

A review on Food Tourism quality and its associated forms around the world

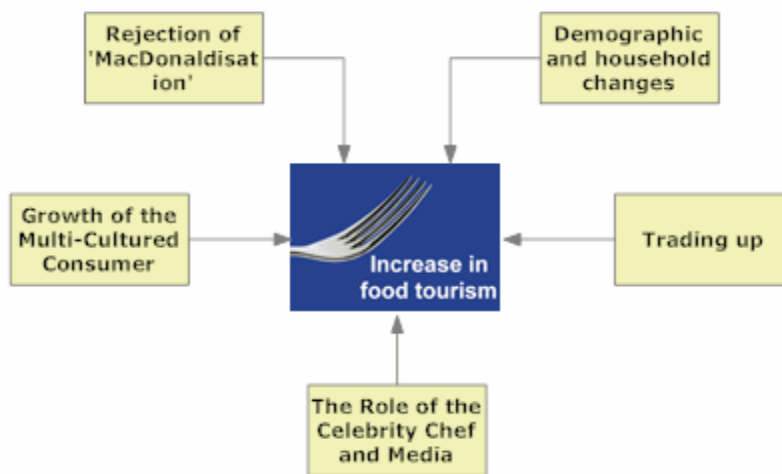
Shalini, D.
Government Polytechnic College,
Sanghi, Rohtak.Haryana.
Email: sehrawat.shalini@gmail.com

Duggal, S.*
Institute of Hotel & Tourism Management,
Maharishi Dayanand University,
Rohtak.Haryana, India
Email : duggal2000@yahoo.com

Abstract

Snow covered mountains, breathtaking panorama, picturesque valleys, dazzling beaches and exotic monuments- were the sole reasons to attract tourists to a destination in the bygone era but now tourism products are not limited to these natural resources alone but have expanded with numerous niche markets developing. One such market carving a niche quite speedily nowadays is food tourism. Recognizing food as an inevitable experience at a travel destination, food tourism is booming at comparatively high rates. Where a destination is able to attract a large pool of tourists by promoting its food, tourists also get a novel experience of being deeply involved in the local culture and traditions. The stimulating benefits of food tourism have also grabbed the attention of research scholars to delve deeper into the concept of food tourism and its scope. The present paper is an effort to provide a review on food tourism and its associated forms that are sometimes being used by researchers interchangeably. The study delves deeper into the concept of food tourism and helps to enrich prior literature on food tourism.

Key Words: Food, Tourism, Review, Associated, Forms.



Source: <http://geographyfieldwork.com/images/Priorat/foodtourismmodel.gif>

Introduction

The travel and tourism industry is the fastest growing industry equalling or even surpassing that of oil exports, doof products or automobiles. In developing nations, travel is increasing due to rising purchasing power of the middle class. The number of international tourist arrivals rose by almost forty times from 25 million in 1950 to 980 million in 2011. Even between 2000 and 2010, international tourist arrivals continued to grow at an average annual rate of 3.4 per cent (Source :United Nations Conference on Trade And Development (UNCTAD XIII) - Doha, Qatar, 20 April 2012). Previous literature has concentrated tourism to the category of visual, sightseeing or the gaze (MacCannell, 1976) but now its various enormous facets are identified by academicians. Urry (2002) asserted that besides landscapes that claim for visual experiences, various sensescapes, such as soundscapes, smellscapes, tastescapes, the geography of touch should also be included in tourism. Dann and Jacobsen (2002) have also studied tourists' quest for smellscapes, and a few researchers have found linkages between tourism and gastronomy. Hjalager and Richards (2002a) in their study have discussed how the search for tastescapes becomes a motivation of tourists. The idea of quality food dominates in all these aspects. Dahiya & Duggal (2015) have also identified that Gastronomic tourism has grown significantly in the last few years, thus improving the economic and social growth of weaker areas. Culinary tourism reflects the cultural side of food and is a powerful media for cultural exchange and exposure. The countries that have taken encouraging steps forward to exploit the promises latent in their culinary wealth are Mexico, France, Italy, Thailand, California, Vietnam and the Caribbean. Hong Kong's gastronomy was a significant factor that positively contributed to the respondents' desire to return to Hong Kong (Kivela & Crotts, 2005; 2009). Gastronomy is increasingly vital to a whole

range of tourism products and services that are offered in Hong Kong (Kivela & Crotts, 2005, 2006).

According to Global Report on food tourism 2013 by UNWTO, food tourism is growing over the years. Gastronomy is becoming the central part of the tourism experience. The overall experience of visiting a tourist destination is accelerated through the sumptuous cuisine of a destination. A recent survey conducted in US inferred food as the prime motivation while choosing a destination. Quan & Wang, (2004) opined food consumption to be a peak touristic experience that could be demonstrated by a newly emerging form of tourism, in which the major, sometime even sole, motivation to tourism was the tastes of foods that were much more various, with longer range of choices, and different from their daily reservoirs of foods. Such a form of tourism included gastronomic tourism, food festivals, wine tourism, and other food-related events. Maple Syrup Festival in Canada, Original Marathon Seafood Festival in USA, Chocolate festival in Suffern, New York, Oyster festival in California, Gourmet International food festival in Mexico, Cape Town's Good Food and Wine Show, Sydney Food Festival, Tuffle Festival in Italy and so on stress on the significance of food as an attraction in a destination or the distinguished gastronomic experience that can become a prime motivation to travel a destination.

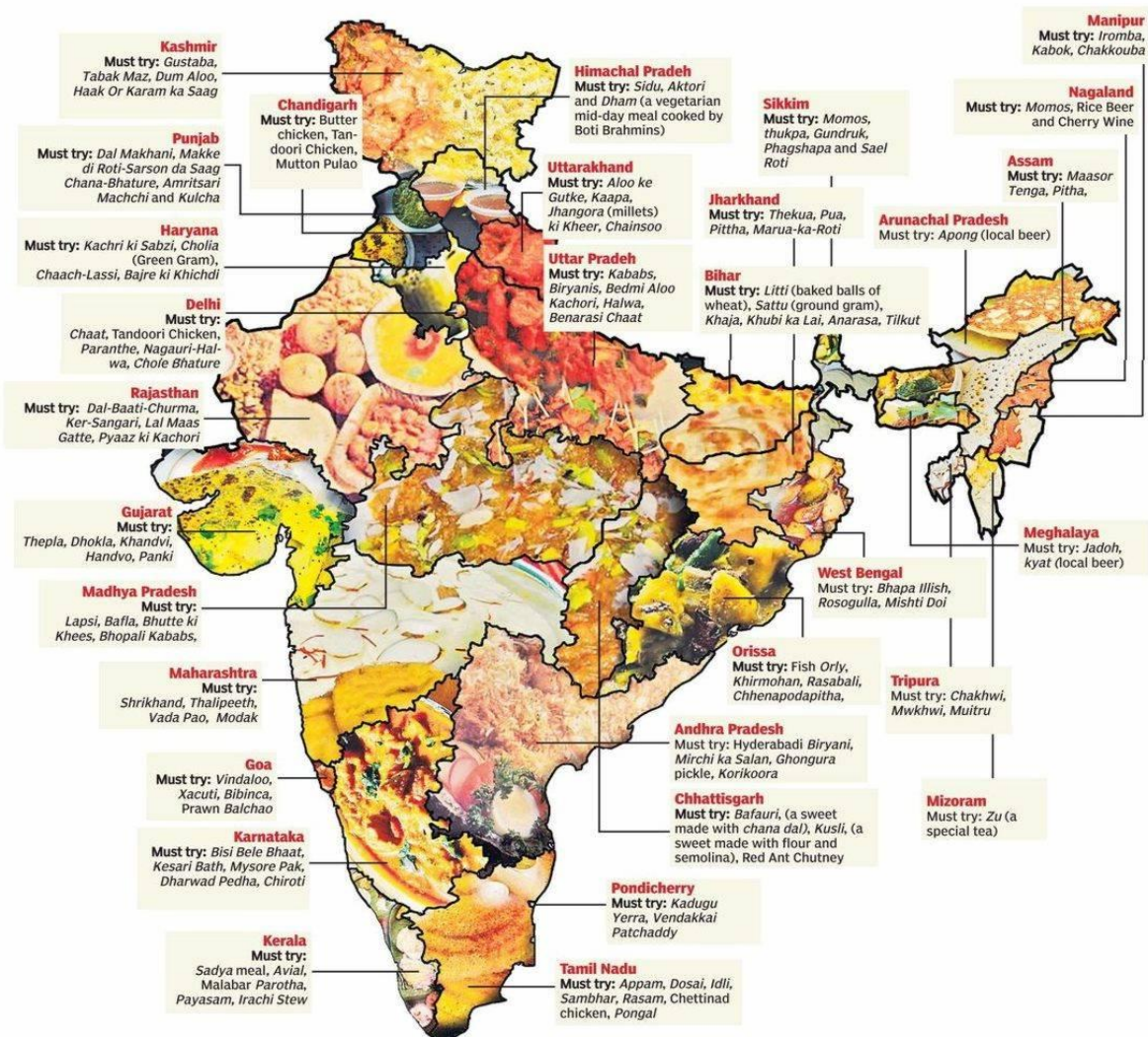
Food tourism is rapidly becoming progressive and productive segment of tourism. The Global Report on Food Tourism 2013 published by UNWTO, also throws light on the current status of food tourism worldwide, pin-pointing the significance of gastronomy in the development of tourism destinations worldwide and reviews the global trends in food tourism.

Frochot (2003) considered food as the fundamental element of the tourism product that draws the attention of the tourists than climate, accommodation and captivating

scenery of the destination. Likewise, Quan and Wang (2004) also believed that food and beverage are destination products that may act as a primary or secondary motivators. And also improve the image of a destination. (Boniface, 2003; Boyne, Hall and Williams, 2003; du Rand Health and Alberts, 2003; Long 2004). The consumption of food during travel and food tourism are two distinct things and should not be mixed or confused since tourist choices are not determined by a trivial need to 'feed oneself', but also by the desire to eat interesting products in suitable environments (Finkelstein, 1989; Pillsbury, 1990). This distinction between food tourism and food as part of the travel experience is evident in research that has classified

tourists based on the importance of food in the overall trip. More and more people are travelling for reasons of gastronomy (Bessiere, 1998; Hall and Sharples, 2003; Long, 2004), and as a result, food tourism, in its broadest sense has gained a higher profile as a pull factor in destination marketing (Boniface, 2003; Cohen&Avieli, 2004; Hall and Sharples, 2003; Hjalager and Richards, 2002). The present paper envisages into review on food tourism and its associated forms around the world and focuses on various different terms used by researchers in food tourism and their contribution. It will definitely help in enriching the review that already exists on food tourism.

Image 1. A food map of India for tourists



Source: <http://www.himalayanglacier.com/blog/wp-content/uploads/2015/06/IndianCuisineMap.jpg>

Literature Review

Food, Culinary, Gastronomic, Cuisine & Gourmet Tourism

*"The discovery of a new dish confers more happiness on humanity than the discovery of a new star."
(Brillat-Savarin)*

The combination of food and tourism is getting popular day by day and the development of gastronomy as a tourism product is trending globally. Artinah Zainal, Ahmad Nizan bin Zali and MohdNizam bin Kassim (2010) have also opined that the quest to experience authentic tastes and experiences attract the tourists globally to a destination. "Food tourism" can be defined as visiting food exhibitions, food festivals, restaurants and specific locations for which food tasting and experiencing quality food are the primary factors for travel (Hall and Mitchell, 2003). Food tourism is also one constituent of tourism strategy dedicated to making the best use of scarce resources through creativity and adaptability, made necessary by the lack of conventional natural and cultural tourism assets (Teo & Chang, 2000; Richard, 2002). Tourists unavoidably have to engage in food consumption even in situations where food is found unfamiliar or less than acceptable (Tikkanen, 2007). Often, Food tourism has ceased to be only concerned with the provision of food for tourists in restaurants, hotels and resorts. It has changed hands and it is the tourist that now travels in order to search for, and enjoy, prepared food and drink (Hall, 2003). Food is considered as 'an expression of a society and its way of life' (Kaspar, 1986:14). Jones and Jenkins (2002) have also regarded food not only as a basic necessity for tourist consumption but also an essential element of regional culture which is verified by Boniface (2003), who regarded culture, both past and present, as an inevitable part of food tourism.

Long (1998) accentuated the fact that food or culinary tourism is a sensory experience utilizing all the senses therefore making it central to the tourism experience. Hall and Sharples (2008) also asserted that food tourism is characterized by a desire to experience a particular type of food or the produce of a specific region. Indeed, food tourism may possibly be regarded as an example of 'culinary', 'gastronomic', 'gourmet' or 'cuisine' tourism that reflects consumers for whom interest in food and wine is a form of serious leisure (Hall and Mitchell, 2001; Hall and Sharples, 2003; Mitchell and Hall, 2003). World Food Travel Association (2013) mentioned about Food Tourism as the pursuit and enjoyment of unique and memorable food and drink experiences both far and near." This term implies contribution of food and drink services in tourism industry, for instance restaurants, street food vendors, local markets and eateries to delivering "enjoyment", exclusive and unforgettable experiences when travelling.

Hall (2003b: xxiii) summarised it concisely and contended that food tourism is increasingly:

- recognized as part of the local culture, consumed by tourists;
- an element of regional tourism promotion;
- a component of local agricultural and economic development;
- a key element to competitive destination marketing;
- an indicator of globalization and localization; and
- a product and service consumed by tourists with definite preferences and consumption patterns.

Food and gastronomy are considered as identity makers of a region (Bessiere, 1998; Hjalager and Richards, 2002b; Boniface, 2003; Long, 2003) and heritage features that can redefine local uniqueness, being essential elements of regional culture

(Jones and Jenkins, 2002), of a particular country or a region or even cities having their exclusive treasure of culinary attractions (Cohen and Avieli, 2004). Gastronomy is regarded as a key cultural product (Antónia Correia, Miguel Moital, Carlos Ferreira da Costa and Rita Peres, 2008). These attractions are not only becoming an integral part of holidays but also serving as both entertainment and a cultural activity (Bessiere, 1998). Wolf (2006) described Gastronomic and culinary tourism as tourism where an opportunity for memorable food and drink experiences contribute significantly to travel motivation and behaviour.

Culinary tourism is perceived to be one form of tourism product that creates interest, and is a pull factor for tourists to travel and for many countries cuisines have become a major pull factor to attract tourists. According to Long (2004), "Culinary Tourism" was first suggested in the year 1998, referring to the concept that tourists can experience other countries' culture or exotic local cultures through tasting unforgettable quality cuisines which reflect a taste of the country's culture (Wolf, 2002). Long (2004) cited by Horng & Tsai (2010) refers to culinary tourism as tourists who plan their travels partly or largely on the basis of a desire to experience different and exotic culinary specialties and traditions. The predetermined motivation for seeking out food experiences distinguishes the culinary tourism from other forms of travelling. Lucy Long (2004) defined culinary tourism as the intentional and exploratory participation in the foodways of another pinpointing active role of individual in forming meanings within a tourist experience including consumption, preparation and presentation of a food item, cuisine or eating style.

Karim and Chi (2010) referred to culinary tourism as a tourism activity circumscribing visitors' experiences with the food of a destination. United Nations World Tourism Organisation (2012) has also recognised

culinary tourism as dynamic and creative tourism segments in which over a third of visitor spending is devoted to food. According to Australian Tourism National Accounts statistics in 2011-12, domestic and international visitors in Australia collectively spent about 26.4% of their total tourism consumption on food and beverage products including takeaway and restaurant meals (Australian Bureau of Statistics, 2013).

Previous studies have also expanded the meaning of culinary tourism from merely consumption of food and drink as motivation during travel, to a complete experience where food is produced, prepared, served with an association of the cultural vibes of the destination. Ignatov and Smith (2006) also believed that culinary tourism does not refer to food as only or primary activity during trip but an experience where regionally produced food and drink reflected various aspects of culture of the region visited. They further added that culinary tourism provides real learning opportunities by introducing the visitors to new and exciting smells, tastes and flavours of local cultures.

The simplified idea which identifies culinary tourism with a visit to a restaurant or food or meal consumption performed in a way which interferes with the stereotype of our customary everyday diet, mostly away from home, is not accurate. Apart from other reasons, it is because the stated simplification considers some activities to be tourist activities, even though they have no such character. In addition to that, it makes it impossible to distinct culinary tourism from other or all the other forms of tourism, where gastronomy is an inevitable part of a journey, but it is not its primary target.

The definition of culinary tourism provides a base for differentiating amongst tourists:

- For whom the consumption of food is an inevitable part of overall tourism experience and,

- For whom the choice of a destination is influenced largely by food and fulfilment of expected culinary experience.

So while drafting tourism product and marketing strategies for a destination,, it has become imperative to consider activities related to food consumption by travellers as a cardinal part of tourist journey and/or as a final target of the tourist journey.

The core and relevance of the distinction of culinary tourism from the other forms of tourism is therefore seen in a way of satisfying the demand for relaxation, rest, or entertainment by the means of activities which are connected primarily or secondarily to food or gastronomy (Hall & Sharples, 2003). Reflecting the stated facts, it is possible to consider the culinary tourism as a form of adventure or cognitive tourism where the main motivation is visiting the place offering tasteful food products. According to Hall and Sharples, the main aim of such visits is leisure, entertainment, and getting to know the culture of a visited place, which is somehow connected to food and its degustation. Culinary tourism encompasses enormous tourist activities like intentional visits to certain restaurants, presentations and demonstrations of farmer markets and gastronomic fairs and festivals (Hall & Sharples, 2003).

Depending on the intensity and the extent of the influence of food as a motivator for undergoing a tourist journey we distinguish: (figure -1)

a) forms of tourism where food is a primary motive of a tourist journey:

-gourmet tourism;
-gastronomictourism;
-cuisine tourism;

b) forms of tourism where food is a secondary motive of a tourist journey:

-culinary tourism;

c) and the other forms of tourism where the interest in food and food degustation is subordinate to other traveller's interests (Hall, 2003:11)

Importance of the quality of food

Gastronomic tourism is a local phenomenon of universal scope that is in a clear developmental phase and it has a clearly positive impact on the economy of any country. It affects employment and local heritage, as most tourists seek to get to know not only the local food but also to know it is derived and produced, making it an ever increasing expression of cultural tourism. It thus has great potential for expansion as a primary motivation for tourism trips and although this type of tourism is still practised by a minority of tourists, it is indeed attracting very select types of tourists with much money to spend on quality products including food.

The development of gastronomic tourism also contributes to improving the general perception of every global destination. Destinations that seek to promote food tourism have to recognise local products roles, and then develop of a range of competitive offerings. Thus food and beverage staff must be well trained in order to satisfactorily increase visitor satisfaction.(UNWTO, 2012)

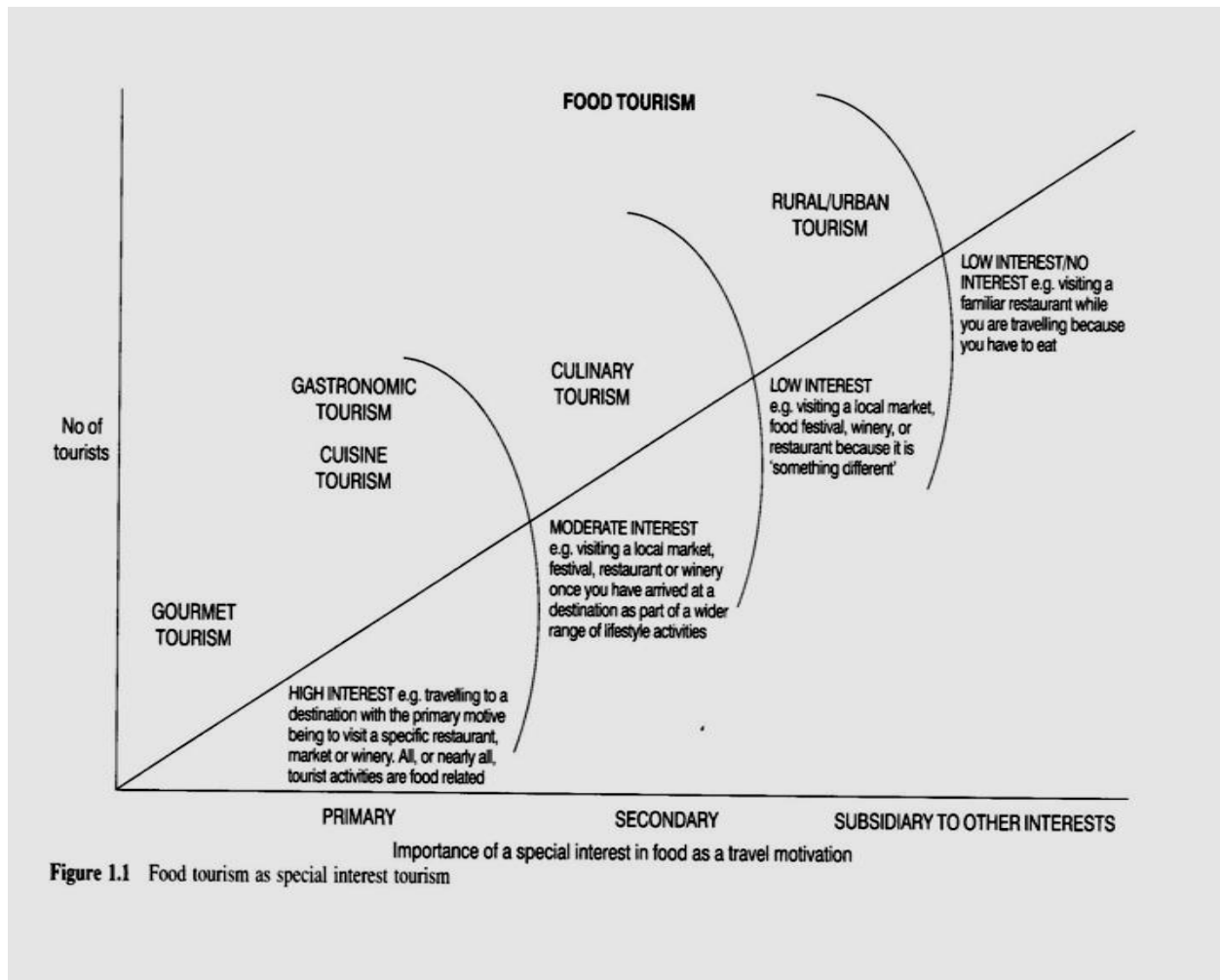


Figure 1. Forms of tourism depending on the extent of the interest in food degustation and in culinary products (Source: Hall, 2003) Chart from, *Food Tourism Around the World*, by Hall, Sharples, Mitchell, Macionis, and Cambourne

Ladapha Pullphothong & Chiranut Sopha (2013) cite 'Gastronomic tourism and/or culinary tourism is experiencing the food of the country, region or area, and is now considered a vital component of the tourism experience.' In gastronomic tourism, food and beverages are the main factors that motivate a person to travel to a particular destination. Dining out is common among tourists and "food is believed to rank alongside climate, accommodation, and scenery" in importance to tourists.

The word *gastronomy* itself was first introduced in France last two centuries, when the French author Jacques Berchoux titled his poem *La Gastronomies, ou l'homme des champs table* (Gastronomy,

or the peasant at the table). The word became popular and in 1835 was included in the dictionary of the French Academy as 'the art of good eating'. Gastronomy elaborates that food is a cardinal component of every culture. Indeed when people visit to another place, they somehow may have the opportunities to perceive the local food which differed from their usual life. Thus, a gastronomic tourist is a particular people who are willing to travel the other place in attempt to taste and experience locally authentic cuisines of the destinations. Culinary history is intrinsically linked to the cultural history of the country of origin. According to the International Culinary Tourism Association (ICTA), culinary tourism is defined as "the pursuit of

unique and memorable eating and drinking experiences". Therefore, gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel.

Etymologically, gastronomy is derived from the Greek word '*gastros*' which means stomach, and '*nomos*' which refers to knowledge or regulation. In actual fact, this term relates to food knowledge. Gillespie (2000) looked at this term into two aspects which are practice and study. On the practical aspect, he refers gastronomy to the application of advice and guidance as well as the exercise of skills and knowledge, which together might be regarded as constituting an art of living. He contended that practical gastronomy has got something to do with the technique and standard involved in the conversion of raw produce into aesthetic, nationally, regionally and culturally-specific edible product. He further stated that the study of gastronomy is the understanding of the scope of production and preparation of food and drink as well as how, where, when and why they are consumed. It involves the philosophies, belief and values influencing gastronomic practices. This, in other words, relates to the social, cultural and historical aspect of food and eating, encompassing the study of cuisines, restaurants and dining, food and beverages, as well as tourism and gastronomy writing.

Despite many other explanations and clarifications given to this term by several scholars (Santich, 1996, Long, 1998; du Rand, Heat and Alberts, 2003), the definition drawn by Jean Anthelme Brillat-Savarin (1755-1826) was considered as the most relevant and appropriate. Directly quoted from Santich (2004, 2007), Savarin described that gastronomy does not specifically refer to the methods by which food and beverage is produced, its quality, material components of the food and beverages or even simple meals or cooking styles, but instead it covers the broader scope beyond simply what we eat (types of

food) and in what form (implicating technology and method of cooking) to also include how we eat (hand, fork or chopstick), where we eat (at the table, on the floor, standing or seated), when we eat (times/ period of eating the food), why we eat (motives disconnected with hunger) as well as with whom we eat (family or social networks).

Long (2004) used the term 'gastronomic tourism' to express the idea of experiencing food and beverages (wine) and other cultures related to them. Wolf (2002) argued that gastronomic tourism encourages the pursuit of travel in the quest for the enjoyment of prepared food, drinks and other related food activities; resulting in a great memorable gastronomic experience. This statement clearly suggests that gastronomic products not only focus on food but also beverages that reflect one's culture and heritage. This supports the earlier work by Finkelstein (1989) and Mennel, Murcott and Van Otterloo (1992), which noted that culinary and dining experiences when one is on holiday is often relived and retold to a wider non-traveling audience. These experiences have the power to modify eating and drinking habits, tastes as well as imbue the tourists' cultural experiences of the people of the new locations and countries being visited (Johns and Clarke, 2001; Johns and Kivela, 2001).

Ngoc AnhVu(2013) points that gastronomic tourism comprises these following characteristics:

- Food is one of primary travel motivators
- Eating and drinking create memorable travelling experiences
- Tourists consume cultural products via eating and drinks at the destination

Gandara et al. (2009) have explained the cultural aspects of gastronomic tourism where the main reason for a tourist to visit a destination is the culinary practices of the

particular locality. He also described it as a mean of maintenance of tradition through regional cuisine and economic up gradation of the local population.

Kivela and Crofts (2006) explained that seasoned tourists attach great value to the gastronomic and culinary experience of the countries being visited, and that these go hand in hand with the social and cultural attractions being experienced. In fact, they argue that gastronomic products play a pivotal role in marketing some tourism destinations especially where quality is considered to be outstanding. Some travel organizations regularly offer gourmet or culinary holidays, with Italy and France leading the rank as top destinations as well as countries in Asia (Intrepid Travel, 2004). Kivela and Chu (2001) noted that tourists not only dine out in the search of new tastes in the choice of food and beverages, but at the same time are also on the lookout for new gastronomic experiences when visiting a country. In relation to this statement, the Intrepid Travel Agency (2004) reported that tourism and holiday operators from Australia, the United States, many Europe and Asian countries like China, India, Thailand, Malaysia, Vietnam and Japan now offer gastronomy tour packages, which combine shopping with side-trips to sample the indigenous food and beverages (wine) available. This tour agency recognizes Asian countries for its delicious cuisines, and travelers on their trips make the most of this aspect while exploring these countries' traditional tourism offerings.

Conclusion

The present study has thrown light on the increasing importance of food tourism in the global world. The views of researchers about various forms of food tourism - Culinary, Gastronomic, Cuisine & Gourmet Tourism have been incorporated in the present study in order to have a detailed analysis of what food tourism is all about. The study has also reflected upon the tourists' consideration of food as primary or

secondary motivation while selecting a destination. The issue of quality has also been discussed as this impacts directly on tourist intention to repurchase. The study has added to the existing literature with an improved understanding of food tourism and its associated terms.

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