourism

In the end of the twentieth century an enormous attempt to display sustainability among tourism organisations in the private sector was beheld. The companies' purpose was to demonstrate their efforts in making the environmental- and sustainable questions more central within their actions. However, it has been discussed what motifs the companies engagements were based on. According to Holden it is unsure whether the companies did it because of true worry for the environment, or if it was a way to attract more guests.²⁴

The principles of sustainable development in tourism has spread rapidly all over the world. It has been adopted in the tourism industry because of the three reasons economics, public relations and marketing. Some aspects of sustainability can reduce costs and be cost-effective. By encouraging the guests to conserve water and power or reuse a towel instead of taking a new one after every shower, the companies could save accommodation unit money. At the same time the companies

¹⁹ Holden., *Tourism studies and the social sciences*, 115pp.

²⁰ David J. Telfer., (2002) *Tourism Development* , in Richard Sharpley & David J. Telfer., (editor) *Tourism and Development: Concepts and Issues*, (Clevedon, 2002) 1-34.

²¹ Holden., *Tourism studies and the social sciences*, 115p.

²² The National Encyclopaedia 7. 2013-09-04.

²³ The National Encyclopaedia 8. 2013-09-04.

²⁴ Holden., *Tourism studies and the social sciences*, 123.

could achieve good public relations, because the guests suggests that the companies are supporting sustainable principles. Even the guests are allowed to get a good feeling by having a positive involvement in the world environmental well-being. Mainly, the tourism industry has achieved significant success in the marketing through its efforts in promoting the sustainable concept.²⁵ A definition of sustainable tourism has been created by the World Tourism Organization:

*“Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities.”*²⁶

The environmental impact of tourism is not only about the wear from an amount tourists visiting a place, but also about the operation of tourism companies. Transports and pollutions, energy consumption, water consumption, waste management and purchase strategies are a few examples of the environmental impacts from the operation of tourism companies.²⁷ To achieve sustainable tourism must the three aspects of economy, environment and socio-culture be co-existing. Therefore, according to the World Tourism Organization Network, sustainable tourism should make optimal use of environmental resources, maintain important ecological processes and promote conserving of the natural heritage and the biodiversity. Sustainable tourism should also show respect to the socio-cultural authenticity of host communities, conduce to inter-cultural understanding, help communities conserve their heritages and traditions, stabilise terms of employment and social service to host communities and assure safe economy to the involved stakeholders in a fairly distributed way. Besides this, it is also important that sustainable tourism maintains a high amount of satisfied tourists and gives them a meaningful experience and rises their awareness for sustainability and sustainable tourism.²⁸

According to the World Tourism Organization Network, the tourism industry is unlike most other sectors. Tourists are traveling to the producer and the product, which creates a special relationship between the consumers, the industry, the local communities and the environment. There are

²⁵ Lew & Hall., *Sustainable Tourism: A Geographical Perspective*, 27p.

²⁶ World Tourism Organization. 2013-10-01.

²⁷ Essex. & Hobson. Sustainable tourism: A view from accommodation businesses, 134.

²⁸ World Tourism Organization Network & United Nations Environment Programme, *Making Tourism More Sustainable: A Guide for Policy Makers*, (2005), 11p.

three important aspects of the relationship between sustainable development and tourism: interaction, awareness and dependency. The tourism industry is based on delivering experiences of new places. This creates a considerable amount of interaction between visitors, host communities and their local environment. Tourism can make visitors and hosts more aware of for example environmental issues, which can affect their attitudes and worries for sustainability issues. A lot of tourism is dependent to attractive natural areas, cultural and authentic historic traditions and clean environments. The tourism industry needs these three attributes to be in place and the relationship between them creates a fragile situation. This relationship within tourism with both close and direct relationships creates a sensitive situation where the tourism can be very damaging or very positive for the sustainable development.²⁹

1.3.3 Food – an important part of the tourism experience and sustainable tourism

Food is an important part of the sustainable tourism on various levels.³⁰ The food production and consumption brings several environmental sustainability implications such as greenhouse gas emissions. Tourism is a sector that can give a significant contribution to the migration of the climate change, tourism operators could adapt their practices and through their food management reduce the emissions of greenhouse gases.³¹ The tourism industry has a major impact on the global environment, economy and society, and organic food is one element that could be used in the conversion towards more sustainable tourism.³²

Food consumption is often a central component of many people's tourist experiences³³, and can become sensual, sensuous, ritualistic and symbolic when it is a part of a travel experience. Food is playing roles for the consumers, for example a key role in many celebrations around the world. It is a way to experience new cultures and countries, and it brings people together and creates socializing meetings.³⁴ Food could also be an attraction itself. Tourists travel to specific events or

²⁹ World Tourism Organization Network & United Nations Environment Programme, *Making Tourism More Sustainable: A Guide for Policy Makers*, (2005), 9p.

³⁰ Sims. Food, place and authenticity: local food and the sustainable tourism experience, 322.

³¹ Stefan Gössling, Brian Garrod, Carlo Aall, John Hille & Paul Peeters. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint'. *Tourism Management*, 32, 3, 534.

³² Dacinia Crina Petrescu. (2012) Sustainability, tourism and consumer behaviour. *Quality – Access to Success*, 13, 3, 243.

³³ Beer. Authenticity and food experience – commercial and academic perspectives. 153.

³⁴ C. Michael Hall & Richard Mitchell., *Consuming tourists: food tourism consumer behaviour*, in Cambourne, Hall (editor), Macionis, Mitchell & Sharples., *Food Tourism Around the World: Development, management and markets*, 60.

to built attractions such as restaurants because of the food or to certain destinations where it is possible to experience quality food products.³⁵ The idea of food as an important component of the tourism experience has continually grew since the late end of the twentieth century.

Tourists want to see new places and cultures and for this to be possible, all symbols, flavours or actions that are bonded to food must be an integrated part of the tourism experience. It is important that the food relates to the visited place, and gives the tourists a feeling of something different than they are used to. It should tell the tourists something about the visited place and make them feel accessory with something genuine.³⁶ Food has also become an important part in the marketing of tourism and travelling because it is integral to the tourist experience.³⁷ According to Hall and Mitchell, companies who understand how tourists are making their decisions while consuming food products will be able to increase their understanding of when they need to intervene in the tourists' decision-making process.³⁸

Since food is such an important part of both the tourism experience and the sustainable tourism, I have questioned if is it possible to analyse the question about food and sustainability within tourism. There are not much available research about this subject and I wonder if it is possible to measure how trustworthy organic food is and what impact it could have on the sustainable tourism? How is it possible to measure the trustworthiness of the experiences of organic food within the tourism industry? The next four headings have the answers to my questions.

³⁵ C. Michael Hall & Liz Sharples., *The consumption of experiences or the experience of consumption? An introduction to the tourism of taste*, in Cambourne, Hall (editor), Macionis, Mitchell & Sharples., *Food Tourism Around the World: Development, management and markets*, 7.

³⁶ Eriksson., *Aktörer I samverkan: ett matturistiskt fält växer fram*, in Syssner (editor) & Kvarnström (editor), *Det turistiska fältet och dess aktörer*, 222.

³⁷ Atsuko Hashimoto & David J. Telfer. (1999). Marketing icewine to Japanese tourists in Niagara: the case of Inniskillin Winery. *International Journal of Wine Marketing*, 11, 2, 29-41.

³⁸ Hall & Mitchell., *Consuming tourists: food tourism consumer behaviour*, in Cambourne, Hall (editor), Macionis, Mitchell & Sharples., *Food Tourism Around the World: Development, management and markets*, 61.

1.5 Theoretical framework

A common conclusion from different questionnaires, sector mappings and operators within the tourism sector have shown that tourists are seeking for authenticity, or an experience that they understand as authentic. This has made authenticity an important component in tourism operators' communication and offers.³⁹ The concept of authenticity to sociological studies of tourism motivations and experiences was introduced in 1973 by MacCannell in his article "Staged Authenticity: Arrangements of Social Space in Tourist Settings".⁴⁰ Lately, authenticity has been identified as a central orienting principle in tourism studies.⁴¹

1.4.1 Authenticity

Authenticity as a concept has its roots in philosophy.⁴² There have been a lot of different approaches to define authenticity among academics. In the first place, there is a fundamental problem to overcome: the problem that reality cannot be proved and the fact that authenticity relates to an extension of reality.⁴³ Authenticity could be expressed in many different ways and with many different definitions.⁴⁴ According to John P. Taylor, this has set the agenda for diverse and lively debates and analyses. As a result of this, there are now at least as many definitions of authenticity as there are people who write about authenticity.⁴⁵ One of the latest definitions is made by E. Cohen and S. Cohen:

*"We define "authentication" as a process by which something – a role, product, site, object or event – is confirmed as "original", "genuine", "real" or "trustworthy"."*⁴⁶

Not only academics are trying to define authenticity. The society seeks to define authenticity – the reality. Governments and advisers are encouraging regions and companies to produce added value and branded products, in other words they are trying to define authenticity. These definitions rises to laws and regulations, and are made by the society, through the consensus of society.

³⁹ Eriksson., *Aktörer I samverkan: ett matturistiskt fält växer fram*, in Syssner (editor) & Kvarnström (editor) *Det turistiska fältet och dess aktörer*, 224.

⁴⁰ Ning Wang. (1999) Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26, 2, 349.

⁴¹ John P. Taylor. (2001). Authenticity and sincerity in tourism. *Annals of Tourism*, 28, 1, 8.

⁴² Philip L. Pearce., *Tourism behaviour: themes and conceptual schemes*, (2005, Clevedon), p. 140.

⁴³ Beer. Authenticity and food experience – commercial and academic perspectives. 157.

⁴⁴ Eriksson., *Aktörer I samverkan: ett matturistiskt fält växer fram*, in Syssner (editor.) & Kvarnström (editor.) *Det turistiska fältet och dess aktörer*, 224.

⁴⁵ Taylor. Authenticity and sincerity in tourism. 8.

⁴⁶ Erik Cohen & Scott A. Cohen. (2012) Authentication: hot and cool. *Annals of Tourism Research*, 39, 3, 1296.

The implementing of this is defined as authenticity.⁴⁷ Today, expert institutional authentication is the foundation for many tourism certifications. Those that seek to express contents of authenticity or genuineness⁴⁸, for instance of a geographic area – “World Heritage Sites” certified by the United Nations Educational, Scientific and Cultural Organization (UNESCO).⁴⁹ Similar certifications exist within the food industry. Origin labelled food products refer to the place where the products are produced, the raw materials that are used and the production process.⁵⁰

The international tourism and food literature reveals common dimensions of perceived authenticity, presented below in Table 1. These dimensions will be used in my essay both in the methodology section, the result section and in my terminating conclusions. Scientific articles from the international literature are the biggest part of the foundation for the dimensions and is brought into my essay and applied to a Swedish context. The table’s belonging references are available on the next page.

Table 1. Dimensions of Authenticity in the Literature

Dimensions	Key themes	Sources
Political	Answering to guests’ demands, create quality assurance schemes	Beer (2008) ⁵¹ , Huges (1995) ⁵² , Commission of the European Communities ⁵³ , Hamazaoui-Essoussi et al. (2013) ⁵⁴ , Pivato et al. (2008) ⁵⁵
Reliance	Association with trust and trustworthiness	Hamazaoui-Essoussi et al. (2013) ⁵⁶ , Pivato et al. (2008) ⁵⁷
Individual	Individual connection and opinions	Botonaki et al. (2006) ⁵⁸ , Chryssohoidis and Krystallis (2005) ⁵⁹ , Magnusson et al. (2001) ⁶⁰ , Hamazaoui-Essoussi et al. (2013) ⁶¹ , Cranfield et al. (2009) ⁶² , Sirieix et al. (2011) ⁶³ , Zander and Hamm (2010) ⁶⁴ , Tsakiridou et al. (2008) ⁶⁵ , Chang and Zepeda (2005) ⁶⁶ , Zanolli and Naspetti (2002) ⁶⁷
Ethical	Awareness: environment, animal welfare, living wages for workers.	Sirieix et al. (2011) ⁶⁸ , Michaelidou et al. (2008) ⁶⁹ , Thøgersen (2011) ⁷⁰ , Tsakiridou et al. (2008) ⁷¹ , Howard and Allen (2006) ⁷² , Jumba et al. (2012) ⁷³

⁴⁷ Beer. Authenticity and food experience – commercial and academic perspectives, p. 157.

⁴⁸ Elenora Lorenzini, Viviana Calzati & Paolo Giudici. (2011) Territorial brands for tourism development: A statistical analysis on the Marche region. *Annals of Tourism Research*, 38, 2, 542.

⁴⁹ United Nations Educational, Scientific and Culture Organization. 2013-10-24.

⁵⁰ Lorenzini, Calzati & Giudici. Territorial brands for tourism development: A statistical analysis on the Marche region. 543.

-
- ⁵¹ Beer. Authenticity and food experience – commercial and academic perspectives. 153-163.
- ⁵² George Huges. (1995). Authenticity in tourism. *Annals of Tourism Research*, 22, 4, 781-803.
- ⁵³ Commission of the European Communities. 2004. *European Action Plan for Organic Food and Farming*. (Brussels: COM (2004) 415 final, 2-7.
- ⁵⁴ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292-301.
- ⁵⁵ Sergio Pivato, Nicola Misani & Antonio Tencati. (2008). The impact of corporate social responsibility on consumer trust: the case of organic food. *Business Ethics: A European Review*, 17, 1, 3-12.
- ⁵⁶ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292-301.
- ⁵⁷ Pivato, Misani & Tencati. The impact of corporate social responsibility on consumer trust: the case of organic food”, 3-12.
- ⁵⁸ Anna Botonaki, Konstantinos Mattas, Konstantinos Polymeros & Efthima Tsakiridou. (2006). The role of food quality certification on consumers’ food choices. *British Food Journal*, 108, 2, 77-90.
- ⁵⁹ George M. Chrysosohoidis & Athanassios Krystallis. (2005). Organic consumer’s personal value research: Testing and validating the list of values (LOV) scale and implementing a value-based segmentation task. *Food Quality and Preference*, 16, 7, 585–599.
- ⁶⁰ Maria K. Magnusson, Anne Arvola, Ulla-Kaisa Koivisto Hursti, Lars Åberg & Per-Olow Sjöden. (2001) Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103, 3 209-227.
- ⁶¹ Hamzaoui-Essoussi, Sirieix & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292-301.
- ⁶² John A.L. Cranfield, Brady James Deaton & Shreenivas Shellikeri. (2009) Evaluating consumer preferences for organic food production standards. *Canadian Journal of Agricultural Economics*, 57, 1, 99-117.
- ⁶³ Lucie Sirieix, Paul R. Kledal & Tursinbek Sulitang. (2011). Organic food consumers’ trade-offs between local or imported, conventional or organic products: a qualitative study in Shanghai. 670-678.
- ⁶⁴ Katrin Zander & Ulrich Hamm. (2010). Consumer preferences for additional ethical attributes of organic food. *Food Quality and Preference*, 21, 5, 495-503.
- ⁶⁵ Efthimia Tsakiridou, Christina Boutsouki, Yorgos Zotos & Konstadinos A. Mattas. (2008) Attitudes and behaviour towards organic products: An exploratory study. *International Journal of Retail & Distribution Management*, 36, 2, 158-175.
- ⁶⁶ Hui Shung Chang & Lydia Zepeda. (2005). Consumer perceptions and demand for organic food in Australia: Focus group discussions. *Renewable Agriculture and Food Systems*, 20, 3, 155-167.
- ⁶⁷ Raffaele Zanolì & Simona Naspètti, (2002). Consumer motivations in the purchase of organic food. A means-end approach. *British Food Journal*, 104, 8, 643-653.
- ⁶⁸ Sirieix, Kledal & Sulitang. Organic food consumers’ trade-offs between local or imported, conventional or organic products: a qualitative study in Shanghai. 670-678.
- ⁶⁹ Nina Michaelidou & Louise M. Hassan. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32, 2, 168.
- ⁷⁰ John B. Thøgersen. (2011). Green shopping: For selfish reasons or the common good?, *American Behavioural Scientist*, 22, 8, 1052-1076.
- ⁷¹ Tsakiridou, Mattas, Boutsouki & Zotos. Attitudes and behaviour towards organic products: An exploratory study. 158-175.
- ⁷² Philip H. Howard & Patricia Allen. (2006). Beyond organic: Consumer interest in new labelling schemes in the Central Coast of California. *International Journal of Consumer Studies*, 30, 5, 439–451.
- ⁷³ Richard Francis Jumba, Bernhard Freyer, Julius Mwine & Philip Dietrich. (2012) Understanding organic food qualities in the global south: An East African perspective. *Journal of Agricultural Science*. 4, 11, 88pp.

The first dimension in Table 1 is the political one. The guests' concern about the conventional agricultural practices⁷⁴ and their request for guaranteed food quality and food safety has led to a growing number of quality assurance schemes, certification labels and organic brands. Both at international and national levels.⁷⁵ People have different attitudes towards food and that forms their purchase decisions. Governments and companies are producing regulations and brands to verify the authenticity of food and this could be seen as their respond to the guests' different attitudes.⁷⁶ Labelling of products implies quality assurance and is often produced by or with an authority⁷⁷, ratified by laws.⁷⁸ Trust and trustworthiness are two important impacts in many relationships between a company and its stakeholders. Trust could be used to improve the company's competitive performance and to measure success or failure. Socially oriented companies can use trust as a competitive advantage in business areas, for example the area of organic food. This is an area where trust could be decisive for consumers' choices.⁷⁹ This brings us to the next dimension – reliance.

Many consumers buy organic products because they consider the organic products as healthier than the conventional products,^{80,81} Studies have shown that many customers consider both their own and other people's health when it comes to organic food⁸² and this motivates them to buy more organic food.⁸³ The use of GMO (genetically modified organisms), antibiotics and pesticides in the industrialised agricultural system is a concern among consumers⁸⁴, and they expect

⁷⁴ Commission of the European Communities. 2004. *European Action Plan for Organic Food and Farming*, 2.

⁷⁵ Hamzaoui-Essoussi, Sirieix & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292.

⁷⁶ Beer. Authenticity and food experience – commercial and academic perspectives. 161.

⁷⁷ Huges. Authenticity in tourism. 783.

⁷⁸ Beer. Authenticity and food experience – commercial and academic perspectives. 161.

⁷⁹ Pivato, Misani & Tencati. The impact of corporate social responsibility on consumer trust: the case of organic food. 9.

⁸⁰ Botonaki, Mattas, Polymeros & Tsakiridou. The role of food quality certification on consumers' food choices. 82.

⁸¹ Magnusson, Arvola, Koivisto Hursti, Åberg & Sjöden. Attitudes towards organic foods among Swedish consumers. 220.

⁸² Sirieix, Kledal & Sulitang. Organic food consumers' trade-offs between local or imported, conventional or organic products: a qualitative study in Shanghai. 676.

⁸³ Chrysosohoidis & Krystallis. Organic consumer's personal value research: Testing and validating the list of values (LOV) scale and implementing a value-based segmentation task. 596.

⁸⁴ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292.

organic food products to be free from chemical residues.⁸⁵ This is the third dimension in Table 1 – the individual dimension. Another part of this dimension is the sensory properties, which includes smell, taste, look, flavour and texture. These are important product attributes for consumers' choices of organic food.⁸⁶ Both health and taste are associated with organic food by guests and organic food also perceives to be “good” and nourishing.⁸⁷ The origin of the organic food and where it is produced is important for individuals. Some organic guests prefer organic products that are locally produced⁸⁸, while some organic consumers prefer conventional products from their own localities rather than organic products from other countries far away.⁸⁹ Another part of the organic consumers do not perceive any differences between local and imported organic food.

The fourth dimension is the ethical one. Nowadays many consumers are concerned about the environment.⁹⁰ This is a question about ethical constructions and includes for example both behaviours related to carbon offsets, the use of renewable energy or recycling.⁹¹ Another example of ethical dimensions is the respect for the welfare of farm animals. Ethical reasons are important for many organic guests' choices⁹², and animal welfare plays an important role for many people. Another important ethical attribute for organic consumers is fair living wages for workers.⁹³

1.4.2 Authenticity brought into this essay

The presentation of authenticity as a concept is important for my essay and reveals that it is important to be aware of the different definitions of the concept of authenticity. The importance of knowing that there are more than just one available approach to one single concept could help me understand a larger context. I have not chosen any definition that consists with my view of what

⁸⁵ Tsakiridou, Boutsouki, Zotos & Mattas. Attitudes and behaviour towards organic products: An exploratory study. 158, 163.

⁸⁶ Shung Chang & Zepeda. Consumer perceptions and demand for organic food in Australia: Focus group discussions. 157, 164p.

⁸⁷ Zanolli & Naspetti. Consumer motivations in the purchase of organic food. A means-end approach. 643.

⁸⁸ Zander & Hamm. Consumer preferences for additional ethical attributes of organic food. 502.

⁸⁹ Cranfield, James Deaton, & Shellikeri. Evaluating consumer preferences for organic food production standards. 114.

⁹⁰ Sirieix, Kledal & Sulitang. Organic food consumers' trade-offs between local or imported, conventional or organic products: a qualitative study in Shanghai. 670, 674.

⁹¹ Nina Michaelidou & Louise M. Hassan. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32, 2, 168.

⁹² Thøgersen. Green shopping: For selfish reasons or the common good?. 1054.

⁹³ Howard & Allen. Beyond organic: Consumer interest in new labelling schemes in the Central Coast of California. 439.

authenticity is, instead I have used authenticity as a concept to structure my essay. It starts here in the theoretical framework to create a background and a starting position. An important part of the theoretical framework chapter is the table with authenticity dimensions from the literature. The different dimensions creates an understanding for earlier research within the subject of authenticity and contribute inputs to the discussion part of this essay. They are also the foundation for the creation of statements in the questionnaires, in the method chapters.

Sustainable development within tourism is the big vision of this essay and authenticity together with organic food are important parts of this work, to achieve the vision. By creating questions to the respondents about their perceived authenticity of an operator's environmental efforts it is possible to find out more about what parts people do consider as authentic or not. Previous headings have presented the foundation for this essay's subjects, and this research synthesis is a consequence of these subjects. The upcoming headings will give an account of research within these subjects.

1.5 Research synthesis

Research discussing perceived authenticity and organic food within the tourism sector is not well represented, and no research with a Swedish context was found. However, the literature discussing environmentalism and sustainable development in the hospitality industry has a wide distribution. In response to the industry's needs of understanding its role and responsibilities, the literature is growing⁹⁴. Another growing topic is the foodservice provision within the context of the tourism experience.⁹⁵

1.5.1 The customers' interest in organic products

According to Schleenbecker's and Hamm's research review is the interest among customers in organic products growing. To be able to serve the consumers actual desires the operators involved in the market need to be informed about the customers' perception of organic food. Their research review shows that most studies published about organic products concerns consumers' perception of the products' labelling and design. The demand for consistent information, a general orientation towards sustainability and a low consciousness of labels are common subjects

⁹⁴ Azilah Kasim & Anida Ismail. (2012). Environmentally friendly practices among restaurants: Drivers and barriers to change. *Journal of Sustainable Tourism*, 20, 4, 551.

⁹⁵ Robinson & Clifford. Authenticity and Festival Foodservice Experience, 571.

within the organic product research. Research about the consumers' perception of organic product innovation, packaging and design, the range of the design and valued added services are not represented so far.⁹⁶ Hamzaoui-Essoussi's, Sirieix's and Zahaf's have also presented results about that the organic market and the interest among customers for organic products is increasing.⁹⁷

1.5.2 Food authenticity in the tourism experience

Food is no longer 'just fuel', as Beer describes it, and according to him food has always been more to humans than just fuel. Food is an important part of people's lives, but it is also an important component of their tourism experiences. Today, branding and other forms of added values to food are used commercially to increase the authenticity of food. Companies and governments are producing brands and regulations to verify the authenticity of food products, for instance organic food products. Guests' attitudes to food are varied and the companies and governments are trying to respond to this. Beer maintains that a good way to approach the idea of authenticity is to look at the triumvirate relationship between the individual, the experience and the way the society defines the authenticity of the experience. He describes these three parts as the self (the individual), the thing (what is being experienced) and the others (the society). By looking at the idea of authenticity in this way, we will be provided with a potential analytic framework. This helps us investigate and examine the nature of authenticity by looking at the consumers' way to engage with the thing and with the society's perspectives of the thing.⁹⁸

Clifford and Robinson have investigated how an Australian medieval festival visitors' foodservice experience could increase negotiated aspects. They are also investigating if the visitor's experiences could affect their revisitation intents. They identified six authenticity dimensions from the food literature and used them in their instrument design. A scale to measure dimensions of perceived foodservice was produced and is an important contribution to the research. According to them, perceived authenticity of the foodservice could have a positive impact on the visitors' revisitation intents, but not necessarily in the overall event authenticity of an event.⁹⁹

⁹⁶ Rosa Schleenbecker & Ulrich Hamm. (2013). Research report: Consumers' perception of organic product characteristics. A review. *Appetite*, 71, 420, 428.

⁹⁷ Hamzaoui-Essoussi, Sirieix, & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 300.

⁹⁸ Beer. Authenticity and food experience – commercial and academic perspectives. 153, 161.

⁹⁹ Robinson & Clifford. Authenticity and Festival Foodservice Experiences. 578, 583pp, 595.

Sims has investigated the links between the tourism experience, authenticity and local food as a part of the sustainable development. Her work shows that when offering tourists a way to experience authenticity through food, it is possible to assist the development of sustainable tourism. Local food can be a part in, and play a central role for the sustainable tourism experience because it appeals to the tourists' wish for authenticity during their holiday experience. Sims argues that local food has a potential to improve the tourists' experiences by connecting them to the region, its perceived heritages and its culture.¹⁰⁰ Beer has brought up the issue with the definition of the unclear term 'local food'. According to his work there are a lot different definitions of local food available which could create problems. He presents a debate about the definition and asks questions about if it is possible to live with different definitions made by the society and each individual within the society.¹⁰¹ Some researchers see local food as a contestant to organic food, for example Hamzaoui-Essoussi, Sirieix and Zahaf.¹⁰²

1.5.3 Authenticity of organic food

Hamzaoui-Essoussi, Sirieix and Zahaf have identified side factors in the French and the Canadian market that determine the trust or the mistrust in organic food. They have also determined how the distribution channel work to increase the trust for organic products. Their results revealed a difference between the French market and the Canadian market, which means that the distributors have to adapt their strategies to improve the trust in organic products among the customers. The distributors in both countries claimed that the customers are today educated, make smart food choices and demand authentic and healthy products. The market and the interest among customers for organic products is increasing. One determinant factor in the customers' choices is trust, an important factor of organic products but also for the distribution channel. According to Hamzaoui-Essoussi, Sirieix and Zahaf the organic food industry and market are facing strict challenges related to a maintained and increased trust in organic food among customers. It is also important to face competition from market intermediaries and other types of sustainable products such as local food products.¹⁰³

¹⁰⁰ Sims. Food, place and authenticity: local food and the sustainable tourism experience. 321, 333.

¹⁰¹ Beer. Authenticity and food experience – commercial and academic perspectives. 156.

¹⁰² Leila Hamzaoui-Essoussi, Lucie Sirieix. & Mehdi Zahaf. (2013). Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. *Journal of Retailing and Consumer Services*, 20, 3, 300.

¹⁰³ Ibid. 292, 296, 299p.

Jumba, Freyer, Mwine and Dietrich have presented quality as an important component of the consumption, but also the process of food and the delivery of organic food. They have investigated the concept of organic food quality in three countries of East Africa; Tanzania, Kenya and Uganda. Their results revealed that how the quality would be understood and interpreted always will depend on the circumstances and the situation the user is operating in. Food quality could be examined by using three different approaches; process, product and product-process approaches. The organic food quality contains some quality categories that conventional food does not. Sensory, health qualities and nutritional are parts of the organic food product approach and environmental, ethical, localness, quality control qualities are parts of the product-process approach.¹⁰⁴

1.6 A Swedish context

This essay is based on international literature and procedures, applied to a Swedish context. This heading contains two parts in the Swedish context of this essay. Firstly – “Sweden – the new food country”, a vision and a sample of Sweden’s engagement in food. Then – KRAV, a Swedish eco-label for organic food, and also an important part in this essay.

In 2008, Sweden’s rural minister Eskil Erlandsson introduced a project with the vision of Sweden as the new food country in Europe. The project is called Sverige – det nya matlandet (Sweden – the New Food Country) and the aim was to promote growth and new jobs within the food- and experience sectors. The project was initiated to take charge of the potential for making jobs in the rural areas through combining food and tourism but almost immediately, the vision increased to include the whole food chain. The project has five main areas related to various goals. The main areas are processed food, primary production, food in the public sector, restaurants and food tourism.¹⁰⁵

The Swedish government are working to make the additional value within the Swedish primary production more visible and known in other countries. Swedish groceries produced with environmental awareness and good animal welfare together with food from the “wild” such as fish, game meat, berries, mushrooms and seafood are the foundation for the project. The processed food industry is the fourth biggest industrial employer in Sweden with a lot of successful companies.

¹⁰⁴ Jumba, Freyer, Mwine & Dietrich. Understanding organic food qualities in the global south: An East African perspective. 86, 88.

¹⁰⁵ The Swedish Government 1. 2013-09-20.

One goal within the project is reduplicating the food exports and increasing the number of companies. Another important part in the vision of Sweden as the new food country is the food served to schools, hospitals and geriatric care. Their meals should infiltrate high quality food and happiness for food in pleasant surroundings. Sweden has a various quantity of high quality restaurants owned by internationally known chefs. One goal is to increase the number of these restaurants and also the number of restaurants with Michelin stars. The spread diversity of restaurants is important and the focus shall be the quality of the food. Palatable food is an important part of the vacation for numerous of people. Swedish companies in the rural areas can attract tourists by offering a combination of food and trips and according to the Swedish government could this project give these companies good opportunities in developing their businesses.¹⁰⁶

KRAV is a Swedish eco-label for organic food. According to KRAV, an organic product is a product produced with consideration to the nature, the climate, the animals and the humans. All products labelled with KRAV are fulfilling the rules of the label and are annually checked up.¹⁰⁷ The first system of rules was published in 1985, on one single page of paper and did only mention the crop production. Today KRAV has rules in 19 different production areas; branding and marketing, general rules, agriculture general, crop production, livestock keeping, apiculture, water use, wild growing production, processed food, slaughtering, feed production, manufacturing aims, loom-state goods (including skins and leather) from KRAV-labelled animal keeping, commercial shops, restaurants and large-scale catering establishments, import of products or raw materials, fishing, rules for certification institutions and certification of chains.¹⁰⁸ The aim of the rules is to promote the development of organic production.¹⁰⁹

According to KRAV, the ambition within the organic production is to show consideration for natural course of events and behaviours. Through this ambition ecosystems' and other earths' long-term production abilities will be protected and strengthened, the biological and genetic diversity in cultural landscapes and the production will be protected and developed. At the same time the use of energy and particularly fossil fuels and unrenewable nature resources will be reduced. The re-

¹⁰⁶ The Swedish Government 2. 2013-09-22.

¹⁰⁷ KRAV 1. 2013-09-22.

¹⁰⁸ KRAV 2. 2013-10-03.

¹⁰⁹ KRAV 3. 2013-09-27.

fining will be made with processes that are merciful to the nature and the products with a minimum of additions as the same time as the use of unnatural substances should be avoided. Animal health will be promoted and the animals should be able to have a life with natural behaviours, a dignified existence and a dignified end. Farmers and other persons working with the production of organic products should have fair wages, a safe working environment and feel satisfied with their jobs. Besides all of this, the trade with organic products should promote an environmental, economic and social sustainable development both at the products original production place and at the places where they are consumed. One big goal within KRAV is to make organic products available for as many consumers as possible.¹¹⁰

¹¹⁰ KRAV 4. 2013-10-03.

2. Research design and methodology

This chapter contains information about chosen methodologies, research designs and modes of procedures. To this essay the method of survey was used. Survey is a common method within the social science and is used with success to study attitudes or behaviours of a group of people that cannot be studied immediately. The method is a combination of two method techniques. First, the technique of asking people about things, for example through questionnaires or interviews. Secondly, a modern technique for random checks allowing a relatively small number of people to represent a much larger population. The survey methodology results in an opening to generalise from a sample to the population.¹¹¹

To collect data questionnaires were used. Two types of questionnaires were made and handed out to the guests and the staff at the two Swedish hotels Scandic Norrköping Nord and Scandic Norrköping City during their breakfast services. To analyse the collected data a descriptive analysis was done.

2.1 Research design

The method of questionnaires is a quantitative method. Quantitative methods could successfully create a survey over a problem's proportions and provide a knowledge about possible variables.¹¹² These methods could be measured or valued numerically.¹¹³ The generalizability and the testability are two strengths within quantitative methods and standardized measurements are the foundation which makes the testability high. Different investigators should be able to use the same questionnaires and get equal results. Moreover, quantitative methods often includes much more respondents than qualitative examinations which increase the generalizability.¹¹⁴ Something that can't be measured with quantitative methods is a deeper insight in a subject, a situation or an occurrence. This could be done with qualitative methods.¹¹⁵

2.1.1 Questionnaires

When using a questionnaire as a method, there are two important things to have in mind. First, the approach to the issue. The questionnaire must focus on the aim of the study, otherwise it will

¹¹¹ Bengt Johansson, *Surveyundersökningar*, in Mats Ekström & Larsåke Larsson (editor)., *Metoder i kommunikationsvetenskap*. (Lund, 2010), 87f.

¹¹² Thomas Harboe., *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. (2013, Malmö), 34.

¹¹³ Maria Björklund & Ulf Paulsson., *Seminarieboken: - att skriva, presenter och opponera*. (2010, Lund), 63.

¹¹⁴ Harboe., *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 35.

¹¹⁵ Björklund & Paulsson. *Seminarieboken: - att skriva, presenter och opponera*. 63.

be useless. Secondly, the questionnaire must be comprehensible for the respondents. The goal is to create a balance between the vision of having a questionnaire as close as possible to the aim of the study and the wish of avoiding misunderstandings among the respondents.¹¹⁶ To measure various authenticity dimensions different scales could be used.^{117,118} The respondents answer the questions in the questionnaires by drawing a cross somewhere on the scale. The location of the cross corresponds with the respondents' opinions. There are a few potential problems with these scales. Having a middle category brings both problems and possibilities. The middle category let the respondent express its neutral position, but at the same time could a tendency to only choose the middle category creates within the respondents, also called the central response tendency. Another possible problem is the individual experience of the scale distance. The scale distances could be different to the respondents' experiences of the distances and it is difficult to know how the respondents experience the individual scale distances.¹¹⁹

The scale for my questionnaires is presented below. I choose a 1-4 scale because a scale with more values could bring confusion to the respondents and make the scale less understandable. There are four statements on the scale and the respondents' task is to put an x in one of the circles with the statement that corresponds with their opinion.

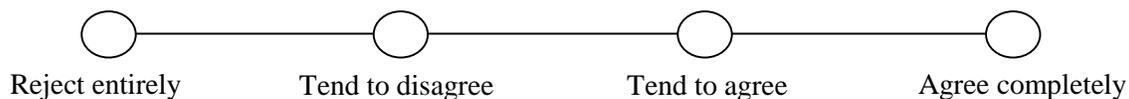


Figure 1. My fourth grade scale where the respondents choose a statement associated with their opinion.

A middle category was not chosen because I wanted to get opinions from the respondents and not answers between the circles. If they did not want to answer or could not answer a statement they were free to move forward to the next statement and leave the other one empty. The left side of the scale represents a negative approach to the statement and symbolizes disagreement and the

¹¹⁶ Harboe. *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 65.

¹¹⁷ Robinson & Clifford. *Authenticity and Festival Foodservice Experiences*. 583p.

¹¹⁸ Mary Ann Litrell, Luella F. Anderson, Pamela J. Brown. (1993) What makes a craft souvenir authentic?. *Annals of Tourism Research*, 20, 1, 202.

¹¹⁹ Harboe. *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 74.

right side represents a positive approach to the statement and symbolizes agreement. A few answered questionnaires contained crosses between two statements, but to keep my objectivity I choose to interpret these statements as unanswered instead of choose one of the circles for the respondents.

I designed two questionnaires, one for the guests and one for the staff. Both questionnaires are available as appendix 1 and 2. The questionnaires were made in Swedish, but the guest questionnaire was also available in an English version, for the international guests with other mother tongues than Swedish. Both appendixes are translated into English.

2.1.2 The elaboration of the questionnaires

Table 1 presented in the background described different dimensions of authenticity in the literature and that table is the basis for the formulation of the questionnaires. By looking at the different dimensions of authenticity from the international literature I came up with some prominent categories. These categories are presented below in Table 2.

Table. 2 Prominent Categories from the Dimensions in Table 1

Categories	Key themes	Dimensions
Individual criteria	What is important to certain individuals?	Individual, ethical
Credibility degree	What feels credible?	Reliance, political
Credence	What do you trust?	Reliance, ethical, individual
Product warranty	Do you think you get the products it states you do?	Reliance, ethical
Competitive advantage	Do you see environmental efforts as a competitive advantage?	Political

Five categories were found and all of them are related to some of the dimensions in Table 1. The category *individual criteria* for example is about different individuals' opinions. The access of organic food could be important for one guest because he is aware of his health (individual dimension) or because he wants the workers in the production chain to have fair wages or service conceptions (ethical dimension). All these categories are related to both the guests and the staff, but in different ways. The categories *credibility degree*, *credence* and *product warranty* relates to and focus on the guests' opinions and comprehensions and to the staffs' idea of what the guests

think, but the staffs' comprehensions and opinions are also identified. The category *competitive advantage* is about both the guests' and the staffs' comprehensions.

When all the categories were identified, I made the statements for my questionnaires. The most important thing to have in mind was to make sure that the statements could help me answer my aim and issues. Figure 1 is illustrating how I reasoned when I designed the questionnaires and the statements. The aim and the issues had to connect with the authenticity dimensions and the prominent categories to make seminal statements.

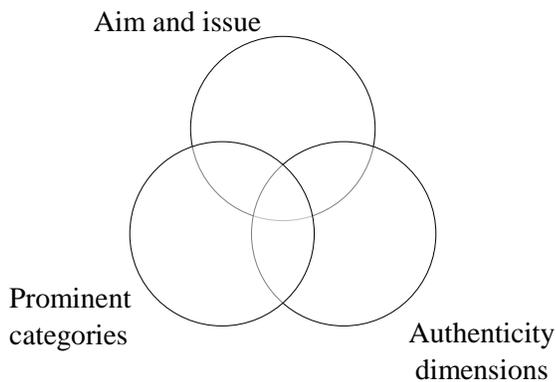


Figure 1. Illustrates the connection between the aim and the issues, the authenticity dimensions and the prominent categories when the questionnaires and its statements were made.

On the next page there is a table with all statements presented. The guest questionnaire contains 12 statements and the staff questionnaire contains 13 statements. The two questionnaires' statements are not similar, but they do relate to each other. The first guest statement is connected to the two first staff statements for example, they are formulated in different ways but are comparable to each other and belong to the same prominent category – the individual criteria category. Behind every statement in Table 3 is an abbreviation within brackets. These abbreviations shows what prominent categories that are connected to each statement. Individual criteria = **(Indi.)**, Credibility degree = **(Credi.)**, Credence = **(Crede.)**, Product warranty = **(Prod.)**, Competitive advantage = **(Compe.)**. Statement 5 in the guest questionnaire does not belong to any staff statement, but is more a way to examine the guests' knowledge about Scandic's environmental efforts in organic food. The table is also showing the relationships between the statements in a detailed

manner and recognizes the statements that can be analysed together because they relate to the same subject. All related statements are connected by arrows in the table.

Table 3. Statements in the Guest and the Staff Questionnaires

Guests	Staff
It is important to me that Scandic Norrköping Nord/City has organic products at the breakfast buffet. (Indi.)	It is important to me that we offer organic products to our guests at our breakfast buffet. (Indi.)
–	I believe that the guests think it is important that we are offering organic products at the breakfast buffet. (Indi.)
I feel that the breakfast buffet is satisfying my wish for the number of organic products that I want. (Indi.)	I think the guests are satisfied with the amount of organic products served at the breakfast. (Indi.)
It is important to me that I am offered to choose organic dishes during Scandic Norrköping Nord's/City's dinner service. (Indi.)	It is important to me that we offer organic products to our guests at our dinner service. (Indi.)
I feel that the dinner service meets the number of organic produced dishes and products that I want. (Indi.)	I believe that the guests think it is important that we offer organic products at the dinner service. (Indi.)
I am aware that Scandic Norrköping Nord's/City's restaurant and breakfast buffet are eco-labelled with the Swedish eco-label KRAV.	I think the guests are satisfied with the amount of organic products served at the dinner service. (Indi.)
I find the mark with signs of organic products at the breakfast buffet as credible and think that it clearly shows which products on the breakfast buffet that are organic or KRAV-labelled. (Credi.)	I think that we are credible and clear in the way we mark the breakfast buffet with signs of organic or KRAV-labelled products. (Credi.)
I trust the mark with signs of organic products and the fact that the products are organic or KRAV-labelled. (Crede.) (Prod.)	I believe that the guests trust our mark with signs. (Crede.) (Prod.)
I find the descriptions of organic products and dishes in the dinner menu as credible and think that it clearly shows which products and dishes that are organic or KRAV-labelled. (Credi.)	I think that the descriptions of the organic products and dishes in the dinner menu are credible and in a clear way shows the organic or KRAV-labelled products. (Credi.)
I trust that the descriptions are correct and the fact that the products and dishes are organic or KRAV-labelled. (Crede.) (Prod.)	I believe that the guests trust that the descriptions are telling them the truth. (Crede.) (Prod.)
I would like to be informed if an organic product happens to run out. (Prod.)	We inform the guests if an organic product runs out. (Prod.)
I think the staff are well informed about the hotel's environmental efforts in organic food and that they could answer my questions about the subject in a credible way. (Credi.)	I think that we in the staff are well informed and could answer the guests' questions about the hotel's environmental efforts in organic food in a credible and clear way. (Credi.)
The KRAV-labelling and the availability of organic products are arguments to why I chose to live here instead of in a different hotel. (Compe.)	I think that the KRAV-labelling and the availability of organic products are arguments to why the guests chose to live here instead of in a different hotel. (Compe.)

The questionnaires also includes two open questions at the end. One of the questions had a low number of respondents and was because of that deselected. The other question concerns the respondents' opinions about the operator's future environmental efforts with organic food. The question is the same for both the staff and the guests and is answered by a written answer instead of a cross on a scale. This question was designed to get a greater understanding for the respondents' beliefs in the future environmental efforts. To gain this understanding from the respondents' answers they are free to write what they want and can bring up other subjects than those presented in the statements. An open question entails a chance to get deeper answers from the respondents.

It is important to have a cover letter in the questionnaires. The cover letter gives the respondents information about the mission and could motivate them to answer the statements as honest as possible. What it should contain is not obvious, but a few examples are why the respondents were chosen, what their answers will be used for, if the respondents could be anonymous or where they could find the results. The cover letter should not be too long or complicated, because that could make the respondents believe that the questionnaire will require much time from them.¹²⁰ I chose to have a short and simple cover letter in my questionnaires, to keep the respondents' attention and motivation. It is available in appendix 1-2 in italics and contains information about the survey, why the guests or the staff were chosen, who the writer is, at what university and when the thesis will be completed. The cover letter does also inform the respondents about their guaranteed anonymity. Below this information is a second part of the cover letter, called *instructions*. This part describes briefly how the respondents should proceed to answer the statements in the questionnaires. The guests' and the staffs' participation were optional. Anonymity was applied in the questionnaires, the respondents did not have to write their names or any personal information. If they wanted to know about the results of the essay they could write their e-mail address on a line, but it was optional. People in the staff wrote their names, even though they did not have to. To assure anonymity I did transfer their answers into empty questionnaires, so their names were not showed. Otherwise it could be more difficult to keep my objectivity because I do know some of the staff members.

¹²⁰ Harboe. *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 76.

When the data was collected, the coding was first done by hand, and then entered into Microsoft® Excel spreadsheets. Tests of normality and instrument reliability were executed on the questionnaire statements (guests = G.S.1.-G.S.12. and staff = S.S.1-S.S.13.) before further analyses were conducted. First, the number of respondents on each statement were counted, then the mean value and the standard deviation statistic were calculated. A standard deviation is a statistical measure of dispersion of the data¹²¹. To calculate the standard deviation, the formula below was used.

$$s = \sqrt{\frac{1}{n-1} \sum_{i=1}^n (x_i - \bar{x})^2} \quad 122$$

Figure 3. The formula to calculate the standard deviation.

2.2 Descriptive analysis

The analysis was performed when the coding and the presentation of the collected data were done statistically. The descriptive analysis describes the contents as such and could be used to analyse a specific subject such as persons, nations, organisations or factual questions. The descriptive analysis is a form of a content analysis which is a research tool that can be used to analyse the contents of something. This quantitative analysis is a good method when a comprehensive material needs to be available for analysis and the method works well together with quantitative surveys. A required qualification to be able to ratiocinate by the results is a systematic and formalized setup, which increases the opportunity to make comparisons between for example different subjects.¹²³

2.3 Target population

In the social science, there is almost always a large amount of available respondents. Before the respondents could be identified a definition and a limitation of a target population must be made. When this is done a sample of respondents representing the whole population creates. A random

¹²¹ The National Encyclopaedia 9. 2013-11-26

¹²² Per Uno Ekholm, Lars Fraenkel & Sven Hörbeck., *Formler & tabeller i fysik, matematik & kemi: för gymnasieskolan*. 7th ed. (2008, Göteborg), 73.

¹²³ Åsa Nilsson, *Kvantitativ innehållsanalys*, in Ekström & Larsson (editor)., *Metoder i kommunikationsvetenskap*. 119, 121, 128.

selection of the respondents or a non-random selection could be done.¹²⁴ I chose a non-random selection; the consecutive selection.

In the consecutive selection the researcher divides different categories of respondents such as women, men, visitors at a specific place or similar. When this is done the respondents participation is optional. This selection is often used at warehouses or streets.¹²⁵ Since the research setting were two hotels in the Swedish town of Norrköping a category of hotel guests was made. To clarify the selection further the category did focus on restaurant guests only, visiting the hotels breakfast services. The purpose was to give all the breakfast guests an opportunity to answer the questionnaires and therefore no breakdowns by gender, age, occupation or similar were made. The only thing that I wanted my respondents to have in common was their visit at the breakfast service, whether they stayed at the hotel or were passers on a temporary visit. To collect answers from the guests I decided to participate at the hotels' breakfast services and let the guests decide whether they wanted to answer the questionnaires or not. Another category was also made, one focusing on the hotels' staff. The decision to only ask people working in the kitchen such as chefs, waitresses and waiters was made, but I did also want to ask the receptionists because they work adjacent to the restaurant and have contact with the guests. Besides this I also wanted to ask the restaurant managers because they do have a great influence in the hotels' environmental efforts. The reason to why staff such as cleaners or caretakers were not asked is because they do not have any connection to the restaurant areas.

2.4 Sample

The empiric that this essay involves is about the perceived authenticity of an operator's environmental efforts with organic food as an example. With the answers from the respondents should it be possible for me to answer my aim and issues. The guests' and the staffs' perceived authenticity is one important part of the empirics. Another important part is the respondents' approach to the future environmental efforts.

Scandic Norrköping Nord and Scandic Norrköping City were the places of research setting for this essay. From the beginning it was planned to only have Scandic Norrköping Nord as research

¹²⁴ Harboe. *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 105pppp.

¹²⁵ Ibid. 109.

setting, but it changed after two days at their breakfast buffet. Many of the respondents were long staying guests, and that fact limited the opportunity to reach new guests every day. The only ordinary breakfast staff did not speak neither Swedish nor English at Scandic Norrköping Nord and this did also make the situation more difficult. Because of this, I also decided to visit Scandic Norrköping City to reach more guests and also staff. Many of the people in the staff are active at both hotels, including the hotel manager and the restaurant managers. This means that both hotels are operated in the same manner and by the same people.¹²⁶ Both of the hotels' breakfast buffets are KRAV-labelled and provides the guests with a wide selection of food.^{127,128} However, the essay describes the hotels as one united operator and therefore no division between the hotels or their services are made. The respondents for the guest questionnaires were chosen randomly and the only thing that they had in common was their stay at the hotel, and the fact that they were having breakfast when I was there. The respondents for the staffs' questionnaire were breakfast staff, receptionists, chefs, restaurant managers, waitresses and waiters. However, the participation among the restaurant managers was low.

The collected data consisted facts about the guests' and the staff's perceived authenticity of the operators' environmental efforts with organic food. A total of 70 questionnaires were distributed over four days and consisted 64 useable questionnaires that could help me answer my aim and issues. The results consisted data about how the guests and the staff did understand and experience the authenticity of the operator's environmental efforts in organic food related to their breakfast service and dinner service. The results did also reveal some similarities and differences between the guests' and the staffs' answers that are the foundation for the descriptive analysis. The guests' and the staffs' opinions about developing the environmental efforts further in the future were also investigated. The results were collected with the ending question at the last page in the questionnaires. All respondents that did answer the question are cited in the result chapters. The respondents' identification numbers are stated in Table 4 on the next page.

¹²⁶ Mikael Åhrberg, *Hotel Manager*. Meeting prior to my stay. 2013-11-08.

¹²⁷ Scandic 1. 2013-10-29.

¹²⁸ Åhrberg. 2013-11-08.

Table 4. The Respondents' Identification Numbers Associated to the Second Open Question

Guest respondents	Staff respondents
G.6	S.13
G.22	S.17
G.10	S.3
G.3	S.8
G.33	S.9
G.27	-
G.44	-
G.39	-
G.16	-
G.28	-
G.8	-
G.5	-

2.5 Declines

There were no significant declines in the answers of the questionnaire's statements, but the largest ones are presented here. The statement *'I feel that the dinner service meets the number of organic produced dishes and products that I want'* in the guest questionnaire only consisted 37 responses out of 46, 80 percent. The reason to the decline could be described by the fact that the data collection took place during the breakfast service and that not all the guests had visited the dinner service yet. Some respondents wrote comments in the questionnaires like "in transit", which also could be a reason to the decline. These two reasons could also describe the declines in *'I find the descriptions of organic products and dishes in the dinner menu as credible and think that it clearly shows which products and dishes that are organic or KRAV-labelled'* that consisted 38 responses out of 46, 83 percent and *'I trust that the descriptions are correct and the fact that the products and dishes are organic or KRAV-labelled'* which consisted 39 responses out of 46, 85 percent. *'I think the staff are well informed about the hotel's environmental efforts in organic food and that they could answer my questions about the subject in a credible way'* in the guest questionnaire consisted 33 responses out of 46, 72 percent. This statement is only possible for the guests to answer if they have asked the staff about this subject, otherwise they cannot answer the statement. The staff questionnaire did not consist any major declines among the statements.

The largest declines of the answers were found in the last two open questions. One of the questions were only answered by a few members of the staff, but none of the guests and because of

this was that question deselected. The other question was answered by a total of 17 respondents, which indicates that 47 out of 64 respondents did not answer the question. However, this question was not deselected because of this decline. The answers did reveal a range of interesting opinions and contained similarities and a line of arguments.

2.6 Method discussion

The study's aim together with the issues were decisive for my choice of method. I wanted to ask people about their perceived authenticity and measure it. That made me choose a quantitative survey method, because it brings opportunities to generalise the results. If the aim would have been to focus on a specific situation a qualitative method would have been preferable. Allowing a selected group to represent a population was another important factor when I chose methods, I knew that I could not ask every possible respondent in Sweden and had to choose a method with a high generalizability. That made me chose questionnaires to collect my data, a quantitative method with a high generalizability level. A possible threat with this method is the fact that the respondents could get discouraged by all the statements. The questionnaires might look a bit more complicated than they actually are because of all the scales, but to solve this potential problem I have tried to make them look as comprehensible and user-friendly as possible. Descriptive analysis works well together with quantitative surveys, and that is a reason to why I choose that method to analyse my collected data. The analysis helps the reader to understand the results and creates a foundation for further discussions. With another analysis method would it probably be more difficult for the reader to keep up with the results, because without a descriptive analysis are the result only available as statistics and tables. The motifs to these method choices is the desire for methods that could help me to systematic collect quantifiable and empirical data, then resume it statistically and make a descriptive analysis of the outcome.

3. Results

This chapter presents the results of the essay. The first part of the chapter concerns the guests' and the staffs' perceived authenticity of the operator's use of organic food. The second part of the chapter identifies and presents the similarities and the differences among the staffs' and the guests' perceived authenticity and the last part concerns the respondent's opinions about the operator's future environmental efforts with organic food. All parts are followed by belonging descriptive analyses of the results. At last, there is a summary of the results to promote the understanding of the most important parts of the results for the reader.

3.1 The guests' and the staffs' perceived authenticity

The next two headings present results and descriptive analyses about the guests' and the staffs' perceived authenticity of the operator's environmental efforts with organic food. The third heading reveals similarities and differences between the guests' and the staffs' perceived authenticity.

3.1.1 Guests' perceived authenticity

To find out how the guests did understand and experience the authenticity of Scandic Norrköping Nord's and Scandic Norrköping City's environmental efforts with organic food related to their breakfast services and dinner services the collected data has been brought into a table and then described with an descriptive analysis. The mean value, standard deviation statistic and number statistic for each statement are displayed and ranked in descending order in Table 5 on the next page. The ranking is based on the statements' mean values.

Table 5. Authenticity Statements Ranked by Guest Respondents' Agreement

Statement no.	Mean statistic	Standard Deviation Statistic	<i>n</i>
<i>I trust the mark with signs of organic products and the fact that the products are organic or KRAV-labelled</i>	3.5	0.7	45
<i>It is important to me that Scandic Norrköping Nord/City has organic products at the breakfast buffet</i>	3.4	0.6	46
<i>I would like to be informed if an organic product happens to run out</i>	3.2	1.0	44
<i>I trust that the descriptions are correct and the fact that the products and dishes are organic or KRAV-labelled</i>	3.2	0.9	39
<i>It is important to me that I am offered to choose organic dishes during Scandic Norrköping Nord's/City's dinner service</i>	3.1	0.7	46
<i>I find the mark with signs of organic products at the breakfast buffet as credible and think that it clearly shows which products on the breakfast buffet that are organic or KRAV-labelled</i>	3.1	0.8	44
<i>I feel that the breakfast buffet is satisfying my wish for the number of organic products that I want</i>	3.1	0.8	44
<i>I am aware that Scandic Norrköping Nord's/City's restaurant and breakfast buffet are eco-labelled with the Swedish eco-label KRAV</i>	3.0	0.9	42
<i>I think the staff are well informed about the hotel's environmental efforts in organic food and that they could answer my questions about the subject in a credible way</i>	2.7	0.9	33
<i>I find the descriptions of organic products and dishes in the dinner menu as credible and think that it clearly shows which products and dishes that are organic or KRAV-labelled</i>	2.6	1.1	38
<i>I feel that the dinner service meets the number of organic produced dishes and products that I want</i>	2.6	1.0	37
<i>The KRAV-labelling and the availability of organic products are arguments to why I chose to live here instead of in a different hotel</i>	1.7	0.9	43

Table 5 demonstrates which statement that the guests agreed with the most respective the least and the rest in between. The lowest standard deviation is 0.6 and the highest is 1.1 which indicates a quite similar dispersion among the guest respondents.

'It is important to me that Scandic Norrköping Nord/City has organic products at the breakfast buffet' was responded by all 46 guests and returned a mean value of 3.4 which indicates a strong agreement. This is the secondly most agreed statement among the guests. *'I feel that the breakfast buffet is satisfying my wish for the number of organic products that I want'* is indicating a quite strong agreement with a mean value of 3.1. Of a total of 44 respondents, 24 of them answered that they tended to agree, and 12 of them agreed completely. By looking at these two statements it is possible to assume that the majority of the guests are satisfied with the number of organic products on the breakfast buffet, but they wouldn't mind if the amount increased. The respondents thought that it was important with organic products at the breakfast buffet, and approximately the same result concerned the dinner service. *'It is important to me that I am offered to choose organic dishes during Scandic Norrköping Nord's/City's dinner service'* was responded by all 46 guests and returned a mean value of 3.1 which also indicates a quite strong agreement. However, *'I feel that the dinner service meets the number of organic produced dishes and products that I want'* did not reveal the same result. A mean value of 2.6 out of 37 respondents shows a quite strong agreement, but not in relative to the other statements. By comparing these two statements it is possible to assume that the dinner service did not have enough organic products according to the guests.

'I am aware that Scandic Norrköping Nord's/City's restaurant and breakfast buffet are eco-labelled with the Swedish eco-label KRAV' was constructed to find out if the guests were aware of Scandic's environmental efforts within organic food. The results revealed a mean value of 3.0 and the statement consisted 42 responses out of 46 respondents. Out of these 42 responses did 16 answer that they tended to agree and 14 agreed completely. This suggests that the knowledge about Scandic's environmental efforts in KRAV is known by the majority of the guests. *'I find the mark with signs of organic products at the breakfast buffet as credible and think that it clearly shows which products on the breakfast buffet that are organic or KRAV-labelled'* returned a mean value of 3.1 and was answered by all guest except for two. *'I trust the mark with signs of organic products and the fact that the products are organic or KRAV-labelled'* were answered by 45 guests and returned a mean value of 3.5. This is the statement that the guests agreed with the most, and by comparing this statement with the one presented just before is it possible to presume that the guests do trust the mark with signs of organic or KRAV-labelled products but it could have been more distinct.

'I find the descriptions of organic products and dishes in the dinner menu as credible and think that it clearly shows which products and dishes that are organic or KRAV-labelled' is one of the third statements with the lowest agreement from the guests. The mean value is 2.6 which indicates a low agreement from the 38 guests who answered the statement. The dinner menu at both hotels does not contain any visible eco-labels, but two products are described as organic; the hamburger bread and the croutons in the caesar salad.^{129,130} However, the guests did trust the fact that these two products really were organic or KRAV-labelled. *'I trust that the descriptions are correct and the fact that the products and dishes are organic or KRAV-labelled'* got 39 responses out of 46 respondents and returned a mean value of 3.2, one of the third statements with the highest agreement. By comparing these two mean values of 2.6 and 3.2 is it conceivable that the low number of organic products in the dinner menu was a reason to the lower agreement, a larger range of organic products may have changed the guests' answers.

The results did also reveal that it was important to the guests to be informed if an organic product ran out. *'I would like to be informed if an organic product happens to run out'* was answered by all respondents except for two and returned a mean value of 3.2, which made this statement to one of the third with the highest amount of agreement. *'I think the staff are well informed about the hotel's environmental efforts in organic food and that they could answer my questions about the subject in a credible way'* had the lowest amount of responses with 33 out of 46 respondents. The reason to this decline was discussed in the methodology part of this essay and could be the reason to the low mean value of 2.7.

'The KRAV-labelling and the availability of organic products are arguments to why I chose to live here instead of in a different hotel' was answered by all respondents except for three and returned a mean value of 1.70, the lowest agreement of all statements. The operator's KRAV-labelling and the availability of organic products were not seen as competitive advantages.

¹²⁹ Scandic 2. 2013-11-21.

¹³⁰ Scandic 3. 2013-12-11.

3.1.2 Staffs' perceived authenticity

To find out how the staff did understand and experience the authenticity of Scandic Norrköping Nord's and Scandic Norrköping City's environmental efforts in organic food related to their breakfast services and dinner services the collected data has been brought into a table and then described with an descriptive analysis. This heading does also include results about the staffs' perceptions about the guests' opinions. The mean value, standard deviation statistic and number statistic for each statement are displayed and ranked in descending order in Table 6. The ranking is based on the statement's mean values.

Table 6. Authenticity Statements Ranked by Staff Respondents' Agreement

Statement no.	Mean statistic	Standard Deviation Statistic	<i>n</i>
<i>I believe that the guests trust our mark with signs</i>	3.9	0.3	18
<i>It is important to me that we offer organic products to our guests at our breakfast buffet</i>	3.8	0.4	18
<i>It is important to me that we offer organic products to our guests at our dinner service</i>	3.6	0.5	18
<i>I believe that the guests think it is important that we are offering organic products at the breakfast buffet</i>	3.5	0.6	18
<i>I believe that the guests trust that the descriptions are telling them the truth</i>	3.5	0.6	17
<i>I think that we are credible and clear in the way we mark the breakfast buffet with signs of organic or KRAV-labelled products</i>	3.4	0.9	18
<i>I believe that the guests think it is important that we are offering organic products at the dinner service</i>	3.2	0.6	18
<i>I think the guests are satisfied with the amount of organic products served at the breakfast</i>	3.2	0.6	17
<i>I think the guests are satisfied with the amount of organic products served at the dinner service</i>	3.1	0.8	17
<i>I think that we in the staff are well informed and could answer the guests' questions about the hotel's environmental efforts in organic food in a credible and clear way</i>	2.7	1.0	17
<i>I think that the KRAV-labelling and the availability of organic products are arguments to why the guests chose to live here instead of in a different hotel</i>	2.7	1.0	18
<i>I think that the descriptions of the organic products and dishes in the dinner menu are credible and in a clear way shows the organic or KRAV-labelled products</i>	2.6	1.0	16
<i>We inform the guests if an organic product runs out</i>	2.3	1.1	18

Table 6 demonstrates which statement that the staff agreed with the most respective the least and the rest in between. The lowest standard deviation is 0.3 and the highest is 1.1. The statement with the standard deviation of 0.3 did not have a similar dispersion among the guests.

'It is important to me that we offer organic products to our guests at our breakfast buffet' was responded by all 18 respondents and returned a mean value of 3.8 which indicates a strong agreement. All respondents except for three agreed completely, and the others did tend to agree. No one did answer that they did reject entirely or tended to disagree, which shows that the importance of organic products is important to the staff. *'I believe that the guests think it is important that we are offering organic products at the breakfast buffet'* was answered by all respondents and revealed a mean value of 3.5, a strong agreement just like the previous statement. Organic products at the breakfast buffet is important for the staff and they think that the guests would agree. *'I think the guests are satisfied with the amount of organic products served at the breakfast'* has a lower agreement. A mean value of 3.2 indicates a generally strong agreement, but not as strong as the statements about the amount of organic products at the breakfast buffet. This could indicate that the staff think that the buffet could be extended further with organic products at the breakfast buffet, but it is difficult to confirm.

The agreement about offering organic products and dishes at the dinner service was almost the same as the statement about the breakfast buffet. *'It is important to me that we offer organic products to our guests at our dinner service'* returned a mean value of 3.6 and was answered by all 18 respondents. This generates a strong agreement, but not all thought the same about the guests' opinions. *'I believe that the guests think it is important that we offer organic products at the dinner service'* returned a mean value of 3.2 and was also answered by all 18 respondents. The difference between 3.6 and 3.2 is not substantial, but it is a difference. By comparing the statement about the staffs' guesses about the guests' opinions about the importance of having organic products on the breakfast buffet and the statement about the same thing, but according to the dinner service is it possible to assume that the staff think that it is more important for the guests with organic food at the breakfast buffet than the dinner service. By comparing this with *'I think the guests are satisfied with the amount of organic products served at the dinner service'* it

is possible to assume that the staff think that the guests are demanding more organic products at the dinner service regardless. The mean value of this statement is 3.1.

'I think that we are credible and clear in the way we mark the breakfast buffet with signs of organic or KRAV-labelled products' returned a mean value of 3.4 and indicates a rather strong agreement and *'I believe that the guests trust our mark with signs'* is the statement with the strongest agreement from the staff of all statements with a mean value of 3.9. The staff trust their mark with signs at the breakfast buffet but doubt the descriptions about organic food in the dinner menu. *'I think that the descriptions of the organic products and dishes in the dinner menu are credible and in a clear way shows the organic or KRAV-labelled products'* was answered by all respondents except for two and returned a mean value of 2.6 and is one of the two statements with the lowest agreement. *'I believe that the guests trust that the descriptions are telling them the truth'* got a mean value of 3.5 which indicates that the staff think that the guests trust the signs and the descriptions in the dinner menu.

'We inform the guests if an organic product runs out' is the statement with the lowest agreement from the staff with a mean value of 2.3. *'I think that we in the staff are well informed and could answer the guests' questions about the hotel's environmental efforts in organic food in a credible and clear way'* returned a mean value of 2.7 which indicates a quite low agreement comparing to the statements with the highest agreement. *'I think that the KRAV-labelling and the availability of organic products are arguments to why the guests chose to live here instead of in a different hotel'* did also have a low agreement with a mean value of 2.5, one of the two statements with the lowest agreement.

3.2 Differences and similarities

To examine the differences and similarities between the guests' and the staffs' understanding and experiences of the authenticity related to the breakfast service and the dinner service a comparison between the ranked statements was done.

The relationships between the statements presented in Table 3 in the methodology part of this essay describes the connections between the statements. By looking at the relationships in Table 3 and the rankings in Table 5 and Table 6 is it possible to recognize differences or similarities and the assembly between them. The headings below are revealing the results about the differences and similarities among the statements rankings. All headings are divided into groups according to

the prominent categories within the dimensions presented in Table 2. The linked statements are transformed into boxes and are called for linked boxes, to make the relationship between them more evident.

3.2.1 Individual criteria category

The first group of linked boxes in the individual criteria category concerns the guests' and the staffs' thoughts about the importance of having organic products at the breakfast buffet. This group of statements do also mention the staffs' thoughts about the guests' opinions. The guests are ranking this statement as number two, which indicates a strong agreement. The same ranking was done by the staff who also thought that it is important to offer organic products at the breakfast buffet. They did also think that this is an important question to their guests, since they ranked that statement as number 4. Both groups agreed with the importance of having organic products at the breakfast buffet, and both groups did also rank the statements comparable similar. The figure below illustrates the relationship between one guest statement and two staff statements. Each statement's ranking number is also introduced below.

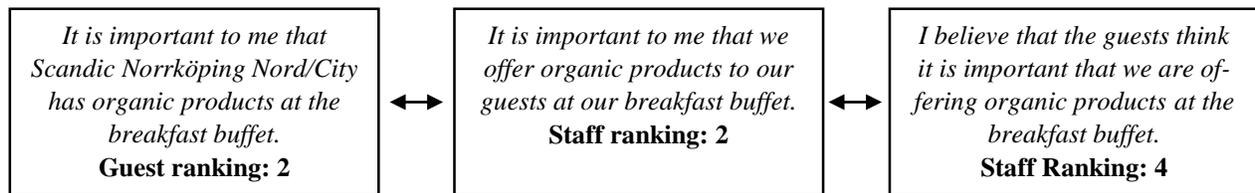


Figure 4. The first group of linked boxes in the individual criteria category.

The second group of linked boxes in the individual criteria category concerns the guests' contentment in the number of organic products that they are offered at the breakfast buffet and also the staff's thoughts about the guests' contentment. These statements did also meet up with almost the same ranking at number 4 and 6. The staffs' opinions about the guests' contentment consists with the guests' actually opinion.

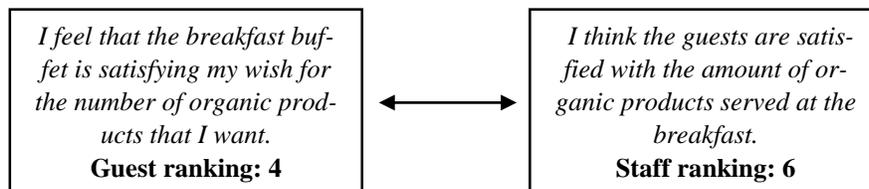


Figure 5. The second group of linked boxes in the individual category.

The third group of linked boxes in the individual criteria category concerns the guests' and the staffs' thoughts about the importance of having organic products at the dinner service. The staff thought that it was important to offer organic products at the dinner service and ranked that statement as number 3, which indicates a strong agreement to the statement. The guests did rank their statement about organic products at the dinner service as ranking number 4. However, the staff ranked their statement about the guests' opinions in offering organic products as ranking number 6.

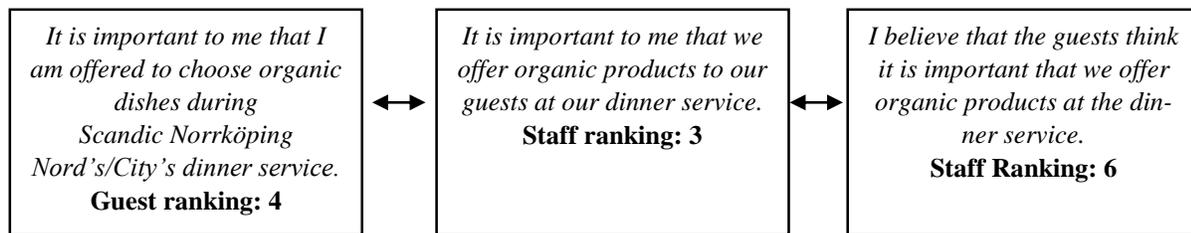


Figure 6. The third group of linked boxes in the individual category.

The fourth group of linked boxes in the individual criteria category concerns the guests' contentment in the number of organic products that they are offered at the dinner service and also the staff's thoughts about the guests' contentment. The guest statement about the guests' contentment was ranked as second last, which indicates a low agreement. The staff statement about this question was ranked as number 7, which corresponds well with the guests' contentment.

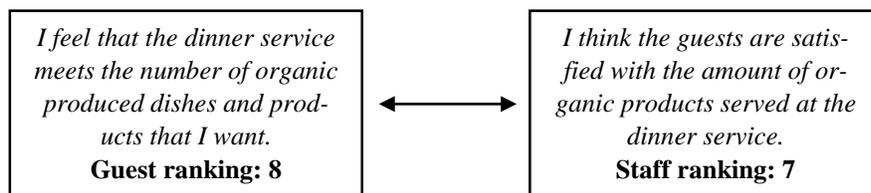


Figure 7. The fourth group of linked boxes in the individual category.

3.2.2 Credibility degree category

The first group of linked boxes in the credibility degree category concerns the credibility degree of the operator's mark with signs of organic products at the breakfast buffet. The staff did rank the statement about their mark with signs at the breakfast buffet as ranking number 5. A rather high approval, suggesting that the staff think that they mark the buffet with signs in a credible and clear way. The guests did agree and ranked the statement about their perspective on the credibility and clearness with the signs as ranking number 4. Both the guests and the staff believed that the signs are clear and credible and their opinions did meet each other's.

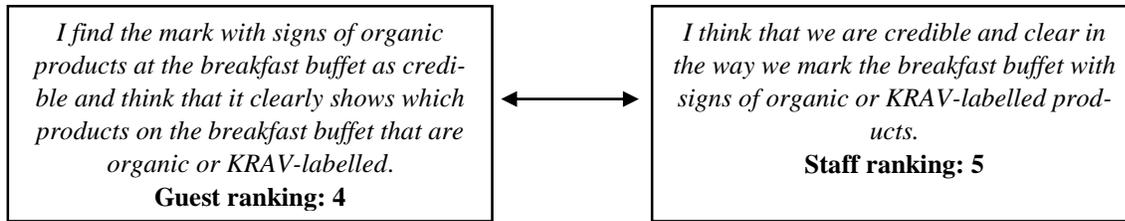


Figure 8. The first group of linked boxes in the credibility degree category.

The second group of linked boxes in the credibility degree category concerns the credibility degree of the operator’s descriptions of organic products in their dinner menu. The guest statement about the descriptions of organic food was ranked as ranking number 7, which indicates a low degree of credibility and clearness. The staff did rank their similar statement as ranking number 9. Both groups did think that the descriptions were non-credible and unclear.

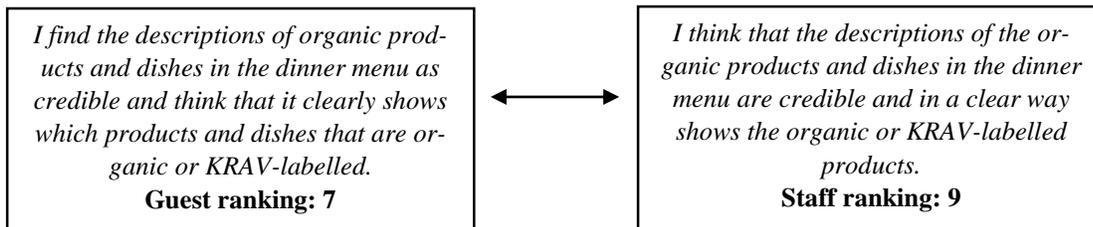


Figure 9. The second group of linked boxes in the credibility degree category.

The third group of linked boxes in the credibility degree category concerns the staffs’ knowledge about the operator’s environmental efforts with organic food as one example and if the staff could tell the guests about the environmental efforts in a credible way. The guests’ statement was all about if they thought that the staff could answer their questions about this subject in a credible way, and the guests did rank that statement as ranking number 6. Indicating a quite low agreement to the statement, this demonstrates that the guests are not completely agreeing with the statement. The staff did rank this statement as number 8, quite similar as the guests.

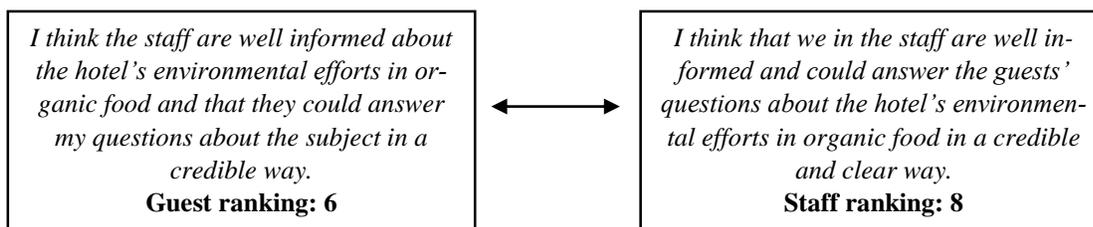


Figure 10. The third group of linked boxes in the credibility degree category.

3.2.3 Credence and product warranty category

The first group of linked boxes in the credence and product warranty category concerns the guests' trust in the signs of organic products at the breakfast buffet and the fact that they are served organic products. The statement about the guests' trust in the signs and the guarantee of organic products was ranked as ranking number 1, which indicates a high degree of trust among the guests. The staff statement about their beliefs considering the guests' trust was also ranked as ranking number 1. There is a strong agreement between the guests and the staff.

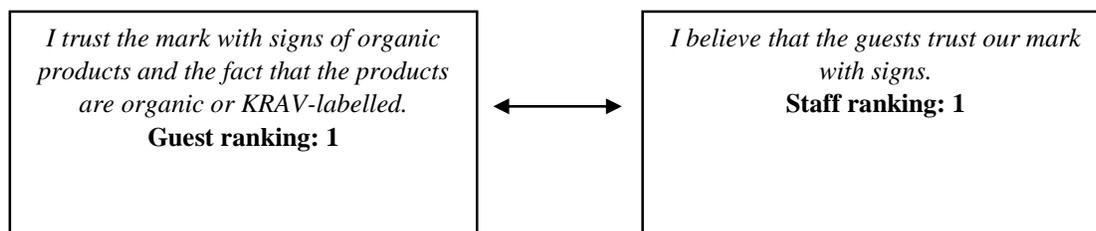


Figure 11. The first group of linked boxes in the credence and product category.

The second group of linked boxes in the credence and product warranty category concerns the guests' trust in the descriptions of organic products in the dinner menu and the fact that they are served organic products. The statement about the guest's trust in the descriptions and the guarantee of organic food was ranked as ranking number 3, which indicates a strong degree of trust among the guests. The staff statement about the staffs' beliefs considering the guests' trust was ranked as ranking number 4, which also indicates a quite strong agreement. The linked statements about this questions were ranked in almost the same way by the guests and the staff.

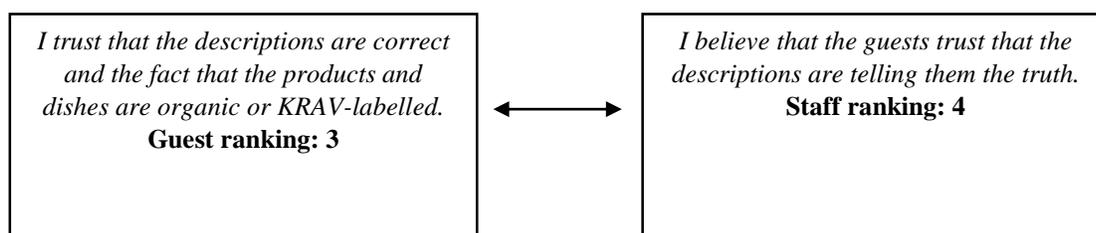


Figure 12. The second group of linked boxes in the credence and product category.

3.2.4 Product warranty category

The only group of linked boxes in the product warranty category concerns the guests' desire to be informed if an organic product runs out. The guests did rank the guest statement as ranking number 3, which indicates a strong agreement and desire to be informed. The staffs' statement related

to this category concerns whether the staff would tell the guests about an organic product's outgoing or not. The staff did rank that statement as the last one in their ranking list, which indicates that they do not inform the guests if an organic product runs out. This is the box with the widest gap between the guests' ranking and the staffs' ranking.

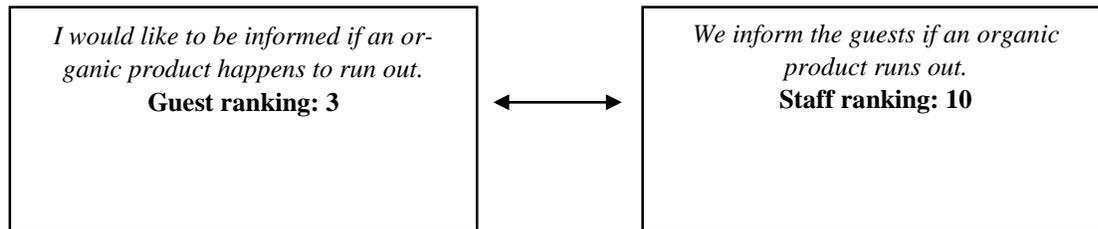


Figure 13. The group of linked boxes in the product warranty category.

3.2.5 Competitive advantage category

The only group of linked boxes in the competitive advantage category concerns the impact of the operator's environmental efforts when the guests select a hotel. The guests did rank the guest statement as ranking number 9, the lowest of all statements. Organic food and organic labels are not competitive advantages according to the guests. The staff did not think that the operator's environmental efforts was a competitive advantage neither and they did rank the statement as ranking number 8.

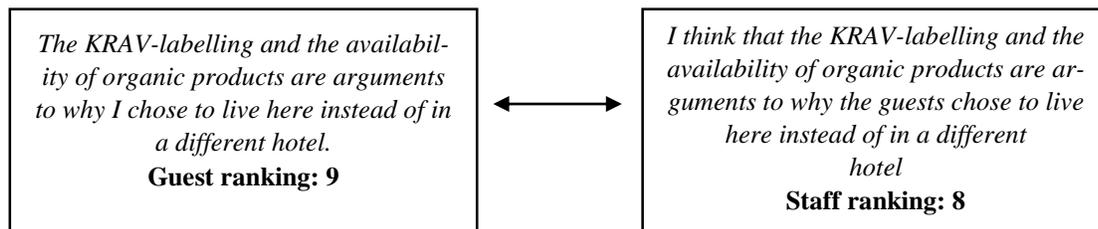


Figure 14. The group of linked boxes in the competitive advantage category.

3.2.6 The relationships

On the next page are the relationships from Figure 4 to Figure 14 brought together into another figure to create a scheme of the relationships between the statements. The prominent categories from Table 2 in the methodology part are also brought into this figure to show the connection between the prominent categories. The figure could not contain all the statements, but I have summarized all connected statements into eleven shorter sentences. They are lined up in the same order as they were in the text.

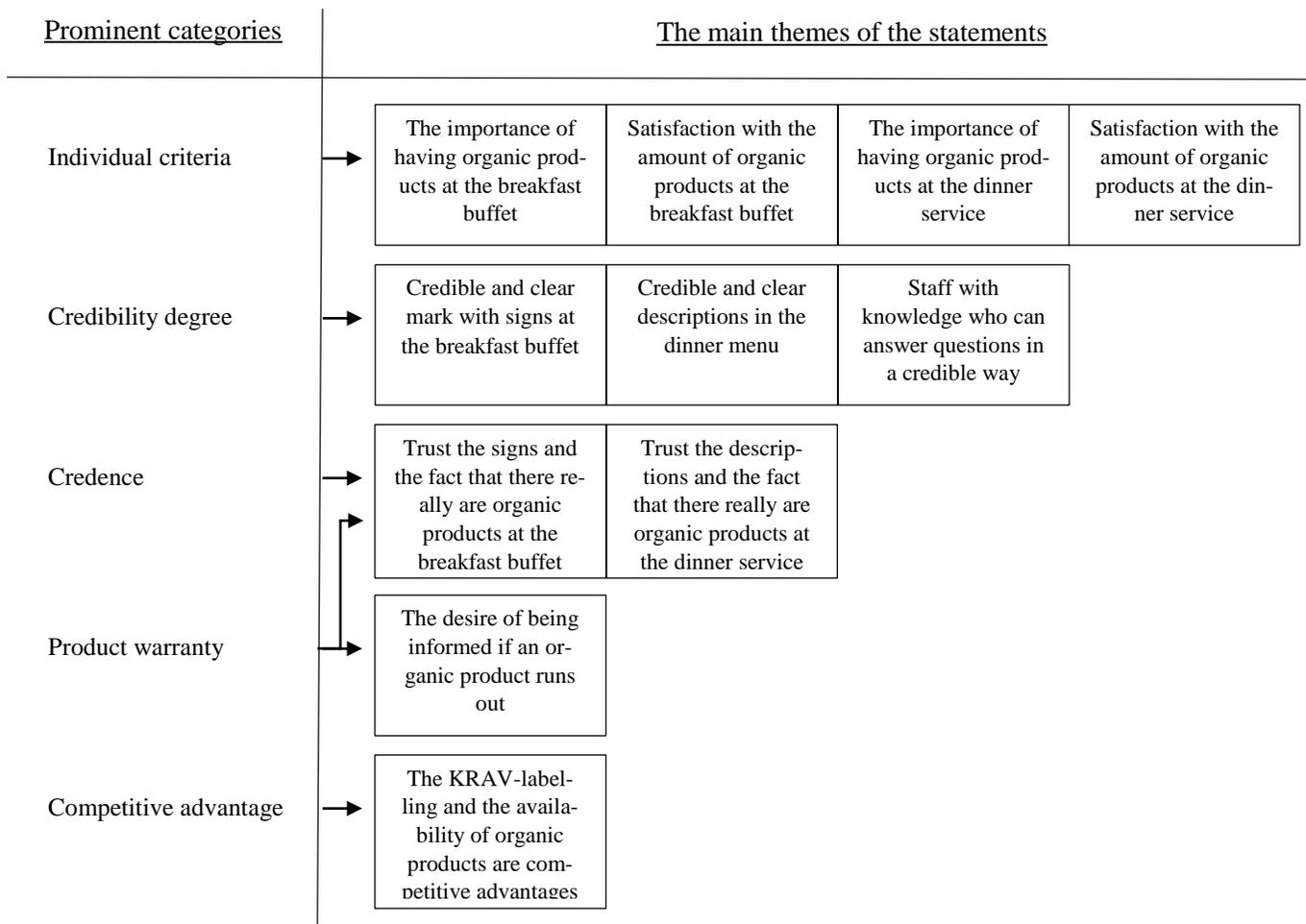


Figure 15. Illustrates the prominent categories, their connections to the statements and the statements' connection to each other. All statements are summarized into eleven shorter sentences.

3.2.7 Summary of the differences and similarities

The result of the rankings confirms that there were almost no big differences between the guests' rankings and the staffs' rankings, with a few exceptions. Both groups agreed with the importance of having organic products at the breakfast buffet, and both groups did also rank the statements comparable similar. The staffs' understanding of the guests' thoughts about the importance of being offered organic products at the breakfast buffet were not ranked as high as the staffs' own thoughts about the subject. However, there were just a small marginal between them. The guests' contentment in the number of organic products that they were offered at the breakfast buffet were ranked in the middle of the ranking numbers by the guests. The staffs' opinions about the guests' contentment consisted with the guests actually opinion, at almost the same ranking number.

The staff thought that it was important to offer organic products at the dinner service, but they did not think that the question was that important to the guests. The guests did rank the statement about being offered organic products at the dinner service in the middle of the ranking list. They thought that it was more important than the staff thought that they did. The guests' contentment in the number of organic products that they were offered at the dinner service were ranked in the bottom of the ranking numbers by the guests. The staffs' opinions about the guests' contentment did almost consist with the guests' actual opinion.

Both the guests and the staff believed that the signs at the breakfast buffet were clear and credible and their opinions did meet each other's. The guests did also agree with the statement about if they trusted the signs and the fact that they were served organic food. This was the statement with the highest ranking and the results were equal between the guests and the staff. The staff members thought that the guests did trust signs, and they were right. However, they did not think the same about the dinner service. Both groups thought that the descriptions were non-credible and unclear, and did rank the statements low. The guests' trust for the descriptions of organic products in the dinner menu were a bit lower than the trust for the signs of organic products at the breakfast buffet, and the staff's expectations on this topic consisted with the actual result.

The staffs' knowledge in the operator's environmental efforts with a focus on organic food did not reveal a high agreement among neither the guests nor the staff. The linked statements with the major difference were the ones about the guests' wish to be informed if an organic product ran out. According to the guest was this an important subject, but the staff ranked their statement about if they informed the guests about outgoing organic products at the last ranking number. The operator's environmental efforts as a competitive advantage in the guests' purchasing decisions was something that the guests did not agree with, and neither did the staff.

3.3 Environmental efforts in the future

The last part of the questionnaires contained a question about the operator's future environmental efforts with organic food as an example. The question was answered by both guests and staff members, with various developed answers. The following result presents the respondents' stated opinions in form of citations, translated from Swedish into English. The identifiers in parentheses behind each statement corresponds to the respondent who wrote the citation. G stands for guests and S stands for staff, for example G.3 stands for Guest 3. All respondents' identifiers are sampled in Table 4, in the methodology part. All the citations are gathered below followed by a descriptive analysis.

"More dinner alternatives that are KRAV-labelled desired."(G.3)

"An increased number of organic products." (S.3)

"It is an issue that concerns the whole world, we need to think about what is sustainable in the long run and not just for the economy (increase in profits). Everything needs to be in symbiosis." (G.5)

"I would like to see that as many products as possible were locally grown." (G.6)

"Dare to buy the best quality instead of the cheapest alternatives." (G.8)

"Clothes, machines in the kitchen." (S.8)

"Clothes, machines in the kitchen – newer machines are better for the environment." (S.9)

"Use local products." (G.10)

"Yes, only offer organic food, local food and KRAV-labelled products." (S. 13)

"Clearer mark with signs." (G.16)

"Much larger effort by purchasing local products." (S.18)

"Organic products are not always to prefer. In some cases it may be better to select a locally produced alternative." (G.22)

"The amount of products could increase." (G.27)

“The mark with signs could be more obvious, for example a branch off (green?) colour on the products.” (G.28)

“All products should be organic.” (G.33)

“Inform better.” (G.39)

“Yes. They serve semi-finished products. At the dinner yesterday (buffet 149 Swedish crowns) I was served (I asked) ready steaks from Menigo. Not just bad and expensive but you do not know where the meat comes from and I am sure it contains a lot of e numbers. I bet the scrambled eggs on the buffet is in a can made of Thai eggs (it does not taste real). All of the charcuteries on the buffet: no organic: surely only products with e numbers (looks like it) – it tends to go hand in hand with e numbers and organic. I think both parts are important: real and organic products.” (G.44)

The results from the citations reveals a involvement in the future environmental efforts and consisted six prominent areas: more organic products, a holistic approach, more local food, quality, staff equipment and better information.

A part of the respondents' attentions were directed towards an increased amount of local food and products, and some of them did consider local food as better than organic food. All of them did not mention the word “local food”, but their answers contained dissatisfactions about food that has been produced in countries far away. There were also some respondents who saw a connection between local food and organic food, they mentioned both as important parts in the future environmental efforts. The respondents expressed a desire for more organic or KRAV-labelled products. The results did also reveal a desire for better information and clearer marks with signs of organic food. Two of the staff respondents did mention that they wanted clothes and newer machines in the kitchen. Any justification to why they wanted new clothes was not available, but one of the respondents wrote that newer machines are better for the environment. The food quality was also a topic, one of the respondents wrote about the food quality as something “real”. Instead of being served semi-finished products the respondent requested to be served real food. Another respondent considered the food quality as a question about money: the cheaper products, the worse results. Another respondent did share an equal opinion, but was concerned about the

big desire of increasing profits. According to the respondent, it is a global problem that needs to change focus to a more sustainable development.

3.4 Key elements of the results

To reconnect to the results and make it easier for the reader to keep up with the key elements of the results, a dot-shaped summary has been made, presented below.

- Both the guests and the staff did perceive organic food and the operator's use of it related to the breakfast service and dinner service as in general good, but there were a few exceptions. Mainly the staffs' information to the guests about an outgoing organic product and the operator's KRAV-labelling and access to organic food as competitive advantages.
- The majority of the results revealed similarities between the guests' and the staffs' perceptions. There were only one major difference between the guests' and the staff members' perceived authenticity related to the operator's use of organic food - the one according the information about an outgoing organic product. The guests' and the staffs' understandings of the operator's use of organic food were corresponding with each other.
- The guest and the staff respondents' opinions about developing the operator's environmental efforts with organic food further in the future included six prominent areas: more organic food, a holistic approach, more local food, quality, staff equipment and better information. The respondents did want to make an improvement in these areas.

4. Discussion

This study aims to examine the experience of organic food as a part of the sustainable development within the tourism industry. This includes measuring the perceived authenticity of organic food and a touristic operator's use of it as well as investigate current and future interests of the use as a part of the environmental sustainable development among guests and staff members. My first research question concerns how the operator's staff and guests do perceived the authenticity of organic food and the operator's use of it. The results revealed in general positive perceptions of organic food and the operator's use of it, both among guests and staff. Trust proved to be an important part of the perceived authenticity of the operator's use of organic food, something that also previous research have indicated. The results of Hamzaoui-Essoussi's, Sirieix's and Zahaf's research for example, that is connected to the distribution channel industry.¹³¹ Even though their research and my essay do not deal with exactly the same research questions and do not concern the same markets related to the organic product market, I think that it is possible to compare our observations about trust. The subject is trust according to organic food, and could be approached from different perspectives and markets. I think that the results of my essay indicates that trust could have an important role when it comes to organic food as a part of the sustainable development and the use of it. People do experience things as more positive if they trust it.

My results did also reveal information about how the amount of organic food could impact the perceived authenticity of the operator's use of it. The dinner menu with a low amount of organic products and labels was perceived in a negatively way in contrast to the breakfast buffet with its large amount of organic products. I do also observe this as something that could be understood together with trust. The respondents thought that the signs at the breakfast buffet were more trustworthy than the descriptions at the dinner service, and this makes me believe that the amount of organic products could have an impact on how the guests or the staff perceive it. Another part of the results did expose the demand for consistent information as an important part of the perceived authenticity of organic food among the guests, just like earlier research presented in Schleenbecker's and Hamm's review.¹³² This is something that I also approach as connected to the amount of organic food and trust. Information that are trustworthy whether it is oral or written

¹³¹ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 300.

¹³² Schleenbecker & Hamm. Research report: Consumers' perception of organic product characteristics. A review. 420.

could improve the perceived authenticity of organic food and an operator's use of it. The information with a large amount of organic products were considered as more trustworthy than the information with a low amount of organic products. Further research about how trust, the amount of organic food and information could be connected within the perceived authenticity of organic food would be interesting. It would also be interesting with more research about how tourists and touristic workers understand other operators' use of organic food, even though my chosen method brings opportunities to generalize the results¹³³.

The respondents did not understand the operator's access of organic food or the KRAV-labelling as competitive advantages, something that also would be interesting to investigate further. Previous research have presented results about that the organic market and the interest among customers for organic products are increasing.^{134,135} The results revealed an interest for organic food, which consists with previous research. However, my result indicates that my respondents do not understand organic food as a competitive advantage. Since organic food was considered as important according to the respondents, I find it strange that they did not understand it as a competitive advantage. This is the reason why I would like to see more research about organic food as a competitive advantage within the tourism industry, since I think that it absolutely could be understood as a competitive advantage. Beer describes that brandings and other forms of added values to food today are used by governments and companies commercially to increase the authenticity of food¹³⁶. The visited hotels in this essay are no exceptions. The operator's use of the eco-label KRAV is a way to increase and add value to their services. My results revealed that the majority of the guests were aware of the fact that the operator's restaurants and breakfast buffets were KRAV-labelled, but like I recently said, they did not understand it as a competitive advantage and neither did the staff.

My second research question concerns differences and similarities between the guests' and the staffs' perceived authenticity of organic food and the operator's use of it. The results did reveal more similarities than differences between the guests' and the staff's perceived authenticity,

¹³³ Harboe., *Grundläggande metod: Den samhällsvetenskapliga uppsatsen*. 35.

¹³⁴ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 300.

¹³⁵ Schleenbecker & Hamm. Research report: Consumers' perception of organic product characteristics. A review. 420.

¹³⁶ Beer. Authenticity and food experience – commercial and academic perspectives. 153.

something that could mean that both the guests and the staff members are aware of and share the same perceptions of organic food and deficiencies or strengths of the operator's use of it. This is something that could be useful for the operator to take note of if its sustainability work shall be improved. The large amount of similarities do also indicate that the staff do have a good visual picture of their guests' desire. More differences would have meant that the staff did not really knew what their guests did require, or that they did not understand the environmental efforts with organic food as important as their customers. The similarities are something positive for the operator, indicating that the staff perceive the use of organic food in the same way as the guests do. This is something that I understand as important for the future work with sustainable development and organic food as a part of it. People in the tourism industry who understand tourists' desires and experiences of organic food and other environmental projects as parts of the sustainable development can help to develop it further in the future and make Sweden a more sustainable tourist destination.

My third research question concerns the respondents' opinions about developing the operator's environmental efforts with organic food further in the future. The results did reveal six areas: more organic products, a holistic approach, more local food, quality, staff equipment and better information. Parts of my respondents did see more organic food as an important part of the future environmental efforts which could invigorate the increased interest for organic products among customers, presented by Schleenbecker and Hamm¹³⁷, and Hamzaoui-Essoussi, Sirieix. & Zahaf¹³⁸. According to Beer's research, food is no longer 'just fuel' and it has always been more to humans than just fuel. Food is an important part of people's lives, but it is also an important component of their tourism experiences.¹³⁹ I consider that my results indicate that organic food is a part of the future environmental efforts and the sustainable development. The interest of organic food is increasing and this fact makes it an important part of the tourism industry and the tourism experience as well. The engagement for it and tourists' desire for food that appeal to them could

¹³⁷ Schleenbecker & Hamm. Research report: Consumers' perception of organic product characteristics. A review. 420.

¹³⁸ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 300.

¹³⁹ Beer. Authenticity and food experience – commercial and academic perspectives. 153.

be brought together and create a thriving market within the tourism industry. This could also be connected to another of the six areas, quality. My respondents wanted to be offered high quality food, and if they were – their tourism experience would probably be improved. The results from a research made by Jumba, Freyer, Mwine and Dietrich suggests that how the quality would be understood and interpreted always will depend on the circumstances and the situation the user is operating in¹⁴⁰, and I think that in my case, the tourism experience could be understood as the situation or the circumstances. The tourism experience has a huge influence on the perceived quality, and my result suggests that quality is a part of the future environmental efforts. Since quality could be identified in many different ways, just like Jumba, Freyer, Mwine and Dietrich presented¹⁴¹, I think it is important to be aware of its variety when understanding it as a part of the future environmental efforts and the sustainable development. The tourism experience could help us with that, and is an important part of the understanding of the future efforts with organic food within the tourism industry.

Parts of my respondents did see more local food as an important part of the future sustainable development, which emphasis the results of Sims' research. She means that local food can be a part in, and have a central role for the sustainable tourism experience.¹⁴² However, I find it hard to define what products that are local or not. Is it food produced in the rural areas of my town, or within my county or even in Sweden? Beer has also brought up the issue with the definition of the unclear term local food¹⁴³. This together with the fact that researchers such as Hamzaoui-Essoussi, Sirieix. & Zahaf do consider local food as a rival against organic food¹⁴⁴ makes my confidence for local food as a part of the future sustainable development weak. No attempts to improve the sustainable development are bad, but I think that it is important to put them in a relation to other attempts. The majority of the science that I have read consider local food as a weak method with defects but my results shows that parts of my respondents consider local food as a strong method. Some of my respondents did not mention local food as a rival to organic food,

¹⁴⁰ Jumba, Freyer, Mwine & Dietrich. Understanding organic food qualities in the global south: An East African perspective. 86.

¹⁴¹ Ibid. 88pp.

¹⁴² Sims. Food, place and authenticity: local food and the sustainable tourism experience. 333

¹⁴³ Beer. Authenticity and food experience – commercial and academic perspectives. 156.

¹⁴⁴ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 300.

while some others did. Those who did not mention both organic food and local food as important parts of the future environmental efforts with organic food did not make any difference between the concepts. I think that this suggests that it could be possible to bring consumers who believe in local food and people who believe in organic food together, to strive towards a sustainable development together. The science could suggest one thing, while parts of the consumers refuse to agree. It is therefore important to work towards a sustainable development together, not apart. Organic food could be produced locally, just like local food could be produced organically. Since I have read more research that consider organic food as a part of the sustainable development than research that understand local food as a part of it, I think it is important to involve consumers who believe in local food to have faith in organic food as well. It could bring opportunities to influence people to think more open minded and approach the idea of sustainability in new perspectives. One of the respondents brought up the issue of sustainability as a global question. He or she mentioned that the responsibility lays on the whole world's shoulders and that it is important to think about what is sustainable instead of short-run increasing in the economics. This is an interesting concept, it is possible to accomplish more together and this relates both to the global involvement as well as the competition between local food and organic food.

Parts of my respondents did also mention better information as a part of the sustainable development. Hamzaoui-Essoussi, Sirieix and Zahaf wrote about the importance of adapting strategies to improve the trust in organic products among the customers as a distributor¹⁴⁵, and I do connect their results to this subject in my essay. Information is a way to get the guests' attention and by accommodating their desires according to information it is possible to improve their trust. In other ways it is important for the operator to listen to what kind of information the guests' demand, when the operator wants to improve its sustainable development. As Beer describes it, branding and other forms of added values to food are today used by governments and companies commercially to increase the authenticity of food.¹⁴⁶ The visited hotels in this essay are not exceptions and it is clear that the guests are effected by the hotel's way to inform. The operator's use of the eco-label KRAV is a way to increase and add value to their services, and they do inform the guests about the label. As I discussed earlier, information that are trustworthy whether it

¹⁴⁵ Hamzaoui-Essoussi, Sirieix. & Zahaf. Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. 292, 300.

¹⁴⁶ Beer. Authenticity and food experience – commercial and academic perspectives. 153.

is oral or written could improve the perceived authenticity of organic food and an operator's use of it.

The method of questionnaires was effective and generated a good basis to formulate results. The empirics turned out to be complex, which indicates that the method is interesting to use in future continued and immersed studies or research. Identifying the dimensions from the literature was a work with challenges, in the searching through the literature. The political dimension and the reliance dimension were a bit more difficult to intercept than the individual and ethical dimension. Like I presented in the theoretical framework there is a fundamental problem to overcome in the definition of authenticity. The fact that reality cannot be proved and that authenticity relates to an extension of the reality. Beer's description of a way to approach the idea of authenticity is to look at the triumvirate relationship between the individual, his or hers experience and the way the society defines authenticity of the experience. By looking at the idea of authenticity in this way will the researcher be provided with a potential analytic framework and an opportunity to investigate and examine the nature of authenticity.¹⁴⁷ The concept as a theoretical framework could bring limitations and narrow the essay, something that I was aware of. It is just like local food, a concept with different definitions and approach angles. However, the concept helped me to interpret the results. I have been approaching the idea of authenticity by looking at the guests as the individual, organic food and the operator's use of it as the experience and the way the staff (as the society, or the operator), defines authenticity of the guests' experiences. The concept of authenticity has been used to get a developed interpretation and understanding for peoples' opinions about the importance of organic food in the tourism industry. The concept has not been used to make a new definition of it, but has rather been used to open up and widen the understanding of organic food as a concept within the sustainable development and the tourism experience. Just like I presented in my background chapters, tourists are often seeking for authenticity and experiences that they understand as authentic¹⁴⁸. This essay has conveyed a greater understanding of how tourists do perceive organic food, operators' use of it and its future development. Authenticity as a concept is a key component in this essay and has helped me to get a larger understanding for sustainable development as something important in the tourism industry. The concept of authenticity should

¹⁴⁷ Beer. Authenticity and food experience – commercial and academic perspectives. 157, 161

¹⁴⁸ Eriksson. *Aktörer I samverkan: ett matturistiskt fält växer fram*, in Syssner (editor) & Kvarnström (editor). *Det turistiska fältet och dess aktörer*, 224.

be evolved further for future research, and more studies about the subject should be made in Sweden. Little work is done but it requires more.

The majority of the respondents did understand organic food as something important and the fact that the operator is working with different eco-labels and other sustainability efforts makes me understand the opportunity of making a more sustainable tourism industry in Sweden as good. The country's opportunities to accomplish a more sustainable tourism industry are linked to food, and organic food is a part of this. Sweden also has a great opportunity of using food to improve the tourism industry and influence the tourism experience. Engagements such as Sweden – the new food country paved the way for a developed Swedish tourism industry. The sustainable development efforts in the tourism industry need to be advanced, more operators should be focusing on sustainable development and even though my respondents did not see organic food or eco-labels as competitive advantages I believe that tourists on holiday trips and not business journeys do understand things like this as important. The KRAV-labelling is a sign that the environmental sustainable development is important for tourists, otherwise would it be useless for operators to label their restaurants, hotels etcetera. It is after all the tourists they are trying to attract when they highlight their sustainability works. If Sweden and the Swedish tourism industry want to be a part of the sustainable development and at the same time be able to handle a bigger amount of tourists, more research about other parts of the sustainable development within tourism needs to be done. There is a possibility for Sweden to accomplish this, but it requires education of more people in the subject, that will be able to understand and promote the relationship between touristic contexts, environmental sustainable development and food as a part of the tourism experience. Series of actions advancing the understanding and the knowledge about such a development within different education levels are required.

5. Conclusions

The results of this study indicate that there are several dimensions in the meeting between customers and operators that arrange food experiences in touristic contexts. The results demonstrate that the most important mechanisms in this meeting concerns the concepts of trust, the amount of organic food products available and consistent information. All three of these concepts could influence each other and have major impacts on the tourism experience. This is necessary to be aware of both for operators and researchers. It is significant to achieve a greater understanding for this kind of meetings if the touristic food experience is desired to be a part of the sustainable development. A concept that is good to use in the pursuit of a greater understanding is the concept of authenticity, which brings the opportunity to analyse and make phenomenon comprehensible. Food has become a more considerable part of the tourism industry, and authentic food is demanded. Therefore it is important to be able to investigate and measure the perceived authenticity of food experiences.

The results did also indicate a general high satisfaction in the experience of organic food as a part of the sustainable development within the tourism industry and six areas of important parts of the future environmental sustainable development were identified. This means that sustainable development is a part of the future development of the tourism industry, and that organic food has a considerable role. Sweden's opportunities to become a country that has a world leading position in the transition towards a more sustainable tourism are linked to organic food.

Food is a central part of touristic contexts and the sustainable development. Therefore it is important to pay attention to the relationship between touristic contexts, environmental sustainable development and food as a part of the tourism experience on various levels. Basic education, life-long education and further education are all seminal parts of such development, as well as the achieving of a bigger understanding for the meetings between customers and operators that arrange food experiences in touristic contexts. The alternative could be a development where the tourism in Sweden will be lagging behind international research trends.

References

Printed references

- Beer, Sean. (2008). Authenticity and food experience – commercial and academic perspectives. *Journal of Foodservice*, 19, 3.
- Botonaki, Anna., Mattas, Konstantinos., Polymeros, Konstantinos. & Tsakiridou, Efthima. (2006). The role of food quality certification on consumers' food choices. *British Food Journal*, 108, 2.
- Chryssohoidis, George M. & Krystallis, Athanassios. (2005). Organic consumer's personal value research: Testing and validating the list of values (LOV) scale and implementing a value-based segmentation task. *Food Quality and Preference*, 16, 7.
- Cohen, Erik & Cohen, Scott A. (2012). Authentication: hot and cool. *Annals of Tourism Research*, 39, 3.
- Cranfield, John A.L., James Deaton, Brady. & Shellikeri, Shreenivas. (2009). Evaluating consumer preferences for organic food production standards. *Canadian Journal of Agricultural Economics*, 57, 1.
- Ekholm, Per Uno, Fraenkel, Lars & Hörbeck, Sven, *Formler & tabeller i fysik, matematik & kemi: för gymnasieskolan*, 7th ed., Konvergenta, Göteborg, 2008.
- Elliott, Jennifer A. *An introduction to sustainable development: the developing world*, Routledge, London, 1994.
- Eriksson, Bengt Erik. *Aktörer I samverkan: ett matturistiskt fält växer fram*, in & Syssner, Josefina (ed.) & Kvarnström, Lars (ed.). *Det turistiska fältet och dess aktörer*, 1th ed., Studentlitteratur, Lund, 2013.
- Essex, Stephen & Hobson, Kim. (2001). Sustainable tourism: A view from accommodation businesses. *The Service Industries Journal*, 21, 4.
- Gössling, Stefan., Garrod, Brian., Aall, Carlo., Hille, John. & Peeters, Paul. (2011). Food management in tourism: Reducing tourism's carbon 'foodprint'. *Tourism Management*, 32, 3.

Hall, C. Michael & Mitchell, Richard. *Consuming tourists: food tourism consumer behaviour*, in Cambourne, Hall, C. Michael (ed.), Macionis, Niki., Mitchell, Richard & Sharples, Liz., *Food Tourism Around the World: Development, management and markets*, Addison Wesley Longman, Oxford, 2003.

Hall, C. Michael & Sharples, Liz. *The consumption of experiences or the experience of consumption? An introduction to the tourism of taste*, in Brock Cambourne, C. Michael Hall (ed.), Niki Macionis, Richard Mitchell & Liz Sharples., *Food Tourism Around the World: Development, Management and Markets*, Addison Wesley Longman, Oxford, 2003.

Hamzaoui-Essoussi ,Leila., Sirieix, Lucie & Zahaf, Mehdi. (2013) Trust orientations in the organic food distribution channels: A comparative study of the Canadian and French markets. *Journal of Retailing and Consumer Services*, 20, 3.

Harboe, Thomas, *Grundläggande metod: den samhällsvetenskapliga uppsatsen*, 1th ed., Gleerup, Malmö, 2013.

Hashimoto, Atsuko & Telfer, David J. (1999). Marketing icewine to Japanese tourists in Niagara: the case of Inniskillin Winery. *International Journal of Wine Marketing*, 11, 2.

Holden, Andrew, *Tourism studies and the social sciences*, Routledge, London, 2005.

Howard, Philip H. & Allen, Patricia. (2006). Beyond organic: Consumer interest in new labelling schemes in the Central Coast of California. *International Journal of Consumer Studies*, 30, 5.

Huges, George. (1995). Authenticity in tourism. *Annals of Tourism Research*, 22, 4.

Johansson, Bengt. *Surveyundersökningar*, in Mats Ekström & Larsåke Larsson (ed.), *Metoder i kommunikationsvetenskap*. Studentlitteratur, Lund, 2010.

Jumba, Richard Francis., Freyer Bernhard., Mwine, Julius & Dietrich Philip. (2012) Understanding organic food qualities in the global south: An East African perspective. *Journal of Agricultural Science*. 4, 11.

Kasim, Azilah & Ismail, Anida. (2012). Environmentally friendly practices among restaurants: Drivers and barriers to change. *Journal of Sustainable Tourism*, 20, 4.

- Litrell, Mary Ann., Anderson, Luella F. & Brown, Pamela J. (1993). What makes a craft souvenir authentic?. *Annals of Tourism Research*, 20, 1.
- Lorenzini, Elenora, Calzati, Viviana. & Giudici, Paolo. (2011). Territorial brands for tourism development: A statistical analysis on the Marche region. *Annals of Tourism Research*, 38, 2.
- Magnusson, Maria K., Arvola, Anne., Koivisto Hursti, Ulla-Kaisa., Åberg, Lars & Sjöden, Per-Olow. (2001). Attitudes towards organic foods among Swedish consumers. *British Food Journal*, 103, 3.
- Michaelidou, Nina & Hassan, Louise M. (2008). The role of health consciousness, food safety concern and ethical identity on attitudes and intentions towards organic food. *International Journal of Consumer Studies*, 32, 2.
- Nilsson, Åsa. *Kvantitativ innehållsanalys*, in Ekström & Larsson (ed.), *Metoder i kommunikationsvetenskap*. Studentlitteratur, Lund, 2010.
- Petrescu, Dacinia Crina. (2012). Sustainability, tourism and consumer behaviour. *Quality – Access to Success*, 13, 3.
- Pivato, Sergio., Misani, Nicola. & Tencati, Antonio. (2008). The impact of corporate social responsibility on consumer trust: the case of organic food. *Business Ethics: A European Review*, 17, 1.
- Robinson, Richard N & Clifford, Cate. (2012). Authenticity and Festival Foodservice Experiences. *Annals of Tourism Research*, 39, 2.
- Schleenbecker, Rosa & Hamm, Ulrich. (2013). Research report: Consumers' perception of organic product characteristics. A review. *Appetite*, 71.
- Schösler, Hanna., Boer, Joop. & Boersema, Jan. (2013). The organic food philosophy: A qualitative exploration of the practices, values, and beliefs of Dutch organic consumers within a cultural-historical frame. *Journal of Agricultural & Environmental Ethics*, 26, 2.
- Sharpley, Richard & Telfer, David J. (ed.), *Tourism and development: concepts and issues*, Channel View, Clevedon, 2002.

Shung Chang, Hui & Zepeda, Lydia. (2005). Consumer perceptions and demand for organic food in Australia: Focus group discussions. *Renewable Agriculture and Food Systems*, 20, 3.

Sims, Rebecca. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17, 3.

Sirieux, Lucie., Kledal, Paul R. & Sulitang, Tursinbek. (2011). Organic food consumers' trade-offs between local or imported, conventional or organic products: a qualitative study in Shanghai. *International Journal of Consumer Studies*, 35, 6.

Taylor, John P. (2001). Authenticity and sincerity in tourism. *Annals of Tourism*, 28, 1.

Telfer, David J. *Tourism Development*, in Sharpley, Richard & Telfer, David J (ed.). *Tourism and Development: Concepts and Issues*, Channel View, Clevedon, 2002.

Thøgersen, John B. (2011). Green shopping: For selfish reasons or the common good?. *American Behavioral Scientist*, 22, 8.

Tsakiridou, Efthimia., Boutsouki, Christina., Zotos, Yorgos. & A. Mattas, Konstadinos. (2008). Attitudes and behaviour towards organic products: An exploratory study. *International Journal of Retail & Distribution Management*, 36, 2.

Wang, Ning. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26, 2.

Zander, Katrin & Hamm, Ulrich. (2010). Consumer preferences for additional ethical attributes of organic food. *Food Quality and Preference*, 21, 5.

Zanoli, Raffaele & Naspetti, Simona. (2002). Consumer motivations in the purchase of organic food. A means-end approach. *British Food Journal*, 104, 8.

Electronic References

Commission of the European Communities. 2004. *European Action Plan for Organic Food and Farming*. (Brussels: COM (2004) 415 final. (PDF)

(Available at the European Commission's website: http://ec.europa.eu/index_en.htm)

KRAV 1,

<http://www.krav.se/krav-markningen>

KRAV 2,

<http://www.krav.se/regel/inledning>

KRAV 3,

<http://www.krav.se/regler>

KRAV 4,

<http://www.krav.se/regel/den-ekologiska-produktionens-malsattning>

Scandic 1,

<http://www.scandichotels.se/Hotels/Sverige/Norrkoping/Scandic-Norrkoping-Nord/?hotelpage=additionalfacilities&facilityid=4902>

Scandic 2,

http://www.scandichotels.se/Global/Menu/SE/Scandic%20Klassiker_CO.pdf

Scandic 3,

http://www.scandichotels.se/Global/Menu/SE/Scandic%20Klassiker_CI.pdf

Scandic 4,

http://www.scandichotels.se/Global/Menu/SE/Scandic%20Klassiker_CI.pdf

Scandic 5,

http://www.scandichotels.se/Global/Menu/SE/Scandic%20Klassiker_CI.pdf

The National Encyclopaedia 1,

<http://www.ne.se.lt.ltag.bibl.liu.se/ekologisk-mat>

The National Encyclopaedia 2,

<http://www.ne.se.lt.ltag.bibl.liu.se/kort/ekologisk-odling>

The National Encyclopaedia 3,

<http://www.ne.se.lt.ltag.bibl.liu.se/lang/gro-harlem-brundtland>

The National Encyclopaedia 4,

http://www.ne.se.lt.ltag.bibl.liu.se/lang/brundtlandrapporten?i_h_word=Brundtlandrapporten%201987

The National Encyclopaedia 5,

http://www.ne.se.lt.ltag.bibl.liu.se/lang/brundtlandrapporten?i_h_word=Brundtlandrapporten%201987

The National Encyclopaedia 6,

http://www.ne.se.lt.ltag.bibl.liu.se/lang/agenda-21?i_h_word=agenda%201

The National Encyclopaedia 7,

<http://www.ne.se.lt.ltag.bibl.liu.se/bottom-up>

The National Encyclopaedia 8,

<http://www.ne.se.lt.ltag.bibl.liu.se/top-down>

The National Encyclopaedia 9,

<http://www.ne.se.lt.ltag.bibl.liu.se/lang/standardavvikelse>

The Swedish Government 1,

<http://www.regeringen.se/sb/d/12806/a/117708>

The Swedish Government 2,

<http://www.regeringen.se/sb/d/12806/a/117708>

United Nations Educational, Scientific and Cultural Organization,

<http://whc.unesco.org/en/list/>

World Tourism Organization,

<http://sdt.unwto.org/en/content/about-us-5>

World Tourism Organization Network & United Nations Environment Programme, *Making Tourism More Sustainable: A Guide for Policy Makers*, (2005). (PDF)

(Available at the United Nations Environment Programme's website: <http://www.unep.org/>)

Non-printed resources

Mikael Åhrberg, *Hotel Manager*. Meeting prior to my stay. 2013-11-08.

Appendix 1: Guest Questionnaire



Linköpings universitet

Bachelor thesis – organic food

*You have been chosen to participate in a survey about the perceived value of an operator's environmental efforts. The focus of this questionnaire is about organic food. The reason why you have been chosen is because you are a guest at the hotel where the survey is conducted. Your responses will be used as the basis for a bachelor thesis in tourism written by Emelie Fälton at Linköping's University in the autumn of 2013. Your answers are **anonymous**.*

Instructions:

The questionnaire contains various statements. Your task is to put an x on the scale below every statement. Your x correspond to your opinion about the statement. If you do not want to or cannot answer a statement, only leave the scale empty and move on to the next statement.

Statement 1. It is important to me that Scandic Norrköping Nord/City has organic products at the breakfast buffet.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 2. I feel that the breakfast buffet is satisfying my wish for the number of organic products that I want.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 3. It is important to me that I am offered to choose organic dishes during Scandic Norrköping Nord's/City's dinner service.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 4. I feel that the dinner service meets the number of organic produced dishes and products that I want.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 5. I am aware that Scandic Norrköping Nord's/City's restaurant and breakfast buffet are eco-labelled with the Swedish eco-label KRAV.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

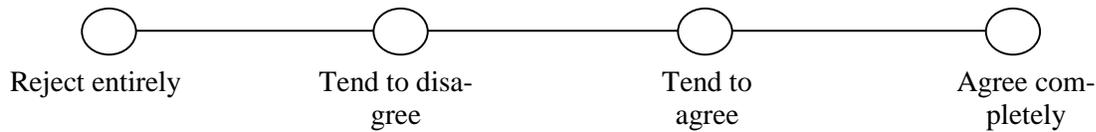
Statement 6. I find the mark with signs of organic products at the breakfast buffet as credible and think that it clearly shows which products on the breakfast buffet that are organic or KRAV-labelled.



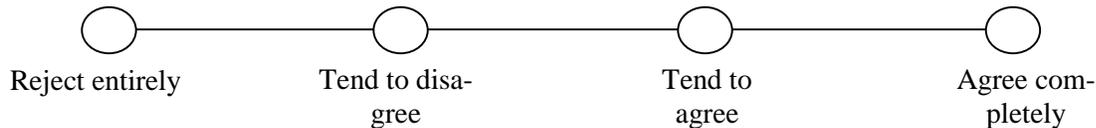
Statement 7. I trust the mark with signs of organic products and the fact that the products are organic or KRAV-labelled.



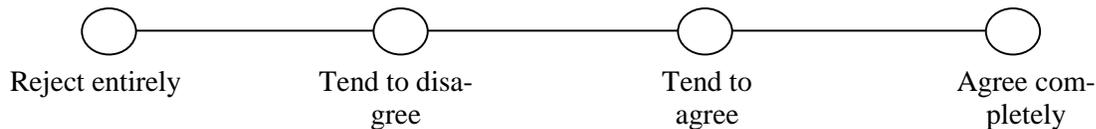
Statement 8. I find the descriptions of organic products and dishes in the dinner menu as credible and think that it clearly shows which products and dishes that are organic or KRAV-labelled.



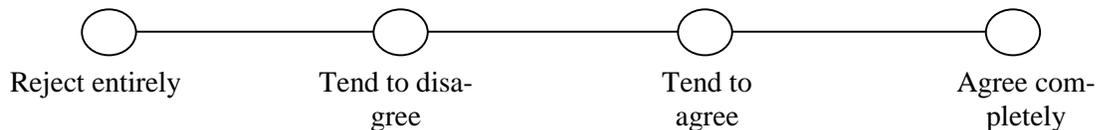
Statement 9. I trust that the descriptions are correct and the fact that the products and dishes are organic or KRAV-labelled.



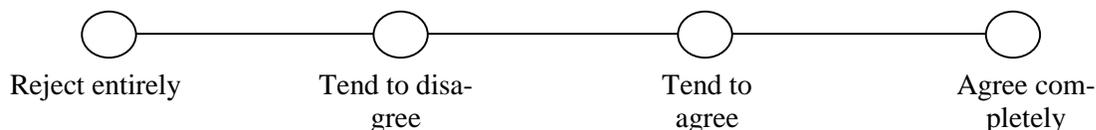
Statement 10. I would like to be informed if an organic product happens to run out.



Statement 11. I think the staff are well informed about the hotel's environmental efforts in organic food and that they could answer my questions about the subject in a credible way.



Statement 12. The KRAV-labelling and the availability of organic products are arguments to why I chose to live here instead of in a different hotel.



Concluding questions.

Have you ever expressed an opinion about the credibility of a restaurant’s use of organic food? If so, what was your opinion about?

For the future – do you think that there are some elements of Scandic Norrköping Nord’s management or use of organic products that can be developed in an environmental and sustainable perspective?

Thanks for your participation!

Are you interested to know about my conclusions? Enter your email address below and I will send you a link to find my thesis when it is finished and published online.

Email: _____

Appendix 2: Staff Questionnaire



Linköpings universitet

Bachelor thesis – organic food

You have been chosen to participate in a survey about the perceived value of an operator's environmental efforts. The focus of this questionnaire is about organic food. The reason why you have been chosen is because you are working at the hotel where the survey is conducted. Your responses will be used as the basis for a bachelor thesis in tourism written by Emelie Fälton at Linköping's University in the autumn of 2013. Your answers are anonymous.

Instructions:

The questionnaire contains various statements. Your task is to put an x on the scale below every statement. Your x correspond to your opinion about the statement. If you do not want to or cannot answer a statement, only leave the scale empty and move on to the next statement.

Statement 1. It is important to me that we offer organic products to our guests at our breakfast buffet.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 2. I believe that the guests think it is important that we are offering organic products at the breakfast buffet.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 3. I think the guests are satisfied with the amount of organic products served at the breakfast.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 4. It is important to me that we offer organic products to our guests at our dinner service.

————— ————— —————

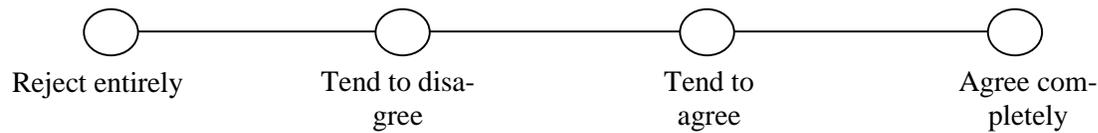
Reject entirely Tend to disagree Tend to agree Agree completely

Statement 5. I believe that the guests think it is important that we offer organic products at the dinner service.

————— ————— —————

Reject entirely Tend to disagree Tend to agree Agree completely

Statement 6. I think the guests are satisfied with the amount of organic products served at the dinner service.



Statement 7. I think that we are credible and clear in the way we mark the breakfast buffet with signs of organic or KRAV-labelled products.



Statement 8. I believe that the guests trust our mark with signs.



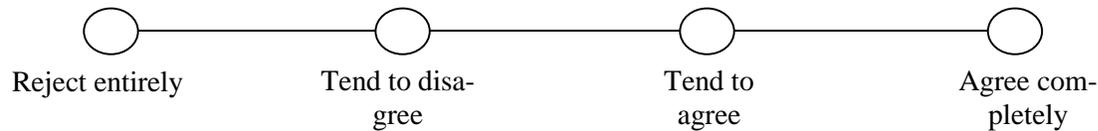
Statement 9. I think that the descriptions of the organic products and dishes in the dinner menu are credible and in a clear way shows the organic or KRAV-labelled products.



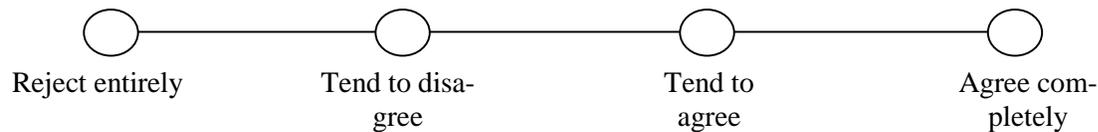
Statement 10. I believe that the guests trust that the descriptions are telling them the truth.



Statement 11. We inform the guests if an organic product runs out.



Statement 12. I think that we in the staff are well informed and could answer the guests' questions about the hotel's environmental efforts in organic food in a credible and clear way .



Statement 13. I think that the KRAV-labelling and the availability of organic products are arguments to why the guests chose to live here instead of in a different hotel.

Concluding questions.

Have you ever expressed an opinion about the credibility of a restaurant’s use of organic food? If so, what was your opinion about?

For the future – do you think that there are some elements of Scandic Norrköping Nord’s management or use of organic products that can be developed in an environmental and sustainable perspective?

Thanks for your participation!

Are you interested to know about my conclusions? Enter your email address below and I will send you a link to find my thesis when it is finished and published online.

Email: _____