Article

Evaluating the Consumption of Local Products in Luxury Hotels

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Abstract: Hotels are key consumers of products; therefore, they could contribute to the sustainable development of local communities. This research analyses consumption of local primary sector products in four-star and five-star hotels in Tenerife (Spain). In-person questionnaires were completed over a non-probabilistic sample of hotels to collate data with respect to categories of foodstuff consumption. Two indices were designed to this effect, which enabled us to compare the results according to hotel category, occupancy rate, and zone and determine the specific weight of each product category. The study aims to offer a reference tool to local authorities for granting Corporate Social Responsibility awards to luxury hotels as an incentive. Although carried out in Tenerife (Spain), this study is applicable to any tourist destination.

Keywords: hotel; consumer index; local products; local community; corporate social responsibility

1. Introduction

Changes in international tourism consumption patterns and competition between destinations lead to the design of new leisure activities to enhance the resort's attractions. These changes are felt more in island territories that depend on tourism, having a knock-on effect on complementary activities [1,2]. But these activities also generate a negative impact, so it is necessary to ensure sustainable development, in which companies contribute to the development of the environment in their community [3–9].

As competition increases, identity and local culture kick in more as a valuable source of new authentic products and services to attract tourists. Gastronomy is particularly significant as it plays a basic part in tourism and is an essential source of association with identity [10,11].

In recent times, research on the interest of consumers and companies in gastronomy and the consumption of fresh local products has increased. Tourism experts have indicated that true gastronomic tourism depends upon local consumption, thereby underlining the links between agri-culture, culture and geo- or identity tourism. Land and agriculture offer products that are associated with the local culture, offering a sense of place (authenticity), while the tourism industry offers the necessary local services and infrastructure that generate a satisfactory gastronomic tourism experience [12,13].

Local gastronomy promotion can significantly boost the community's economy while preserving and fomenting the culture and identity of a place in any given destination. It may even have long-term effects, enhancing sustainability and sense of place, consolidating local economies, and producing environmentally friendly infrastructure [14,15].

The idea of sustainable community development is at the heart of the concept of CSR as a strategy designed to allow companies to contribute towards the sustainable welfare of the tourist destinations they work in, thereby enhancing their brand image and reputation [6,16]. The strategy foresees activities being carried out in two different senses: internally, promoting fair management of human resources and caring for health and safety

in the workplace, adapting to changes in contexts and controlling environmental impacts whilst preserving natural resources, and externally, working with local communities, trades, suppliers, and consumers in achieving advances in human rights and resolving global ecological problems [17]. The traditional supply chain perspective, focused solely on economics, must be discarded when attempting to implement CSR in the tourism industry. Hotel establishments in the tourism sector are at the forefront of adopting socially responsible actions, since they know that this will attract new tourists who value these actions, as they contribute to a healthy and sustainable lifestyle [18].

The present research focuses on collaboration between hotels and local suppliers that contributes to the development of the community by promoting local food and cultural traditions among clients. Traditional dishes thereby become part of the heritage associations linked to the identity of the destination [19,20]. All state policies directed at guaranteeing the sustainability of their tourism destinations should, thus, consider the importance of promoting this type of CSR activity. This study is an attempt to measure present agriculture consumption in hotels, highlighting their use of local products in the gastronomic tourism on offer as a responsible company strategy that benefits the development of the local community. Minimums and maximums were defined by way of indices that would allow hotels and local authorities to decide upon quality awards being bestowed upon establishments, with a view to applying the same in Tenerife within the Volcanic Experience programme of the Autonomous Government of the Canary Archipelago. The present research offers a simple tool for measuring hotels' utilisation of local products. This tool is highly useful both for the hotel and the local authorities. This methodology is applicable in any other tourist destination and offers significant feedback with respect to which sector of the hotel trade is more responsible in its use of local products and what type of local product is most favoured, together with what comparative significance should be attached to the results.

2. Literature Review

2.1. Consumption of Local Products in Hotels

An analysis was carried out of the links, activities and interactions of the different agents involved in the food supply and marketing chain to determine whether local development strategies can be developed in the area of gastronomic tourism. Part of the results obtained conclusively shows that interactions and links are present in a supply and commercialisation chain because the individual and collective organisations involved share a series of norms, values, habits, alignments, and practises. These shared alignments allow for constructs of mutual perceptions of the structural context [21,22]. The overall results of the analysis show that new tourism products such as gastronomic tourism move faster and more efficiently in companies, establishments, and associations in more mature tourism regions with a longer history of developing alternative products for tourism.

In this same sense, four main components of the tourism supply chain have been identified, three of which are mandatory and one optional [23]. The three main components are suppliers of first-level tourism services (accommodation and transport), second-level product suppliers (food and drinks), and tourists or consumers. The optional part of the chain is the intermediaries, such as travel agencies or tour operators.

In supply chain analyses, the importance of collaboration between the different participants in the process is highlighted to guarantee the sustainability of the product, emphasising that a sustainable supply chain can only be achieved when the company–supplier relationship is strong and of a high quality [24–26].

Hotels have significant interdependence with retailers and suppliers, making them very influential establishments in the development of local products [27]. The larger the size of the hotel and its management strategy, the stronger the tendency towards this type of positive collaboration. Analyses on this topic recommend that smaller establishments also foster sustainability through positive local collaboration, which will benefit their reputation [28,29]. Other analyses are directed along the same lines. Socially responsible practises in small- and medium-sized hotels show that environmental practises are preferred over

direct activities in favour of the local community and their employees. This organisational situation is related to the limited financial and economic capacity of these small- and medium-sized hotel establishments, unlike what happens in large international hotel chains, where the specific programme of Corporate Social Responsibility (CSR) activities encompasses both environmental (natural) and socio-cultural aspects of their communities of interest [30]. Then again, there is research that shows that small hotels make more of an effort in gastronomic tourism, among other services, than larger establishments [31,32]. However, other authors conclude that the committed hotels, with a high organisational disposition, that are interested in local products and offer them to their clients for breakfast, lunch and dinner are 4* and 5* star hotels; these hotels show significantly higher levels of local product consumption than lower category hotels (one and two stars) [33]. In the work developed here, hotel size is understood as a function of the number of beds, occupancy and average index occupancy.

Models have been built to measure the impact of CSR measures in hotels by combining marketing variables (reputation and customer satisfaction, among others) with feedback on performance. The results indicate that hotel customers show a growing interest in companies with a positive environmental, social and economic impact and in their organisation [34,35].

It has also been shown that tourists want to consume local food products and are willing to pay more for services that contribute to the long-term viability of tourism and the destination. But this tourist attitude differs greatly depending on the type of hotel accommodation and the destination (3S, rural, city and others), and tourists value the consumption of locally grown products to a greater or lesser extent, depending on their location choices [36]. In this work, the hotels on the south of the island represent the hotels with a 3S tourism brand. Some hotels consider it too expensive to use local products, while others consider it too costly not to do so, since visible CSR practises positively impact the reputation of the hotel and the quality of life of guests and obtain awards that can influence many agents and tourists to behave favourably towards the hotel [33,37–39].

Whatever the case, public support for socially responsible establishments, manifested as awards or incentives, has a positive effect on socially responsible behaviour [40].

Hotel enterprises should foster closer relationships with their suppliers, agricultural businesses, and retailers to apply systems to manage responsible stock and purchases in an appropriate timeframe. Suppliers should be kept updated and well-informed with respect to purchasing policies. A constant exchange of information allows for greater collaboration and positive knock-on effects such as better-quality products with longer shelf lives [41]. Others consider that this is a win–win situation with benefits for the local suppliers (greater overall demand for local products and increased value-added [42,43]) but also for the hotels who obtain local produce at fair prices and better quality ingredients for their dishes, plus tourists with a greater perception of satisfaction.

There have been significant advances in measuring the application of CSR, both overall and broken down into different categories, individually weighted against the total result for the strategy [44,45]. The EU-ISO 26000:2010, decided upon unanimously, may be considered a landmark in CSR. Company use of the norm allows for systematic processing to be carried out with objectivity and independence, thus permitting an overview of how CSR enhances the activity of a company. Before adopting the ISO 26000, Europe was a leader in embracing ISO 9001 and ISO 14001, which offered outstanding results in quality and environmental management, respectively. A growing number of norms and certifications overlap with ISO 26000 and, to a certain extent, compete among themselves, such as the various ecological labels that certify CSR [46,47]. Therefore, there is a need to review, coordinate, and/or complement them.

There have also been many interesting initiatives related to the subject at the level of the Green European Pact [48] that underline the relevance of value chains in consumption and the opportunity afforded to local communities from the life-cycle perspective. However, indicators of initiatives directed at community development and the promotion of local products were few and far between until a relatively short time ago, with community participation practically ignored both in academic research and by the local authorities [49]. The agenda for sustainable competitive tourism proposed by the European Commission shows how slow the process of real social change can be, as state policies require considerable time to adapt to changing social contexts [40]. This work aims to contribute to this situation by presenting two indices of consumption of local products that serve as a basis for the public administration to grant awards, certifications and any other incentive to socially responsible companies.

2.2. Indicators Toward Formulation of Public Sector Policies

Indicators of sustainable tourism are an essential element in tourism planning and management. However, academics and politicians alike tend to see them as more useful in policy decision-making.

Some authors have produced a systematic revision of the literature on the development of indicators of sustainable tourism that is adjusted to four criteria: the relevance of indicators in achieving the objectives of sustainable development, governance, the agents involved, and the distinction between objective and subjective indicators. Their results show that governance is a matter of scant debate, while residents and tourists are the most involved groups of interest, with flagging levels of commitment on the part of the governments and companies [50].

Other authors working along the same lines of research attempt to classify their research topics according to the role played by the policy of pursuing sustainable development. These analyse the possibility of developing and applying sustainable tourism policies to respond efficiently to environmental challenges and the world SDGs. It must be said, however, that the present policies of sustainable development are directed solely and divergently at economic growth. Academics appear to focus solely on the result of these policies on sustainable (economic) tourism. There would not appear to be any substantial research, however, into how policies are formulated and the part played by governance in the development of sustainable tourism. Policies of sustainable tourism need to be traced back to how they evolved, with their significance made clear and their role explained, together with the main ideological principles underpinning them, if any real evaluation, revision, and improvement is to be made in their social application. Moreover, there is a vital need for this in vulnerable areas prone to unsustainable development, such as is the case of small island territories [51].

Others analyse the role of indicators in three aspects. The first is purely instrumental, related to the use of information in decision-making. The second is conceptual in creating awareness and conscience, while the third is symbolic, the value of legitimising decisions. They conclude that indicators have limited instrumental use and symbolic value. Likewise, their conceptual value, in reference to the social lessons to be learnt from their application, may be considered a pre-condition, required to trigger other functions. In addition, the legitimising role of indicators in policymaking is strictly linked to the specific context of governance, influencing it and being influenced by it [52].

A study conducted in Quebec considers that by reaching a consensus between academics' perspectives and state policymakers, basic indicators of sustainable tourism development can be achieved [53]. The aforesaid authors chose 20 indicators from 507 indicated by the experts and adjusted them to the political framework of a given destination to verify applicability, in this case to the region of Gaspésie, in Quebec. The consensus of the regional authorities was required to validate that the indicators were manageable and integral, with a recommendation that they should be revised at least every five years for the public authorities to re-evaluate needs and objectives. They concluded that indicators, whether

applied or not to a specific area of tourism, tend to underestimate or ignore the political dimension. This may explain why indicators generally do not gain social legitimacy at either the political or civil society level, which is why scholars consider this approach to be partial and inevitably subjective, lacking in civil or political consensus (i.e., governance) that can help define common policy goals.

2.3. Gastronomic Tourism Strategies on the Island of Tenerife

Tourism is the main economic activity in the Canary Archipelago. It is not seasonally locked but rather all year round, thus demanding tourism planning. As such, there have been attempts to establish innovative models of tourism that can promote and enhance the existing heritage resources and services responsibly and sustainably. Tourism forms the backbone of the socio-economic reality in the Archipelago and, as such, should stand as a model of integration of all the sectors of activities towards the quality of life of the host communities. Tourism, then, is considered the driving force behind economic and social innovation in the islands, with a knock-on effect on all other economic activities.

Gastronomic tourism is presently on the rise across the world, as evidenced in the IV World Forum of Gastronomic Tourism, where figures revealed that some 40% of tourism expenditure worldwide was spent on gastronomy [54]. This is a fact that perhaps is scantly perceived by many tourism destinations and, thus, represents a challenge. However, the reality is clear for all to see; nowadays, gastronomic tourism is a specific product on its own, not just a necessary complement to any satisfactory experience, and it is much more in demand than in the past.

Unlike other regions of Spain where tourists are attracted by the gastronomy (such as the Basque Country and Galicia, considered gourmet destinations), the Canary Islands have not fully integrated gastronomy into the tourism system, mainly due to lack of in-depth analysis of their main product (3S tourism) and the scale economies afforded. The farthest they go is to spotlight typical products associated with the Canary Islands (fish, specially prepared "wrinkled salted" potatoes, bananas, spicy sauces, and fruit), leaving a great deal of scope for more integration of gastronomy into the overall tourism product.

Tenerife is the island that receives most tourists. Although already home to a varied picture of gastronomic tourism, there is much to be achieved to improve matters in the field. In fact, in spite of not being perceived as a gastronomic tourism resort, 5.3% of the tourists who visited in 2015 cited gastronomic attractions as part of their motivation for choosing Tenerife as a holiday destination, a figure that has progressively grown in the last few years [55]. With 80% of the experts in tourism foreseeing gastronomy as an important factor when choosing a holiday destination in the future, Tenerife is, thus, faced with a serious challenge to build upon its culinary tradition [54].

The area, then, is under expansion, and gastronomic tourism is more and more promoted in overall marketing at various levels. The main efforts in the sector have focused exclusively on restaurants. However, there is much to be achieved in improving the gastronomic value chain on the island, by emphasising the importance of enhancing quality of all local foodstuffs and strengthening internal systems of distribution between the primary sector producers and hotels. Four- and five-star hotels are large consumers of local products and are important due to the volumes consumed. Therefore, there is a need to define adequate strategies and tools for this consumption to benefit local structures, while promoting the value of the alternative local high-quality products on offer.

The Island Council (Cabildo de Tenerife) together with the private sector of tourism and other institutions that form part of the value chain have been working solidly on promoting gastronomic tourism over the last few years. Various plans and projects have positioned Tenerife visibly in the vanguard of the sector. Governance and shared objectives are the cornerstones of this joint effort forged between the primary and the tertiary sectors to attempt to ensure success. For example, there was a Plan de Turismo y Gastronomía de Tenerife drawn up between the Board of Tourism in Tenerife and the Agriculture, Fishing and Husbandry sector for the period 2018–2020 [56]. This first plan led to more, the fruits

of which can be seen in the six Michelin stars assigned on the island, local chefs winning awards in international and national competitions, and the growing worldwide recognition of the top-quality agricultural products and wines of the island.

These activities are designed within the framework of the Tourist Strategy for Tenerife 2017–2020, later extended through to 2030. One of the main strands of this strategy (strand 4) establishes a programme of the development of tourism products by priorities (market–demand/supply–infrastructure and available equipment, along with criteria of economic, environmental, regulatory, and innovative developments). Gastronomy was singled out as central to the experience of tourism in Tenerife, together with other resources/activities such as the climate and coastal beaches, hiking, cycling, golf, surfing/body boarding, windsurfing/kitesurfing, deep-sea diving, culture, traditions and heritage, cetaceans, theme parks and tours/guided visits. This strand of activity is designed to promote the ethnographic heritage and production of gastronomy in a series of fishing–agricultural–husbandry landscapes on the island with local food restaurants, thereby linking the quality of life and identity of the island firmly in the minds of the tourists.

A main requirement in promoting a destination is to identify the level of development of the gastronomic products. These levels are as follows [13]:

- Level 1: initial development, based on the present resources of the destination (with examples such as inclusion of gastronomy in the promotion of the destination, adding tourism promotion to gastronomic events, carrying out publicity campaigns for certain products, linking produce to regional brands, and planning between the state–private sector of restaurants).
- Level 2: horizontal development, focusing on the quality of the gastronomy on offer (certification and promotion of agricultural foodstuff and restaurants, regenerating cultural and gastronomic traditions).
- Level 3: vertical development, where gastronomy is an integral part of the destination experience (e.g., specific design of packaging for gastronomic souvenirs, promotion of gastronomic museums and routes, thematic events such as competitions and trade fairs organised).
- Level 4: diagonal development where the destination develops an integral database with respect to know-how and innovative experiences (e.g., training of professionals in gastronomy and tourism, promotion of R+D, or other projects based on sustainability, among others).

Tenerife is somewhere between Levels 2 and 3 in the development of gastronomic tourism. It is hoped that the Plan de Turismo y Gastronomía de Tenerife [56] will allow it to advance to Level 4, where gastronomy is seen within the destination as a model of cross-cutting innovation and transfer of know-how.

At present, gastronomy and tourism are seen by the primary sector to be a unique opportunity to showcase and sell their local produce, although this be insufficient to cover the total needs. The perspective, meanwhile, from upmarket hotels is less optimistic as they have proved to be incapable of incorporating local produce to its full potential or to offer gastronomic experiences based on local products. Since the utilisation of local supplies is of mutual interest, activities should be coordinated integrally with various state authorities to plan a value chain as a longer-term strategic tool. This perspective would allow for new local products to be introduced into the unique gastronomy of the hotels; for them to design experiences such as upmarket restaurants with gourmet local dishes, farmers' markets, wine-cellars, and family restaurants (known locally as guachinches) where the gastronomy is seen in its context; and, in general, build an image of Tenerife as a gastronomic tourism destination with a story of its own to tell.

The report on Local Gastronomy and Tourism in Tenerife [55] highlights hotels as the second place where local gastronomy is on offer (27.8%), with restaurants and bars in first place (45.7%). Around 30% of the tourists surveyed indicated having consumed no local food during their stay on the island and, of these, 4.7% stated that their accommodation did not offer this option. It is also more than evident that there is a dearth of hotel strategies aimed at motivating the tourists to eat local food.

This article is designed by way of an exploratory approach on the consumption of local food produce in upmarket hotels to promote active thought about the positioning gastronomic tourism over the next few years. It works from the consideration of Tenerife as a unique tourist destination that is striving to achieve sustainability based on governance and the promotion of socio-economic relations. The model is based on social responsibility. Good management will contribute toward promoting trade and improving the quality of life of the resident population. An action plan towards awareness-raising working from an updated and precise database and information, to be applied on a mid- and long-term basis, should enable Tenerife to become a reference for this model of tourism by contributing basic values that are, at present, missing in the supply framework.

3. Materials and Methods

3.1. Hypothesis

From the premises previously outlined, we proposed the following hypotheses:

H1. *The role of indicators in political decision-making.*

Sustainable tourism indicators have limited instrumental use in political decision-making, being more valued for their conceptual capacity to generate awareness and legitimacy in specific governance contexts.

H1.1. *The level of commitment of hotels to socially responsible activities related to the acquisition of local food from local suppliers, measured through the two indices developed in this study, is significantly high in both indices.*

H1.2. *There are significant differences in the results of both indices when analysed according to the type of local product purchased.*

H2. *Factors affecting the commitment of hotels to socially responsible programmes in the purchase of local agricultural products.*

Large hotel chains tend to integrate both environmental and sociocultural CSR practises in a more balanced way, while small- and medium-sized companies prioritise environmental practises due to economic and organisational limitations.

H2.1. *Hotels located on the south of the island, predominantly associated with the 3S (sun, sand and sea) tourism brand, show lower levels of engagement in both indices compared to hotels located in the north and in metropolitan areas.*

H2.2. *Hotels with a higher number of beds tend to show lower levels of engagement in both indices due to logistical complexities and associated costs.*

H2.3. *Hotels with higher occupancy rates show lower levels of engagement in both indices, possibly due to their focus on operational efficiency and cost reduction.*

3.2. Research Model

The framework deriving from these hypotheses is presented in Figure 1.
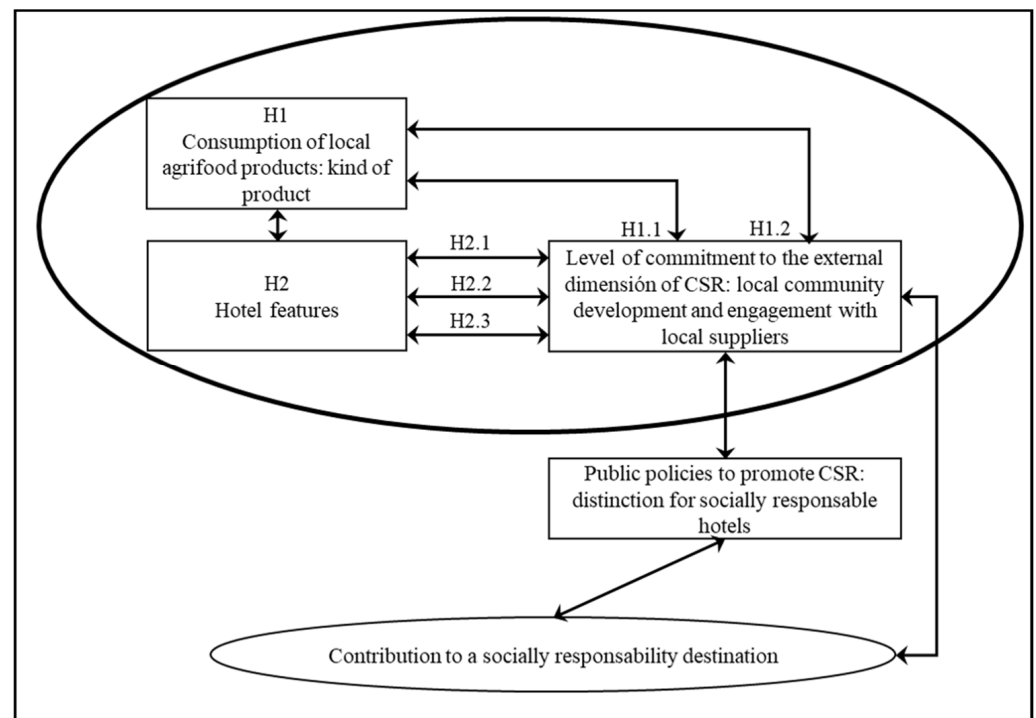
Source: authors' own.

Figure 1. Research model.

3.3. Data Collection and Instrument

Building an index of consumption of local products in hotels, organised by descending order, was taken as a starting point. Classification by category as used by the National Institute of Statistics was the system of choice to calculate the consumer price index as adapted to the region under study. In the first place, representative groups and sub-groups of products from the area were selected to be studied, always ensuring that these were aligned with the products with the most structural weighting and stability of production. Thereafter, a series of products representative of each sub-group were chosen. Then, the next step was to use the units of measurement to build the weighted indices by product [57–60].

The empirical analysis focused on the island of Tenerife (the Canary Islands). This island forms part of an ultra-peripheral area of the EU (The Canary Archipelago). The large numbers of tourists received by Tenerife (5,729,162 in 2019, 37.9% of the total tourists in the Canary Islands) could have a significant impact of the distribution of local products. The population chosen as the object of study were the four- and five-star establishments of ASHOTEL (Asociación Hotelera y Extrahotelera in the province of Santa Cruz de Tenerife).
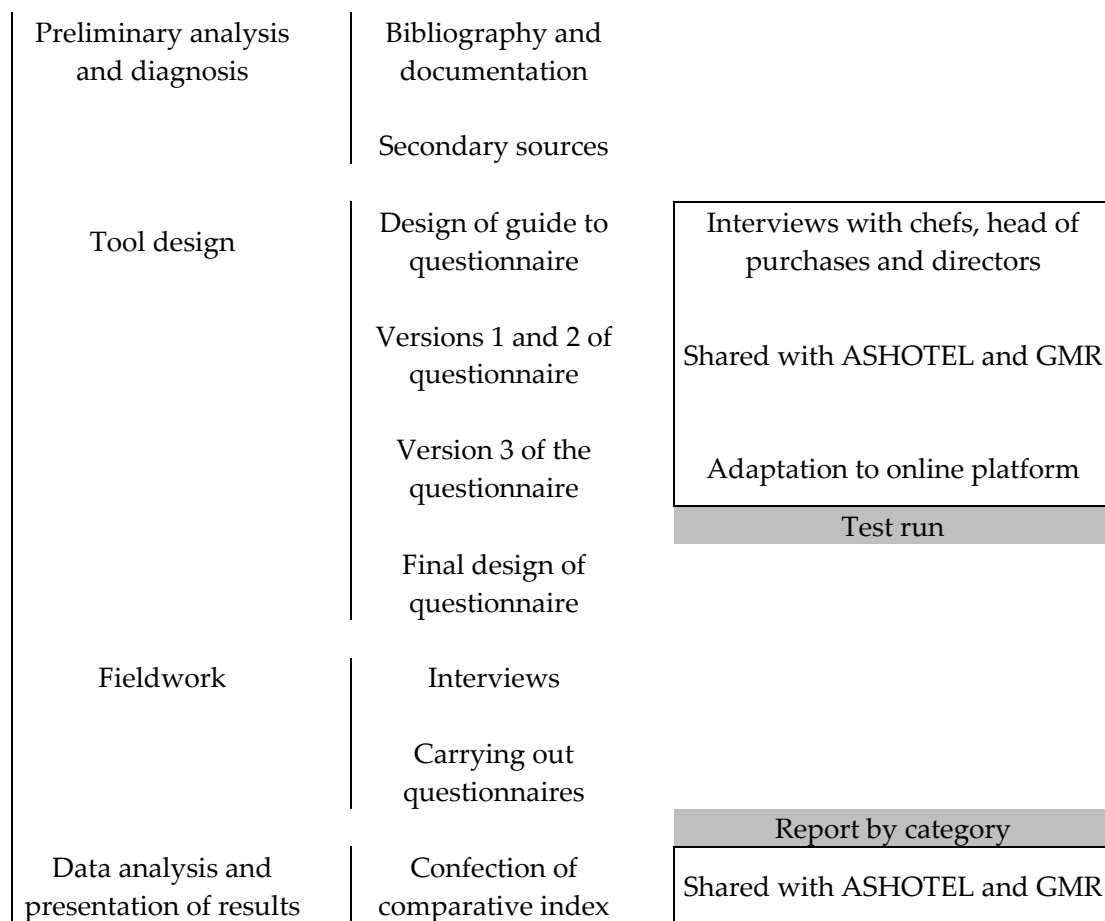
A questionnaire in the shape of a personal interview was prepared for the head chefs, chefs and/or head of purchases in the hotels. It collected basic information such as the category of the hotel (4 or 5 star), the area of the island where it was situated (metropolitan, north or south), the number of beds, the occupancy index and the kilograms of meat, fish, seafood, vegetables, fruit, and cheese, along with wine and other products, consumed per month. The questionnaires were shared previously with ASHOTEL and GMR (Management of the Rural Environment) to judge the suitability of the questions. Table 1 offers a summary of the technical data and Scheme 1 shows the whole process. A reliability analysis of the questionnaire was performed and a Cronbach's Alpha coefficient of 0.769 was obtained as an index of internal consistency.

Table 1. Technical data.

Population Province: Santa Cruz de Tenerife	Total number of 4- and 5-star hotels = 117	4-star hotels = 94	5-star hotels = 23
Convenience sample [1]	Sample = 56 hotels	4-star hotels = 36	5-star hotels = 20
Instrument	Questionnaire	Computer-aided personal interview (CAPI)	Plus quantitative data from accounts
Survey	Person in charge	Chef	Head chef
Analysis	Software SPSS-29		

Source: authors' own. [1] The request was sent to the whole target survey population, but information was only collected from those who responded affirmatively to proportioning qualitative data.

Preliminary analysis and diagnosis	Bibliography and documentation	
	Secondary sources	
Tool design	Design of guide to questionnaire	Interviews with chefs, head of purchases and directors
	Versions 1 and 2 of questionnaire	Shared with ASHOTEL and GMR
	Version 3 of the questionnaire	Adaptation to online platform
	Final design of questionnaire	Test run
Fieldwork	Interviews	
	Carrying out questionnaires	
Data analysis and presentation of results	Confection of comparative index	Report by category / Shared with ASHOTEL and GMR

Source: authors' own.

Scheme 1. Statistical processes.

3.4. Variables Description

From the information collected, two indices were elaborated as indicators of best practice. The aim was to encourage the hotels to comply with levels of consumption that would allow them to win a quality distinction, the Volcanic Experience awarded by the Autonomous Government of the Canary Archipelago. This specifies a minimum and maximum of local products used, indicative of the hotel's commitment towards the local structure of production. It can also be used as a self-evaluation tool for each hotel to ascertain where they stand in terms of their consumption. These indices are not only useful to the original ends of this research but may also serve as valuable tools for hotels and for decision-making by the pertinent authorities.

It was considered that, as is conventional, the comparison should be by consumption per guest. To ascertain the average number of guests per hotel, each establishment was considered individually in terms of beds, area where the establishment was situated, and the average occupancy zoning registered by the Canary Institute of Statistics (ISTAC). Initially, hotels were differentiated by municipality to obtain a more precise result for the guests/day, and later grouped for analysis by zone.

Occupied beds = Number of hotel beds × percentage of municipality occupancy

Using the database, a first filter initially discarded all the hotels that had not declared the quantities of local products purchased. Then, the quantities were homogenised by kilos per month (some replies gave quantities by trimester or semester and others gave yearly quantities). This procedure allowed us to define a comparative factor per type of product and day, using an average of 30 days a month. The comparative factor indicates the amount of local product type consumed on average by a hotel client per day.

Comparative factor = (Kg month/30)/(occupied beds)

Seafood, wines, and other products were eliminated from the analysis for various reasons: the replies were scarce; the products were primarily not local; and it was impossible to establish homogeneous quantities per product. By way of second refinement, the typical deviation was calculated (Sx) together with the average (X average) and the typified value (Zi).

Typified value (Zi) = (X − X average)/Typical deviation

The typified value proportions the distance (with sign) from the average measured in standard deviations [61]. This allows for comparison of values and identification of the extremes. It is considered that those values above or below a standard deviation (1) would remain outside the normal X. The triangulation of the raw data scatter, the typified value, and the average quantities of local products per guest/day indicated what values should be eliminated from the final calculation of the index, since they distorted the norm. By category of product, N was finally made up of 49 hotels, 32% for 4-star hotels and 82.6% for 5-star establishments, which is an excellent representation with which to analyse the situation of the study area (Tenerife).

The indices were built using these results. The first index, Index A, was established using the data of the average for each group of products. Conventionally, we opted to estimate a range from the average plus 33% to establish the average weights necessary to pass the cut in the index per product, that is, A = average + 33%. Index A was calculated by the disaggregate additive [62,63] for meat, fish, vegetables, fruit, and cheese. For example, the index for meat was obtained in the following way, and the same system was applied for the rest of the local products:

Index A meat = (A meat/(A meat + A fish + A vegetables + A fruit + A cheese)) × 100

The individual points were added together to obtain the total points per hotel. Then, the average of the total index obtained over all the hotels was calculated in order to establish this as an objective to obtain the quality rating. The resulting value was 85 (out of 100).

The second index, Index B was intentionally established. The general local consumption of each product was calculated for the five products used to calculate Index A and applied weighted to the hotels, keeping the target of 85 points for the award. The t-Student test was applied to check if there were any significant differences between the results in Index A and Index B, broken down into the categories of local products used in the analysis.

The quantitative variables were also recodified into qualitative nominal and ordinal variables to test whether the significant differences between variables indicated having reached the objective of the award or not, as derived from indices A and B and the rest of the variables (Table 2). Chi-squared statistics were applied to this end (χ^2). This is a

test to evaluate hypotheses on the relationship between two variables belonging to a level of nominal or ordinal measurement. In this research, as we were looking for differences between the hotels that attained the level required for the prize and those that did not, what was of interest was to see whether the χ^2 had a level of significance lower than 0.05 since this would show that the observed distribution did not behave in the way we expected. Therefore, there would be significant differences between the two groups, that is, we would want to test whether the distribution of frequencies between variables fitted a model distribution.

Table 2. Variables of the analysis.

Variables Measured in the Study	
Category	Ordinal variable. (1) 4 star, (2) 5 star
Zone	Nominal variable. (1) TF metropolitan area, (2) TF north, (3) TF south
Number of beds	Discrete variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 567, (2) 567 or more
Average index occupancy	Continuous variable. Recodified as dichotomic ordinal variable from the average: (1) 84 or less, (2) over 84
Occupancy	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) 480 or less, (2) more than 480
Meat Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 2.6, (2) 2.6 or more
Fish Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) Less than 3.7, (2) 3.7 or more
Vegetables Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 38.9, (2) 38.9 or more
Fruit Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 26.9, (2) 26.9 or more
Cheese Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 3.3, (2) 3.3 or more
Reaching objective with Index A	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) no (less than 85), (2) yes (85 or more)
Meat Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 5.9, (2) 5.9 or more
Fish Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 4.5, (2) 4.5 or more
Vegetables Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 29.5, (2) 29.5 or more
Fruit Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 24.2, (2) 24.2 or more
Cheeses Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) less than 3.1, (2) 3.1 or more
Reaching objective with Index B	Continuous variable. Recodified as a dichotomic ordinal variable from the average: (1) no (less than 85), (2) yes (85 or more)

Source: authors' own.

In addition, the Chi-square test was applied to gauge whether there were significant differences between the results of both indices in accordance with the category of the hotel, its situation, the average level of occupancy, and the indices, disaggregated by products.

4. Results and Discussion

4.1. Descriptive Results

The following descriptive analysis of the consumption of local products is based on the comparison of the results of the study carried out by Turismo de Tenerife [55] with the present research.

Analysis of Index A and Index B indicates that the percentage of hotels that meet the objective of consuming local products (obtaining 85 or more out of 100 in both indexes) is 55.1% and 30.6%, respectively. The public administration can decide to increase or decrease this objective. In this work, it was decided to use 85, thus presenting an example of the functioning of both indices.

If broken down by product type, significant differences are observed between both indices.

- Local meat. Meat is the eighth product (6.4%) most associated with the image of the island of Tenerife by tourists and among the most important items demanded by them (6.7%). By order of preference, the main meat products acquired by the hotels are pork, chicken, veal, rabbit, and goat meat, with black Canary pig mentioned most often by the interviewees in the study.
  In the case of the 4-star hotels surveyed, 19% indicated that they do not buy Canary meat, whereas 81% do, with 31% preferring to buy it fresh, 28% frozen, and 19% chilled and/or processed (3%), mostly on a weekly basis (67%).
  In the case of the 5-star hotels, the percentage not buying Canary meat was higher (30%). However, 55% bought fresh, no frozen meat was purchased, and there was a significant reduction in the percentage of chilled meat.
  The hotels in the three areas prioritised fresh meat and totally ruled out any pre-cooked meats.
- Local fish. The local fish of the Canary Islands are the main gastronomic items associated with the image of Tenerife by tourists (27.4%). The products most often referred to by tourists are seafood, local cherne seabass, squid, parrotfish, octopus, sardines, and shrimps.
  In the present research, the hotels indicated the following preferences: seabass, tuna, gilt head bream, and sea bream, among others. In general, 24% of the hotels did not include local fish on their menus, as opposed to 76% who bought it frequently. Fresh fish is bought more frequently (44% for 4-star hotels and 80% for 5-star establishments, respectively). In the case of the 4-star hotels, 33% bought frozen fish. There were no significant differences between zones.
- Vegetables are extremely important for hotels and tourists. Items that are spotlighted in tourist consumption are potatoes and tomatoes. Overall, 5.8% of tourists mentioned vegetables as products associated with their image of the island of Tenerife.
  Almost all the interviewees bought fresh vegetables, with only the 4-star hotels buying 3% frozen. There were no appreciable differences between zones.
- Fruit. Fruit is another of the basic products associated with the image of the island, with oranges, papaws, melons, mangos, avocados, and prickly pears mentioned most frequently in the comments of national and international tourists. However, there can be no doubt that the banana is the most prominent in the image of Tenerife, mentioned by 16.6% of tourists.
  As far as the results of the survey are concerned, the hotels matched with respect to the importance of fruits such as banana, pineapple, watermelon and avocado (by order of importance) in the daily food on offer in their accommodation.
  The results are almost identical by category and zone, since in both cases, the main form of consumption is fresh.
- Cheese. It is noteworthy that, despite being one of the products most consumed by tourists, cheese is what is least associated with the image of Tenerife.
  It is quite different in the case of the hotels. The local cheeses that are mainly bought are fresh cream, followed by smoked, semi-smoked and semi-matured, and they represent around 70% of the products on offer. There are no differences between categories

or zones. This section may be divided by subheadings. It should provide a concise and precise description of the experimental results, their interpretation, as well as the experimental conclusions that can be drawn.

4.2. Indices and Statistical Analysis Supporting the Descriptive Results

Table 3 shows the results of the two previously mentioned indices.

Table 3. Calculation of the index or comparison factor for consumption of local products.

Local Product	Meat	Fish	Vegetables	Fruit	Cheese	Total
Hotels	N = 32	N = 34	N = 44	N = 41	N = 41	N = 49
Average	0.016	0.022	0.140	0.108	0.019	
Median + 33% (A)	0.021	0.029	0.186	0.143	0.025	0.4
Index A	5	7	46	35	6	100
Index B	12	9	35	32	6	100 *

* The figure of 100 is completed by also including wines (4) and other products (2), given that the idea is to present an intentional index of consumption of local products based on the real consumption by the general public applied to hotels. The threshold for achieving the award was set at 85 over both indices. Source: authors' own.

Table 4 shows the number of hotels that complied with the requirements for the quality award (85) by index, category, and zone.

Table 4. Number of hotels complying with objective requirements by index, category, and zone.

Criterion	Category	N	Objective	Tenerife's Zone		
				North Yes/No	South Yes/No	Metropolitan Yes/No
Index A	4 star	30	17	5/2	9/11	3/0
	5 star	19	10	1/1	8/8	1/0
Index B	4 star	30	9	4/3	3/17	2/1
	5 star	19	6	1/1	4/12	1/0

Source: authors' own.

Student's parametric *t*-test for the related samples was applied to compare the two means of point-giving and determine whether the difference between them was not due to chance. In the present study, we used the data from Indices A and B, both the total and broken down by local product items. The original hypothesis (Ho) was that there is no difference between Index A or B. The decision rule is if $p \leq 0.05$, the Ho is rejected.

Table 5 shows that, in all of the cases, the value of p was ≤ 0.05 and, therefore, the Ho was rejected. Therefore, there are differences between the results of Indices A and B and disaggregated values of consumption for each of the local products analysed.

Table 5. Paired sample tests.

	Mean	Deviation	Equivalent Differences Average Error	95% Confidence Interval Difference Baseline	Upper	t	gl	Sig. (Bilateral)
Index A–Index B	7.6916	5.6662	0.8095	6.0641	9.3191	9.502	48	0.000
Meat A–Meat B	−3.4051	3.0772	0.4396	−4.2890	−2.5212	−7.746	48	0.000
Fish A–Fish B	−0.9795	0.8615	0.1231	−1.2269	−0.7320	−7.959	48	0.000
Vegetables A–Vegetables B	9.3172	3.7848	0.5407	8.2300	10.4043	17.232	48	0.000
Fruit A–Fruit B	2.6171	1.4339	0.2048	2.2052	3.0289	12.776	48	0.000
Cheese A–Cheese B	0.1419	0.1076	0.0154	0.1110	0.1729	9.231	48	0.000

Source: authors' own.

Then, the nominal variables were used to build the contingency tables and the Chi-square test was applied (χ^2). Indices A and B constitute the variables that are compared with the rest of the variables to test for significant differences between the groups, following the same decision rule used in Student's *t*-test. These variables contain two categories: no (they do not meet the quality objective for the award) and yes (they meet the requirements of the quality award); the rest of the variables are independent.

Table 6 shows differences between categories and indices. In Index A, the hotels that achieved the objective had an above-average index of consumption of fruit, vegetables, and cheese. However, in Index B, all were significant, but, above all, there was a higher-than-average consumption of meat and fish.

Table 6. Table of contingency and results of χ^2 (Significant coefficients: * 10%, ** 5%, *** 1%).

	Variables	Index A		χ^2 Sig.	Index B		χ^2 Sig.
		No	Yes		No	Yes	
	Category						
	4 star	59.1	63.0	0.782	61.8	60.0	0.907
	5 star	40.9	37.0		38.2	40.0	
	Zone						
	Metropolitan	0.0	14.8	0.098 *	2.9	20.0	0.015 **
	North	13.6	22.2		11.8	33.3	
	South	86.4	63.0		85.3	46.7	
	Number of beds						
	Less than 567	40.9	66.7	0.071 *	41.2	86.7	0.003 **
	567 or more	59.1	33.3		58.8	13.3	
	Average index occupancy						
	84 or less	4.5	40.7	0.003 **	14.7	46.7	0.016 **
	Over 84	95.5	59.3		85.3	53.3	
	Occupancy						
	480 or less	40.9	66.7	0.071 *	41.2	86.7	0.003 **
	Over 480	59.1	33.3		58.8	13.3	
Index A	Meat						
	Under 2.6	72.7	37.0	0.013 *			
	2.6 or more	27.3	63.0				
	Fish						
	Under 3.7	63.6	44.4	0.181			
	3.7 or more	36.4	55.6				
	Vegetables						
	Under 38.9	40.9	0.0	0.000 ***			
	38.9 or more	59.1	100.0				
	Fruit						
	Under 26.9	59.1	0.0	0.000 ***			
	26.9 or more	40.9	100.0				
	Cheese						
	Under 3.3	81.8	37.0	0.002 **			
	3.3 or over	18.2	63.0				
Index B	Meat						
	Under 5.9				67.6	6.7	0.000 ***
	5.9 or more				32.4	93.3	
	Fish						
	Under 4.5				67.6	13.3	0.000 ***
	4.5 or more				32.4	86.7	
	Vegetables						
	Under 29.5				26.5	0.0	0.027 **
	29.5 or more				73.5	100.0	
	Fruit						
	Under 24.2				38.2	0.0	0.005 **
	24.2 or more				61.8	100.0	
	Cheese						
	Under 3.1				67.6	33.3	0.025 **
	3.1 or more				32.4	66.7	

Source: authors' own.

It can be deduced from these results that the level of commitment of the hotels with social responsibility activities that contribute toward the well-being of the host community through their purchase of local agricultural foodstuff from local suppliers is relatively high, above all if we use Index B, coinciding with the results of [8,28], who indicate that the larger

the hotel and the greater the management strategy, the stronger the tendency towards this type of positive collaboration. When broken down by product, the percentages of local fruit and vegetables consumed are higher than those of other products, a result that validates our first hypothesis. This indicates that traditional approaches to supply chain management focused solely on increasing the economic value to the hotel are insufficient and that hotels have considered introducing CSR business strategies as indicated by [18,41,43].

These results show that hypothesis H1.1 is partially met, since the objective of reaching 85 in Index A is met by more than half of the hotels. However, when Index B is applied, the objective is met by around 30% of the hotels. Regarding hypothesis H1.2, it is fulfilled because differences in consumption are observed in both indices depending on the type of product.

With respect to the characteristics of the hotels, the results of the analysis indicate that hotels on the south of the island, hotels with a greater number of beds, and hotels higher occupancy rates have a lower commitment, thus fulfilling what was proposed in the second hypothesis. These results coincide with similar findings in [31,32], all of whom maintain that it is the smallest hotels that attempt to differentiate by offering local gastronomy. However, results obtained by [28] for the island of Fuerteventura provide a completely opposite picture, with the largest hotels collaborating the most with local producers. Reference [30] indicates similar results to those of Fuerteventura for the hotel sector in Poland, stating that it is the small- and medium-sized establishments that neglect or undervalue the importance of direct activities to benefit the local community.

5. Conclusions and Recommendations

The development of sustainable tourist destinations requires a broad perspective on the supply chain since there are various stages in the process before producing a final product, each of which affects the sustainability. Hotels require large quantities of foodstuffs and, therefore, if they demand local products, the results could be positive for the host community. This type of activity is linked to the hotel's CSR.

The present research attempts to establish further research on the links between gastronomy and tourism (or the primary sector with the tertiary sector). It focuses, most specifically, on the complexities of the consumption of local products in upmarket 4-star and 5-star hotels but also on the opportunities, working with socially responsible strategies.

A quantitative analysis of a representative sample of 4-star and 5-star hotels was carried out to determine the present level of consumption of fish, meat, and other local agricultural products in the establishments. The aim was to establish a methodology that allows for the reference amounts of products and volumes consumed to be analysed, by elaborating indices that facilitate the identification of hotels that have high levels of consumption of local products in order to bestow a quality award designed by the Autonomous Government of the Canary Archipelago. However, the indices are, likewise, applicable to hotel establishments in any tourist destination after analysis of the market of local products.

To support the consumption of local products, two indices with two different criteria comparing upmarket hotel consumption of local products were designed with fixed minimum and maximum values in order to gauge the level of commitment of each establishment towards the consumption of local products. The application of one or other weighting criterion (Index A or B) was a strategic decision. The aim of this comparative analysis was not to reject those hotels that do not meet the minimum requirements but rather to allow for a process of self-evaluation, showing them where they stand on the road to social responsibility in terms of the region's primary sector, thereby contributing to the development of the host community of their context.

Considering the hypotheses raised, it is observed that the level of commitment of hotels to local food products, measured through the developed Indices A and B, is relatively high if Index A is applied, but it is low when Index B is applied. Differences are also observed by type of product. In addition, hotels in the south of the island (3S) and those with more beds

and higher occupancy levels are those that present lower levels of commitment according to the results of the proposed indices.

In general, although there is significant consumption of local products, there does not usually appear to be any defined strategy towards highlighting the value of the local gastronomy and products as part of the cultural heritage and the identity. In some cases, local and foreign products are presented together, indiscriminately, in buffets, thus missing an opportunity to tell the story of the Canary Islands' gastronomy and identity. One example of this is live cooking, where the products used are not given publicity as local or not, therefore missing out on valuable opportunities to spotlight characteristic local foodstuffs. However, in spite of the absence of said specific strategy, there is a clear awareness on the part of the hotels of the value of the consumption of local products to the overall satisfaction of the tourist's experience in the destination.

The results of the present research led us to propose a framework of active reflection on the tourism model on offer and to advocate the inclusion of cultural values, above all gastronomic, into all future tourism policies. In this sense, we consider Tenerife to be unique, given the system of governance established that requires the consolidation of socioeconomic relations with the local population. Our proposal is based on principles of social responsibility, underlining how adequate management can promote local commerce and improve the quality of life of the resident community. To that end, we propose an action plan, raising awareness among the tourism business sector and supported by a profound knowledge of the system and updated information, to offer significant value-added towards a long-term future tourism model of regeneration.

The public authorities should promote at least three main lines of activities in an attempt to help achieve higher levels of consumption and wider distribution of local products. First, they should increase visibility of local products, which requires standardising means of communication to attract tourists interested in gastronomic tourism. Second, they should design activities and areas of training that allow for the primary sector and the tertiary sector to come together. Last, they should establish synergies, promoting the use of favourable logistic technologies that facilitate links between producers, suppliers, and hotels, such as QR codes, joint virtual spaces, or hotel websites where the quality award is showcased.

The hotel sector could use the indices described herein to verify their level of consumption of local products. The validity of the data can be checked via purchase receipts (anonymising the monetary details), thereby allowing for automatic rating of a distinction, adaptable to being awarded by a business venture, government, or joint venture and that could be used in all of the establishments' communications with their clients.

Future studies of interest would be to understand and analyse the difficulties encountered by hotels when augmenting their gastronomy with local products (uncertain origin of products, local or imported, lack of local productive structure, lack of satisfactory logistics, lack of solid links with the primary sector, and value for money, among others). Another interesting question would be how to include other local products such as eggs, honey, bread, and toasted cornflour (gofio) together with Canary wines by brand and type. Other research to be developed in the future is collaboration with other tourism destinations of totally different characteristics, such as specific tourist destinations in Mexico and France, to apply the same methodology.

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Informed Consent Statement: Informed consent for participation was obtained from all subjects involved in the study.

Data Availability Statement: The datasets presented in this article are not available because they were considered sensitive to the participating companies and their use was restricted as a condition of conducting the study. Further inquiries can be directed to the corresponding author(s).

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