

Sustainability and social capital in the tourist food supply chain: a comparative study

Dr Carmela Bosangit, Cardiff University

Jordon Lazell, Coventry University

Dr Solon Magrinos, University of Birmingham

Prof Marylyn Carrigan, Keele University

Our research in St Ives Cornwall has revealed how small tourist food businesses are catalysts for local change and common good, underpinned by motives of personal ethos, community regeneration and economic necessity. With the theoretical lens of social capital, we demonstrated how social capital strengthened sense of destination and ownership among businesses resulting to collective action towards sustainable development of the destination. This paper explores whether small tourist food businesses in Tenby, Wales manifest similar social capital or alternative forms of social capital exists. We aim to compare to what extent social capital within the tourist food supply chain contribute towards sustainable tourism development in these two UK coastal destinations.

Dr Carmela Bosangit is a lecturer in Marketing and Strategy at the Cardiff Business School. Her research interests are sustainable/ethical consumption, responsible practices, tourism marketing and sharing economy. Some of her works have been published in *Annals of Tourism Research*, *Journal of Business Research* and *Journal of Business Ethics*.