

Gastronomic tourism as a factor in the development of the regional economy

Hisamutdinova Albina Fanisovna

Senior Lecturer

Ufa State Petroleum Technical University

Velichko Irina Alekseevna

Candidate of Sociological Sciences, Associate Professor

Ufa State Petroleum Technical University

Ufa, Russia

Annotation. *Gastronomic tourism has a unique potential to attract tourists to the regions. This type of tourism is successfully combined with other types of tourism. The development of gastronomic tourism has a positive effect on the seasonal fluctuations of the tourist market. The methodology developed under the leadership of the World Tourism Organization (UNWTO) will allow the regions to develop gastronomic tourism more effectively.*

Keywords: *Gastronomic tourism, region, economy, World Tourism Organization (UNWTO), Republic of Bashkortostan*

Gastronomic tourism is becoming more and more popular all over the world. It is a developing form of tourism. UNWTO defines gastronomic tourism as "a type of tourism activity characterized by a visitor's experience of food and related products and activities while traveling." However, gastronomic tourism is not just food. Its foundation has more to do with the search for cultural immersion.

Gastronomy is one of the most appreciated areas for tourists. When we travel, we enjoy discovering local cuisine, exploring local restaurants, sampling typical products. According to UNWTO, more than a third of a tourist's spending is spent on food. Gastronomy often becomes one of the main reasons to travel.

It should be noted one of the essential properties of gastronomic tourism - the possibility of combination or combination with other types of tourism. The combination of two or more types of tourism can be called hybridization. Recent studies have shown that this process can empower regions by diversifying and expanding their tourism offerings with other types of tourism. The key to the success of this process is the division of tourism types into two groups: primary and secondary segments. Gastronomic tourism is usually listed in the primary segment, while other segments (eg industrial tourism) are considered secondary. At the same time, gastronomic tourism (as a primary segment) will become a factor of attraction for industrial tourism (secondary segment). The most frequent cases of hybridization of tourism with gastronomy are: event tourism, cultural tourism and industrial tourism. Industrial tourism includes visits by tourists to operating industrial facilities and cultural heritage sites, the main activity of which is not focused on tourism. In recent decades, food tourism has emerged as a powerful driving force for hybrid tourism for travelers around the world.

Gastronomic tourism usually manifests itself in interaction with local producers, exploring the local culture first, while other segments (for example, industrial gastronomy, exposure to local markets, unique tourism) are considered secondary. The atmosphere of local restaurants, the tranquility of the countryside with their unforgettable landscapes, etc. are important here.

The trend towards standardization of modern gastronomy is emerging as a way to reduce costs, as tasty and easy-to-eat meals are becoming more common around the world. This jeopardizes the variety of food available and reduces the chances of experiencing the local culture through food as the place's distinctive cuisine becomes more and more isolated. The promotion of national culinary delights, which may not be well known outside their country of origin, presents a particular challenge. Due to the growing standardization of cuisines and the spread of cuisines of the world, some national cuisines may not even be particularly popular or famous in their own country or culture. The solution to this problem is a matter of fostering pride in national culture.

To turn a country into a gastronomic destination, people must be proud of their country's food. This pride can ensure that the quality and authenticity of food is not compromised in order to gain the attention of the mass tourism market. Staying true to the kitchen doesn't mean stagnation. Culinary innovation must be sustained in order to continue to attract gastronomic tourists in a competitive global market, while at the same time not losing sight of the core qualities of the local cuisine that underpin its unmistakable identity. It is important for the regions to develop a comprehensive communication strategy and a clear commitment to continuous innovation.

Good food tourism management requires a wide range of qualities, including strong leadership, creativity, teamwork, long-term vision, workmanship, and ambitious yet realistic goals. Teamwork involves collaboration at all levels: state-state, state-private, state-private-individual.

For countries such as France, Italy or Spain, gastronomy is an established and integral part of the tourist offer. But for many countries around the world, gastronomic tourism is still a novelty, albeit a useful one. Before establishing gastronomic tourism in these countries, it is necessary to understand how it works. Often the national cuisine of a country is not perceived as a product that could potentially attract tourists from other regions of the country or the world. National cuisine can be original and varied, and this condition is necessary for the development of gastronomic tourism, but in itself is not enough.

Gastronomy is important from a business point of view. Sharing food promotes mutual understanding, and in the international business world, it is important to properly understand foreign cultures and know how to behave with respect.

Establishing links between tourism and local food producers is critical to maintaining local food culture. Tour operators bringing tourists to local farms and hotel chains buying food from local producers provide good examples. It is also important for food producers to work with chefs and

exchange ideas. Chefs learn more about the ingredients they use and understand the seasonality of the products. Such linkages strengthen the value chain, bring economic benefits to local communities, preserve local culture, inspire pride in the local food culture, and bring great satisfaction to tourists.

Gastronomy plays a fundamental role in the diversification of tourism offerings through new cultural products and improved customer service. Possibly a decrease in seasonality in destinations due to gastronomic tourism: unlike other high seasonality market segments (such as winter tourism or sun and beach tourism), gastronomic tourism can be developed throughout the year, and it can also play a key role in attracting demand in low season. The territorial decentralization of tourism can also be encouraged by stimulating the local economy: gastronomic tourism can be an important tool for revitalizing local businesses and economies by promoting tourism services provided by local residents.

Gastronomic tourism is based on the traditions and customs of the local population, and therefore their participation, as well as their gradual adaptation to tourism through awareness raising and capacity building activities, is a key area.

In addition, gastronomic tourism not only contributes to an increase in international tourist flows and income, but also contributes to the development of domestic tourism. In this regard, it should be emphasized that tourism activity in the country is a major factor influencing the regional and local economy, offering income and employment opportunities in the regions.

Recognizing the importance of gastronomic tourism, the first World Forum on Gastronomy Tourism was organized five years ago together with the UNWTO Basque Culinary Center. In five years, gastronomic tourism has grown at all stages. These were the foundations that prompted, together with the UNWTO, to develop a Guide for the Development of Gastronomy Tourism, which will help and become a useful tool for those regions that want to position and strengthen their gastronomic strategy [1]. This toolkit was created to guide and support National Tourism Organizations and Regional Governance Organizations and to support their efforts to develop and manage any form of gastronomic tourism, especially in the early stages of gastronomic development.

The guide describes some general principles and recommendations for the development of gastronomic tourism in the regions from the point of view of national transport agencies and regional management organizations. In addition, the document aims to assist on various key aspects in the planning and management of gastronomic tourism destinations, offering in each case a set of guidelines for the work to be done.

In particular, the UNWTO Global Gastronomy Tourism Reports, as well as the materials, reflections and conclusions of the four World Food Tourism Forums organized by the UNWTO and

the Basque Culinary Center in 2015 in San Sebastian, in 2016 in Lima, in 2017 in San Sebastian and in 2018 in Bangkok [1].

The guide includes the following points:

- 1) *Planning and management of gastronomic tourism in the territory.* The competitiveness of a tourism destination is based on the planning and strategic management of its comparative and competitive advantages and is based on the creation of high quality various products that create a certain experience and added value for tourists.
- 2) *The food tourism value chain.* The tourism value chain is a sequence of primary and secondary activities that are strategically important to the activities of the tourism sector. Related processes such as policy making and integrated planning, product development and packaging.
- 3) *Analysis of trends in gastronomic tourism.* Trend analysis gives us insight into the main trends in the tourism sector, helping to understand the role that gastronomy plays in today's societies, especially as a key element of cultural heritage, as a tool for innovation and regional competitiveness, or as a driving force to achieve a goal.
- 4) *Comparative analysis and analysis of competitors in the regions.* Comparative analysis and competitor analysis is the first step towards determining the positioning of a gastronomic tourism region. As part of a gastronomic tourism strategy, it is important to conduct an analysis comparing the destination with other gastronomic destinations to see how they work in this area and explore their strengths.
- 5) *Quantitative and qualitative analysis of gastronomic tourists.* One of the important elements of external analysis of a tourism product is the study of both real and potential demand. Consumers are the main drivers of innovation, and their motivations, tastes and needs are changing at breakneck speed, marking the natural evolution of markets. To promote sustainable tourism development in the region, it is important to understand gastronomic tourists and their views on tourism and gastronomy, as well as know how this affects destinations.
- 6) *Analysis of the image of the region and gastronomic positioning.* For the further development of the gastronomic tourism strategy, it is important to analyze the image of the region in order to find out how potential customers think, what is their attitude and how they behave while traveling, as well as what role gastronomy plays when traveling.
- 7) *Determination of the competitive strategy of the region.* The region's gastronomic tourism strategy should be structured around the following four pillars:

- Tourism development model: mission and vision, main inspiring principles and strategic goals of the region;
 - Territorial strategy;
 - Competitive strategy for the gastronomic direction;
 - Basic strategies: product strategy, priority target audiences, markets and positioning.
- 8) *Promote product development and innovation.* The product strategy aims to identify and classify all types of food tourism products that can potentially exist in the region so that they can be formulated and released to the tourism market. Creating a gastronomic product requires defining strategies for offering products, services and experiences to consumers that will allow them to immerse themselves in the essence and personality of the gastronomic culture of the territory. The design of the product must correspond to the gastronomic possibilities of the different parts of the territory and the needs of the demand. If the offer includes a large element of experience and emotion, then the products can be related to the feelings of potential visitors from different markets.
- 9) *Training, professionalization and job creation.* It is recognized that human capital is a determining factor in the competitiveness of any industry, especially in tourism, where “moments of truth” are key to meeting customer needs.
- 10) *Offering an unforgettable experience: quality assurance of service.* The travel experience has changed and is no longer limited to the actual days of the trip, but starts long before that, with preparation (inspiration, information retrieval, comparison, booking) and ends when the tourist evaluates and shares their impressions on social networks. In advanced societies, food is no longer a simple physiological need, but an activity aimed at excelling in daily activities. This trend also applies to food products, the purpose of which is to affect all five senses of the consumer, creating full-fledged internal sensory experiences. Consumers are looking for different original sensations closely related to pleasure. Therefore, it is necessary to develop attractive places and destinations that are pleasing to the eye and enjoyable to visit.
- 11) *Governance: promoting public-private cooperation.* Management in the tourism sector is a measurable government practice, the goal of which is to effectively manage the tourism sector at various levels of government through effective, transparent and accountable forms of coordination, cooperation to achieve goals.
- 12) *Control and monitoring mechanisms.* The reality of gastronomic tourism is complex, dynamic and changing, but very competitive. As with other types of tourism, technological, social, economic and political factors are causing changes in both tastes and habits of consumers and in the competitiveness of regions, forcing them and their

businesses to transform and adapt their strategies. For this reason, good management of gastronomic tourism should include an emphasis on research and the establishment of mechanisms to control and monitor the impact of actions taken within the framework of plans, trends and competitors. In this context, monitoring and benchmarking of gastronomic tourism are key activities.

This methodology for the development of gastronomic tourism offers a path for the development of a gastronomic tourism market that must be flexible and will adapt over time. In addition, an important condition for implementation is coordination with representatives of gastronomic tourism in the region.

If we talk about our region, then Bashkiria is known for its honey, kumys - this is where the knowledge of the gastronomy of the Republic of Bashkortostan for tourists ends. As such, gastronomic tourism in the republic is poorly developed, however, the beginning of the development of gastronomic tourism in Ufa has already been laid.

So, on November 14, 2020, the first gastronomic tour called "Aksakov's Saturdays" was launched. The organizers were the Association of culinary specialists, restaurateurs and hoteliers of the Republic of Bashkortostan and the National Union of the Hospitality Industry.

The purpose of the event is to get acquainted with the traditions of hospitality, culture and customs, the peculiarities of the production of products and the preparation of national dishes of the Republic of Bashkortostan, as well as the establishment of partnerships between tour operators and restaurateurs of the region.

The tour program includes tasting of traditional dishes and merchant treats of the S.T. Aksakov, prepared by the chefs of Ufa restaurants. At the event, you can taste the dishes of Bashkir cuisine, but only in a modern interpretation with the addition of herbs and spices.

Still, it should be recognized that the gastronomic tourism of the Republic of Bashkortostan and Russia is generally underdeveloped and needs to develop and introduce new, national enterprises using modern trends. We think that the UNWTO's gastronomic tourism development methodology will increase the number of gastronomic tourists and improve the state of gastronomic tourism in the region.

Gastronomic tourism is based on the concept of knowing and learning about food, tasting and enjoying the gastronomic culture that is identified with the territory. However, the culinary identity should be noted as a distinctive feature, since the territory is the basis of gastronomy, because landscapes, culture, products, methods and local dishes are the basis and should be part of the tourism experience offered to visitors.

Based on the above, it can be concluded that gastronomic tourism promotes, including the ethical and sustainable values of the country, the maintenance and preservation of local traditions

and territory, landscape, local history, values and diversity, as well as the use and promotion of identity. Some countries use their unique cuisine in order to create a regional brand, and the methodology for the development of gastronomic tourism in the regions provides a better basis for the development of gastronomic tourism in the region and a model for public and private participation in decision-making and policy making processes leading to the development, management and promotion of gastronomic tourism.

References

1. Pulido-Fernandez J. La cadena de valor del destino como herrami entainnova dora para el analisis de la sostenibilidad de laspoliticaturisticas/J.Pulido-Fernandez // El caso de Espana. – 2016. – Vol. 26 (59). – P. 155–175.
2. Rachao S. Food tourism and regional development: a systematic literature review/S. Rachao //European Journal of Tourism Research. – 2019. – Vol. 21. – P. 33–49.
3. Predictive assessment of the development of the public catering market in 2019 [Electronic resource]. - URL: <http://edrj.ru/article/16-03-2019> (date of access: 19.05.2021).