

Appendix 1

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Title; Psychological Consumption of Culinary Artistry in The Peak District

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**State which of the following best describes your submission – work in progress
(Cultural and critical studies in Hospitality)**

Work in progress

Research note

Pilot stage not yet completed

Thematic stream

1) Cultural and critical studies in Hospitality

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Psychological Consumption of Culinary Artistry in the Peak District

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The first page should include the title of the paper, centred, bold, 15 point size; authors' names, centred, bold, 12 point size; authors' affiliations and address, centred, 12 point size. For fully refereed papers the first page should also include an abstract of no more than 150 words.

Abstract:

This paper is based upon the culture of culinary artistry, consumption and design. The ranges of sources are specific to The Peak District using Chatsworth House as a case study. It will attempt to conceptualise the heritage, sustainability and perception of culinary arts as a medium of culture. Elements of cultural heritage tourism will be incorporated into this paper and conceptualised to culinary arts.

“Culture is a fascinating concept. Our favourite analogy is to compare it to a beautiful jewel – hold it to the light, and reveal its multiple dimensions. Culture is not just a tool for coping, but a means for creating awareness and for learning”.

Harris and Moran (2001)

Data collected through in-depth interviews, a questionnaire survey and observation will be presented and analysed which seeks to address the practical aspects to the theoretical models. The qualitative analysis of data suggests that there are parameters that have an important yet underlying resonance in the consumption of the product; cognition, perception and psychology.

The fundamental feature of common sense psychology is the underlying belief system that underlies peoples overt behaviour are causes and that it is these causal patterns and NOT the way in which an activity is performed that represents the ‘real’ meaning of what people do.

Initial research highlighted attribution theory as the underlying elements or associated discourses and is supported by Lewis (2006) who highlights Hofstede's definition of culture as the collective programming of the mind that distinguishes one member from the other. A more simplified definition highlighted by Baron and Byrne (2000) defines culture as an organized system of shared meanings, perception and beliefs held by persons belonging to any group.

This ‘cultural sensitivity’ is enhanced by utilising its resources to understand the perception and behaviours influenced by the cultural values (organized system or collective programming) of the host and guest (Wood and Botherton 2008).

1. Context

A key point during initial studies is the number of ‘day’ visitors to Buxton and its environs who are staying outside of the area. Initial research suggests that traditional visitors are cost conscious and turning their backs on the notion of staying in the area instead choosing nearby cities as Manchester and Sheffield.

Heritage Tourism is an important sector of the post-industrial economy, estimated that contribution of Travel & Tourism to GDP is expected to rise from 9.3% in 2010 to 9.7% by 2020. The World Travel & Tourism Council's (WTTC) revised forecasts, global growth and world trade are set to beat expectations in 2010. The economic recovery has been reflected in a faster-than-expected rebound in international travel. Global Travel & Tourism Economy real GDP growth is now expected to rise by 2% this year (up from 0.5% forecast early in the year), creating an extra 946,000 jobs worldwide. The Travel & Tourism market share of total GDP and investment will increase by one percentage point this year, compared to WTTC's initial forecast in January 2010.

This may be due to an increase of traditional or artisanal products such as the development of Chatsworth farm shop and Farmers markets to name but two 'traditional' tourist attractions commonly associated with artisan products or culinary artistry in The Peak District. This would suggest that there is an idiosyncratic approach to the process or methodology. However, Holt (1967), cited in Gross R., (2007) suggested that it is not feasible to conduct a complete scientific process by studying one individual or organisation.

“In certain of the disciplines concerned with man, from anatomy to sensory psychology, it has been assumed that the phenomena being studied are so universal that they can be located for study in any single person.” (ibid)

2. Tradition and Anthropology

Hospitality has been quick to recognise the commercial significance of the past, traditions and anthropological conjecture. The aristocracy and royalty has over the last ten years has been a major source of revenue and a way of defining a 'typical' British national identity.

Heritage may be viewed as part of a societies cultural tradition, because it is a carrier of historical values and norms from the past. It is a form of consciousness. Therefore the relationship between hospitality and heritage parallels the debate, which takes place within the confines of a society's culture, tradition and modernity. (Nuryanti, 1996; Wood and Brotherton, 2008).

Urry, (1990) cited in Lash, (2010) suggested that among the recent trends of 'global travellers' is the attempt to seek novelty through a return to traditional social values; whose new tastes and style refer back to the back to the past, with specific demands. These demands require a search for authenticity, identity and encounters that differ from those obtainable through mass tourism. Consequently it may be suggested that the 'product or culinary artistry' is being anticipated and experienced in many different ways than before.

Therefore, it is fair to suggest that the cultural or culinary artistry is interlinked to hospitality and tourism thereby enhancing local community esteem and provides an opportunity for greater understanding and communication among diverse backgrounds.

Quite possibly the most significant characteristic of the hospitality industry is service intangibility. The provision in this industry involves a complex blend of tangible and intangible elements, for both the product offered such as food, drink, and accommodation, and the service and atmosphere that surround them. In addition to this are service variability, in which most of the major products are simultaneously produced and consumed, and service inseparability, in which there is high level of customer involvement during the production of the service. Due to these characteristics, customers are able to neither try the products before their visit to the properties, nor return or change the product if they are not satisfied. This is in direct contrast to the works of Hirschman's mental prototype (1981), Echtner and Ritchie, (1993) salient attributes and holistic interpretations. The task of studying culture and its influences is very complex, but not impossible.

In today's society, it may be argued that consumers are being more affluent and are moving away from satisfying their basic physiological needs to fulfilling social and psychological needs (Maslow's hierarchical model). This is directly influenced by the nation and sub culture to which they belong. This fits with Moscovici (2000:114, cited in Chryssochoou, X, 2004) which seeks to address social psychology in understanding how people are transformed by society and they in turn transform society.

“The field of social psychology consists of social subjects, that is, groups and individuals who create their social reality, control each other and create their bonds of solidarity as well their

differences. Ideologies are their products, communication is their means of exchange and consumption and language is their currency” (ibid)

3. Methodology

Case studies have had an ambiguous place in social science and historically there has often been a disapproving attitude towards the case study, mainly based on the generalisability criticism. Gummesson (1999) confronts this criticism, stating that there is an implicit assumption that it is desirable to make generalisations and it no longer seems so “obvious” that a limited number of observations cannot be used as a basis for generalisation.

The prime purpose of this study is not to find a panacea that is applicable to any area in the Peak District, but to build the new and rather loose conceptual framework of customer perception through synthesis of relevant theories. It is intended that this study has the nature of explanation building, which involves an attempt to build an explanation while collecting data and analysing them, rather than testing a predicted explanation. Conceptualisation means that on the basis of the disciplined study of a case, and using methods for analysis which focus on conceptualising rather than on describing, the researcher develops one or more new concepts to explain some aspect of what has been studied.

4. Conclusion

The outcome of this study would not have strong generalisability, however some aspects might be applicable in other organisations, especially ones in similar situations with the case, or at least there should be some extent of implications. Nevertheless, it appears to be impractical to generalise culinary arts: The meaning and comprehension is different in terms of situational and dispositional environments.

Though this study is to build the relatively loose conceptual framework, it involves many factors, which are linked to each other directly or indirectly. Due to this complexity, this study should require some sort of in-depth study, which is only possible in a case study mainly with qualitative data collection, such as semi-structured interviews, with certain supports of quantitative data collected through surveys.

Initial research would suggest that Derbyshire has and is continuing to build its economy on tourism and in recent years, food tourism and projecting itself as a 'utopia of visual and aural consumption.' Visitors are expecting to experience the heritage, architecture and cultures, which defines Derbyshire's spirit. This would suggest that the consumer element and experience of food as a means of culinary artistry is alive and well in Derbyshire and is a fundamentally sustainable and quantifiable product for mass tourist consumption and that it is being interpreted and experienced in a way as never before. We are experiencing the real authentic in a non authentic paradoxical society and in the words of a well known fast food chain “We’re loving it!”.

During the course of initial research/model development, some specific questions have arisen and will form the basis of the full study:

- What are the practitioners’ beliefs and opinions of culinary arts?
- Is there a clear link between the end user and host’s notion of culinary artistry and heritage?
- How is this information and associated subsets managed?
- How is this ‘information’ collected and used?

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