



The Impacts of the tourism industry on the foodscape character.

A case study in Ystad, Southeast Sweden

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Swedish University of Agricultural Sciences, SLU

Faculty of Landscape Architecture, Horticulture and Crop Production Sciences

Department of Landscape Architecture, Planning and Management

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Abstract

In recent years, tourism became an appropriate platform to get food experience related with landscape in different destinations. Both tourism and foodscape have been linked to the sustainability and this connection might be developed within a region, county or a city or a rural area will be beneficial for tourists and residents. This paper draws on case study in Ystad, Sweden as a tourists' destination. Using evidence from qualitative interviews with restaurants, hotels, tourist visitor centre, and through observations, the nature of Ystad's foodscape character have been identified to a limited extent and direct or indirect impacts from tourism to the foodscape shaping also examined. With the desk study, history of tourism development in Ystad was found out and Wallander tourism has shown great influence on destination popularity. Although study shows undefined development between Ystads foodscape & tourist sector and connection with local food, it could provide inspiration for further research related to emerging food destinations.

Keywords: Foodscape, tourism, local food, destination.

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Abbreviations

Abbreviation	Description
SLU	Swedish University of Agricultural Sciences

1. Introduction

Traveling is bounded among people from ancient time. It might depend on various reasons. In the civilization, they moved from one place to another, focusing cultivation lands and water resources to settle. After this era, people tried to find places to travel, because of many reasons. Currently, tourism is a kind of travel for pleasure and might vary with the several reasons like commercial purposes.

Food is also a one of the attractions for tourists, and it has a strong influence when selecting a destination (Long 2004 see Hailie 2013). Currently, many places are promoting food as a tool to attract tourists to those places (Mak et al. 2012 see Hailie 2013). Researchers have been founded that tourism arrival have the significant economic, cultural, and environmental impacts on the destination surrounding and they suggested that promoting the availability of local food products will be beneficial for both tourists and residents (Boniface 2003 see Sims 2009).

There are popular tourism destinations all around the world and as a country, Sweden is one of them. In 2021, total consumption of tourism in Sweden is around 249 billion Swedish kroner (Statista 2024). As per statistic, tourism sector contributed less than two percent to the Gross Domestic Product (GDP) in Sweden. The tourism industry promotes and speeds up the economic structure of the country as well (Dyah 2022).

As a city in Southern coastal area, Ystad is a one of popular tourism destination in Sweden. So, this study is focused on tourism and foodscape character of this area.

1.1 Theoretical Framework and Concepts.

Tourism serves as a one of valuable platforms for the development of local cuisines, and in turn, local cuisines play a significant role in enhancing the tourism experience (Karim 2010). Within a foodscape character of a destination, local food and sustainable tourism might relate to each other to provide advantages to the people who accompanied in food businesses, or residents. As per study of Karim (2010), tourism activities related to food might create niche marketing in some destinations and those activities might shape the foodscape character in specific areas.

1.1.1 Foodscape concept

According to the research study of Vonthron (2020), the term of 'foodscape' has been used since 1995 in various research to identify social and spatial dissimilarities in public health and food systems. Foodscape is kind of connection between food and landscape (Adema 2009 see Vonthron et al. 2020). Foodscape will give a clear picture about how people experience food while connecting with social, cultural, and environmental aspects (Zhu et al 2022). There may be different types of foodscape character typologies in cities which might represent different cultural and social characters, physical forms of landscape, aesthetic perceptions (Roe et al. 2016). The term 'foodscape' refers to the places where food is found and how food is connected to landscape, often including food policies, the location of food outlets, and different ways of producing and consuming food (ibid).

Tourism act as a platform for experiencing destination foodscape (Zhu et al. 2022). Tourists might not come to a place only for its historical value or beautiful nature but also to get a memorable cuisine experience. At least food can fulfil their hunger and make them comfortable during their journey. The foodscape blends local, global, traditional, and modern concepts connecting with landscape in a tourism context (ibid).

1.1.2 Local Food Concept.

Although local food is commonly used word, there is no standard definition for that in readings. But there are several definitions linked with each explanation. Under the political aspects, normally consumers can define local food as the food which are grown within their county or state or surrounding their county (Wilkins et al.1996; Harris et al. 2000 see Zepeda & Leviten 2004). According to the study of Zepeda and Leviten-Reid in 2004, food buying from farmers of a county, or a neighbouring county is also recognized as local. In another study, local food is made using the traditional way of a specific area, often with ingredients sourced locally (Chang et al. 2010 see Choe and Kim 2018).

Locally grown food talks about its rooted land. Food and landscape are connected and shape each other (Potteiger, 2013 see Waterman 2018). As local food is grown, produced, and consumed in a particular area, it will affect to reduce carbon footprint on behalf of environmental sustainability specially at the transport (Chef's Resource 2024). Local food contributes various benefits by supporting local farmers, local economy, food security. As well as it connects consumers including tourists to the local farmers and regions' landscape. Local foods are often

popular among tourists; hence they are seen unique products which represent the typical characteristics of a specific place (Urry 1990, Bessi`ere 1998 see Sims 2009). In this study also try to find out the connection between local food culture and tourism as a one of objectives.

In ‘The Taste of Place: A cultural journey into Terroir’, Amy B. Trubek (2008) explored the concept of ‘terroir’ which is a French verb, and it describes how a landscape, climate, and culture influences the taste of food and wine produced in France. He also examined cultural and social factors that shape the identity and value of agricultural products. The local ingredients used for wine and food production has showed the authenticity of the place and author has emphasized the connection of food to its place of origin.

According to the Caribbean Tourism Organization, gastronomic tourism involves traveling to destinations where the primary motivation is experiencing the local cuisine and beverages (CTO n.d. see Russell Clarke 2018).

1.1.3 Sustainable Tourism

Currently most of the concepts are created to address global challenges. Sustainable approaching for several challenges is considering in the world to minimize carbon footprint. Sustainable tourism is one of them. According to the World Tourism Organisation definition sustainable tourism is meeting the current needs of tourists and host communities while defensive and improving chances for the future while minimizing negative environmental, social and economic impacts (WTO 1998 see Lu and Nepal 2009).

Among lot of sustainability goals, ‘sustainable tourism’ has become increasingly prevalent. When it comes to sustainable, the ideal form of tourism will give benefits and improves all areas including environment, entrepreneurs and local communities (Clark and Chabrel 2007 see Sims 2009).

1.2 Background

Sweden is a Nordic country situated in Northern Europe, surrounded by Baltic Sea. It covers an area of 450,295 km² and sharing borders with Norway to the west and

Finland to the East (www.nationsonline.org n.d.). It linked with Denmark via Øresund bridge in the south. Denmark, Germany, Poland, Russia, Lithuania, Latvia, and Estonia are the maritime boundaries of Sweden. The population in 2024 is around 10,673,669 (www.macrotrends.net. n.d.) and mainly condensed in the southern part of the country. Stockholm is the capital city of the country, and the other main cities are Gothenburg, Malmo, Uppsala, and Västerås. The climate varies from north to south. The north part of the country has a subarctic climate, and the south part has a temperate climate. The southern part has relatively mild winters and warm summers. Nearly 70% of the land area is covered by forests (The Swedish Forest Industries Federation 2024). Sweden has bit short growing seasons. The southern part of the country is comparatively high in agricultural productivity.

According to the Organization for Economic Cooperation and Development (OECD) statistic (2022), Number of persons employed in enterprises and employment in tourism industry of Sweden is 61882 in year 2022. As per those statistical data, the food and beverage serving industry is about 25% from tourism industry (Figure 1).

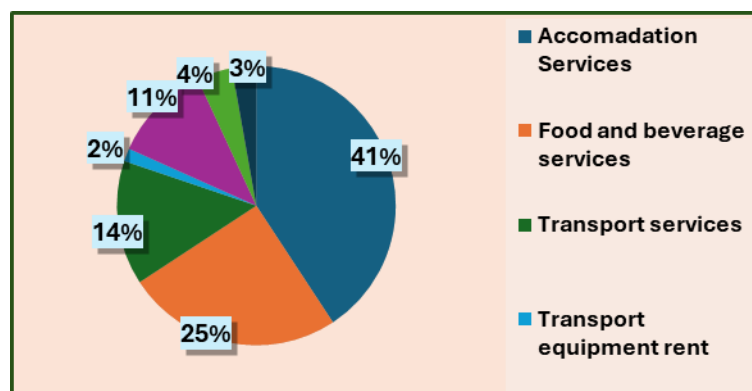


Figure 1: Enterprises & employment in Tourism Industry 2021 Sweden (Own Image).
Source: Drawn by using statistical data in OECD (2022).

When it comes to expenditure, in 2021 value of the internal tourism consumption in Sweden is million Swedish Krona 2,48,838.00 (Statistiska Centralbyrån 2024). From that portion around 17% is reflected for food and beverage serving services (Figure 2). Tourism can induce a country's economic growth through variety of services and goods (Brida et al. 2010 see Dyah et al. 2022).

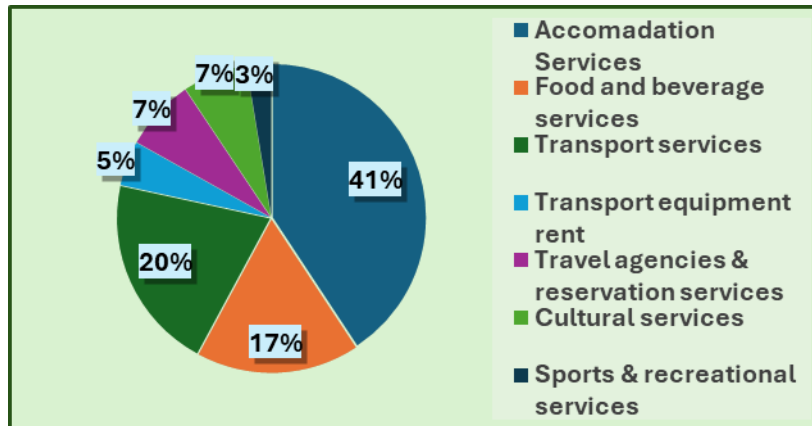


Figure 2: Internal tourism consumption in 2021 Sweden (Own image). Source: Drawn by using statistical data shown in OECD (2022).

Not only economic development but also tourism industry might have a connection with regional foodscape development. In this study, it is targeted to identify impacts of tourism on foodscape character in Ystad which is in southeast part of Scania region.

Although Ystad is a popular destination for tourism, it seems to be that there is not any long-term strategies or policies which could show that how tourists' interaction with local food contributes to the development and changes in the identity of the place and its related aspects. Despite media and policy encouraging the need for tourism attraction on local food, there has not been enough academic research on how affects the development, renewal and evolution of cultural identity and other associated factors (Aitchison et al. 2000; Bramwell 1994 see Everett & Aitchison 2008). But after that food-related tourism has been focused on several studies as a growing area of academic research under the sustainable aspects (Leer 2020).

To address the below objectives in this study, mixed research method has been followed and a case study focused on Ystad might be inspired for further studies on tourism and foodscape development of a destination, region, or country.

1.3 The aim of the study.

The tourism industry has a connection with the development of most sectors in a region or city or a country. Tourists are attracted to certain places, because of many reasons. As Ystad is a popular tourist destination, it is important to identify early stages of food destination development within it and then it might be grown as an emerging food destination. This study aims to investigate the role of Ystad's foodscape in shaping tourist experiences, examining how local food offerings, dining venues, and food-related activities contribute to the overall appeal and cultural identity of Ystad as a tourist destination and whether tourism sector has an impact on foodscape character and its' development.

1.4 Research Question.

What is the connection between tourism industry and foodscape character in Ystad, southeast Sweden?

1.5 Objectives of the study.

1.5.1 General Objective.

To identify the impacts of tourism on foodscape character in Ystad as a popular tourism destination in Sweden.

1.5.2 Specific Objectives.

- To identify the nature of the foodscape character in Ystad, Sweden.
- To examine how does local food connects to the foodscape and tourism in Ystad.
- To find out sustainable practices within Ystad's foodscape and tourism sector.

2. Method

2.1 Research Approach.

Research consists of two main parts including ‘Literature Review’ and a ‘Case Study’. Literature study is based on contemporary academic articles on case studies related to food tourism conducted in other places. Case study has been conducted in Ystad municipality which is located southeast of Sweden. Within the case study, ‘interview with tourist officer’, ‘interviews with restaurants & hotels’, ‘observations’, and facts about Ystad (Desk study) were considered for the research.

2.2 Study Design.

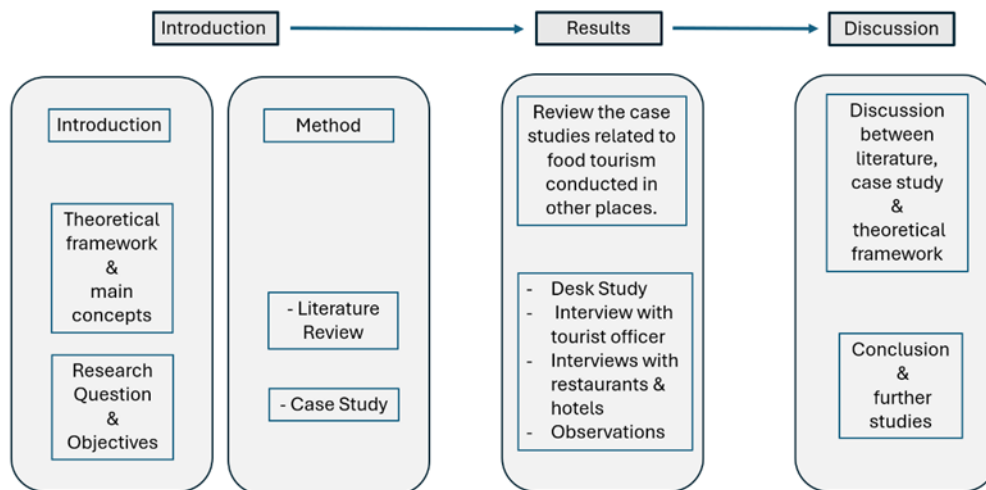


Figure 3: Study Design (Own image).

In this study, mixed research methodology was followed to collect data. Desk Study was carried out to find out information including history, people, agricultural background, important places for tourism (natural landscape character), existing policies, strategies, rules, & regulations, hotels, restaurants, etc. This is based on existing data available in websites, academic journals, research papers and reputable sources through academic search engines.

Semi-structured interviews were conducted to collect information from people who are related to the food sector such as hotel supervisors, hotel food managers,

restaurants, and cafe managers. Although 3 hotels were targeted to interviewed, two hotels were interviewed including supervisor and food manager. I have received data regarding the number of tourists who came to stay in Fritiden hotel, Ystad in 2023. As most of the restaurants are open at their peak hours of sales during the day, only 7 restaurants' owners and managers were interviewed, and data were collected.

Interviewed the Tourists Manager in the Ystad Tourists Visitor Centre for tourist information about Ystad and regarding their policies, strategies, and programs. Leaflets and guiding booklets were observed and got the information regarding the tourist guidance in Ystad. Through the historical timeline, the history of the tourism industry in Ystad can be illustrated and by sketching maps including foodscapes, tourist destinations and landscape character bound with tourism can be illustrated. Through observations, these data were collected.

3. Results.

3.1 Literature Study.

According to some research, food has been identified as a very important tool to stimulate and shape the identity of a destination (Hjalager & Richards 2002 see Ab Karim & Chi 2010). Through the escalating demand on local food among tourists, Hobsbawn & Ranger (1983) proposed that destinations can develop those well-known local food as main tourist products to attract tourists. Food is not only a major requirement to fulfil the hunger, but also it represents the aspects of culture that can promote tourism growth (Jones & Jenkins 2002 see Ab Karim & Chi 2010). The research done by Ab Karim & Chi (2010), have investigated about the role of culinary tourism as a significant factor in shaping a destination's attractiveness in France, Italy and Thailand. In this study, researchers aimed to examine the food image of a place how effects the decision of the destination selection by tourists and about information sources. As per study of Ab Karim & Chi (2010), three dimensions are used to compare the connection between food image and destination selection among France, Italy, and Thailand. Those dimensions were food/ cuisine, dining/ restaurants, and food-related tourism activities. One of a significant factor driving tourist's interest in visiting Italy is its cuisine (Boyne et al. 2002 see Ab Karim & Chi 2010). Findings indicate that Dining/ restaurants and food-related activities were played major role in attracting tourism towards France. Also Dining/ restaurants and cuisine attract tourism towards Thailand. So, the relationship between food and tourism is valuable and cannot be overlooked (Ab Karim & Chi 2010).

As per the case study by Park & Widyanta (2022) conducted in Yogyakarta, Indonesia, they tried to explore how food tourism experiences impact the transformation of the local foodscape or the cultural and physical environment surrounding food. They approached to examine how food tourism can reshape local foodscapes by influencing food production, marketing and consumption at a destination. Understanding foodscape is kind of realizing character of people, food and place connection (Vonthron et al. 2020 see Park & Widyanta 2022). A foodscape refers to the landscape and destination structures where tourists actively engage with food (Mikkelsen 2011 see Park and Widyanta 2022). With the time foodscape of a destination can be changed and it might align with food preferences, behaviours, and other related food issues (Brembeck & Johansson 2010 see Park & Widyanta 2022). The key findings of the study by Park and Widyanta (2022) explored that tourists' preferences and expectations often encourage the development of new cuisine experiences and offerings. Also, variety of food

availability enrich the foodscape to both locals and tourists. Sametime slight changes in traditional dishes might have negative impacts on culinary traditions. This study touched the sustainable food practices through embedding local and organic practices to meet tourists' demands in Yogyakarta.

According to the case study of Bonow & Rytönen (2012) conducted in Jämtland, Sweden new food related events such as food festivals, food tours enhance the visibility of local foodscape. Their findings revealed that the local foodscape of Jämtland was impacted by tourism through the incorporation of local products into restaurants, farm-to-table experiences, and food festivals. The value-added, place-related local food can contribute to enhancing a tourist destination's attractiveness and supporting the regional economy (Yi-Chin et al 2011 see Bonow & Rytönen 2012). Additionally, area-specific food brands can highlight the local character of a destination (Haukeland and Jacobsen 2001 see Bonow & Rytönen 2012). Tourism and local food have a possibility to be mutually beneficial (Hjalanger & Richards 2002 see Bonow & Rytönen 2012). As per study of Bonow & Rytönen (2012), foodscape of Jämtland has connected with Nordic landscape and unique traditional dishes are embedded within the that area-cuisine. Also, study emphasize that tourism and cuisine of Jämtland are intertwined, both explicitly & implicitly and it is enhanced through some strategies related to dairy farms.

3.2 Case Study.

3.2.1 Desk Study about Ystad.

Research Location.

In this research it is focused on case study in Ystad which is a one of municipality in Scania County of Sweden. Ystad is a popular tourist destination and has a historic city area. As it is situated in Southern coastal area of Sweden, it has an attractive beach area and scenic coastal landscape. The population of the Ystad municipality is around 31,714 in 2022 (Statistiska Centralbyrån 2024). According to the statistic, around 84.4% of the population live in urban areas.

There are lot of tourism attractive places and oldest preserved buildings in Ystad city such as charlotte berlin museum, Ystad's theatre, Kemner farm, Brigitta house, Brahe house, Angle house, Gray friars monastery, Jen's old town hall, pilagranshuset, per Helsa's farm, new town hall, leisure park & Bollen, art museum, St. Mary's church, the town keeper, the catholic church, the Latin school, military

history museum, and Ystad’s studio’s visitor centre. For these locations and landscape tourists are guided through location maps, brochures, postcards etc. (Ystad Visitor Centre 2023).

The historical development of tourism in Ystad.

With the time, tourism acceptances are changing and at the different stages of the history, diverse trends become accepted among tourism attractions (Lofgren 1999 see Siri et al. 2020). As Ystad is an old city in Sweden, it has historical value, cultural attractions, oldest preserved buildings, and literary connections which are facilitated to become popular tourist destination. It expressed the Sweden’s heritage and coastal landscape from past centuries.

According to the history of Ystad, tourism industry has developed incrementally over the time (Figure 4). In the 12th century, Ystad was a fishing village, and people were mainly connected with herring fishing industry (Ystad Visitor Centre 2023). With the varies historical changes, Ystad became a city of Sweden. As on the website, in 1936, ‘Fritiden Exhibition’ was held, and it gave the inspiration for the initiations of different activities in summertime. At that time, the government wanted people to give knowledge-based holiday experiences and nature-based activities. With the participation of not only the local people, but also the local and international tourists, Ystad city started to attract tourists. Ferry service also started to Bornholm and Poland. At the 20th century, Henning Mankell started to write about ‘Wallander series’ which is about crime fiction, and it became popular among national and international tourists (Bengesser 2020). As in the report, over 40 million copies have sold all over the world. With the start of film shooting from 2004, Ystad became a popular tourist’s destination in the world. ‘Wallander tourism’ has fascinated even today, by walking in the footsteps of the characters in the film series.

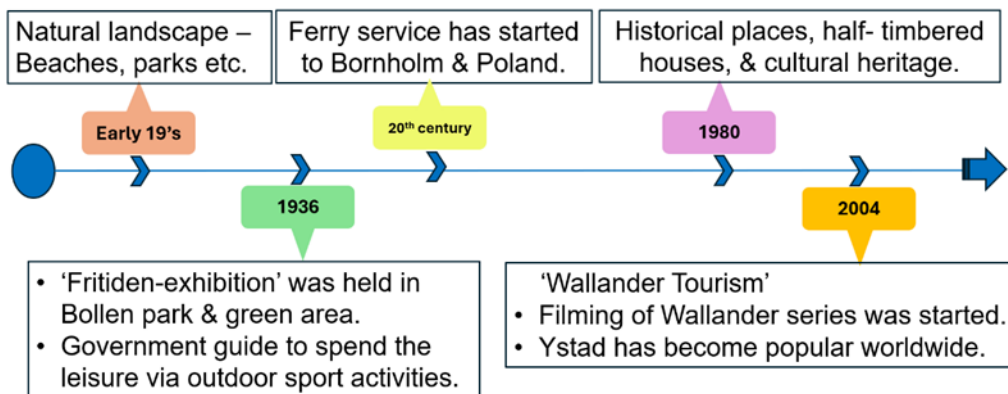


Figure 4: Historical timeline of Ystad's tourism development (Own image).

Policies and Strategies for tourism industry.

Sweden has short history for the tourism strategies and policies. The government has started to pay the attention from 1930's for the policy and strategy making in Sweden (Bohin et al. 2014). From the mid-1960's the government gave more attention to policy-making efforts. Currently, Swedish government has launched new Swedish National Tourism Strategy in ten-year perspective aligned with Agenda 2030, the global Sustainable Development Goals (SDG's) and climate policy objectives (OECD 2022). These efforts are made to become more sustainable and attractive destination based on innovation in 2030 on behalf of tourism in the world. As a county, Scania is participating in the Nordic Tourism Project, and it will lead to strengthening the local food production (Nordic Regenerative Tourism n.d.). Ystad municipality doesn't have any strategies so far regarding food and tourism itself.

3.2.2 Interview with Tourist Officer.

As per interview with the Tourism Manager in Tourists Visitor centre Ystad, The Wallander film series was increased the awareness about Ystad worldwide. After that, tourists began visiting those filming locations, and even now, Wallander tourism remains popular. With that most of the food related businesses, restaurants, cafes, and other entrepreneur activities has started within Ystad municipality. Ystad visitor centre guide tourists through their websites, leaflets, booklets, and other materials to find out the activities, places, and services. As per her opinion, half of the tourists are coming in the summer and other half is coming in the off seasons to Ystad. There is not any strategy in Ystad regarding tourism and her idea is Ystad is too small to have a strategy itself. She said that there are tourists who ask about Swedish traditional foods such as Swedish pancake, herring fish dishes, and meatballs. In summertime, there is an international food market in Ystad, but it promotes most of confectionaries, and foods from other countries.

As per interview details, there are events which target to attract tourists throughout the year. Mainly indoor activities, outdoor activities, and food & drink are used as their concepts. There are indoor swimming competitions in Arena, Ystad and indoor sports events in fritidsparken (Bollen) including handball, floorball, badminton etc. In summertime, most of these sport events are held outside. Most tourists join these events in summertime.

Outdoor activities give opportunities to tourists to engage with landscape during their journey. As outdoor activities, cycling and hiking trails are started from Ystad Saltsjöbaden area and Sandskog area in summertime. As tourists' destination,

Ystad has a lot of historical places and a rich cultural heritage including half-timbered buildings, and old-conserved buildings. Tourists come to visit these places in summertime. They walk through this old city and there are gastronomic oriented walking tours. Tourists mostly use the Saltsjöbaden beach area for sunbathing and swimming in summertime.

3.2.3 Interviews with hotels.

Tourists' attraction for destinations might be dependent on several factors. According to the statistical data from the Fritiden Hotel in Ystad (2023), a lot of local tourists travelled to Ystad from other areas of Sweden. As a percentage, around 85% of tourists is from Sweden (Figure 5).

Most of the international tourists are coming from nearest countries such as Germany, Denmark, Norway, Switzerland, Poland, Finland, and Netherland. Tourism attraction to a destination might depend on travel routes and other influences (Zillinger 2005). According to the observations, and interview details, there are several ways to travel to Ystad from other areas of Sweden and other countries in the world. Tourists from Germany, and Poland can travel through car ferries to port at Ystad. International tourists can travel to Copenhagen airport and then by train they can travel to Ystad city. As well as through Malmo airport also. Tourists can travel by car or any other vehicle through Denmark Oresund bridge. National trains and regional trains also make suggestions for travelling.

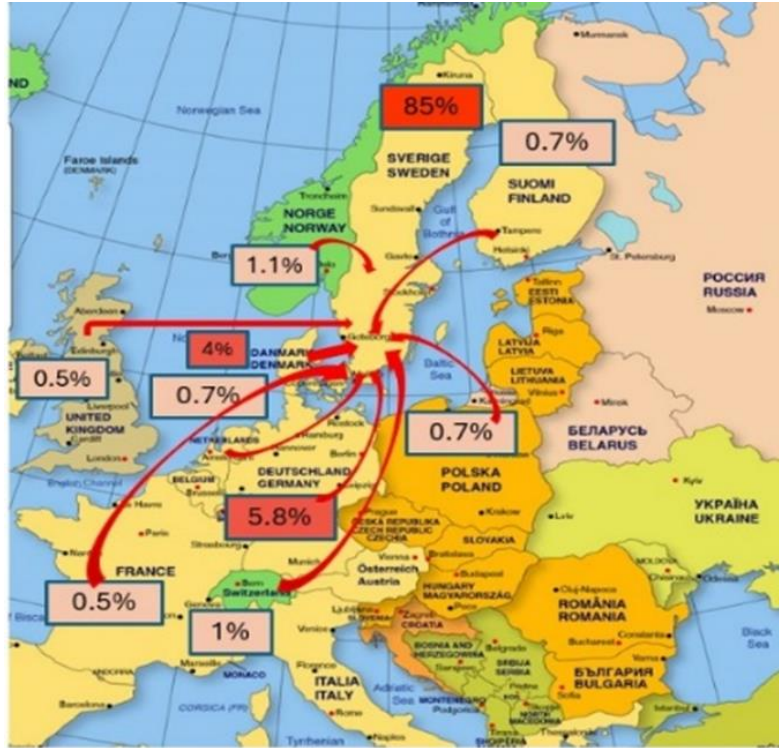


Figure 5: Map of Europe showing the countries from which tourists most frequently travel to Ystad. Source: Map from Nations Online Project (2013). Edited by author. Data from Fritiden hotel, Ystad.

As per information from Fritiden hotel, Ystad (Data related to year 2023 from January to December), 81% of the guests came for leisure trips, 12% of guests came for business meetings, and 7% of guests came for conference purposes (Figure 6). According to the interviews conducted with people who are working in the hotel, guests for business and conference purposes came there in autumn, winter, and springtime. Most of the guests for leisure trips came in summertime.

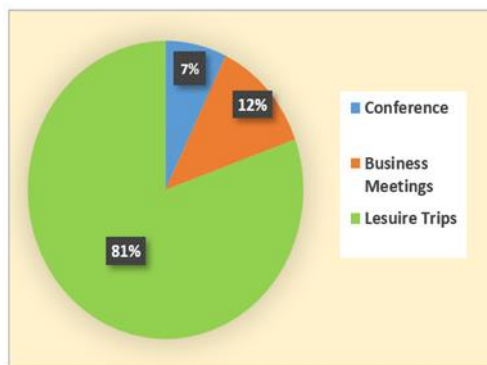


Figure 6: Purposes of tourist arrivals to Ystad in 2023. Source: Data from Fritiden hotel, Ystad (Own image).

3.2.4 Interviews with restaurants.

As per interviews with restaurant and café owners, workers, and food managers, most of them are targeting tourists and local people as their customers (Table 1). They become more economical with their sales and the peak month of the year is July. There are food varieties among restaurants such as local Swedish foods, Thai foods, Italian foods, American recipes, and Asian foods. Although they have year-round sales, most of the sales occur in summer with the tourists' arrivals.

Table 1: Interview summary of restaurants & cafes in Ystad.

Restaurant/ Cafe	Prins Carl	Nong's Thai	Lisas Skafferi	Pizzeria Gusto	Subway	Expresso House	Rosegarden
Target Group	Local people, domestic & international tourists	Local people & domestic tourists	Local people, domestic & fewer international tourists	Local people, domestic & international tourists	Local people, domestic & international tourists	Local people, domestic & international tourists	Local people, domestic & international tourists
What is the peak month for your sales?	After mid-Summer	July (summer)	July to August	July	July to August	Summer	Summer
What kind of food do you have (Swedish/ international/ any other)?	Italian & American recipes	Thai food dishes	Swedish dishes & other ready meals	Italian food	Fast food. No traditional Swedish food.	Local & other international food	Asian foods
From all the customers how many of them are tourists? (%)	75%	75%	50%	75%	75%	50%	50%
Do you know from which country they are coming?	Denmark & Germany	German, Denmark & Poland	Denmark, German & Poland	Denmark, German & Poland	Denmark, German & Poland	Denmark, German, France & Poland	Denmark, & German
Any connection with the tourist industry for the development of your business?	Yes. In summer more local people come than tourists.	Yes	Yes	Yes	Yes	Yes	Yes
What are the benefits you gain from your business?	75%	75%	50%	75%	75%	50%	50%
What are the benefits you gain from your business?	Economical & Satisfaction	Economical	Economical & Satisfaction	Economical & Satisfaction	Economical	Economical	Economical

Prince Carl Restaurant.

Prins Carl restaurant is situated at Hamngatan 8, 271 43 Ystad. This restaurant targets all local people, domestic tourists, and international tourists. Italian pizza and American burgers including recipes are in their menus as lunch. They use locally produced Swedish ingredients for their food preparations. Martin and Servera company is the main supplier of food ingredients for the restaurant. As per the owners' idea, mostly local people come year-round. In the summer, a lot of local people and domestic tourists come. The prices of menus are the same for tourists and local people. According to his opinion, mostly German and Denmark tourists are coming to Ystad, because of Wallander film attraction. It has an outdoor dining area which is open in summer. As per his idea, the peak month for sales is after mid-summer and year-round profit can be achieved in summertime. As per opinion, food is not a main reason for tourists to come to Ystad. Natural beauty, old city, and Wallander series might be reasons.

Nong's Thai restaurant

Nong's Thai restaurant is in Hamngatan 14, 271 43 Ystad. This restaurant targets mostly local people, but a lot of tourists come and the peak month for sales is July. All year round they have sales. They use imported food ingredients from Malmö, and they have Thai food in their menus. As per owners' opinion, mostly Denmark and German tourists are visiting Ystad because of attractive nature. As per his idea, tourists are not coming mainly for food, but they enjoy historical value, parks, beaches, the old city and art.

Lisas Skafferi

Lisas Skafferi restaurant is in Hamngatan 18, 271 43 Ystad. This restaurant targets the elderly people in Ystad as their regular customers. Although they have year-round sales, the peak month is July. Mostly Denmark, Germany and Poland tourists are coming. They use locally produced Swedish food ingredients from Martin and Servera food suppliers. As per the owners' opinion, it's very economical and she is satisfied with her restaurant service. There are homemade Swedish dishes, and other ready meals. As per her idea, tourists are coming to visit historical places, art, and nature. Not mainly to experience food.

Pizzeria Gusto

Pizzeria Gusto is in Klostergatan 5, 271 34 Ystad. This restaurant targets all local people, domestic and international tourists. Italian pizza including recipes are in their menus. They use Italian origin ingredients for their food preparations. Orex company is the main supplier of food ingredients for the restaurant. As owner wants to introduce flavours of Southern Italy to Ystad, he uses imported Italian ingredients through Orex. The peak month for the sales is July. As per his idea, mostly German, Denmark, and Poland tourists are coming in summertime. The restaurant is economical, and he is satisfied with his restaurant service. As per his idea, some tourists are coming to Ystad to get the food experience.

Subway restaurant

Subway restaurant is in Stora Östergatan 10, 271 34 Ystad. This restaurant targets all local people, domestic and international tourists. One of the workers in this restaurant said that July is the peak month for their sales and according to her opinion, year-round profit can be made in summer. Most of the tourists are coming from Germany, Denmark, and Poland. They are selling healthy fast foods and no

Swedish traditional foods. She said that they use local ingredients which are bought from outside of Scania. As per her idea, tourists are coming to Ystad, because of the nature, art, and historical value of the city.

Expresso House

Expresso House is in Stortorget 5, 271 43 Ystad. This restaurant targets all local people, domestic and international tourists. One of the workers said that sales are higher in summertime. According to her idea, tourists are mostly coming from Denmark, Germany, France, and Poland. They sell local foods such as cinnamon buns and international foods as well. Customers prefer both Swedish food and international food. As per her idea, tourists come to Ystad, because of nature, art, historical value and food.

Rosegarden

Rosegarden is in Dragongatan 45, 271 39 Ystad. This restaurant targets all local people, domestic and international tourists. One of the workers said that sales are higher in summertime. According to her idea, tourists are mostly coming from Denmark, and Germany. They sell Asian foods including Chinese, Thai, and Vietnamese dishes. They use locally produced Swedish food ingredients. As per her opinion, tourists are mainly coming to Ystad, because of art, nature, and historical value.

As per interviews with food managers, workers, and owners of the restaurants and hotel field, most of the ingredients are from food ingredients suppliers in Sweden such as Menigo Foodservice AB, Martin & Servera, Orex, Grönsakshallen, Råsaft Lovisberg Presseri AB and Johan i Hallen & Bergfalk AB (Figure 7). They deliver fresh fruits, vegetables, meat, poultry, eggs, seafood, cheese, milk, fruit juice, pre-cooked food, and many required food items to the doorstep of restaurants and hotels. Almost all the suppliers deliver within the Scania region. As they follow sustainable methods and local food production, most of ingredients are locally produced ones and some ingredients are specially imported for the country-based products. As example some Italian pizza are prepared with Italy origin ingredients. There are some unique food products as well, such as deer sausage available in Continental hotel is produced by Johan i Hallen & Bergfalk AB.

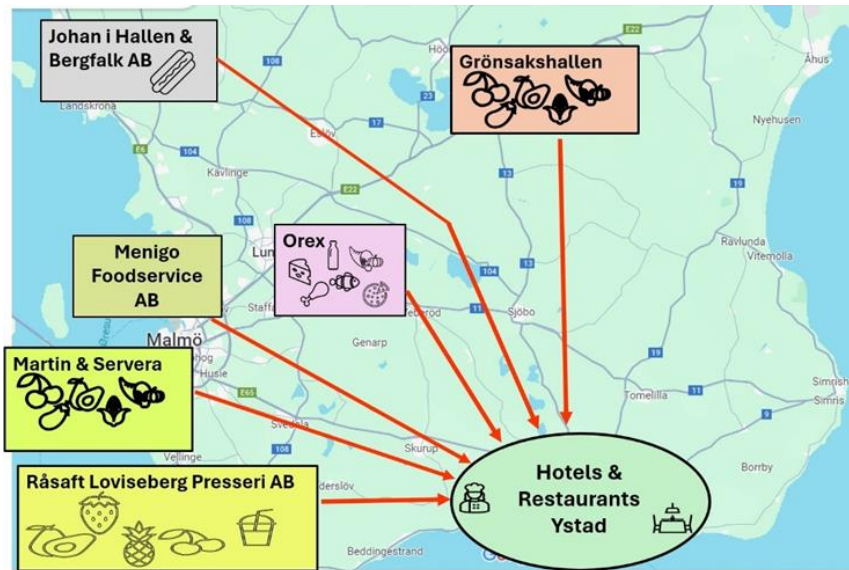


Figure 7: Companies which are supplying food ingredients to the hotels and restaurants in Ystad. Source: Details collected from interviews.

According to the interviewers’ opinions including Tourist Manager, restaurants and hotels, most of the tourists who come in autumn, winter, and spring, participate in swimming competitions, indoor sports, conference, and business meetings. Many tourists come for leisure trips in May, June, July, and August (Figure 8). July is the peak month for tourism arrival. It seems to be that the summertime is best for outdoor travelling and other activities with warm weather. As per most of interviewers’ opinions, Wallander film series is a major concept which is attracting tourists into Ystad. Even today they come to visit places where Wallander series filming took place.

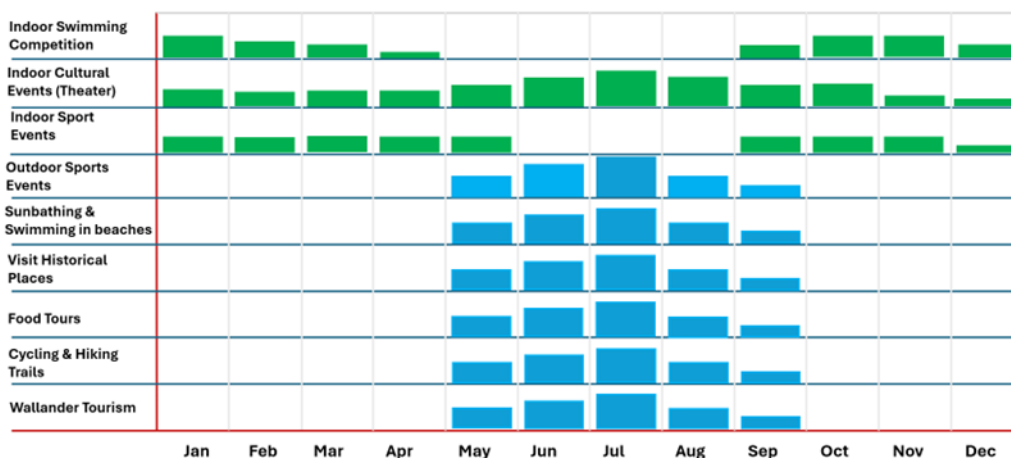


Figure 8: Seasonal Calander illustrating the participation of tourists in events all year round in Ystad. Source: Details collected from the interviews (Own image).

3.2.5 Observations.

Through observations some information regarding places, food and tourism was found about Ystad city and its surrounding. Ystad has famous as an old city by preserving historic, traditional and cultural buildings which attracts local and international tourists. It seems that these buildings are connected to tourist attraction as lot of tourists were walking through those pathways according to the guideline maps provided by Ystad Tourist Visitor Centre. As per figure 9, many cultural valued buildings, old preserved and half-timbered buildings can be observed in the city area. Main tourists visit buildings are Ystad art museum, Charlotte Museum, Ystad theatre, Kemner farm, St. Mary's Church, Old town hall, Apothecary manor, Jens Jacobsen's house, The Tanner's Yard, Monastery Church, The Ängla house, The Brahe house, Norra Promenaden, Brigitta house, The Pilgränd house, Per Helsa's courtyard, The New Town hall, Ystad Studios Visitor Centre, Latin school and Military history museum. It seems that Ystad's theatre and art museum are the places where tourists are most attracted all year round, because of their cultural appearance. Ystad Theatre is a well-preserved cultural place, and it has 'Theatre Café' which supplies food and drink for visitors who come to see the events held in theatre (www.ystad.se n.d.).



Figure 9: Old half-timbered building called Pilgrändshuset in Stora Ostergatan, Ystad (Photographed by author).

Stortorget is a place where Ystad's main square is located and there are several cafes and restaurants are situated surrounding it. Saint Mary's church which is one of most visited tourists place located near Stortorget and Latin school old building

also located next to it. Other visiting places also located surrounding this area. Stortorget is not only a historic square, but it is also a social and economic hub. Surrounding Stortorget are a variety of cafes, bakeries, and restaurants that offer traditional Swedish dishes and international cuisine, fika to locals and tourists. It is also an often location for seasonal food markets, public gatherings, and festivals. So, this place seems that it represents Ystad's food culture and allow visitors to engage with local identity. As central location of these restaurants, it is easy to access for tourists exploring Ystad's historic sites and other attractions.

Stortorget connects to Stora Östergatan where there are various food restaurants, and they consist of different types of food varieties related to different countries. Thai Corner restaurant, Loong Sching Chinese restaurant, Maltes Mackor (Scandinavian, European & Swedish food) Subway restaurant (American food), Le petit Bistrot (French food), Saigon Sushi (Asian & Vietnam cuisine), Graffiti café (Swedish food), Inkognito bistro cafe and Sushinu Japanese restaurants (Figure 10) are located along Stora Östergatan, Ystad. Some of these restaurants have outdoor dining areas, and it seems that in summertime, most tourists and locals come for the food.

Restaurants like Thai Corner, Loong Sching (Chinese), Saigon Sushi, and Sushinu (Japanese) are kind of platform that Ystad's embrace international flavours. It seems that wide range of global cuisines attract both tourists and locals seeking diverse dining options. Establishments like Subway and Maltes Mackor represent global fast-food culture, which offering quick, convenient options for customers. It seems that influence of international food chains on Ystad's local dining scene, contributing to the mix of traditional and modern food offerings. Le Petit Bistrot and Graffiti Café complements the Scandinavian coffee culture of fika, and it seems that European food tradition is embedded into Ystad's foodscape, offering both locals and tourists a taste of familiar European dining in a Swedish town. This diversity enriches Ystad's foodscape, showing how modern restaurants and cafes contribute to the locals and tourists' attraction as a destination.



Figure 10: Different types of local & international food available restaurants in Stora Ostergatan, Ystad (Photographed by author).

There are traditional Swedish dishes available restaurants within Ystad's foodscape such as Möller's brewery and restaurant which is in Långgatan near Stortorget. It was initially operated as a malt house (Mollersbryggeri.se, 2024). So, it is representing a unique combination of Ystad's heritage and modern dining. Their menus are consisting of 'Herring fish' and 'Scanian äggakaga' and those are staples in Swedish cuisine. These dishes are Swedish especially, Scanian cultural markers that connect with food experience to the identity of Ystad and Skåne region. These regional dishes not only support cultural heritage but also provide tourists with an authentic experience tied to the local area. Herring dishes are linked from ancient time of Ystad area, as it has a historical fishing tradition along Southern coasts. It reflects the community's maritime lifestyle in the history. Pickled and smoked herring dishes have been passed down through generations and it gives tourists an authentic taste of Ystad's history and identity through traditional Swedish flavours. Serving traditional dishes with locally brewed beer creates a unique pairing experience for locals and international tourists. It seems that Möller's brewery and restaurant play a key role in promoting cultural identity within Ystad foodscape. Modern outdoor dining area seems that it can attracts international tourists and locals especially in summertime. Kings Head Pub & restaurant located in Regementsgatan, is also a traditional Swedish dishes available restaurant in Ystad. It is known for Traditional Swedish home cooking dishes such as meatballs, pork with onion sauce, and cabbage rolls. Its English-type pub setting might make more familiar place to international tourists to have traditional Swedish dishes.

Österlenkryddor is a five-hectare herb garden and it is one of tourists' attractive place in Köpingsbro, Ystad. It has its own farm shop, and it seems that sustainable farming aligns with trends in food tourism. They provide guided tours and workshops, allowing visitors to actively participate in activities related to herb cultivation, spice making, and preparing dishes using locally sourced ingredients.

This will give tourists to engage with regional flavours and culinary identity of Ystad and the Österlen area. Local customers and tourists can experience organic herb mixtures, raw spices, baked spices, and other foods such as lavender ice cream, saffron pancakes and many more. As they use locally produced ingredients in their gardens and surrounding farms, tourists can enjoy food with the landscape bound flavours. It seems that these unique flavours will contribute to a memorable, and place-specific foodscape experience to visitors. As an event, there is a 'Lavender Festival' in July every year and it attracts tourists. (www.osterlenkryddor.se 2023). It contributes to the authenticity of regional food culture, and it supports to sustain regional economy and create awareness of local food producers.

The Jakten restaurant in Ystad seems to be open from April to August, with closures during the remaining months of the year due to seasonal reasons. Most of the tourists passing through the Sandskog area can experience food from this restaurant and it has a relatively large outdoor dining area for guests (Figure 11). According to its landscape, it seems to be that the restaurant mainly targets local visitors and tourists in summertime. The menu of this restaurant offers homestyle Swedish dishes, classic hunting dishes and it seems that visitors can enjoy unique aspects of local flavours in a memorable dining experience. With Sandskog proximity to traditional fishing and hunting areas, the menu reflects a connection to nature, local traditions and a unique dining experience.



Figure 11: Jakten restaurant in Ystad (Photographed by author).

There are campsites in Ystad for tourists and vehicles like caravans have parking areas as well (Figure 12). Almost all the campsites are closer to the beach and other facilities also seem to be supplied for tourism. Campsites seem to be designed according to the natural landscape such as proximity to sea, forest environment.

Some campsites are near to golf course in Nybrostrands and cottage village in Fedriksbergs. There is a shop and restaurant called ‘Pizzeria Campingen’ within the camping area of Ystad. It seems to be that all the food and other necessary things could be bought from this shop and restaurant. Stay at campsites might be allow tourists to combine with outdoor activities and environmentally conscious experience including cooking outside and consume local cuisine. Jakten restaurant is nearby this area, and it also has a large outdoor dining area. These visitors might be their target customers at the season. This campsite seems that it is bringing tourists closer to Scane’s culinary and natural heritage. As there were lot of tourists in the campsites and they might contribute to Ystad food tourism and food-based economy greatly.



Figure 12: Camping site in Ystad (Photographed by author).

Österportstorg is a place where there are varies food trucks are available (Figure 13) including Österlen falafel, Maria Grill, Nong’s kitchen. It shows landscape character of fast-food take away. Those food trucks are available year-round and most of the local people are coming in year-round. In front of this place, Ystad Gymnasium and residential areas are located, and it seems to be that Gymnasium students are one of their targets as customers. In summertime lot of tourists and locals are coming to enjoy fast food options and other international flavours. Food trucks offer Italian pizza, Middle Eastern kebabs, and variety of other fast foods. These street foods are making the local foodscape accessible and convenient. As well as it reflects the global influences while allowing visitors to socialise and engage with Ystad’s community.



Figure 13: Fast food and other diversified food are available in food trucks (Photographed by author).

Ales Stenar is a historical place in Kåseberga. It refers a formation of stones arranged by Vikings in the shape of a ship. As its landscape, lot of tourists are attracted to the site, and it appears like a small fishing village with harbour. Near historic site, local food venders and restaurants such as Kåseberga fisk, can be seen with offering dishes connected to typical Ystad food culture such as herring, smoked fish, and lamb. There are local Swedish food serving restaurants and other outlets targeting the visitors who comes to see the natural landscape and historical place. These offerings represent the place and food intensely. It shows that how historical scene and regional flavours are intertwined with each other. Lot of locals and tourists are coming in summertime and there are events such as Kåseberga barbecue evenings in July and seafood nights in August. These events will promote regional food heritage by offering the local culinary art experience to visitors.

4. Discussion

4.1 General Discussion

Ystad has preserved its cultural heritage, historical, and traditional values from ancient times. It is characterized by its old-preserved cultural and half-timbered buildings. Because of its natural coastal landscape and port-oriented location, it might easily be accessible to the city of Ystad. As per observations of this study, Ystad has a diversified foodscape and modernized food and dining within the city and surroundings. According to the study by Ab Karim & Chi (2010), France, Italy and Thailand are established food destinations among tourists. But it seems that Ystad can be identified as an emerging food destination for tourists with its enriched foodscape. As one of objectives in this study, understanding of Ystad's foodscape is kind of realizing character of people, food, and place linking (Vontron et al. 2020 see Park & Widyanta 2022).

Tourism is a platform to experience a place-bound foodscape (Zhu et al. 2022), and tourists can engage with social, cultural, and environmental aspects. Ystad's lavender garden (Österlenkryddor) and Kåseberga restaurants clearly shows how food is connected to the landscape, local and artisanal food production how influence the region's foodscape and attract tourism. Food types produced in Österlenkryddor like herbs, lavender ice cream, saffron pancakes with unique flavours contribute to a memorable, place-specific foodscape for tourists. Restaurants nearby historical place called Ales Stenar in Kåseberga are offering many dishes connected to Sweden's coastal food tradition including herrings, smoked fish and many more. These traditional dishes might have deviated with the tourists' preferences and expectations (Park & Widyanta 2022). It also might have a negative impact on the culinary tradition of Ystad. But the foodscape of a destination is not constant, and it might change with time according to the food preferences, behaviours and other aspects (Brembeck & Johansson 2010 see Park & Widyanta 2022). By the time, malt house in Långgatan near Stortorget was transformed into a Möller's brewery and restaurant with modern outdoor dining area and its' menus offering 'herring fish dishes' and 'Scanian äggakaga' which represent Scanian cultural markers.

The foodscape of a destination can be a blend of local, global, traditional and modern concept connect to the landscape (Zhu et al. 2022). There are a variety of local and international food restaurants available in Ystad's foodscape. Tourists and locals can experience diversity enriches food during their journey, as they offer wide range of traditional and global cuisines especially restaurants located in Stora

Östergatan where there are Thai, American, French, Chinese, Swedish, Japanese, and fast food are available. Through the food tours conducted by Ystad kommun, it will support to highlight the foodscape in Ystad among tourists, as new food related events, enhance the visibility of foodscape according to the study by Bonow & Rytönen (2012) in their case study in Jämtland, Sweden. There are time-bound events which connect food, tourists and locations with each other. Events arranged in summer showed that they target tourists to enjoy food and places such as Köpingsbro lavender festival in July, Kåseberga barbecue evenings in July and Kåseberga seafood nights in August, Sandskog area campsites in summer and outdoor activities like cycling, hiking trails, sport events, Wallander tours in summer. According to the Tourist Manager's opinion, Ystad became popular throughout the world, because of 'Wallander Tourism' and most tourists come to visit the filming sites. So, adding food tours following the footsteps of Wallander series will let tourists to experience Swedish and other international cuisine within memorable sites like Mariagatan and Ystad's medieval town centre.

Ystad's foodscape seems that it consists of local food and those regional dishes not only emphasize cultural heritage but also provide tourists with an authentic experience. In some definitions, local food can define as the food which is grown within their county or state or surrounding their county (Wilkins et al.1996; Harris et al. 2000 see Zepeda & Leviten 2004). Local foods are often popular among tourists, as those can use to prepare unique products which represent the typical characteristics of a specific place (Urry 1990, Bessi`ere 1998 see Sims 2009). As one of objectives in this study, it is important to explore how does local food connects to Ystad's foodscape. Ystad and surrounding restaurants like Möller's Brewery, lavender garden (Österlenkryddor), Kåseberga Fisk, Jakten restaurant are serving food and drink by combining flavours unique to the region. This also aligns with the concept of 'terroir' explored by Amy B. Trubek (2008) and it allows tourists to experience food and drink, specifically in a place with unique qualities how reflects the landscape, climate, culture, and ingredients rooted in land. Locally produced food talks about its ingrained land (Potteiger, 2013 see Waterman 2018). Möller's Brewery like restaurants are serving traditional dishes along with locally produced beer and it creates unique pairing experience and enhances the foodscape with regional identity in Ystad's tourism.

As per interview details collected from hotel and restaurant owners, food managers, and workers, most of the food ingredients are coming to the restaurants and hotels from Sweden through food suppliers such as Menigo Foodservice AB, Martin & Servera, Grönsakshallen, Råsaft Lovisberg Presseri AB and Johan i Hallen & Bergfalk AB. According to the details published in their company websites and interviewers' opinions, they supply locally grown food ingredients,

and they follow sustainable methods to transport them within Sweden. Through this supply chain, local food production will connect with the tourists, hence tourists experience their food from restaurants and hotels in Ystad during their journey. As per opinion of the Tourism Manager, some tourists ask about where they can find Swedish authentic food like Swedish pancake, herring fish dishes, and meatballs. When it comes to tourism destinations, serving local food gives the food businesses an edge over others, since local food is seen as important part of the local traditions and history (Tellström et al 2005 see Bonow & Rytönen 2012).

When tourists experience local food, they not only eat food but also connect with destination, gaining new insights and sensory skills (Zhu et al. 2022). The lavender field called Österlenkryddor in Köpingsbro gives the local food experience for the tourists with lavender ice cream, saffron pancakes, and many other homemade food items. Lavender field bound food flavours and surrounding local food supply will strengthen the tourism attraction on local food either. As well as lavender field like local foodscapes which are in surrounding countryside of Ystad will give the opportunity of farm to table dining experiences and purchase local products by connecting tourism towards the landscape. According to case study by Bonow & Rytönen (2012), foodscape of Jämtland has connected with Nordic landscape and unique traditional dishes. Area specific food brands can enhance the visibility of local character of a destination (Haukeland and Jacobsen 2001 see Bonow & Rytönen 2012). As some areas in Ystad such as Österlenkryddor in Köpingsbro, Kåseberga Fisk nearby Ales Stenar, and Jakten restaurant in Sandskog area.

As per interview details with Ystad Fritiden hotel, around 85% of tourists were local tourists and they travelled to Ystad from other parts of Sweden. Then the less travelling distances are shaping the sustainability, and this local participation will be a good solution for addressing global challenges like the carbon footprint of transportation. Since there are varies food recipes related to other cultures like sushi, Thai food, Italian food, Middle Eastern food, and Asian food, tourists can enjoy different flavours within the same landscape. Pizzeria Gusto restaurant in Ystad will provide Italian pizza prepared by using original Italian food ingredients obtaining from Orex food supplier company in Scania. So local tourists with less transportation miles, and other tourists from nearer countries can enjoy different food flavours among their journeys. According to the observations, some owners of restaurants and food trucks are non-Swedish, and they will provide their home-country originated flavours through their menus by using Swedish local food ingredients and it will cause less carbon footprint for ingredient transportation.

According to Sims' findings (2009), local food promotion gives advantages for both tourists and residents hence tourism develops as one major service which

enhances global economy from last decades time (Richards 2012). Local food will help to become sustainable for tourists and rural communities, via inspiring eco-friendly farming, promoting initiation of local food businesses, and creating a uniqueness to the region. It might give opportunities for investments as well (Sims 2009). As per the opinion of the Tourist Manager, most of the food related businesses have started with tourism arrivals connected with Wallander tourism and as per everyone's idea in the restaurant field who interviewed said that tourism arrivals showed a connection to their development of food businesses. As in the lavender garden, tourists are benefiting by experiencing innovative fresh food products and they enjoy food which are locally grown. Other way, owners and workers will get economic advantages with the profit, employment opportunities, and socially connect nations, local prosperity and cultures. Researchers argue that connecting with local products is an essential solution for reduction in carbon footprint by tourism industry on behalf of transporting food across countries (Boniface, 2003; Mitchell & Hall, 2003 see Sims 2009).

4.2 Method Discussion.

The aim of this study is to find out what kind of connection or impacts from the tourist sector to Ystad's foodscape, through identifying the nature of Ystad's foodscape, examining how does local food connects to foodscape and tourism in Ystad and identifying sustainable practices within Ystad's foodscape and tourism sector. As Ystad seems to be an emerging tourist destination, case study relevant to this research was conducted in municipality of Ystad, Southeast Sweden.

Although the approach of the case study mainly consisted of qualitative method, during the semi-structured interviews, I have received some statistical data regarding number of tourists who came to Ystad year 2023 and their purpose of visiting. So, the research was undergoing through those quantity data, and it seemed like a mix-method research approach. The study approach was mainly consistent with literature study and case study as in figure 14.

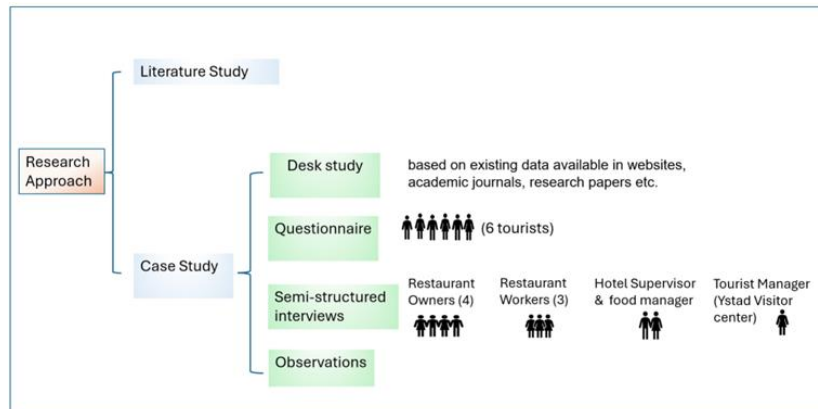


Figure 14: Image of research approach (Own image).

Literature study was conducted with three existing academic articles on case studies related to food tourism in other places. The case study done by Ab Karim & Chi (2010), conducted through on-line survey and it was about the comparison of the connection between food image and destination selection among France, Italy and Thailand. 284 respondents were answered and concluded with the relationship between food and tourism is valuable and cannot be overlooked. The case study by Park & Widyanta (2022), conducted in Yogyakarta, Indonesia was consistent with in-depth interviews. 21 interviewees including food producers or suppliers and food tourism services. 11 international tourists in 3 focus groups. It concluded by showing how important food tourism experience is in emerging food destinations management. The case study by Bonow & Rytkönen (2012), conducted in Jämtland, Sweden was consistent with 14 dairy farms. It concluded by showing how food tourism management is important in future regional or destination development under the support of authorities.

My research approach is also grounded with the above literature, as those established research also discussed food image & destination attraction, tourism experience & destination's foodscape, and food tourism & regional development among different geographical areas. At the data collection, it seemed that observations gave strong inspiration to achieve objectives of this study, and semi-structured interviews gave more precious ideas when identifying foodscape, local food connection and economic development. Desk study was more helpful to identify the background and historical development of Ystad city and surroundings. Although I have conducted a questionnaire based on tourists, only 6 responses were received back, and it was too few to make it as a representative sample. Although the study of Ab Karim & Chi (2010), had 284 respondents, they mentioned that it was difficult to determine whether it is representative or not. So, to be more precise, a more representative sample of respondents is needed to produce a more accurate reflection.

4.3 Conclusion.

As one of objectives of this study, the nature of Ystad's foodscape was identified to a limited extent and it is enriched by diversified foods and intertwined with its cultural and historical heritage. This study highlighted some of the place-bound foodscape characteristics that seem to directly or indirectly promote Ystad's tourism appeal. Even though it is not possible to give a significant estimation of the connection between local food and Ystad's food tourism, it seems that food intertwined with traditional and regional unique flavours are available in restaurant menus. As most economic season falls on summertime where tourist season started in Ystad, showing the undefined development between Ystads foodscape and tourism sector. So, the results of this study could provide inspiration for further research related to emerging destinations.

4.4 Further Studies.

It is important to conduct further research to determine what types of food promotion programs could enhance Ystad's appeal as a culinary destination for tourists and what kind of strategies could be developed by authorities for more sustainable approaches.

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Popular science summary

Tourism is a kind of platform where visitors can enjoy food, nature, culture and other aspects. Tourists, food and places are connected to each other and giving benefits for destinations. Ystad in Southern Sweden became popular with Wallander film series and tourists encouraged to come to visit filming places in Ystad. This study tried to identify whether there is any connection between tourists and foodscape of the Ystad, Sweden. To find out related facts, people who are engaged with tourism and food sectors are taken into discussion. So, the interviews were conducted with 'Tourist Manager', hotel and restaurant owners and workers. Previous studies and research regarding this topic also became very useful to find more information.

In this research, it was important to identify the nature of Ystad's foodscape which gives the full picture of food availability, culture, and accessibility. As a popular destination it seemed through observations, there were lot of tourists interacted with food culture. There are diversified restaurants, and they enriched Ystads foodscape. There are local dishes, traditional food and international food also. Most of traditional and local dishes are showing connection with historical places, and cultural heritage such as herring fish, Swedish egg pancakes, homemade dishes and other Scanian originated food. When connecting tourists with environment or cultural heritage and historical places, it is important to link with locally grown and produced food. In this study it was examined that how local food intertwined with Ystad's cuisine and dining. There were lot of restaurants such as Kåseberga restaurants, Möller's brewery, Jakten restaurant, and lavender garden (Österlenkryddor).

According to the previous research by Park & Widyanta in 2022, the nature of foodscape is changing with food preferences, behaviours, and other aspects. So, Ystad's foodscape also might be altered with local, global, traditional and modern concepts. Currently, tourists are enjoying different types of cuisine including Thai, American, French, Chinese, Swedish, Japanese, and other quick & convenient food also. As per interviews, most of the restaurants are targeting tourists as their customers, especially during summertime where they get more sales as well. So, tourism industry might be directly or indirectly connected with Ystad destination development. As per data from hotels, most of tourists are coming from other regions of Sweden and it will provide more sustainable aspects to this study. Although this study didn't establish a significant connection between Ystad's foodscape and tourism, it may provide inspiration for further research on similar destinations to support their development.

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Appendix 1

Semi-Structured interview (Tourism Manager)

1. Do you know why Ystad /Österlen became a tourist destination?
2. Are there any food tourism destinations promoted by your organization?
Are you guiding tourists for local food / cultural food product available places? (may be from your leaflets)
3. Do you think systematic approach like strategies and new policies are needed for development of tourism industry in Ystad?
4. Do you think that there is any connection between tourism arrival for the local / city development in Ystad?
5. Are there any programs to support destinations in developing food tourism potential?
6. Do you have any targets like future plans to achieve sustainability in the tourism industry combined with food culture in Ystad?
7. Do you think that existing foodscape is supporting for more attraction of tourism? (Hotels, restaurants, food trucks, supermarkets etc.)
8. Do you think that local farmers & food producers have opportunities & knowledge to bring their products for hotels, restaurants, and other food related markets? Is there any network?
9. Are there any food festivals & food exhibitions in Ystad?
10. Do you have anything else to add?

Appendix 2

Semi-Structured interview (Restaurants & cafes, Hotels)

1. Restaurant name?
2. Established year?
3. What is the target group?
4. What is the peak month/s for your sales?
5. What kind of food items do you have? Are they local/ traditional/ international food?
6. From all the customers approximately how many of them are tourists? (as a percentage)
7. Do you know which country they are coming from?
8. Do you think there is any connection with the tourist industry with the development of your restaurant/ hotel?
9. What are the benefits you gain from your business?
10. Do you currently use locally produced products in your menus?
11. Do you think guests are aware of the origin of food?
12. Do you think that tourists are usually satisfied with your menus/ cuisine?
13. Do you have any idea about why tourists visit Ystad?
14. What is the main challenge for your business development?
15. Is there any price difference for tourists and local people?
16. Is there any price difference according to the season?
17. Do you want to add something?

Appendix 3

Questionnaire for Tourists

Your participation in this questionnaire is instrumental in helping me explore how the tourism industry has influenced the culinary identity of Ystad. I sincerely appreciate your decision to contribute your thoughts to my study.

1.	Which country are you from?	
2.	You are in age:	<input type="checkbox"/> 18-28 <input type="checkbox"/> 29-30 <input type="checkbox"/> 31-40 <input type="checkbox"/> 41-50 <input type="checkbox"/> >50
3.	Gender (optional)	<input type="checkbox"/> Male <input type="checkbox"/> Female
4.	Reason for arrival?	<input type="checkbox"/> Leisure trip <input type="checkbox"/> Taking part in a conference <input type="checkbox"/> For business meeting <input type="checkbox"/> Other
5.	How often you are coming to Ystad?	<input type="checkbox"/> First stay. <input type="checkbox"/> More than one time
6.	Are you satisfied with the hospitality provided by the hotel?	<input type="checkbox"/> Fully satisfied. <input type="checkbox"/> Partially Satisfied. <input type="checkbox"/> Unsatisfied. <input type="checkbox"/> Fully unsatisfied.
7.	Which of the following aspects are most important for you to select your meal from the hotel menu? (up to 3 choices only)	<input type="checkbox"/> Availability of healthy food <input type="checkbox"/> Appearance & taste. <input type="checkbox"/> Price. <input type="checkbox"/> Prefer traditional food.
8.	What is your preference regarding local food culture during a meal?	<input type="checkbox"/> prefer only international food. <input type="checkbox"/> prefer local food & international food. <input type="checkbox"/> Prefer to eat local food. <input type="checkbox"/> Prefer to eat local food connected with regional tradition.
9.	Are you aware whether this hotel uses local products or not?	<input type="checkbox"/> I am not aware. <input type="checkbox"/> Yes. I am aware they use local products. <input type="checkbox"/> Yes, I am aware they do not use local products.
10.	When choosing Ystad as the location, what specific factors hold the utmost significance in your decision-making process?	<input type="checkbox"/> Food (Cultural Cuisine experience) <input type="checkbox"/> Historical places (Like Ales Stenar) <input type="checkbox"/> Art in & around Ystad. (Art gallery) <input type="checkbox"/> Beautiful nature areas (like beaches) <input type="checkbox"/> Other (.....)
11.	Do you like to come again?	<input type="checkbox"/> Yes <input type="checkbox"/> No
12.	If 'yes' why do you like to come again?	<input type="checkbox"/> Amazing food <input type="checkbox"/> Great hospitality <input type="checkbox"/> Other

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