

Gastronomic Tourism as a Means of Activating Tourist Destinations

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(Received: 18.01.2020, Revised: 19.02.2020, Accepted: 21.03.2020)

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Abstract. The relevance of the study lies in the impact of gastronomic tourism on the development of the tourism sector and the fact that gastronomic tourism is a means of activating tourist destinations; supporting national producers by integrating gastronomic tourism into local event resources. Given the lack of a holistic understanding of the concept of gastronomic tourism, the imperfection of existing recommendations and conclusions on its development, there is a need for a detailed analysis of the subject. The purpose of the paper is to study the features of gastronomic tourism as a means of activating the development of the tourism sector. The paper covers that gastronomic tourism is based on the specific features of regional cuisine and culinary traditions of the tourist destination. It was established that from the standpoint of organising tourist activities, gastronomic tourism includes not only familiarisation with the local cuisines of the region but also original technologies for organising local food, culinary processes and food traditions, local products, as well as the opportunity for tourists to take part in the preparation of national dishes, visiting culinary festivals, various types of tastings and competitions. The originality of the research results consists in deepening theoretical approaches to the study of gastronomic tourism – a new area of cultural and educational tourism, which is relevant to combine with eco-tourism, tourism in protected areas, rural green tourism. In particular, rural green tourism is rich in cultural, culinary, authentic traditions, and is valuable for revival and development

Keywords: gastronomic tourism, culinary tour, gastronomic tour, regional cuisine, local product, authenticity, environmental friendliness, event resources

The Problem Statement

The development of the tourism industry on a global scale gives grounds to consider it as an important factor in the recovery of the national economy of Ukraine in the post-crisis period. The tourism sector has a considerable impact on the development of small and medium-sized businesses, affects the employment of the local population, and contributes to the socio-economic development of the regions. Due to the tourism industry, the transport, municipal, industrial, and information spheres are being improved.

Nowadays, one of the most promising areas related to familiarisation with the production, technology of preparation, and tasting of national dishes and drinks is gastronomic tourism. Gastronomic tourism is one of the types of tourism to which a large number of works by both Ukrainian and foreign scientists are devoted. Research in

this area specialises in the study of the history, culture, cooking technology and customs of consumption of dishes and products of national, regional, and local importance.

From the standpoint of organising tourist activities, this can include not only familiarisation with the culinary process but also the opportunity for tourists to take part in the preparation of national dishes, visiting culinary festivals, various types of tastings and competitions. Considerable scientific and practical interest of researchers of the tourism industry has not yet found a single definition regarding the concept of “gastronomic tourism” and its classifications. There is no coordinated, concretised approach to understanding the essence of the concept, and the works that cover the classification characteristics of gastronomic tourism are segmental. There are no categories of tourists who go on gastronomic tours.

Suggested Citation:

Rubish, M.A., Myroslava, V.C., & Zelenska, L.V. (2020). Gastronomic tourism as a means of activating tourist destinations. *Scientific Bulletin of Mukachevo State University. Series “Economics”*, 7(1), 61-66.

Analysis of Recent Research and Publications

The problems of the establishment and development of gastronomic tourism are studied by the following scientists: V.O. Omelnytska [1], D.I. Basiuk [2], H Sarkisian [3], I.M. Hodia [4], from the standpoint of contextual development and creation of tourist products of regional origin based on national cuisine. Such researchers as T.G. Sokol, H.P. Shchuka [5], V.V. Kornilova, N.V. Kornilova [6] explore the thematic area of gastronomic tourism. The combination of hospitality and tourism is carried out by V.K. Babaritska, O.Yu. Malinovska [7], F.F. Shandor and M.P. Kliap [8].

Purpose of the Study

The purpose of the paper is to study the features of gastronomic tourism as a means of activating the development of the tourism sector. The paper defines that gastronomic tourism is based on the features of regional cuisine and culinary traditions of a tourist destination.

Research Results

Gastronomic tourism is a new phenomenon that is developing as a new tourist product, due, in particular, to the fact that according to specialised literature, more than a third of tourist expenses are spent on food. Therefore, the cuisine of a tourist destination is one of the most important aspects that determines the quality of recreation [9]. The strategic goal of tourism development in Ukraine is to create a product that is competitive on the world market, can meet the tourist needs of the country's population as much as possible, to ensure the integrated development of territories and their socio-economic interests based on this while maintaining economic balance and historical and cultural heritage. Ukrainian national cuisine is as much a cultural heritage of the Ukrainian people, such as art, language, or literature. Nowadays, it is widely popular and well-known in the world. This is also confirmed by the fact that Ukrainian national dishes and drinks are included in the international restaurant business. Ukrainian cooking is an invaluable achievement that Ukrainians should be proud of and comprehensively popularise. One of the most effective methods of popularising authentic culinary traditions should be gastronomic tourism.

During gastronomic tours, the tourist has the opportunity to: 1) visit restaurant establishments and other locations of national cuisine; 2) take part in gastronomic festivals; 3) visit the production of food and beverages; 4) get acquainted with the history and recipe of dishes of national cuisines, traditions of their consumption; 5) take part in the process of preparing national dishes and drinks [10].

Tourists going on gastronomic tours are represented by the following categories of the population:

- tourists who do not like regular tourism;
- tourists who want to diversify their diet through interesting culinary offerings;
- gourmets (culinary tourists);
- tourists whose work is related to cooking and eating, who use culinary tourism for training and professional skills (chefs, sommeliers, restaurateurs, tasters, bloggers);
- representatives of travel companies interested in organising their own gourmet trips [10].

Having analysed the offer of Ukrainian tourist operators, it is worth noting: firstly, gastronomic tourism in Ukraine has not become widespread – professional gastronomic tours are carried out by a limited number of companies; secondly, there is a disparity regarding the location of gastronomic tours in Ukraine – most trips are organised in the Lviv region and Transcarpathia, which is explained by the original culture and specific culinary traditions of these regions [2].

Gastronomic tours are divided into two types: rural (so-called “green”) and urban. Their fundamental difference is that when going to the countryside, a tourist tends to try an environmentally friendly product, without any additives. For example, “green” tours offer picking wild berries, vegetables and fruits, “hunting” truffles, or walking along the wine roads. The city's gastronomic tour may include a visit to a confectionery factory, a sausage shop, and a restaurant that offers a delicious dish made in the shop. In addition, some tours introduce tourists not to different dishes of the same area but one dish in different localities (Table. 1). These are wine tours that offer vineyard walks, grape picking, wine tasting, or coffee tours. Gastronomic festivals are held for tourists [11].

Table 1. Classification of gastronomic tourism

Classification trait	Subtype of tours	Characteristics of tourist activity
By location of the tourist destination	Rural	Picking wild berries, vegetables, and fruits, looking for truffles or a walk along the wine roads
	Urban	Visit restaurants with tasting of delicacies and specialties
By type of a particular product or drink	Wine	Visiting vineyards and excursions to wine-making farms with wine tasting
	Beer	Visiting breweries, both large and local, tastings
	Cheese	Visiting factories and cheese cellars, tastings
	Chocolate	Visiting chocolate factories, tastings
	Tea	Visiting tea plantations, packaging factories
	Coffee	Visiting coffee plantations, packaging factories, collecting
	Agro	Visiting agricultural complexes and farmlands
	Fruit and berry	Tasting fruits and vegetables that are typical for this area, country
	Mixed	A combination of several specialisations

Table 1, Continued

Classification trait	Subtype of tours	Characteristics of tourist activity
By the purpose of the trip	Culturally-educational	Visiting various excursions
	Wellness	Tasting tea collections made from medicinal herbs; honey in combination with apiotherapy, wine therapy, diet therapy
	Gourmet	Tasting food and drinks by gastronomic specialists (sommelier, taster)
By the orientation of the trip	Holiday	Attending and taking part in gastro holidays
	Festival	Attending and taking part in food festivals
Special	Gastrodiplomats	Organisation of diplomatic receptions at all levels, considering culinary features of the guest and host countries

Source: developed based on [11]

In gastronomic tourism, there are various areas that have been formed to meet the wishes of the tourist. There are classifications of gastronomic and culinary tours based on several key criteria, such as the specific features of the area, the purpose of the trip, or the desire to try a particular drink or dish. All these features should be considered when creating a gastronomic tour, so that it best meets the expectations of the target audience [12].

The main task in developing a gastronomic tour is to combine cooking and a cultural and educational programme in one tour. The advantage of gastronomic tourism compared to other subtypes of educational travel is that only gastronomic tourism involves, in addition to vision and hearing, other human senses, in particular taste and smell [13]. Tourists who come to Ukraine, admittedly, also want to try traditional local dishes. Therefore, one of the most important aspects of the development of tourist services is the familiarisation of tourists with the specific features of traditional food and the development of the service sector in this area [1].

Assistance in organising gastronomic trips can become a factor in supporting the tourism business, which ensures an increase in the length of stay of tourists, an additional business area for households, small food production [2]. This can be achieved due to:

- promotion of the development of objects of interest for gourmet tourists and connoisseurs of Ukrainian gastronomic culture, well-known food industry enterprises, households;
- maintaining effective and initiating the creation of new gastronomic tourism facilities: tasting rooms, museums of gastronomy, ethnic villages and towns, as well as specialised attraction events and tourist and excursion routes that will contribute to the creation of a competitive local tourist product, increase the tourist attractiveness of the region;
- development of tourist infrastructure of accommodation, food, entertainment establishments, as well as retail and service enterprises;
- development of information and communication systems that will provide information to the tourist market about the gastronomic microcluster and act as an important marketing tool for generating tourist demand;
- directing the efforts of the government, business, and local community to support food tourism facilities, the development of gastronomic attractions and events that would attract the attention of Ukrainian and international

tourists, as well as private and public partnership in promoting a local tourist product, activating the marketing communications system, using brand management tools for territories and cities;

- development of thematic culinary tour programmes using local raw materials, food and beverages, and iconic restaurant establishments that will emphasise the authenticity of national traditions in cooking [14];
- expanding the geography and popularising thematic culinary festivals, holidays, visiting international professional exhibitions and conferences, so that familiarisation with national cuisine becomes the main element in the tourist's stay programme;
- study of the best international experience in the development of gastronomic tourism in the wine and food industry, restaurant industry, introduction of modern environmentally friendly technologies for growing agricultural raw materials and manufacturing products;
- popularisation of Ukraine on the world market as a promising tourist destination [2].

Leading experts of the tourism industry highlight the following current global trends in the development of gastronomic tourism:

1. The gastronomic tourism market is growing. This is one of the most dynamic segments of the tourism market.
2. "Gastronomic" tourists are tourists who take part in new areas of cultural consumption. These are travellers who learn the authenticity of the places they visit through food. They are concerned about the origin of the products. They recognise the value of gastronomy as a means of communication, as a space for sharing experiences with other people. Such tourists have higher expenses than average, they are demanding, grateful, and avoid monotony.
3. The basis of gastronomic offers is the territory. The terroir is the element that distinguishes it and is the source of its local identity. It covers ecological and landscape values, history, culture, traditions, rural nature, sea, and the place's cuisine. In this regard, the transformation of the territory into a culinary landscape is one of the problems of tourist destinations.
4. The basis of gastronomic tourism is the product. It is important to determine what resources need to be turned into a tourist product, which will allow identifying this area.
5. Durability. Gastronomic tourism can solve problems of culture and the environment in a way that is compatible with purely economic arguments. The idea is not to create

new non-discriminatory pressure on the culinary heritage but to use it rationally with sustainability in mind. This refers not to “touristification” of gastronomy but about creating new offers or increasing existing ones. It is not only about creating a tourist product to attract visitors but rather about attracting visitors to take part in their own cultural reality of a particular destination, well explained and interpreted through the cuisine, local products, and all the services and activities that surround them.

6. Quality. Tourist destinations that want to promote gastronomic tourism should work at different levels in the field of quality: protection and recognition of local products, development of competitive offer, professionalism of human resources, consumer protection, and proper reception to increase the level of customer satisfaction.

7. Communication. Tourist destinations should formulate a reliable and authentic description of their offers in the gastronomic tourism market. Now the experience of a tourist trip is not limited only to the actual days of its implementation but begins much earlier, with its preparation (the tourist collects information, compares it, buys it). This experience ends when the traveller evaluates and shares their impressions through social networks. Famous chefs, mass media, tourist guides, gastronomic blogs, and social networks play a key role in the process of creating the gastronomic image of a tourist destination.

8. Cooperation. It is necessary that all persons working in a tourist destination (food producers, farmers, fishermen, chefs, restaurateurs, hoteliers, representatives of the state administration, etc.) take part in the creation of a tourist product of gastronomic tourism [9].

The concept of “gastronomic tourism” reflects the combination of knowledge about the culture, traditions, and history of the country through familiarisation with national cuisine and cooking technology. Providing psychological, aesthetic, taste, and research satisfaction. National cuisine is closely interrelated with other aspects of life that reflect the relationships of people in society, norms and behaviours that are traditional for the nation [10]. The popularisation

of this type of tourism is also growing due to the fact that people in the everyday, fast pace of life do not have time to enjoy the process of cooking and eating food, and increasingly use fast food products.

Therefore, by its own definition, gastronomic tourism is a trip, the purpose of which is to learn about the cultural and culinary features of a region or country. And a gastronomic tour as a service is more than a trip since it is a well-thought-out route where tourists can get acquainted with the production, technology of cooking, culinary traditions of local cuisine, taste dishes, drinks, and local products.

It is important to combine gastronomic tourism with eco-tourism, tourism in protected areas, and rural green tourism. After all, the latter have a large stock of cultural, culinary, authentic traditions that should be revived. Gastronomic tours will form a new vision of tourism in the context of destination development. The study of traditional cuisine will ensure social, cultural, commercial, technological, and economic development. It is also important to create new structural links in the management of the tourism and restaurant business, the regulatory framework, and activate the research on the potential of regions for this type of tourism [15].

Conclusions

Ukraine has a considerable potential for the broad development of gastronomic tourism. The organisation of gastronomic and culinary tours is a serious event related to the study of the culture and customs of the Ukrainian people, their past through national cuisine and food traditions. Today, tourists are ready to travel to different parts of Ukraine to taste original cuisine, attend master classes of local chefs, and visit the production of local products. Tour operators should plan and organise their trips in such a way that when visiting historical centres with cultural and architectural monuments, they should definitely visit restaurant establishments and other locations where original local cuisine can be tasted.

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Гастрономічний туризм як засіб активізації туристичних дестинацій

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Анотація. Актуальність дослідження полягає у впливі гастрономічного туризму на розвиток туристичної сфери і те, що гастрономічний туризм є засобом активізації туристичної дестанації; підтримки національних виробників з допомогою інтеграції гастрономічного туризму у місцеві подієві ресурси. З огляду на відсутність цілісного розуміння поняття гастрономічного туризму, недосконалість наявних рекомендацій та висновків з питань його формування, виникає потреба у докладному аналізі теми. Метою статті є дослідження особливостей гастрономічного туризму, як засобу активізації розвитку туристичної сфери. У статті виявлено, що в основі гастрономічного туризму закладено особливості регіональної кухні та кулінарні традиції туристичної дестинації. Визначено, що з точки зору організації туристичної діяльності, гастрономічний туризм містить у собі не лише ознайомлення з місцевими кухнями регіону, оригінальними технологіями організації місцевого харчування, кулінарними процесами та традиціями харчування, локальними продуктами, а також можливістю туриста взяти участь у приготуванні національних страв, відвіданні кулінарних фестивалів, різного виду дегустацій та конкурсів. Наукова новизна результатів дослідження полягає у поглибленні теоретичних підходів до дослідження гастрономічного туризму – нового напрямку культурно-пізнавального туризму, який актуально об'єднати з еко-туризмом, туризмом на природоохоронних територіях, сільським зеленим туризмом. Зокрема, сільський зелений туризм багатий на культурні, кулінарні, автентичні традиції, і є цінним для відродження і розвитку

Ключові слова: гастрономічний туризм, кулінарний тур, гастрономічний тур, регіональна кухня, локальний продукт, автентичність, екологічність, подієві ресурси
