

THE IMPORTANCE OF FOOD TOURISM

A Case Study of Mealhada, Portugal

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Food tourism is gaining importance internationally as well as in Portugal. However, while there is many case studies form around the world this subject has not received much attention from Portuguese scholars who mainly study the subject related to the hotel and restaurant business. Based on a case study of Mealhada, Portugal, where food tourism is the basis of local economy, the purpose of this paper is to highlight the importance of gastronomy as the main reason for visiting a certain destination.

KEY WORDS: *gastronomy, restaurants, motivations, Portugal.*