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GASTRONOMY AS A FACTOR OF COMPETITIVE ADVANTAGE OF CULTURAL TOURISM SERVICES

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Introduction. The constant and rapid development of the tourism industry on the scale of the world economy gives good reasons to consider the tourism industry as one of the most important factors contributing to the recovery of the national economy of Ukraine in the post-pandemic period. The tourism sector significantly affects the formation of both small and medium-sized businesses, contributes to the socio-economic development of cities and regions. In addition, the production, information, transport and utilities spheres are being improved. Gastronomic tourism is currently one of the most promising areas of tourism. Gastronomic tourism is one of the types of tourism that provides for familiarization with national dishes, as well as with the process and technology of their preparation. A large number of not only Ukrainian, but also foreign scientists have devoted their work to this particular type of tourism. Research in this area focuses on the study of history, culture, cooking technology, as well as the customs of their use. Gastronomic tourism is attractive from the point of view of organizing tourist activities, since in addition to getting acquainted with traditional cuisine, the traveler can directly take part in the preparation of national dishes, as well as visit a large number of culinary exhibitions, festivals, and take part in the tasting process.

Latest research papers and publications review. The works of many domestic and foreign scientists, in particular E. Maslov, D. Basyuk, V. Boyko, A. Lyubitseva, T. Sokol, S. Canonists, G. Vishnevskaya, are devoted to the study of the essence and significance of gastronomy in the tourism sector.

Problem statement. Despite the rather long existence of gastronomic tourism and its popularity among people, there is still no single definition of "gastronomic tourism". This type of tourism is not singled out as a separate one, but is related to cognitive tourism. Accordingly, there is no separate category of tourists who go on gastronomic trips.

Main material and investigation results. Today tourism is considered one of the main and most important sectors of the world economy. The tourism sector and its development have a multiplier effect in economic terms, and is also an ideal means of economic development, since it can directly or indirectly influence the development of other sectors of the economy. This is one of the few areas that, despite the pandemic and all the restrictions, continues to develop and the tourism product is still popular.

There are many types of tourism, but gastronomic tourism is considered one of the most interesting. With its help, you can learn the culture of the area deeply: in addition to visiting the location, a person has the opportunity to do the most important thing - to taste dishes, dishes or products for which the area is famous for everything, to discover new tastes and combinations, to delve even deeper into history (if these are dishes from past) or track the development of the cuisine of the people. With regard to the definition of gastronomic tourism, there is no such single one. The Law of Ukraine "On Tourism" does not distinguish it as a separate type, but refers to the cognitive one. But in the world literature you can find the definition of such concepts as "culinary tourism", "gastronomic tourism", "restaurant tourism", "wine - gastronomic tourism".

M. Hall and R. Mitchell [8]

- Gastronomic tourism is a type of tourism that includes visits to food producers, food festivals, restaurants and special places associated with certain foods and food tastings; observation of cooking and cooking processes

Rasulova A. [9]

- Gastronomic tourism is a specialized type of tourism associated with acquaintance with the history, technology and culture of consumption of national dishes and products, as well as training and raising the level of professional knowledge in the field of culinary

Global Report on Food Tourism [2]

- Gastronomic tourism implies that all of the above should be the main reason or motivation for travel for visitors to a particular tourist destination

Korkuna O.I. [4]

- Gastronomic tourism can also be interpreted as one of the types of cultural tourism, because gastronomy is a recognized element of culture.

World Association of Gastronomic Tourism [5]

- Gastronomic tourism is travel to gain an authentic experience based on a culture of eating or drinking; discovery of unique places and their culture through national cuisine

Basyuk D.I. [3]

- Gastronomic tourism is a type of tourism related to acquaintance with production, technology of preparation and tasting of national dishes and drinks, and also culinary traditions of the people of the world.

**Fig. 1. Terms used to denote gastronomic tourism
(grouped by the author on the basis of [2, 10-15])**

The concept of "culinary tourism" was first introduced in 1998 by Lucy Long. In 2001, Eric Wolf published the first article on culinary tourism in the world, and in 2003 the International Association for Gastronomic Tourism was established. (The International Culinary Tourism Association).

Culinary tourism as an industry was not talked about until 2001, until Eric Wolf, president of the International Culinary Tourism Association (ICTA), published the White Paper on Culinary Tourism. Despite the fact that scientists have previously written about culinary tourism and wine tourism, until 2001 their works were very rarely published and not published in business journals. Then, in 2003, under the guidance of a group of advisers, Eric Wolf founded the International Culinary Tourism Association, and in 2006, ICTA founded the International Culinary Tourism Institute. The International Culinary Tourism Association is considered a global authority with resources and information on food, beverages and tourism staff worldwide.

The World Food Travel Association defines food tourism as travel with the aim of obtaining an irreplaceable experience that is based on the culture of food or drink consumption; discovering unique places and their culture through national cuisine. Gastronomic tourism is becoming an important phenomenon not only from the social and cultural point of view, but also from the economic side. Traveling to taste, culinary itineraries, discovering new ways of cooking, visiting famous places with culinary traditions and culture, or discovering places related to food industries are some of the most important motivations for people to travel.

M. Hall and G. Mitchell give the following definition: Gastronomic tourism is a type of tourism that includes visits to food producers, food festivals, restaurants and special places associated with certain food products and tasting dishes; supervision over the processes of production and preparation of food [8].

As for domestic scientists, D.I. Basyuk defined gastronomic tourism as a specialized type of tourism associated with familiarization and tasting of national culinary traditions of the countries of the world, is a synthesis of ecology, culture and production [3].

V.V.Kornilova gives the following definition of gastronomic tourism as a type of tourism associated with familiarization with the production process, cooking technology and tasting of national dishes and drinks, as well as culinary traditions of the peoples of the world.

From the organizational point of view, this type of tourism involves getting acquainted with the features of cooking technologies of local products and dishes, history, traditions of their consumption, as well as the opportunity for travelers to participate in cooking national dishes, attending culinary festivals and competitions. Gastronomic tourism can also be called an auxiliary tool that helps in understanding the cultural heritage of countries and regions of the world, as the dishes of national cuisine are one of the elements that reflect the way of life, worldview, traditions of ethnic groups [2].

Also Kuklina T.S. gives its definition of "Gastronomic tourism": "gastronomic tourism" - a type of tourism, interconnected with the movement of different countries in order to get acquainted with national dishes, products, drinks [4].

After analyzing the definitions from foreign and domestic scientists, we can conclude that gastronomic tourism is a trip to special places or countries to get acquainted with the peculiarities of local cuisine, culinary culture and culinary traditions, and, most importantly, to taste dishes and products that inherent in this area.

The difference between gastronomic tourism as an independent type consists in the following features:

1. This type of tourism is an integral part of each tour, only the main motive is different - acquaintance with gastronomic traditions, tasting dishes;
2. Any locality (country, region, city) has all the conditions for development;
3. Gastronomic tourism allows for the promotion and advertising of local food and food producers [2].

Accordingly, the main consumers of a gastronomic tourism product can be ordinary tourists who like to try something new (new dishes, new countries, etc.), real gourmets, or persons whose work is related to cooking, representatives of the tourism sector, independently strive organize and market their own gastronomic tours [5].

Gastronomic tourism is closely interconnected with rural and green, ecological tourism, the development of a network of green estates, which can also serve as a basis for gastronomic tourism, as they provide food services, namely the preparation of traditional dishes. In fig. 2 presents the main forms of organization of astronomical tourism.

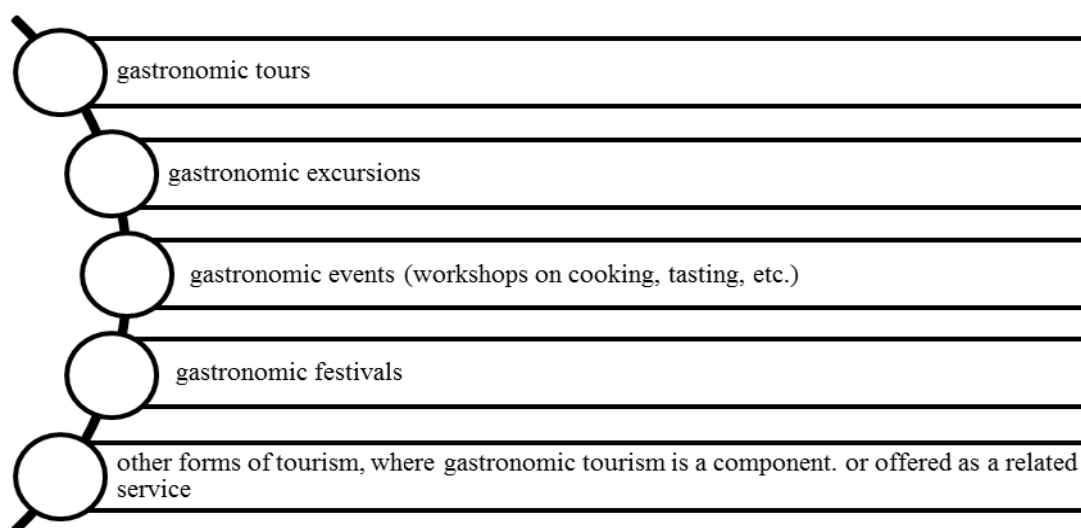


Fig. 2. The main forms of organization of astronomical tourism (systematized by the author on the basis of [5])

The development of gastronomic tourism is also associated with the development of cultural and cognitive. If the area has a developed cultural and cognitive potential and receives a large number of tourists for this purpose, it is likely that these people will later be interested in gastronomic tourism. The features on

which culinary traditions depend are not only cultural but also climatic and historical factors. The world leaders in gastronomic tourism include Spain, China, Japan, Italy and France.

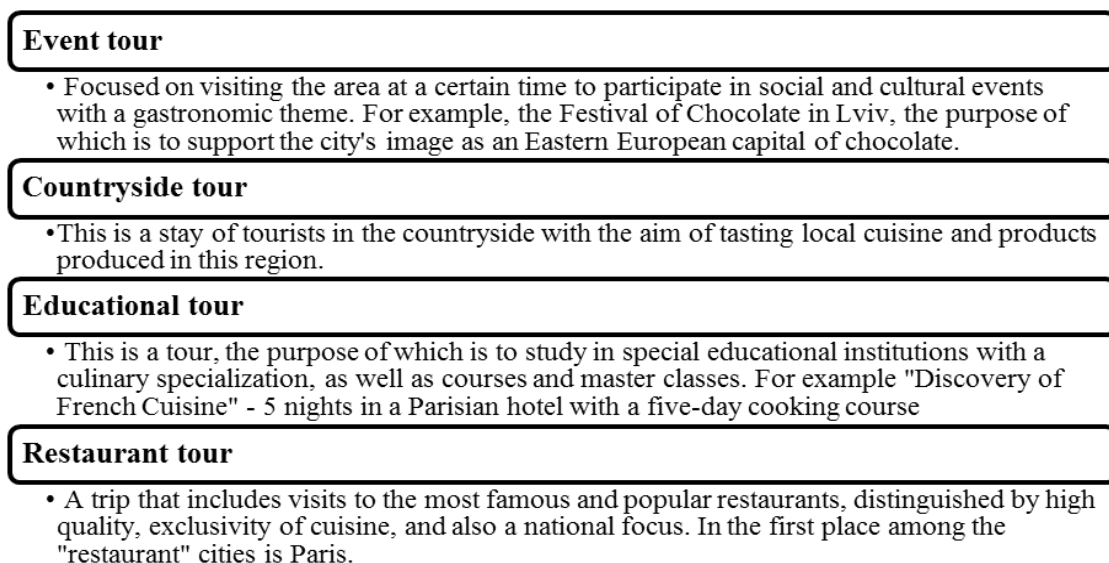


Fig. 3. The main directions of gastronomic tourism (systematized by the author [7])

Tourism continues to develop as part of the modern economy, and food is becoming an increasingly important component. The importance of gastronomic tourism was demonstrated at the 1st UNWTO World Food Forum, organized by UNWTO in 2015 and located in the center of gastronomic tourism - San Sebastian, Spain. The level of attendance was such that it was re-organized in 2016 as the 2nd UNWTO World Forum on Gastronomic Tourism (note the change of name from food tourism to gastronomic tourism, this time in Peru. The 3rd Forum returned to San Sebastian in 2017, and, fourth in Thailand in 2018.

Gastronomic tourism is classified on several grounds, which will be discussed below.

First of all, let's define the main directions of gastronomic tourism.

They are shown in Figure 4 "Main directions of gastronomic tourism".

Gastronomic tourism is classified according to the following characteristics: type; by regions; on purpose; by organizational form.

As shown in Figure 3 "Characteristics of gastronomic tourism by type", gastronomic tourism is divided into 4 groups:

1. Travel to get gastronomic experiences in the countryside. This type involves tasting homemade dishes prepared by residents of the locality to which the trip takes place, as well as home-made national dishes of the country (or region, locality). This species can also be considered as part of green rural tourism.
2. Travel, which involves obtaining gastronomic experiences with visiting restaurants. Basically, this type of gastronomic tourism involves tasting gourmet dishes in restaurants (restaurants, cafes, etc.) in order to find new flavors and get an unforgettable experience of food;
3. Event type of gastronomic tourism. This type necessarily includes attending events related to gastronomy (festivals, fairs, gastronomic exhibitions, etc.);
4. Combined view. It implies a combination of several species mentioned above.

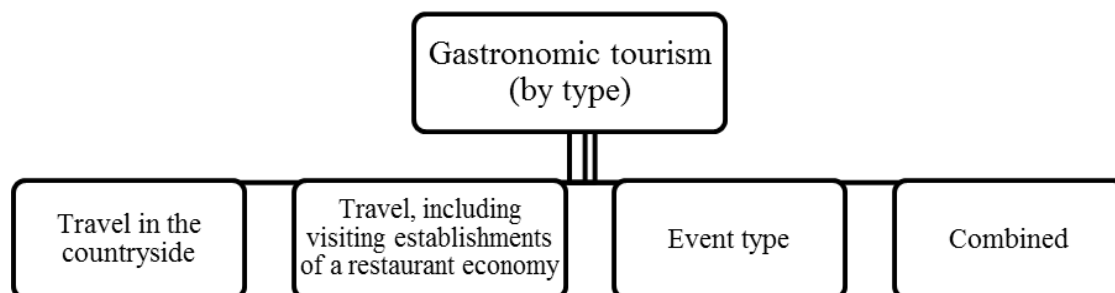


Fig.4. Characteristics of gastronomic tourism by type

Gastronomic tourism can also be characterized by regions. Characteristics of gastronomic tourism by region: Asia-Pacific; European; African; American.

Table 1 "The main objects of world gastronomic and culinary heritage of UNESCO as of 1.01.2021" shows the countries and their features in the field of gastronomy and cuisine.

Table 1.

The main objects of the world gastronomic and culinary heritage of UNESCO as of 01.01.2021

Tourist subregion of the world	Country	Object
Southern Europe	Greece	Mediterranean diet, Patsa and Magiritsa, Souvlaki, Hemista
	Spain	Paella, Gazpacho, Teruel migas
	Italy	Technology of Neapolitan pizza (base dough, raw tomatoes, fresh mozzarella cheese, fresh basil and olive oil); Paste. Tagliatelle, fusilli, penne, spaghetti; Gelato
	Croatia	The art of baking gingerbread in northern Croatia
Western Europe	Czech Republic	Oil walk around the houses near Hlynetsk
	Switzerland	Winemaking festival in Veva
	Great Britain	Fish and Chips, Mince pies, Haggis
	France	Traditional French cuisine (onion soup, duck confit, burgundy meat)
	Belgium	Feast of bread and fire in Gerardbergen
		Equestrian shrimp fishing in Ostyunkerkerk
The culture of beer consumption		
Central Asia	Tajikistan	The technology of cooking and the culture of use of shish kebabs
	Uzbekistan	Technology of cooking and culture of pilaf consumption
	Azerbaijan	Dolma cooking technology, bread cooking and serving technology (pita, noodles, etc.)
	Mongolia	Airan
	Iran	Technology of preparation and giving of a bread cake
	Kazakhstan	
	Kirghizia	
South Asia	Iran	
West Asia	Turkey	Coffee making technology; keshkek, Technology of preparation and giving of a bread cake
	Armenia	Technology of preparation and serving of pita bread
	Georgia	Technology of making wine in clay jugs "kvevri"
	Qatar	Arabic coffee making technology
	Oman	
	Saudi Arabia	
	United Arab Emirates	
East Asia	Japan	Washok cuisine (traditional Japanese cuisine)
	North and South Korea	Technology of cooking kimchi cabbage
Southeast Asia	Singapore	Hacker centers ("shared canteens") (introduced in 2020) - places to communicate.
North Africa	Morocco, Algeria, Mauritania, Tunisia (2020)	Food and Street Food Market in Jama'a-el-Fna Square in Marrakech; couscous
North America	Mexico	Traditional Mexican cuisine (taco, elote, enchilada)
	Japan	Vashoku
South America	Paraguay (2020)	Terere is prepared using a special mixture of Poha Nana (medicinal herbs), crushed and combined with cold water.
	Malta	Frit (2020) (sourdough bread)

For the purpose of gastronomic tourism can be divided into:

1. Ethnic. A gastronomic trip, which aims to get acquainted with the dishes that are typical of the area. That is, national, ethnic dishes and drinks. This type of tourism exists in those countries that have a fairly rich centuries-old history.

2. Wine. This trip is for the purpose of wine tasting. Scientists have even singled out wine tourism as a separate type of tourism and gave a separate definition: wine tourism is a specialized type of tourism, which involves tasting, consumption and purchase of wine directly from the producer. Wine tourism includes a visit to vineyard plantations, a tasting room or cellar; restaurants offering wine tasting; attending wine festivals or other specialized events [4].

3. Cheese - a trip that includes tastings of different varieties and types of cheese in cheese factories, as well as in restaurants that specialize in the sale of cheese. And also visiting cheese exhibitions and festivals, etc.

4. Travel to taste seafood. This is a trip to taste fresh seafood to coastal settlements. This type of tourism is popular in almost all coastal countries and islands.

5. Coffee. This type includes visiting coffee shops, tasting various coffee drinks, visiting coffee plantations, participating in the process of making a drink, coffee master classes. Does not exclude visiting exhibitions where this drink is presented. There are now about 70 countries in the world where the climate is optimal for coffee plantations. Coffee tourism, as the name implies, involves visiting the country where coffee is grown. It also means that you participate in the tasting of different types of this drink. Countries where the culture of consumption and cultivation of coffee is sufficiently developed include Colombia, Brazil, Guatemala, Peru, Indonesia, Costa Rica, Peru.

6. Fruit. It includes visits to fruit plantations and orchards, as well as fruit tasting.

7. Mixed. This type involves a combination of several types of gastronomic tourism, described above.

Characteristics of gastronomic tourism by purpose	ethnic
	wine
	cheese
	tasting of seafood
	coffee
	fruit
	mixed

Fig. 5. Characteristics of gastronomic tourism according purpose [8]

By organizational form:

1. Organized. This is a specialized gastronomic tour organized by a travel agency that cooperates with restaurants, producers of certain food products, organizers of gastronomic events and festivals, farm owners, etc .;

2. Amateur. Organized directly by tourists without the help of travel agencies.

Conclusions. Therefore, on the basis of the above material, it is advisable to conclude that gastronomic leisure is a type of tourist activity, interconnected with travel to different countries in order to get acquainted with national dishes, products, drinks. The development of gastronomy as an important component of cognitive tourism has significant prospects for development, as the industry is able to perform such tasks as cognition, education, recreation, human culture, gastronomic interest and discovery of gastronomic features, generally has an impact on personality formation and development.

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Черниш Ірина Володимирівна, доктор економічних наук, професор. **Маховка Вікторія Михайлівна**, кандидат економічних наук. **Максимейко Наталія Ярославівна** студентка. Національний університет «Полтавська політехніка імені Юрія Кондратюка». **Гастрономія як фактор формування конкурентних переваг послуг пізнавального туризму.** Досліджено особливості гастрономії як фактору формування конкурентних переваг послуг пізнавального туризму. Визначено, що гастрономічні послуги використовуються у багатьох сферах туризму та дозвілля, зокрема у формі послуг харчування під час подорожі, а також як окрема мета подорожі для пізнання кухні певного міста або регіону, країни в цілому. З'ясовано основні підходи до визначення сутності поняття «гастрономічний туризм». Зазначено, що його необхідно розуміти як невід'ємну складову будь-якої поїздки чи подорожі. Гастрономічний туризм являє собою спеціалізований вид туризму, пов'язаний з ознайомленням з історією, технологією та культурою споживання національних страв і продуктів, а також навчанням і підвищенням рівня професійних знань у сфері кулінарії. У результаті дослідження було визначено основні складові гастрономічного туризму, які характеризують його зміст як вид пізнавального туристичного дозвілля: культурне споживання; самоосвіта; неформальне спілкування; задоволення гастрономічних потреб; пізнавальна діяльність тощо. Проаналізовано основні види гастрономічного туризму за різними класифікаційними ознаками. Складова кулінарної діяльності в соціокультурному житті людини виражається у враженні, емоції, стані, що охоплюють туриста під час відпочинку. На основі цих реакцій турист переусвідомлює, відчуває, осмислює кулінарні особливості, дає оцінку гастрономічним особливостям місцевості й наданим послугам харчування.

Перспективами подальших досліджень є визначення потенційних напрямів розвитку гастрономії у сфері туризму, підвищення її якості та сервісу з урахуванням потреб сучасних споживачів туристичного продукту.

Ключові слова: туризм, гастрономія, гастрономічний туризм, гастрономічна подорож, кулінарія, гастротуризм, відпочинок.

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JEL L 8

Chernysh Iryna, Doctor of Economics, Professor. **Makhovka Victoria**, PhD (Economics). **Maksimeiko Natalia**, student. National University "Yuri Kondratyuk Poltava Polytechnic". **Gastronomy as a Factor of Competitive Advantage of Cultural Tourism Services.** The purpose of the article is to study the features of gastronomy as a factor in the formation of competitive advantages of cultural tourism services. The authors determined that gastronomic services are used in many areas of tourism and leisure, including in the form of catering services during the trip, as well as a separate purpose for travel to learn the cuisine of a particular city or region, the country as a whole. The article examines the main approaches to defining the essence of the concept of "gastronomic tourism". It is stated that the concept "gastronomic tourism" must be understood as an integral part of a trip or journey. As a result of the study, the main components of gastronomic tourism were identified, which characterize its content as a type of cognitive tourist leisure: cultural consumption; self-education; informal communication; satisfaction of gastronomic needs; cognitive activity and the like. The types of gastronomic tourism are analyzed on the basis of various classification features. The component of culinary activity in the socio-cultural life of a person is expressed in the defeat, emotions, condition, covering the tourist during the holiday. Based on these reactions, the tourist feels, comprehends the culinary features, assesses the gastronomic features of the area and the food services provided. Prospects for further research are to identify potential directions for the development of gastronomy in the field of tourism, improving its quality and service, taking into account the needs of modern consumers of tourism products.

Key words: tourism, gastronomy, gastronomic tourism, gastronomic travel, cooking, gastrotourism, food tourism, rest.