

Abstract

Regional Food, Regional identity and Regional Hospitality: Brabantic Hospitality and the regional food chain

Many people inside and outside the Dutch province of Noord-Brabant are familiar with the term and phenomenon of Brabantic hospitality (*Brabantse gastvrijheid*). Although there is no clear definition of it in literature, people distinguish Brabantic and non-Brabantic hospitality. This relatively unique regional attribution of rules and norms applied in the interaction between host and guest was the starting point for a research project that investigated if and how these rules and norms are also applied in the interaction between entrepreneur, staff and suppliers. The aim of this research was to identify opportunities for sustainable development in the regional food chain between tourism, hospitality businesses and the agrifood sector, through identification with the region and regional hospitality.

In order to establish the characteristics of Brabantic hospitality in the commercial domain, a survey was distributed to the 140 participants of a hospitality award initiated by the provincial tourism destination board. The outcomes of this survey were used in 15 extensive, qualitative interviews with entrepreneurs who emphasize regional identity. These interviews focussed on the social, environmental and economic impact their business has in the region, and the principles, rules and norms applied to collaboration with staff, suppliers and other partners.

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