

# Conceptual Review on Gastronomy Tourism

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**Abstract-** Gastronomy tourism is one of the emerging concepts in the tourism arena and it is an area which has been rarely researched. Gastronomy tourism has been evolved through local food and beverages and major component of the tourist's budget is allocated for food and beverages when travelling. Since there are many unaddressed opportunities which are associated with gastronomy which can be utilized to enhance the country's or region's economic development, it is necessary to identify the sub components which are associated with gastronomy tourism, how it is associated with destination branding and the challenges associated with gastronomy. Also it is identified that food and beverages play an important role among the motivational factors to visit a destination. Most of the previous studies have been done on destination equity, destination branding, motivation of travellers to select the destinations, sustaining regional identity, tourists' satisfaction in relation to gastronomy tourism. However, research insights prove newness and further research priorities are still found with gastronomy tourism depending on empirical arguments and complexities associated with the concepts. In line with this concept, this paper reveals the concept of gastronomy tourism in relation to different sub components which are associated with it, impact on destination branding and challenges faced by gastronomy tourism. A deductive method was employed and extensive literature review was carried out as the main research tool in order to highlight contextual explanations about the concept and finally, the paper presents future research directions in the field of gastronomy tourism.

**Index Terms-** Cuisines, Destination Branding, Food Festivals, Gastronomy Tourism, Wine Tourism

## I. INTRODUCTION

According to Maslow's hierarchy of needs, food can be identified as a physiological need (Smith, 2017). A person can fulfil his/ her physiological needs by consuming any basic form of food and subsequently achieve the next stages in the hierarchy by incorporating value additions to the dining experience. Ultimately self-realization which is the fifth stage of the Maslow's hierarchy of needs can be fulfilled through experiencing other cultural and local foods (Guzel & Apaydin, 2016). Even though food is a basic need, in tourism food can be a motivator in selecting destinations (Tikkanen, 2007). Therefore host countries pay special attention on building destination identity through promoting their local foods and beverages. With this regards, a new concept which is gastronomy tourism has been evolved.

Even though there are only few researches have been published about gastronomy tourism, in the tourism arena gastronomy tourism has gained attention and popularity recently (Cankul, 2017). However the researches done so far is about the relationship between gastronomy and tourism from different dimensions in a thematic or disciplinary interest rather than offering comprehensive research on gastronomy (De Jong, et al., 2018). Further previous researches were done by linking gastronomy tourism to concepts such as destination competitiveness, destination branding, travel intentions, sustainable place development etc.

The globalization had reduced the differences and the distance between the countries and it had created an urge in the variety seeking people to explore the world beyond them with the aid of improvement in communication and transportation. According to World Tourism Organization (UNWTO), international tourism has generated a revenue of \$1.7 trillion in 2018 (International Tourism Revenue Hit \$1.7 Trillion in 2018, 2019). Also food has become the second largest expenditure in the travellers' budget and irrespective of whether food is provided or not by the accommodation which tourists stay, they prefer to taste the local dishes belonging the region (Sormaz, Akmesse, Gunes, & Aras, 2015).

Though researchers have given different terms such as "culinary tourism", "gastronomy tourism", "gastro-tourism", "food tourism", and "gourmet tourism" for gastronomy tourism, the underline meaning of all those terms are the same. Furthermore it is not a standalone concept but a social phenomenon which is interrelated and interdepend on the culture, social environment, sustainability, economy, history of nations and people. Thus it depicts the life style of a unique geographical area since the core values of gastronomy tourism is rooted to their own culture and tradition (Kilic, Yucedag, & Aytekin, 2017). According to Suanpang (2015) "gastronomy" means incorporating the essence of culture to food and beverages which are rare to a region and subsequently it has accelerate the development of tourism. As Sormaz et al., (2015) mentioned, gastronomy is "being in pursuit of unique experience of eating and drinking". However gastronomy tourism not only includes tasting food in restaurants, participating for food festivals, visiting primary and secondary food producers, participate for educational seminars on food, but also chefs, media, tourism providers, catering services, tourism services, government regulations, public awareness, food image, promotion and marketing (Guzel & Apaydin, 2016).

## II. MOTIVATION OF THE STUDY

This paper attempts to review the empirical and theoretical arguments to discuss how gastronomy tourism is attributed to tourists and destinations. There are arguments on the impact of gastronomy tourism on destination equity, destination branding, motivation of travellers to select the destinations, sustaining regional identity, tourists' satisfaction etc. However, none of the studies have been done in Sri Lanka though tourism is the third largest foreign exchange earner in the country which had accounted for around \$4.3 billion revenue in 2018 (The U.S. Department of Commerce's International Trade Administration, n.d.).

More specifically, Kim, Eves and Scarles (2009) researched about local food experiences and developed a conceptual model of local food consumption at tourist destination using grounded theory. The conceptual model comprised three categories: motivational factors, demographic factors and physiological factors. But none of the research were done on the sub components of gastronomy tourism such as food festivals, wine tourism, cuisines, food tours etc.

Also, existing literature lacks different areas of research that would benefit from critical cross-subject areas and concepts. Thus, it limits the usefulness of gastronomy tourism (De Jong, et al., 2018). In order to enhance the usefulness of these concepts, the relationship between gastronomy tourism and different sub components which were rarely discussed before will be recognized and critically evaluated in this paper. Accordingly, paper follows a deductive approach to review the concepts and empirical contributions. Research tools include literature survey methods and journal articles, case studies, industry reports and theories were examined to organize the arguments and conclusions. Paper provides a discussion based on empirical arguments and it concludes future research directions accordingly.

## III. LITERATURE REVIEW

In this paper gastronomy tourism will be considered as the main concept whilst other supportive theories and concepts will be reviewed by emphasizing the relationship and existence of the relationship in different contexts. The three main sub components of gastronomy tourism which will be reviewed in this paper are food festivals, wine tourism and authentic cuisines. Then how these sub components affect the destination branding as well as the challenges associated with those will be discussed as well.

### A. *Tourism and Local Food Consumption*

As defined by Stephen, Smith and Xiao (2008) "tourism is any tourism experience in which one learns about, appreciates or consumes branded local sources". In this context local food and beverages has become an integral part of tourism. As stated by Cohen and Avieli (2004) and Kim et al. (2009) relatively an insignificant attention has been given to exploring local food consumption in the context of the hospitality and tourism despite the importance of local food consumption. Godfrey and Clarke (2000) had identified the reason behind that is food has been considered as a supporting factor in tourism by traditional scholars and it has been used as a supplementary source for destination's appeal (Quan & Wang, 2004). Mak, Lumbers and Eves (2012a) have further done additions to the above stating, in the context of international tourism food consumption can be seen as the 'tourist's paradox', a fluctuation between fulfilling the obligatory and the symbolic facets of food in foreign destinations. The obligatory facet depicts the essentiality of food consumption in tourism whereas symbolic facet reflects the symbolic meanings of food consumption to tourists. Gastronomy tourism has been evolved due to the obligatory facet of food such as exploring local culture and seeking authentic experience in relation to food and beverages (Mak, Lumbers, Eves, & Chang, 2016).

However, a few studies have addressed tourists' dining behaviour, food consumption at a tourist destination and local food consumption in hospitality and tourism environments (Chang, Kivela, & Mak, 2011; Mak, 2012a) and motivations for experiencing local food and beverages in tourists' destinations (Cohen & Avieli, 2004; Kim et al., 2009). This emerging interest is powered by the growing number of destinations which are leveraging their culinary resources when promoting and differentiating themselves from others, for example, Australia, New Zealand, Italy, and Singapore (Chang, Kivela, & Mak, 2010; Hall & Mitchell, 2002).

Based on the previous research it was found out potential factors that influence tourist food consumption behaviour are cultural and religious factors, socio-demographic factors, food-related personality traits, exposure and past experience, and motivational factors (Mak, Lumbers, Anita, & Chang, 2012b). Even though available research has provided ground work on understanding the reasons affecting tourists' food consumption, systematically reviewing those factors and their interrelationships are lacking.

In addition to above Hall, Sharples, Mitchell, Macionis, & Cambourne (2004) agree that there are two types of tourists who consume food; tourist who consume food as a part of their travel experience and those who select destinations solely based on their preference of food. Thus just visiting a restaurant while travelling cannot be considered as food tourism, culinary tourism or gastronomy tourism. In other words destination choice of tourists must be influenced by a special interest into culinary, gastronomy, gourmet or cuisine.

### B. *Gastronomy Tourism and Food Festivals*

Collective celebrations which are either one-off or regular events which focus on attracting tourists to experience the food and beverages which are ingenious to a certain geographic area is called food festivals (Iriguler & Ozdogan, 2017). As mentioned by Mason and Paggiaro (2012), the main purpose of food festivals includes attracting new visitors for events through promoting brand values, enhancing the awareness, creating brand loyalty and strengthening community relationships by utilizing the authenticity associated with local food.

Because of the rewards mentioned above the destinations around the world have become popular by organizing different types of food festivals. Thus tourists travel to those destinations every year to get that experience. According to CNN Travel website, world's best 14 food festivals are Wildfoods Festival (Hokitika, New Zealand), Annual Golden Spurtle (Cairngorms, Scotland), The Onion Market (Bern, Switzerland), Watercress Festival (Hampshire, England), Salon de Chocolate (Quito, Ecuador), Bacon Festival

(Sacramento, California), Blue Food Festival (Bloody Bay, Tobago), PoutineFest (Ottawa, Canada), Castagnades chestnut festival (Ardeche, France), Dumpling Festival (Hong Kong), National Cherry Festival (Traverse City, Michigan), Pizzafest (Naples, Italy), Vegetarian Festival (Phuket, Thailand), Herring Festival (Hvide Sande, Denmark) (World's best food festivals, 2017). The Traveltriangle blog also confirms that some of the festivals like Pizzafest in Italy, Bacon Festival in California, Salon de Chocolate in Ecuador, Dumpling Festival in Hong Kong, National Cherry Festival in Michigan, Herring Festival, Vegetarian Festival are the food festivals which should be visited in 2020 (13 Most Popular Food Festivals Around The World To Visit In 2020, 2019).

Although there are a variety of festivals with different underlying themes as given above, the importance given for food is remarkable (Lee & Arcodia, 2011). These types of food festivals assist the economic development by attracting tourists who are keen on experiencing new cultures and tastes. Even though these food festivals are carried out under different themes, all these festivals are enriched with complementary programmes such as culinary demonstrations, local product vending stands, seminars, kitchen shows with celebrity chefs, competitions, musical shows, art and craft workshops and donation raising events in order to incorporate a variety and an appealing atmosphere to the visitors (Iriguler & Ozdogan, 2017).

Local food plays a significant role in the tourist's experience, but to which extent it is important depends on their motivation to try local food. Therefore for some tourists food is the major motivation whereas for others it is a supporting factor to visit the destination. When food becomes the main motivation, tourists prefer to attend food festivals rather than travelling for sightseeing (Iriguler & Ozdogan, 2017). According to Sormaz et al., (2015) gastronomy tourism includes eating festivals, gastronomic trips on observing food production, dining experience at restaurants, interactions with famous chefs. The food festivals can be the core attraction of the destination or a complementary factor to visit the destination. In any case it should be in line with the characteristics of the destination. (Guzel & Apaydin, 2016)

Food festivals have the ability to make the tourists appreciate the locality, increase the availability of variety of attractions which enhance the destination's image. Meanwhile food festivals also enhance the awareness and visibility of the destinations (Guzel & Apaydin, 2016). As mentioned by Iriguler and Ozdogan (2017) food festivals not only generate an income for the local community during a limited time, but also accelerate the income of the other supporting services attached with tourism which are transportation and accommodation. Chang and Yuan (2011) had also stated that the short term benefits of food festivals are increased demand for cafes, restaurants, hotels and transport whereas long term benefits are increased awareness on local products, increase in employment, development of infrastructure facilities, engagement in communities and reinforcement of local identity.

As mentioned by Iriguler and Ozdogan (2017) the main motivation factors for tourists to participate for food festivals are for escaping from their day-to-day routines to and taste local food flavors. Thus conducting food festivals is a good initiative to attract tourists and improving the destination image by leveraging the power of food and beverages indigenous to a specific country or a region.

### C. *Gastronomy Tourism and Wine Tourism*

Wine tourism can be defined as the activities related to Wine such as visiting vineyard and wineries, participating for wine festivals, grape wine tasting and experiencing the attributes of a grape wine regions (Carlsen, 2004). The most popular destinations for wine can be listed as Australia, California, France, Greece, Chile, Italy, Portugal, Washington, Switzerland and Thailand (10 Best Wine Travel Destinations of 2019, n.d.). There are three major dimensions in the subject of wine tourism namely; wine producers, tourism agencies and consumers. Thus it is an integrated process of expanding the avenues for the wineries to educate and sell their products through developing the attractions and the image of wine tourism through attracting consumers (Getz, 2000).

In the earlier stage of wine tourism, some wineries were fearful that the tourists would visit the wineries merely for the drinking purpose but not to taste and receive some education and understanding about the art of wine (Skinner, 2000). However it is realized that the benefits of the wine tourism is not limited to cellar doors, but extended to the regional economy at large (Carlsen, 2004).

It is important to understand the demographic and behavioural factors which affect wine tourism. As mentioned by Carlsen (2004), a number of studies have identified that the target group of wine tourism is older age group (i.e 40s and 50s), who have a greater knowledge about the subject as well as socially aware. However there are also studies which had indicated that the wine tourists represent the age of 30s. Furthermore it can be stated that majority of the tourists are highly educated professionals or managers whose income is above the average (Mitchell & Hall, 2001).

Since income is a critical factor here, this segment cannot be attracted by cheap package deals. It has been also found out that the seasonal affect is also a demand factor on wine tourism. Thus, according to a research done in New Zealand it is evident that the tourists engage in winery visits during late summer and early autumn (Mitchell & Hall, 2003). There are also studies which states the demographic factors of wine tourists vary from region to region (Beverland, 2001). Thus it is important to understand the demographic information of the wine tourists since it will help the wine tourism at large when implementing marketing strategies.

Mainly two issues has been identified with regards to wine tourism. Those are the issues related to national level and regional level. Marketing and branding, export revenue, tourism trends, taxation and regulation, funding, industry integration, accreditation and awards are the issues faced at national level whereas regional identity, image, branding, marketing and facilities audits, infrastructure, tourist expenditure and the role of local government are the issues faced at the regional level (Carlsen & Dowling, 1999).

It is important to understand the differences indigenous to different regions where wine tourism is prominent and those differences should be leveraged in order to attract the consumers (Bruwer, 2003). Getz (2000) further explains that availability of attractions, hospitality, convenient infrastructure, presence of a marketing plan and organizational development are important for the growth of wine destinations. As per the report released by the Australian Cooperative Research Centre for Sustainable Tourism, wine

tourists are motivated by the atmosphere of the destination, a pursuit for self- development, hedonic experience and novelty (Sparks, Roberts , Deery, Davies, & Brown, 2005).

In conclusion it can be stated that for the betterment of wine tourism, researches should be done in order to identify the demographic and behavioural factors of the tourists who are keen on wine tourism and wine tourism destinations need to be designed to attract the tourists through improving the supporting factors which influence the smooth functioning of wine tourism.

#### *D. Gastronomy Tourism and Heritage Cuisines*

In recent years, dining has been come into play as a major activity among the tourists and many tourist destinations engage in promoting their local food and cuisine in order to attract tourists to their destinations (Hornig & Tsai, 2012). Local cuisines depicts a core element of the destination's intangible heritage and through that tourists can gain a truly authentic cultural experience by experiencing the local cuisines. Furthermore, it is stated that among the few elements which come under intangible heritage, food is the only element which has been able to retain its authenticity to some extent irrespective of the impact of the immigrant population (Okumus, Okumus, & Mckercher, 2007)

In gastronomic terms, sense of place is the admiration for local climate. In other words food have to be indigenous to the place in order to be authentic (Symons, 1999). Thus the tourists who are keen on experiencing the local cuisines avoid international hotels and the global fast food chains such as McDonald's, KFC, Pizza Hut etc. According to Symons (1999) even air conditioning a restaurant or any other dinning place creates a distance from the local environment.

According to the Enteleca Research and Consultancy (2000), the cuisine tourists can be classified into five subgroups as food tourists, interested purchasers, unreached tourists, un-engaged and laggards. This classification has been done based on the importance given for food by the tourists during their tour. Thus for interested purchasers, food is a part of the holiday that affects the satisfaction with the holidays whereas laggards have limited or no interest in gastronomy and do not try local food (Okumus et al., 2007). Therefore those whose travel plan has a significant prominence on experiencing authentic food cuisines are either food tourists or interested purchasers.

Food and cuisines represent major components of the destinations' invisible heritages since those depicts the national cultural characteristics and local features which can be even excelled into an international brand (Hornig & Tsai, 2012). Thus, authentic cuisines have become a trending market for many countries and regions which creates a distinctive competitive edge for tourist destinations and related enterprises. Also authentic cuisines can be leveraged to excel the cultural image of a country. It not only provides job opportunities for local residents and communities, but also preserves the local cuisine culture and establish the local community. In addition, tourism industry gets benefited as well as the whole area (Hornig & Tsai, 2012).

Hall, Mitchell, & Sharples (2003) stated that synergizing food and tourism and implementing effective strategies can excel the local economic development. Thus, as food and cuisine gradually receive more attention, countries begin to improve their authentic cuisines to compete with other countries. In addition to that, food can be utilized as a method of differentiating destinations in a meaningful way and positively associating style of food and a destination since cuisines are always branded by nationality such as Chinese, French, Italian, Turkish, Mexican, etc.

As suggested by Symons (1999) has stated that due to the impact of globalization, the local cuisines around the world has been converted to global cuisines and as repercussion of that increase the sameness of the cooking practices and dishes. Thus it is argued that when the menus become similar, there will be no space for the development of gastronomy tourism (Scarpato & Daniele, 2003). According to Santich (as cited in Scarpato & Daniele, 2003) when dishes of different culinary cultures are put together, it is more likely to lead to confusion rather than fusion and the culture loss its authenticity and the impact get diminished. Thus same food and dishes are available around the whole world and the globalization of local cuisines leads to the homogenization of cuisines.

#### *E. Impact of Gastronomy Tourism on Destination Branding*

Branding is vital when creating marketing strategy for goods, services and organizations. Similarly cities can also be promoted with their own features such as culture, art, heritage, or natural resources (Kasapi & Cela, 2017). According to Ritchie and Ritchie (as cited in Blain, Stuart, & Ritchie , 2005) "a destination brand is a name, symbol, logo, word mark or other graphic that both identifies and differentiates the destination; furthermore, it conveys the promise of a memorable travel experience that is uniquely associated with the destination; it also serves to consolidate and reinforce the recollection of pleasurable memories of the destination experience". In addition to that, Chernatony (2010) and Morgan, Pritchard and Pride (2004) have stated destination branding as the process of creating and improving the identity of a destination irrespective of whether it is a country, region or a city which is involved with tourism.

Anholt (2010) has suggested that experience is the key to place branding by further stating that marketing communications create interest, which leads to sales, which leads to consumer experience of the product, which, if satisfactory and shared, lead to brand. Thus gastronomy tourism has an important role to play in branding the destination, location and the region where gastronomy activities are held in. When we consider the food festivals and cuisines, these events and activities have their own names and logos and they always convey the message of authentic and exclusive experience which can be gained through visiting those tourists' destinations. On the other hand just as the promise of a brand is important, for destinations also delivering what was promised is important. Since gastronomy tourism provides an experience rather than a product or service, satisfying the tourists as they expected the experience would be is difficult. However the destinations should always attempt to achieve the tourists' desired level of satisfaction since it affects the revisiting the destination as well as the word of mouth.

Place brand strategy has been defined by Anholt (2004) as “a plan for defining the most realistic, most competitive, and most compelling strategic reason for the country, region, or city; this vision then has to be fulfilled and communicated”. Similarly the countries such as France, Italy and Thailand etc. promote their gastronomy tourism through communicating their food festivals, wine tourism, authentic cuisines and food tours to their potential gastro-tourists as one of the fascinating reasons to visit the country.

The main feature of gastronomy tourism is promoting the authenticity which is native to a destination. As suggested by Williams, Williams and Omar (2014) a destination brand must be authentic, organic and self-developing. If a destination can brand itself successfully, it will be easier to attract tourists by creating awareness as well as a holistic image about the destination (Hashimoto & Telfer, 2006). In order to enhance the awareness of a destination, cuisines should create the brand and add brand values by introducing distinctive local and ethnic flavours to the cuisines (Hall et al., 2003). Similarly other sub components in gastronomy tourism should always emphasize on their authenticity in their communication as well as serve as promised in their communication.

#### *F. Challenges Faced by Gastronomy Tourism*

In gastronomy tourism food becomes the primary motivation to visit a destination whereas the geographic location becomes the secondary factor. Thus food replaces the geographic location as the brand destination and the location become the backdrop of an authentic food experience. But however food being the start attraction and merely concentrating food is not sufficient to establish the destination identity. This was further explained by Williams et al., (2014) as a destination should not only be appealing from a food-related perspective, but also with convenience of reaching the destination with minimal basic infrastructure, organisation, local hospitality and targeted marketing. However some of the countries and regions who engage in the above mentioned gastronomic activities concentrated on the core of gastronomy which is food, but forget about the sufficiency an effectiveness of the supporting factors associated with the attraction of gastro-tourists to the destination. Thus local authorities have a responsibility of proving sufficient infrastructure for the smooth functioning of gastro-tourism.

From the other hand globalization has become one of the threat for localization, which is the driving force of preserving the authenticity and locality of food. Food is a crucial tool for anti-globalization in local environment. Trading affected the local traditions of the food as it provided the opportunity to have exotic and different foods and preparation techniques from other places and to combine them to produce fusion cuisine. As a result, although consumers may accept that there are “pure” cuisines but mostly they are “hybridized” (Guzel & Apaydin, 2016). Therefore even though destinations are promoted as providing authentic food, there is a doubt that to which extent it’s pure and authentic.

There is another argument where destination branding can be treated as corporate branding. However as status by Kavaratzis (2009) branding a destination is more difficult than branding a corporate since projecting and implementing a single identity, ethos and image will be difficult if it cannot be adopted effectively. He further argues that in order to communicate a consistent message all the place products should be treated as “the whole entity”. Thus when there are different types of gastronomy activities are going on in a single destination, it is essential to have consistency in those activities in terms of communication and branding which needs to be align with the destination branding.

Çalışkan (as cited in Kilic et al., 2017) has stated that tourists those who travel on tour packages expects a tour guide who is competent and knowledgeable about the authentic food and beverages. Thus it is arguable whether the tour guides are able to meet the expectations of the gastro-tourists by providing information on local food culture, make suggestion with respect to local dishes and places where those are served. Therefore destinations need tourist guides who are experienced and knowledgeable about the activities related to gastronomy.

#### IV. CONCLUSION AND FUTURE RESEARCH DIRECTIONS

In global literature, there is no common agreement on the differences between gastronomy tourism, food tourism and culinary tourism. However, in a general sense, all these terms are similar. Even though, the studies carried on the concept of gastronomy tourism are rare, it is keep growing and receiving majority of the tourists’ attention.

As suggested by Williams et al., (2014) sub components of gastronomy tourism consists of experiential trips to gastronomic regions, visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers’ markets, cooking shows, demonstrations, tastings of quality food products, and food-related activities related to particular lifestyles and cultures. Furthermore, gastronomy is the comprehensive understanding of the interrelationship and interdependency of various social cultures, historical components, literature, philosophy, economic status, religions and others aspects, in which food is the core subject.

Gastronomy tourism showcases the country’s or region’s culture and heritage associated with the food and beverages which is a vital component of tourists experience. It is because, food and beverage has a significant touristic value for tourists in the concept of gastronomy tourism and it leads for revisiting the destinations. The literature suggests that the gastronomy excels the destination attractiveness, contributes to sustainable presence of the authenticity of food and beverages and creates opportunities for the countries to brand their cuisines under the country’s or region’s name. Also if the region has various types of food indigenous and distinct from other regions, then those can be leveraged to attract tourists which may create an economic impact.

The scholars have also stated that the gastronomy tourism plays a significant role in destination branding. Destination branding is aimed at creating value to a destination by promoting a tourist destination through the building of a linked brand in order to assist the tourists to recognize and share the brand identity of a destination. Thus the sub elements of gastro-tourism should be de designed and strategized in a way which will enhance the destination branding.

There is only a limited number of studies on “gastronomic tourism”. Therefore research, studies and projects about gastronomy, gastronomic tourism and its development should be carried out on a nationwide and international basis. Furthermore panels, workshops and seminars should be held to inform foreign and domestic tourists about the activities related to gastronomy tourism such as food festivals, food tours and authentic cuisines etc. On the other hand the researches should engage on finding in depth knowledge regarding the motivation for tourists to participate for different types of activities related to gastronomy, tourists’ demographic and behavioural factors, effectiveness of the contribution of secondary factors such as infrastructure (i.e communication, transportation), hospitality of local community, flexibility of local policies and practices of local authorities towards gastronomy tourism etc.

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