

# Gastronomic Tourism as a Way of Forming Impressions

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**Abstract.** Since the second half of the 2000s, gastronomic tourism has been the most dynamically growing segment of tourism around the world: up to 1/3 of the tourist's expenses in the destination are expenses for food and beverage. The importance of gastronomy in the context of the experience economy has grown many times: gastronomy has ceased to be only a function of ensuring the tourist's stay in the destination, along with accommodation and transport – it becomes the core of the tourist experience, a means of penetrating the history and culture of the destination, receiving the brightest and deepest emotions. Against the background of increasing globalization and ever-greater "seen" by the average tourist, there is a burning out of interest in traditional tourist activities; for example, sightseeing is no longer enough, and tourists require full immersion in the culture of the host country/region, and even more – they want to live a small life like a local, and gastronomic experiences that extend beyond the simple consumption of food are able to meet this exacting demand. The increasing tourist flows and the volume growth of public catering indicate the demand for the gastronomic component of tourism, which, in turn, can be one of the main ways to form impressions.

## 1 Introduction

Tourism is one of the most dynamic and important economic sectors in the world and a significant social phenomenon of the modern era. Over recent years, the market of tourist services in Russia has transformed: against the background of a decrease in the number of trips abroad, domestic (18%) and inbound tourism (6%) began to grow. Currently, the tourism share in the GDP of the Russian Federation is 1.5%, while the average tourism share in the GDP of different countries is 10%, therefore, the potential for further growth of domestic and inbound tourism is far from being exhausted [1].

The tourist attraction of a destination is determined by the presence of many factors, including: historical and cultural attractions, entertainment facilities, nature reserves, landscape and historical parks, aquariums, botanical gardens. Such types of tourism as, health and wellness, business, sports, educational, are the most common and familiar; beach

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holidays, sightseeing have existed for a long time, they have ceased to differ from each other and have made trips standard.

The modern tourist has a desire to achieve travel knowledge, impressions and positive emotions, to taste the world, smell and color, and all these needs can be provided by food. Food can not only satisfy the appetite, but also provide an incredible variety of new sensations, making each trip unique. Gastronomic tourism allows you to fill a person's need for new small discoveries on a regular basis.

Gastronomic tourism is an element of tourist travel that most successfully fits into the "experience economy" characteristic of modern society, focused primarily on the consumer emotions and feelings.

The population of the Russian Federation is more than 190 ethnic groups that have a variety of national cuisines and their own culinary characteristics, however, for Russia, gastronomic tourism is still a novelty, although for many countries of the world, for example, such as France, Italy or Spain, gastronomy is an established and integral part of the tourist offer [2].

The foundations of sustainable tourism development have gained considerable relevance in modern society, due to the deep-rooted interrelation of economic, social and environmental factors affecting the tourism industry. In addition, technological progress and changes in the structure of demand contribute to the emergence of new destinations and tourist products. In this scenario of rapid development, gastronomic tourism makes an outstanding contribution to creating new opportunities for forming impressions about the host destination.

Focused on the culture and identity of the local people, gastronomic tourism has grown in many directions around the world, providing opportunities for creativity and innovation in the use of heritage through traditional holidays and gastronomic routes made from local products (for example, wine tourism). It has also become a key factor and a powerful marketing tool, spreading the country's image around the world (especially in Argentina, Peru and Mexico in Latin America, as well as in Spain, Italy and France in Europe) [3].

Beyond that, gastronomic tourism not only contributes to international tourist flows and receipts, but also enhances the domestic tourism development. In this regard, it should be emphasized that domestic tourism activities are the main driving force for the regional and local economy, offering opportunities for income and employment in destinations.

A strong collective brand of local cuisine, built by the joint efforts of society, business and the state, is able to solve a wide range of economic, political and social problems:

- development of sustainable and highly profitable gastronomic tourism for the region;
- growth of added value for regional food products;
- support for responsible environmental management;
- interregional cooperation and strengthening of ties within the macroregion;
- new jobs creation;
- healthy food culture formation.

Regional cuisine is also effective as a means of "soft diplomacy". Local food is a powerful layer of culture; popularizing the region. The most significant aspect is the formation of a regional belonging sense, the inhabitants patriotism of the region, because a person really is what he eats. We absorb the love of the motherland not only with our mother's milk, but also through local products, respect for which must be instilled from childhood.

### **1.1 Aim, research objectives, research methods**

The aim of this work is to study the influence of gastronomic tourism on the tourist impressions formation.

To achieve this goal, it is necessary to solve the following tasks: to systematize theoretical approaches to the impressions formation and to consider the conceptual apparatus; to consider the international experience of gastronomic tourism; to identify opportunities for gastronomic tourism; to identify directions for the gastronomic brand development of the Primorsky Territory.

In the process of writing the work, such methods as: analytical, statistical, comparative analysis, survey of tourists and subsequent results analysis of the data obtained, as well as interviews were used.

The methodological and theoretical basis of the research is the authors articles such as: M. V. Kobyak, N. V. Novichok, V. M. Osokin, T. M. Krivosheev, A.V. Shavrin, who consider the phenomenon of the impression economy formation, presented in the concept of B. Joseph Pine and James Gilmore; articles of foreign authors such as: Travis J. Carter, Thomas Gilovich, Bourdieu P., Yeoman I., Stringfellow L., as well as official data of the statistics service. In addition, information from foreign websites is used.

The scientific novelty of this study lies in the previously not conducted comprehensive analysis of aspects of the gastronomic component of tourism, as a way of forming impressions and choosing a destination for a traveler.

The theoretical significance lies in determining the role of gastronomic tourism as a way to preserve the local heritage and protect the local environment.

## **2 Domain problem research**

The term "impression economy" was first used in a 1998 paper by B. Joseph Pine II and James H. Gilmore, which saw it as the next economy after the agricultural economy, the industrial economy, and the service economy.

Pine and Gilmore argue that companies should organize memorable events for their customers, and that memory itself becomes a product: an "experience." Businesses with more advanced experience may start charging for the "transformation" that experience offers, such as education offerings, if they can participate in the value that is created by an educated person. This, they argue, is a natural progression in the added value of the business beyond its costs.

The impressions emergence is necessarily associated with the new value creation. Raw materials are equivalent, goods are tangible, services are intangible, and impressions are unforgettable. The value of the impressions received remains in the memory of a person [4].

At present, the desire for material consumption has replaced the desire for the impressions pleasure [5].

Experts believe that a relatively new term - "experience economy "or" impression economy " - describes a new model of consumption, which is the future [6].

The experience economy dominates the tourism philosophy: it extends to our interaction with tourism and how we consume tourism.

Tourists want to experience a range of events, such as holidays abroad, cultural events, fine dining, or cutting-edge entertainment [7]. They want to enrich their daily lives by experiencing new things and taking actions that provide self-improvement, enjoyment.

Choosing new, unique, and desirable experiences gives consumers the opportunity to develop new skills, acquire new knowledge, and thus increase their share of social and cultural capital [8]. The desire to collect "stories" is at the heart of many consumer decisions: the search for new experiences to create memories, identities, and the accumulation of social capital. Consequently, consumers can be viewed as experience seekers.

For all intents and purposes, social media has become the live journal and portfolio of our daily lives, which naturally increases the experiences demand to fuel our online platforms. Snapchat and Instagram stories allow consumers to showcase a constant stream of experiences, where everyday experiences are comfortably combined with more glossy, performative content.

As a result, a good story is worth more than any material value. Limited-edition events seem to be more exclusive, and fleeting events provide additional status to those who are up to date and reach the venue first.

According to Foresight Factory, ephemeral experience has become an acceptable capitalist asset: it cannot be quantified or evaluated, but it signifies authenticity, individuality, and strengthens personal positioning in the realm of the exciting [9]. One of the motivations for travel is the desire to collect a unique experience, where the final souvenir is a long-term memory.

The growing ability to personalize trips and create customized tours, even for budget travelers, is generating a wider range of unique experiences that everyone feels entitled to enjoy.

Since the experience economy is currently the main one, the future of its development is determined by microtrends that illustrate the changes that are taking place in the experience economy.

Foreign studies of the experience economy and changes in consumer behavior have identified seven micro-trends that will shape the future [10].

Key micro-trends include the following:

- The micro-trend of "once is not enough": the essentialism of such learned experience is the widespread realization that neither the moment, nor the choice, nor the state of things are unique and irreversible.

- Micro-trend "luxury experience": The luxury definition has shifted to encompass more experiential forms of indulgence, increasing the value of both unique experiences and everyday moments. Access to luxury is becoming increasingly common. The basis of luxury experiences (trend) is the notion that leisure should promote skills, cultural awareness, or even character. An excellent premium experience has a lasting impact on a personal perspective and therefore represents an investment. However, as access to luxury has become more common, its very definition has evolved to combine increasingly nuanced associations alongside more traditional ones.

- The micro-trend of "updated leisure": some consumers see their leisure time as a source of pleasure and escapism, but many also strive for self-improvement in their free time, they want to do much more, since free time remains an important and valuable release from the daily stresses and strains of modern life, this is a period when pleasant experiences are needed.

- The micro-trend of "escape from modernity in search of authenticity": as global consumers continue to recognize the convenience and reliability provided by mass production, they also seek an alternative to the supposed "homogenization" of modern culture, food, and recreation [11]. An authentic seeker is a person who likes to find products or experiences that have clear links to a place, time, or culture - those that are produced in a traditional way, that are unique, and have a prior authentic history. Such authenticity is perceived as added value. In tourism, consumers who seek authenticity seek an authentic experience by distancing themselves from the major travel providers and immersing themselves in games that make them feel more meaningful and that help them discover themselves. The consumer desire to be individual, unique, to create a social resume that competes with friends or colleagues is traced. In this regard, the search and finding of the authentic can increase social capital [12]. Laing and Frost note that modern vacationers want to get acquainted with the culture and taste the food and entertainment

activities that are characteristic of the region or country [13]. Authenticity in relation to food is products that are simple, rooted in the region, natural and ethically produced.

– The micro-trend of " fluctuation or variability»: income growth and wealth accumulation, distributed in new ways, are changing the balance of power in tourism. Modern social networks have simplified and implemented the many options provided by communication channels, leading to the choice paradox, where the consumer tries a new experience without having a brand preference.

– The micro-trend of "every day is exceptional": a globalized calendar of events presents an opportunity for people to participate in celebrations dedicated to national traditions or local culture, national holidays can have an international appeal.

– The micro-trend of "experience first": the demand for material goods is under threat, as more and more consumers are leaning in favor of the impressions experience. Experiences and stories gathered from travel are becoming a more common way for people to express themselves. This opens up significant opportunities for the leisure sector, as facilities are transformed into experiences and consumers are looking for increasingly exciting and new experiences. One of the driving motivations of travel is the desire to collect a unique experience, its ultimate souvenir is a long-term memory. The increasing need to personalize trips and create customized tours, even for budget travelers, gives rise to a wider range of unique experiences that everyone has the right to enjoy.

So the experience economy is a volatile concept, and the volatility is a reflection of its future transformations. The travel experience includes everything from Michelin-starred food in an exclusive restaurant to outdoor adventures. Indeed, the desire for novelty and enriching experiences is growing exponentially, and the need for suppliers who can provide it is also growing [14].

There are different approaches to the interpretation of the term "impression". The leading researchers of this concept are American teachers and consultants Joseph B. Pine, James H. Gilmore, whose definitions are presented in Table 1.

**Table 1.** Definition of "impressions»

Author	Definition the concept of " impressions»
Maslow's hierarchy of needs	Meeting higher-level needs
B. Joseph Pine II, James H. Gilmore	Unforgettable moments of life, intelligent consumption
Joseph Pine	The impact not only on what we consume, but also on how we feel in the process of purchasing and using the product. It is scientifically proven that experience and positive emotions make us happier than material goods. In terms of the projects number in the field of the experience economy, tourism prevails, and the sale of emotions from travel... is becoming more and more economically profitable [15].

Source: compiled by the author

Summarizing the definitions presented in table 1, we can characterize impressions in relation to tourism activities as a new stage, when goods are consumed that have no substitute and cannot be satisfied: each next country can be more interesting than the previous one. Thus, according to Joseph B. Pine and James H. Gilmore, impressions become "a separate type of economic product" [16].

Innovative thinking sees impression-making as the greatest opportunities for creation value.

Using the typology of impression classification proposed by T. M. Krivosheeva, we can distinguish five groups of impressions [17]:

– by the place of participation and consumption;

- by the impression formation environment;
- by the provoked perception;
- by the object around which impressions are formed;
- by the initiating impressions and actions.

According to the groups presented, it is obvious that one of the objects around which impressions are formed is food enterprises. Thus, the concept of "impressions" is closely related to the concept of "gastronomic tourism".

Gastronomic tourism is a new direction in the tourism industry, but the prerequisites for its emergence have long been established, since any trip involves not only visiting local attractions, but also tasting regional products [18].

Historically, gastronomic tourism dates back several centuries, when travelers, getting to other continents, discovered new spices and products.

The term culinary tourism was first coined in 1998 by Lucy Long, Associate Professor of Folk Culture at Bowling Green State University. [19]. Since then, there have been many equivalent interpretations of the culinary tourism concept: gastronomic, food (tasting, wine, beer), depending on the opinion of the expert and his native language.

After a study conducted by The International Culinary Tourism Association (ICTA) in 2012, it was decided to rename culinary tourism to gastronomic tourism in order to destroy the association of the term "culinary tourism" with an elite type of recreation for most travelers [18].

Consider the definitions of gastronomic tourism given by both Russian and foreign authors (Table 2).

**Table 2.** Definition of gastronomic tourism

Author	Definition of gastronomic tourism
Lucy Long	Learning about culture through local food.
V. V. Devyaterikova, E. G. Telicheva	A special type of tourism, the main goals of which are to get acquainted with the cuisine of a particular area, the peculiarities of cooking, as well as visiting events related to gastronomy [20].
A. N. Paramonov is the founder and head of the National Association of Gastronomic Tourism, established in 2015	A unique branch of the economy that allows solving many internal problems of the country, which is a driver for the development of other economy sectors [21].
Eric Wolf, is the Founder and President of the International Culinary Tourism Association (ICTA)	Find and enjoy unique, unforgettable food and beverage both on the other side of the Earth and on the next street.  The person ability to learn the country culture through its national cuisine.  "Food is the quintessence of a nation, its character and history." [22]
Dracheva E. L., Hristov T. T.	A trip to get acquainted with the national cuisine of the country, the peculiarities of cooking, training and improving the level of professional knowledge in the field of cooking [3].

Source: compiled by the author

Comparing the approaches of various authors to the interpretation of the concepts of "gastronomic / culinary tourism", we can characterize the essence of gastronomic tourism

as the study of a country or region through the prism of national cuisine, its traditions and history.

The development of world gastronomic tourism, according to experts of the International Food Tourism Association, can be divided into three stages, presented in Table 3.

**Table 3.** Stages of the development of world gastronomic tourism

Years	Stage of development	Activity
2001-2012	Stage I The industry initial development: the definition of food tourism as “finding and enjoying unique and memorable food and drinks, both far and near”	Publication of the first official tourism industry document explaining what food tourism is and how it can benefit industry stakeholders before food tourism becomes a monetized tourism activity.
2012-2018	Stage II Food tourism is beginning to gain popularity in the tourism industry with the help of social networks and television shows.	Food tourism includes a full range of experiences, cooking classes, producer visits, enjoying street food, opening pub spots only for locals, guided tours of dramatic wineries, or dipping into unique restaurants. In the food tourism industry, everyone finds something for themselves.
2018-present	Stage III Food becomes the main motivation for travelers who choose gastronomic destinations.	Travelers spend more time and money on unique food and beverage. There is a global increase in the number of companies engaged in gastronomic tourism, events focused on food and beverages, and marketing efforts focused on food and beverages.

As a result, at present, the main motivation for travelers is food associated with a holiday or a kind of happiness, and gastronomic tourism is one of the ways to get new experiences.

Taking into account the definition of Eric Wolf, executive director of the World Food Travel Association: "Food tourism is a journey for the taste of a place, to get an idea of a place", we can consider the content of a gastronomic journey as educational, adventurous, satisfying curiosity (Table 4).

**Table 4.** The content of gastronomic tourism

Content	Gain the impression
Education	Explore the local culinary culture and customs. Acquaintance with the territory history, and the history of the emergence of certain national treats.
Adventure	Food tourism as a research and search for authentic food and beverage.
Curiosity	Food tourism as the knowledge and discovery of new tastes, structures, culture and heritage.

Source: compiled by the author on the basis of [22]

The considered theoretical approaches to the impression formation in relation to tourism activities allow us to draw a conclusion about gastronomic tourism as a new stage in the

consumption of intangible goods and a way to obtain new knowledge about a country or region that is of educational, research and cognitive nature.

### **3 The best world practices**

Gastronomic tourism as a separate direction is a relatively new phenomenon, although there are already several textbook examples of integrated development of territories based on local gastronomy.

For example, the regional and municipal authorities of Japan regions are focused not so much on increasing the economic effect of tourism, but on the holistic development of the territory; tourism development strategies are synchronized with the development strategies of primary food — producing industries-agriculture, fishing industry. Since its foundation in 2008, the Japan Tourism Agency (JTA) has focused on developing local areas as communities that are attractive for both tourism and permanent residence. This approach ensures the sustainable development of each territory as a whole, and not just a separate aspect of its economy. The establishment of local tourism offices has become one of the steps towards the development of agriculture and the fishing industry, and the basic tasks of such structures include the promotion of food as an integral element of the territory culture.

In 2017, 28 million people visited Japan, and the 1 motive for making current and future trips for foreign visitors is to "enjoy Japanese food" (for domestic tourists — 2). Spending on food for foreign tourists in Japan accounts for 12% of total tourist spending (about 15.6 billion US dollars of total spending with an indirect economic effect on food production of about 22.7 billion US dollars), domestic tourists — 20%. Paradoxically, the actual term "gastronomic tourism" is little used in the government environment in Japan (only 18% of officials use this term, while 42% of regional representatives and municipal authorities actively develop gastronomic practices on their territory), this country is one of the world leaders in the ability to form, "package" and promote domestic and inbound gastronomic tourism both at the level of the whole country, and at the level of regions, prefectures and municipalities.

### **4 Conclusions**

Over the past decade, in most countries and regions, there has been a systematic tendency to separate the gastronomic component into a separate program concept that correlates with the overall goals and objectives of the tourism destinations development. The richer the natural and commercial resources, the greater the emphasis on gastronomic tourism.

Unlike other types of tourism, which occupy their positions in growing and mature markets, gastronomic tourism is a young and recently launched market.

According to the study results, the key positive and negative factors that are projected to affect food tourism in the next few years are identified.

The most positive factors are the following:

- the impact of social media;
- travelers who have enough information about food and beverage before the trip;
- changing requirements of certain demographics (such as young travelers and female travelers);
- the role of food and travel programs (including television and the internet) in motivating travelers.

Negative factors include:

- the difficulty of maintaining the viability of small businesses and farms;
- oversaturation of food/beverages;

- global growth of standardized food offerings;
- economic, political, or environmental factors.

There are supply and demand opportunities for the growth of gastronomic tourism. Tourist routes offer more restaurants, culinary attractions, breweries, wineries, and culinary activities. In terms of demand, travelers are looking for more culinary, unique experiences. Demand drives supply. Increasing the amount of food and beverages will play an important role in food tourism in the next few years.

Since the impressions received from food and beverage should become the perception basis for the place of travel, it is necessary not only to develop the territory brand, but also to form its gastronomic brand, which can become its distinctive feature, recognizable in the world

The possibilities analysis for the development of gastronomic tourism allowed us to confirm the following hypotheses.

The increasing tourist flows and the growth in the volume of public catering indicate the demand for the gastronomic component of tourism, which, in turn, can be one of the main ways to form impressions.

Gastronomic tourism can be considered as a way to preserve cultural heritage, stimulating interest in local products and culinary recipes; as a way to support local producers, agricultural farmers, winemakers, mariculture investors and aquafarmers; as a tool to protect the local environment.

The impressions received during the trip can be greatly influenced by the formed and easily recognizable gastronomic brand of the territory, the popularization of which is possible with the direct participation of the local population, the staff of food organizations, representatives of the service sector serving tourists.

It is important to note the important role of schools in gastronomic education as an integrated section in the historical or cultural subject, as well as in projects that stimulate interest in local food products and practical activities, since the public education system can also be of great importance in the preservation of local heritage.

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