

# A Study of the Underlying Dimensions of Gastronomy Tourism: An Overview

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**Abstract:** Gastronomy tourism has grown as a result of local food and drink, and a considerable portion of a tourist's budget is set aside for food and beverages while travelling. Because there are countless chances associated to cuisine that remain untapped and might be leveraged to help a country's economy thrive. It's crucial to distinguish between the various components of gastronomic tourism, how they connect to objective marking, and the issues associated with gastronomy. It is widely acknowledged that, among the other factors that influence a person's decision to visit a location, food and drinks play an important role. The bulk of previous research has focused on destination branding, traveller motivation to choose a place, and tourist satisfaction in connection to gastronomy tourism. However, because it is a new and evolving idea, there is a paucity of study work in the field, and many other areas of gastronomy must be addressed due to the precise contentions and nuances associated with the notion. As a result, the current study examines the concept of gastronomy tourism in terms of many aspects that are associated with it, as well as the factors that impact possibilities and problems encountered by gastronomy tourism. A deductive technique was used, as well as an exhaustive literature review, to provide conceptual clarity in the field of gastronomy, as well as a suggestion for future study areas.

**Keywords:** *Gastronomy, Destination, Research*

## 1. Introduction:

Gastronomic tourism, often known as food tourism, is increasingly important in travellers' decision-making process when selecting a location. According to a UNWTO research on culinary tourism, there has been a significant increase in travellers' disposable money, resulting in an overall increase in tourism activities. Gastronomic travel also aids in the discovery of new cultures and beliefs. Local cuisine has become a major motivator for people to travel to a certain location.

Food and drinks have also been cited as major incentive reasons for visiting a location. The majority of past research has focused on destination equity, destination branding, traveller motivation, regional identity preservation, and visitor satisfaction in connection to gastronomy tourism. However, study findings demonstrate novelty, and gastronomy tourism continues to be a research priority, based on empirical justifications and the intricacies involved with the notions. Their influence on destination branding, and the issues that gastronomy tourism faces. In order to emphasise contextual explanations concerning the idea, a deductive technique was used, and a comprehensive literature analysis was conducted as the major research instrument. Finally, the study provides future research objectives in the subject of gastronomic tourism.

Kim, Eves and Scarles conducted a research in 2009 which clearly shows that food is the easiest way to get acquainted with the local culture and tradition. According to Fieldhouse, 1986 depicted that overall experience of the tourist is been increased by the local cuisine they are offering. Bourdieu, 1985 also supports the theory that food of a particular destination could increase the overall food knowledge of tourists. Gastronomy tourism also helping in overall destination brand building (Hjalager & Richards, 2002). According to one of the author food tourism involves preparing and presenting the food according to the local customs and traditions (Long, 2004).

Despite the fact that eating is a basic requirement, food may be an incentive in destination selection in tourism (Tikkanen, 2007). As a result, host nations place a premium on promoting native foods and drinks as a means of establishing destination identity. In this context, a new idea known as culinary tourism has emerged.

Despite the fact that just a few studies on gastronomy tourism have been published, gastronomy tourism has lately acquired attention and appeal in the tourist industry (Cankul, 2017). However, rather than providing comprehensive study on gastronomy, the research done so far has focused on the interaction between gastronomy and tourism from various perspectives in a theme or disciplinary area. The French court's abundant and refined food and traditions established the gastronomic paradigm for the French. Grimod was tasked with restoring the order that had been broken during the revolution and establishing gastronomy as a serious and

significant subject in France. Grimod defines gastronomy literature as consisting of three types of works: a handbook, a gastronomic treatise, and a gourmet magazine (De Jong, et al., 2018).

Globalization had decreased the disparities and distances between countries, and it had sparked a desire in a diverse group of individuals to explore the globe beyond their own borders, thanks to advancements in communication and transportation. Maharashtra's cuisine is a mix of too mild and too fiery. Throughout the state, we may find several restaurants that provide traditional local cuisine. The vada pav (a potato fritter filled between bread buns) is the most well-known, and it's eaten with tangy chutney and fiery green chilies. Pav bhaji, shrikhand, thali peeth, puranpoli, and modak are some of the other popular foods. Meals has also become the second most expensive item on a traveler's budget, and regardless of whether or not food is given by the lodging where visitors stay, they like to sample regional specialties (Sormaz, Akmeşe, Gunes, & Aras, 2015).

Though many labels for gastronomy tourism have been coined by scholars, such as "culinary tourism," "gastronomy tourism," "gastro-tourism," "food tourism," and "gourmet tourism," the underlying meaning of all of these concepts is the same. Furthermore, it is a social phenomenon that is interconnected. Because the basic qualities of gastronomic tourism are founded in their own culture and tradition, it reflects the way of life of a particular geographical place (Kilic, Yucedag, & Aytekin, 2017).

Suanpang (2015) define Gastronomy has been originated from a Greek word Gaster and Nomos which means stomach and laws. Despite of the word to word meaning to the word Gastronomy- it stands for much more. It can be defined as an art and science – which involves all aspects of chemistry, history, biology, sociology, medicine etc. as a whole it also involves the concept of nutrition and healthy eating, food tasting, wine production, hygiene. Sanitation, how our body works and what can be given to it to live a better life.

According to Sormaz et al., (2015), the aim of Gastronomy is to maintain a healthy wellbeing with the best resources available providing with the best nutrition under any circumstance- to enjoy and survive also thrives in one's life. The visual appeal and palatal strength also plays an important role. Gastronomy takes into consideration the discovery, production, survey, research, experience and documenting about the food training and reflexes of the human body.

## 2. Motivation of study:

This research seeks to explore empirical and theoretical considerations in order to discuss the impact of gourmet tourism on travellers and locations. There are debates over the influence of gourmet tourism on destination equity, destination branding, traveller motivation, regional identity preservation, visitor satisfaction, and so on (Guzel & Apaydin, 2016).

Kim, Eves, and Scarles (2009) observed that the majority of tourists from our nation are unaware of Bihar's diverse food. Litti and chokha are the state's most popular dishes. It consists of baked wheat balls packed with a variety of gourmet fillings and flavoured mashed potatoes. Sattu paranthas, jhal murhi, khaja, and tilkut are among the other delights. Motivational elements, demographic considerations, and physiological aspects were all included in the conceptual model.

Furthermore, the present literature lacks a variety of study topics that gourmet tourism's use is limited (De Jong, et al., 2018). The link between gastronomy tourism and numerous sub components that have never been explored previously will be recognised and critically assessed in this study in order to improve the utility of these notions. In order to evaluate the concepts and empirical contributions, the work takes a logical method.

## 3. Review of literature:

In this study, the core idea will be gastronomy tourism, while other supporting theories and concepts will be explored, with an emphasis on the connection and its existence in various settings.

In the literature, demographic characteristics have been found as important in explaining destination food consumption. Furthermore, country and cultural background have been demonstrated to influence visitor food intake (Torres, 2002). According to Cohen and Avieli (2004), Asian travellers are less likely than Western tourists to eat local cuisine when on vacation overseas. Tse and Crofts (2005) proposed Hofstede's cultural aspects as a possible explanation for this phenomena. Western tourists are often connected with risk-seeking behaviour and a low avoidance culture; as a result, they are more ready to try new foods when on vacation.

Food aversion Pliner and Hobden (1992) used the term "food neophobia" to describe a personality characteristic characterised by a reluctance to try unknown foods out of fear of damage. As a result, food perception, attitude, preference, and intake are all influenced. People with food neophobia, according to Pliner and Salvy (2006), may have unfavourable impressions of and anxieties about unfamiliar foods, and hence choose familiar foods over novel meals. Individual variations appear to influence the severity of food phobia.

Food neophobia tends to reduce with age and better education, according to Paupério et al. (2014), who cited a variety of publications to support their claim. This might be due to the fact that people have more eating experiences and possibilities to try different dishes (Dovey et al., 2008; Tuorila et al., 2001). Pliner and Hobden (1992) created the Food Neophobia Scale, a psychometric instrument for assessing people's hesitancy to accept unfamiliar foods (FNS). The scale consists of ten items that measure people's willingness to try new foods.

Furthermore, Barrena and Sanchez (2013) found that neophobic individuals had a higher level of aversion to sampling new foods, as well as a more difficult decision process in novel food selection.

Kim et al. (2009; 2013) revealed the detrimental impact of food neophobia on visitors' local food intake in the setting of tourism (2016). He observed impact on the motivating element for tourist food intake. Ji et al. (2009; 2013) observed that in the case of tourism, however, nothing is known about whether similar impacts are transferable across nations. Regression research uncovers disparities in attitudes, behaviours, impediments, and motivations, concluding that there is a clear intention-behavior (buy) gap. While future tourists intended to buy a lot of local food, previous visitors bought a lot less than they expected. This might be because previous visitors have fewer positive attitudes and beliefs than future visitors as a result of expectations not being satisfied.

Furthermore, within the tourist environment, Seo et al. (2013) offered actual data to support the aforesaid claim. Their study of international visitors visiting Korea found that food familiarity had a beneficial impact on the perception of Korean food as well as the desire to eat it. Those researchers separated between factual and experiential familiarity, and were able to establish that the latter had a greater impact on developing a good local culinary image.

Ha and Jang (2010) found a relationship between consumers' familiarity with a restaurant and their perceived value, with utility value impacting behavioural intentions more than hedonic value. Food tourism is becoming more popular, with a focus on tasting authentic and traditional local meals.

### 3.1 Tourism and Local Food Consumption:

"Tourism is any tourism experience in which one learns about, appreciates, or consumes branded local sources," according to Stephen, Smith, and Xiao (2008). Local cuisine and beverages have become an important aspect of tourism in this environment. Rajasthan is famed for its outstanding indigenous food, as well as its wide deserts, gorgeous palaces, and exciting history. It serves a variety of delectable foods, including daal-baati, which consists of hard balls made of wheat flour and additions cooked in ghee, as well as a unique daal consisting of several types of pulses. It comes with churma, a sweet dish formed by smashing baatis and combining them with ghee and sugar. Pyaaz kachori, malai ghewar, gate ki sabzi, and kalakand are among the other delights (Cohen and Avieli, 2004; Kim et al., 2009).

The modernization later on connected the chemistry and biology both to food and that resulted in molecular Gastronomy- on a molecular level. But gastronomy is much broader than that. Various Gastronomic activities: Cookery workshops, Food events, Food fairs and Food tours (Godfrey and Clarke, 2000; Quan & Wang, 2004).

Mak, Lumbers, and Eves (2012a) Origin of gastronomy is very unique in nature, it is said that this word has been mentioned in a poem which was written by Jacques Berchoux way back in 1804 (Scarpto, 2002). French dictionary also included the word gastronomy (art of eating) in 1835. Now day's tourism has become dependent on food, they both cannot be segregated once food used to be the basic need of the traveler but now it has become the necessity of the tourists. A particular tourist cannot imagine a trip without knowing the local cuisine of a particular area that whether it is good or bad. Gastronomic tourism refers to visiting a place for the reason to try and relish their local cuisines and drinks (Mak, Lumbers, Eves, & Chang, 2016).

Gastronomy tourism may have a hundred names like wine tourism, cuisine tourism, gourmet tourism- "it basically sums up to the travel in search of a unique eating experience (Chang, Kivela, & Mak, 2011; Mak, 2012a). The industry of gastronomic tourism not only includes the restaurants and food courts of that region it goes deeper into the daily living of people- cook books, cooking schools, cooking fairs, food tasting fairs and magazines solely for this purpose also tour operators and guides, media, cookery shows. Business such as distilleries, brewery, and vineyards are also included in gastronomy tourism (Chang, Kivela, & Mak, 2011; Mak, 2012b) (Cohen & Avieli, 2004; Kim et al., 2009). What brings authenticity to gastronomic tourism are the local people assuring the produce they give is from that particular region only. Culture as an element of the gastronomic tourism presses eagerness in people to know about that region- hence, culinary tourists are also looking for hosts for their increased sense of experience in that region which makes them culture tourists also (Chang, Kivela, & Mak, 2010; Hall & Mitchell, 2002).

Gastronomic tourism, which links regional growth by establishing a relationship between food and drinks and tourism, while also enhancing local personality, culture, and economic circumstances, should be promoted and developed. As a result, this will contribute to the preservation of historical and cultural heritages, which will be passed down to future generations and assure their survival. There are, however, a few researches on "gastronomic tourism. Despite the fact that existing research has laid the groundwork for understanding the elements that influence visitors' food intake, a thorough analysis of those factors and their interrelationships is absent (Mak, Lumbers, Anita, & Chang, 2012b).

Hall, Sharples, Mitchell, Macdonald, and Cambourne (2004) argue that places of Italy, France, Germany, and Canada are known for their famous food and drinks for which people travel long distance. They have been long established as gastronomic tourist places. Most of the European Countries are promoting their destinations as gastronomic destinations by marketing and selling their local cuisines and dishes. Mediterranean diet of Spain has been recognized at a global level and has come under UNESCO list of culture heritage in 2010.

### 3.2. Gastronomy Tourism and Food Festivals:

Food festivals are one-time or ongoing events aimed at enticing travellers to sample innovative foods and drinks unique to a certain geographic location (Iriguler & Ozdogan, 2017). According to Mason and Paggiaro (2012), the primary goal of the use of the authenticity associated with local food. Because of the benefits outlined above, several types of food festivals have grown popular in various parts of the world.

Local cuisine plays a vital role in the tourist's experience, but how important it is depending on the tourist's enthusiasm to sample it. As a result, whereas food is a primary motivator for some travellers, it is only a supporting component for others. When food is the primary motivator, travellers choose to attend food festivals over sightseeing trips (Iriguler & Ozdogan, 2017).

Gastronomy tourism, according to Sormaz et al., (2015), includes food festivals, gastronomic visits to see food production, dining experiences in restaurants, and contact with celebrity chefs. Food festivals may either be the destination's main attraction or a side attraction that draws people in Food festivals, on the other hand, help to raise awareness and exposure of places (Guzel & Apaydin, 2016).

Iriguler and Ozdogan (2017) point out those with a sweet appetite or a fondness for seafood will like West Bengal. It's an intriguing combination that you'll discover in Bengali sweets and traditional food places. The doi mach, or Bengali fish curry with rice, is the most popular meal. Sandesh, daab jhingri (a unique mustard prawn curry), rasgulla, and mishit doi are some of the other well-known delicacies.

### 3.3 Gastronomy Tourism and Wine Tourism:

Wine tourism includes national and international research, studies, and initiatives on gastronomy, gourmet tourism, and its expansion are possible. To promote the gastronomic hotspots, national and international broadcasts and commercials are required. Panels, workshops, conferences, and seminars should be held to educate and expand the understanding of international and domestic visitors, as well as to attract and develop culinary tourism (Carlsen, 2004; Getz, 2000; Skinner, 2000 and Carlsen, 2004).

Understanding the demographic and behavioural aspects that influence wine tourism is critical. As Carlsen (2004) points out, a number of studies have found that the target audience for wine tourism is older people (in their 40s and 50s), who are more knowledgeable about the issue and socially conscious. However, there have been studies that show that wine tourists are mostly in their 30s. Furthermore, the bulk of visitors are highly educated professionals or managers with higher-than-average earnings (Mitchell & Hall, 2001).

This category cannot be lured by low-cost package offerings since income is a significant element. The seasonal effect on wine tourism has also been discovered to be a demand driver. As a result, according to a study conducted in New Zealand, visitors visit wineries in the late summer and early fall (Mitchell & Hall, 2003; Beverland, 2001).

In terms of wine tourism, there are primarily two difficulties that have been highlighted. These are the concerns at the national and regional levels. At the national level, issues such as marketing and branding, export revenue, tourism trends, taxation and regulation, funding, industry integration, accreditation and awards are addressed, whereas at the regional level, issues such as regional identity, image, branding, marketing and facilities audits, infrastructure, tourist expenditure, and the role of local government are addressed (Carlsen & Dowling, 1999; Bruwer, 2003). According to Getz (2000), are all key factors in the rise of wine destinations. Wine tourists are attracted by the destination's environment, self-development, hedonic experience, and novelty, according to a research produced by the Australian Cooperative Research Centre for Sustainable Tourism (Sparks, Roberts, Deery, Davies, & Brown, 2005).

### 3.4. Gastronomy Tourism and Heritage Cuisines:

Dining has been a popular tourist activity in recent years, and many tourist places promote their local food and cuisine in order to attract visitors (Horng & Tsai, 2012). Local foods are an important part of the destination's intangible legacy, and travellers may obtain a really authentic cultural experience by sampling the cuisines. Furthermore, of the few components that fall under intangible heritage, cuisine is the only one that has managed to keep its originality to some extent despite the effect of the immigrant population (Okumus, Okumus, & Mckercher, 2007)

In gastronomy, sense of place refers to a fondness for the local climate. To put it another way, to be authentic, cuisine must be native to the area (Symons, 1999). As a result, travellers who want to try the local cuisine should avoid foreign hotels and global fast food franchises like McDonald's, KFC, and Pizza Hut. Even air conditioning a restaurant or any other dining establishment, according to Symons (1999), establishes a distancing from the local environment.

Food and cuisines are important elements of a destination's intangible heritage since they exhibit national cultural qualities and local characteristics that may be enhanced into an international brand (Okumus et al., 2007; Horng & Tsai, 2012). As a result, genuine cuisines have become a popular market in many countries and regions, giving tourist sites and related businesses a particular competitive advantage. Authentic cuisines may also be used to improve a country's cultural image. It not only creates jobs for local citizens and towns, but it also helps to maintain the local gastronomic culture and build a sense of community. Furthermore, the tourism sector as well as the entire surrounding benefit (Hall, Mitchell, and Sharples, 2003; Horng & Tsai, 2012).



According to Symons (1999), the influence of globalisation has caused local cuisines throughout the world to be converted to global cuisines, resulting in an increase in the similarity of cooking processes and foods. As a result, it is believed that if menus become too identical, there would be little room for gastronomic tourism to grow (Scarpato & Daniele, 2003). When meals from multiple culinary cultures are combined, according to Santich (as stated in Scarpato & Daniele, 2003), it is more likely to cause confusion than fusion, and the culture loses its originality and significance. As a result, the same foods and meals are available all over the world, and local cuisines are becoming more homogenised as a result of globalisation.

### 3.5 Impact of Gastronomy Tourism on Destination Branding:

When developing a marketing plan for goods, services, or organisations, branding is essential. City elements such as culture, art, heritage, and natural resources may also be used to promote cities (Kasapi & Cela, 2017). "A destination brand is a name, symbol, logo, word mark, or other graphic that both identifies and differentiates the destination; it also conveys the promise of a memorable travel experience that is uniquely associated with the destination; and it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience (Morgan, Pritchard, and Pride, 2004; Blain, Stuart, & Ritchie, 2005; Chernatony, 2010).

According to Anholt (2010), the marketing of a destination as a gastronomic tourist place can be done by introducing cuisine museums festivals, food tasting events. Etc. a survey of such gastronomic tour can help us determine the quality of tourist population in a region and their spending power on a particular segment of this type of tourism which would help us build economy and cultural heritage. Because gastronomy tourism delivers an experience rather than a product or service, it might be challenging to meet tourists' expectations. However, venues should make every effort to meet the tourists' desired level of satisfaction, since this influences return visits and word of mouth.

Anholt (2004) defines place brand strategy as "a plan for creating the most practical, competitive, and compelling strategic purpose for the country, region, or city; this vision must then be fulfilled and conveyed." Similarly, nations such as France, Italy, and Thailand promote gastronomy tourism by informing potential gastro-tourists about their food festivals, wine tourism, genuine cuisines, and culinary tours.

The major element of gastronomy tourism is to promote a destination's original authenticity. Classical cuisine of Gujarat is known for its unique flavors which is an amalgam of spiciness and sweetness. Dhokla, being both healthy and delicious is a kind of a breakfast snack. Other mouthwatering snacks include khandvi, dhansak and thepla which is bread made of fresh fenugreek leaves and flour (Williams, Williams and Omar; 2014). Most of the places in India a new culture related to food tourism are developing i.e food trucks. These are theme based truck offering various local cuisines, food is arranged in the form of a buffet, and a tourist can enter inside the truck and relish various dishes. Most important feature of food trucks is it is mobile in nature (Hashimoto & Telfer, 2006). The concept of celebrity chef in India is growing day by day thus promoting the India cuisine in a big way. Many chefs like Sanjeev Kapoor, Vikas Khanna and Kunal kapoor etc. are branding and building the image of India in terms of food destination. They are promoting our traditional spices, condiments and exotic Himalayan herbs which are not found anywhere but in India (Hall et al., 2003).

### 3.7 Challenges Faced by Gastronomy Tourism:

Food becomes the primary motive to visit a destination in gastronomy tourism, while the physical location becomes a secondary one. As a result, food becomes the brand destination rather than the geographic location, and the site becomes the backdrop of a genuine eating experience. However, simply focusing food as the main attraction is insufficient to build the destination's identity (Williams et al., 2014) As a result, it is the obligation of local governments to provide adequate infrastructure for the successful operation of gastrotourism.

Globalization, on the other side, has become a danger to localization, which is the driving force behind preserving food's authenticity and location. In the local context, food is a critical instrument for anti-globalization. Trading had an impact on local food traditions because it allowed people to sample unusual and varied foods and cooking skills from other areas, which they might then blend to create fusion cuisine. As a result, while consumers may agree that certain cuisines are "pure," most are "hybridised" (Guzel & Apaydin, 2016).

Another perspective is that destination branding may be viewed as a form of corporate branding. Branding a destination, on the other hand, is more challenging than branding a company, according to Kavaratzis (2009), since projecting and adopting a single identity, ethos, and image will be tough if it cannot be embraced properly. He goes on to say that all items should be considered as "the full thing" in order to communicate a consistent message. Thus, when a single location hosts a variety of culinary activities, it is critical to maintain consistency in those activities in terms of communication and branding, which must be consistent with the destination's identity.

Tourists who go on tour packages demand a tour guide who is skilled and informed about genuine cuisine and beverages, according to alşkan (as mentioned in Kilic et al., 2017). Thus, it is debatable whether tour guides are capable of meeting the expectations of gastro-tourists by offering information on local culinary culture, making recommendations for local foods, and recommending

restaurants where those meals are served. As a result, tourist sites require tour guides that are competent and educated about gastronomic activities.

#### 4. Conclusion and future prospective of research:

There is no consensus in the literature on the distinctions between gastronomy tourism, food tourism, and culinary tourism. In a broad sense, though, all of these words are interchangeable. Despite the fact that research on the notion of culinary tourism are few, it continues to expand and attract the bulk of tourists' interest. Gastronomy is also the study of the interrelationships and interdependencies of many social cultures, historical components, literature, philosophy, economic status, religions, and other factors, with food as the central theme.

**Gastronomic Tourism's Importance in India** Many gastronomic places may be found in India. Indian culture differs from one state to the next and is also diverse. There are 29 diverse cuisines in each of the 29 states. In India, food is inextricably linked to the culture of the location in which it is consumed. India is well-known for its culinary spices and herbal components. North, South, East, West, Central, and North East are six key regions that promote gastronomy tourism. Northerners are particularly enthusiastic about their regional foods, which are widely consumed across the country.

Gastronomy tourism, according to the experts, plays an important part in destination branding. The discovery of culinary writing coincided with significant cultural advancements in France, enhancing the subject's significance. The end of France's generosity affected the way people ate: fewer affluent homes paid cooks, and the rising bourgeoisie class aspired to display their position by eating highbrow food. The restaurant's opening met these societal requirements by making delicious meals available to the general public.

Destination commerce is a complex phenomenon in today's marketing world since it has numerous obstacles with various objectives and prospects; and local cuisines are exclusive sources to create, launch, and advertise a destination. Tourists visiting is regarded an essential and relevant component of establishing and marketing a destination. Gastronomic tourism activities can give direct and indirect services as well as economic growth to a place.

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