



## IMPORTANCE OF GASTRONOMY TOURISM

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### ABSTRACT

Gastronomy has appeared like an indispensable element in order to get to know the culture and lifestyle of a destination and so embodies all the traditional values associated with the new trends in tourism: respect for culture and tradition, a healthy lifestyle, authenticity, sustainability, experience... etc.. This leading role of gastronomy when choosing a travel destination has resulted in the growth of gastronomic offer based on high quality local products and the consolidation of a separate market for food tourism. Provided that everything mentioned above constitutes the main reason or motivation to travel for visitors to a particular destination or at least on significant motivation.

**Keywords:** Tourism industry, Restaurants, Food and Beverage, Healthy food, National and European food.

Humans need food to survive. It provides us with key nutrients that are essential to daily functioning and wellbeing. But food is more than nutrition. Food reminds us of family dinners. It makes us happy when we are sad. It introduces us to different cultures. Gastronomic tourism draws from these psychosocial factors.

The United Nations World Travel Organization (UNWTO) defines gastronomy tourism as a “type of tourism activity which is characterized by the visitor’s experience linked with food and related products and activities while travelling.” Gastronomic tourism can include venues like wine tours, distillery tours, culinary tours, and farm tours. These types of tours are growing rapidly around the world. According to a study published in 2013, nearly “39 million United States leisure travelers choose a destination based on the availability of culinary activities”. Those who don’t choose the destination based on culinary activities will seek specific culinary activities after the destination is decided upon.

Gastronomic tourism is perfectly suited to meet the needs of age and culturally diverse individuals. Food is uniquely suited to promoting individual cultures and bringing people from diverse backgrounds together. For example, visitors to Poznan, Poland each October and November can experience Saint Martin’s Croissant Feast. During this time, bakeries throughout the city create croissants topped with a sugar glaze. This event has thrilled locals and visitors since at least 1860. Not only





can visitors get a glimpse of Polish culture, but the purchase of croissants supports the economy and creates jobs for the local people.

Culinary tourism tends to be largely a domestic tourism activity, with consumers travelling to places to eat and drink specific (usually local) produce. A domestic survey of leisure travellers in America found that 17% engaged in culinary related activities. The International Culinary Tourism Association predicts that this will grow rapidly in the coming years. According to USA Today (27 Feb 2007), 27million Americans have made culinary activities part of their travels in the last three years. In the UK, food tourism is estimated to be worth nearly \$8 billion each year. International culinary tourism is less significant than its domestic counterpart. Whilst consumers do consider food when deciding where to take a holiday, it is not usually the main consideration. The growth in popularity of ethnic cuisines like Thai, Indian, North African, Mexican and Chinese throughout the industrialised countries is attributable to a significant degree to tourism where visitors sample local foods and develop a taste for them. Food and drink festivals constitute the sole instance where the decision to travel is taken solely on the grounds of the gastronomic experiences offered. These are becoming more prevalent, in particular in Europe. Whilst this segment is growing, at present there are estimated to be no more than one million international culinary tourists travelling each year.

No matter where you live, you can develop a gastronomic tour. Perhaps you start with highlighting the food and beverage restaurants in your local area. You might even create a specific date each month to bring local food trucks together with live music. Whatever you can imagine, you can create. Gastronomic tourism provides an opportunity to turn your passion for food, spirits and culture into an exciting and rewarding career.

Gastronomic tourism as a tourist phenomenon has developed considerably in Ecuador and has become one of the most dynamic and creative segments of tourism, not only because of the financial effect it gives as a result, but also because of the social and cultural interaction that is achieved.

There are multiple and varied effects for the local community that lives in a tourist destination, for example, it improves the quality of life, it creates sources of employment, it stimulates the conservation of cultural traditions, natural resources and the environment, the diffusion and the consumption of foods that are part of regional gastronomy. Tourists who visit a certain tourist destination can make innumerable decisions during their trip that may modify the activities to be carried out, however, during their stay they cannot stop feeding.





In the characterization of the profile of the visitor that demands this type of product in rural cantons of the province of Tungurahua, the research has been structured in three very well differentiated sections, whose methodology is summarized in a first step, where the concept of gastronomic tourism is defined based on its historical background and its evolution. Then, a second step, where the relative importance of this type of tourism is described based on certain social, cultural and economic factors that, in a certain way, justify its incidence in the communities where it is developed. Gastronomy is one more reason to fall in love with Uzbekistan. Having arrived to our country, you can refuse any excursion, but you will never refuse food, especially here, where even at the airport the air is saturated with the smell of delicious dishes.

### **7 facts about Uzbek food**

- ✓ The most delicious bread is in Uzbekistan;
- ✓ Many Uzbek dishes are cooked on the open fire (hearth);
- ✓ Uzbek food is normally fat and high-calorie;
- ✓ AUzbeks drink hot tea after the meal;
- ✓ Uzbeks eat lamb, beef and horse meat (horse sausage - kazi);
- ✓ In Uzbekistan, guests are greeted with fragrant tea and break a cake, and escorted by delicious pilaf;
- ✓ Special tea ceremony (traditions according to the Uzbek tea ceremony in front of the guest, pour a bowl of tea into the teapot three times, tea is served to the guest on the fourth array). In different regions of Uzbekistan, tea traditions may differ from each other.

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