



FLAVOURS of EUROPE

Welcome!



Hello everyone! I introduce myself. I'm Jana. I'm going to accompany you throughout this course with some ideas, tips and comments, with the aim of helping you to complete the course successfully.

Remember a few things beforehand:

- Each module is divided into units. At the end of each unit you will be able to complete your self-assessment questionnaire in order to move on to the next phase.
- Along with the material of each module, there are several supplementary materials to improve your knowledge of each topic:
 - **Links of interest.** Websites where you can go to complete your information.
 - **Additional info.** Some boxes that will appear in the text to clarify some ideas, concepts, definitions...
 - **Case studies.** The best experiences to help you have a practical vision of each of the topics.
- We are at your disposal to help you in everything you need during this learning process.



FLAVOURS
of EUROPE

Training Toolkit Module #2

BRAND & IMAGE OF MY FOOD'S PLACE

UNITS

1. Background & understanding of key concepts: brand and image.
2. Create a local gastronomy point as tourism destination image.
3. Utilization of social media channels.
4. Communication and storytelling.
5. Sustainability and support of the local community for preserving the specific.
6. Tourist destination and gastronomy market.
7. Food satisfaction of tourist.
8. Travel agencies and joining the gastronomy tourism routes.



Let's Start

UNITS

1. Background & understanding of key concepts: brand and image.
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UNIT 1

Background & understanding of key concepts: brand and image.

Welcome to the **second (2) Module!** Today you will learn about the **Brand & Image**, when it comes to businesses and how a food destination can use these elements to attract tourists.

And we want to start with the **definition** of brand.

The term **“brand”** can mean different things when is used by different people. According to American Marketing Association the term refers to a name, term, design, symbol or any other feature that distinguishes one seller's good or service from those of other sellers (American Marketing Association, 2012). Brand represents a competitive identity making a products distinctive and differentiates it from all others (Anholt S., 2009).

Nowadays in order to attract more tourist, destinations try to build strong place brands and properly position them in the minds of consumers (Cai L., 2002). The final choice of tourists regarding their vacation destination is based on the benefits. Except from the tourist expectation regarding relaxation, experiencing new adventures or visiting cultural sites, food is also a very important attribute (Robinson and Getz 2014).





The term “**destination brand**” refers to a destination’s competitive identity, it is what makes a destination memorable and unique. Competitive identity is influenced by the way in which country images are naturally formed and the main factors are mentioned in **Figure 1.1**.

The coordination between the factors and the development of national strategies, allocation of resources and specialized expertise, innovation can lead to effective national reputation.



Fig. 1.1. Factors influencing Competitive Identity (Anholt S., 2012)





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UNIT 1

Background & understanding of key concepts: brand and image.

The main activity of tourism agencies is selling vacations that in the end are products. Tourism has a secondary impact related to “brand image” of an area, region or a country.

A pleasant holiday has the power to change the brand image of a region or a country in the mind of the tourist. In many cases people change their minds and preconceptions about countries once they visit them, the country becomes real in this way and stops being only a brand. The Nation Brand Index states that preference for a country and its people, culture, food and drinks increases as a result of any personal experience even when the holiday was not a pleasant one. Human factor is very important because people talk about their vacations with other people. If enough people visit a country and if they present a demographic influence, then over time this can lead to an improvement in country image and more people will want to visit it.

Brand image is a key factor of brand that refers to consumer’s perception in general and feeling about brand and has influence on consumer behavior.

The notion of a brand is a dynamic relationship between the product (food, destination) and the consumers or potential tourist. The food brand is like a promise of an experience that a potential visitor anticipates. That’s way why it is very important for brand owners, destinations to understand their target audience in order to develop sustainable relations with their valuable consumers.

Did you know

that...?



Schultz and Kitchen (2000) mentioned that “the brand is the best psychological vehicle for delivering meaning”.

Chernatony and McDonald (1998) stated that “a successful brand is an identifiable product, augmented in such a way that the buyer or user perceives relevant, unique, (sustainable) added value which match their needs most closely”.





The brand is the core of all marketing activities (**Fig. 1.2**).

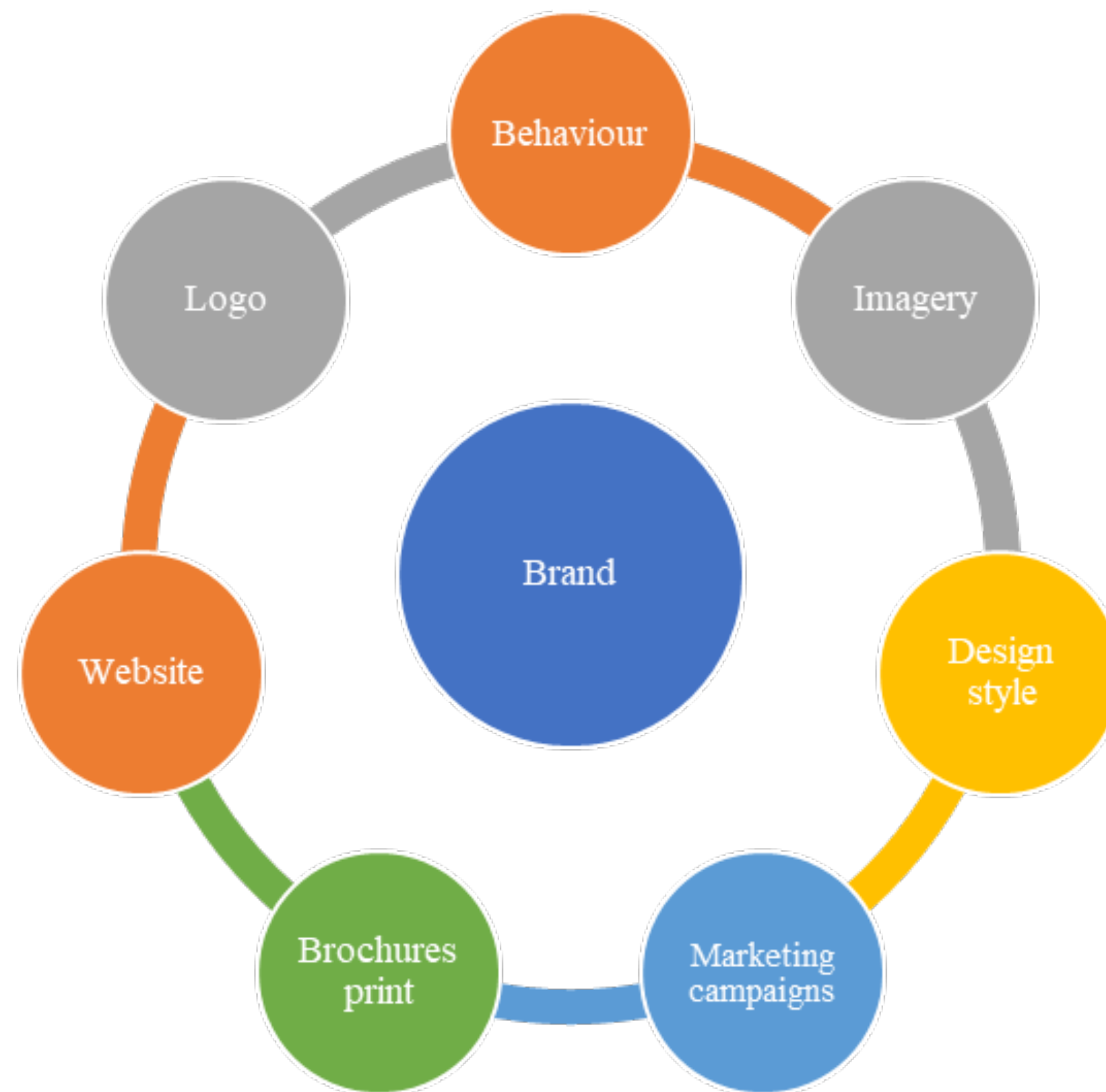


Fig. 1.2. Brand at the core of marketing activities

(Source: Yellow Railroad)





UNIT 1

Background &
understanding of key
concepts: brand and
image.

Brand development process involves different stages:

- Branding is for everyone. All regions or countries can and should develop a brand. The brand should run through all marketing communications like simple website pages, TV advertising, social media.
- When developing a brand, the focus should be on the core market segment because their preferences define the brand's characteristics.
- A qualitative research must be done, in this way the consumer preferences regarding the destination, food, drinks etc. In this way the true reason for travel, identification of experiences that tourist seek can be revealed.
- Stakeholders must be involved in developing a brand, in this way their participation is encouraged and their way they talk about the brand or behave with visitors will be different.
- A creative flexibility is necessary in order to reach different market segment.
- Building a brand requires answers to the following questions:
 - What are the main things I like about the destination/products etc.?
 - What sort of place/product etc. is it?
 - How does it make me feel?
 - How would I describe it in one sentence?
 - What makes it different from all other destinations/products etc.?
- Specialist in branding can help through their experience and analysis.

Once the brand essence and values have been established it should be presented through every single marketing communication, no matter how small. True essence of the brand with real impact relies on creative and clever execution. The brand impact must be regularly monitored by surveys, consumer research and tourist's satisfaction





The success of a brand depends on some critical factors:

- Good understanding of core market segments.
- Qualitative consumer research
- Brand relative strength and weak points.

Leadership and support of the brand from the top of the institution and ideally from government.

- A strong brand management.
- An internal brand communication programme.
- Involvement of stakeholders.
- Good communication with stakeholders.
- Adoption of the brand by commercial stakeholders.
- Constant monitoring of brand's impact.
- Everyone from the organization is responsible for applying the brand.
- Long term commitment.

The aim of a brand is to ensure that tourist experience from their holiday, trip, destination. **Figure 1.3** reveals how a brand should affect tourist perceptions and behavior in relation to a destination/place/holiday

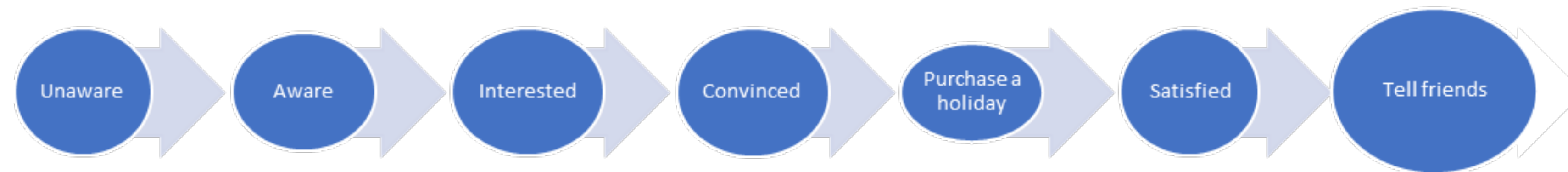


Fig. 1.3. The brand continuum (Anholt S., 2009)





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UNIT 1

Background &
understanding of key
concepts: brand and
image.

Food can be used in branding destination. When developing a brand for a specific destination it's recommended that brand name, logo, symbol, slogan and packaging (key elements) should reflect the characteristics of the destination. Food has a strong connection with place (Italian pasta, Porto wine). The distinctiveness of food in relation to a place has a significant role in destination identity (Everett S., 2009).

Although brand identity and brand image are related, they are different concepts. The difference is given by the fact that identity originates from the firm, whereas image is the perception of a brand by an individual.





UNIT 1

Background &
understanding of key
concepts: brand and
image.

Unit 1

Self-correction questions

Please, indicate the correct answer

QUESTION 1

The term “destination brand” refers to a destination’s competitive identity, it is what makes a destination memorable and unique.

- a) True
- b) False

QUESTION 2

The food brand is like a promise of an experience that a potential visitor anticipates.

- a) True
- b) False

QUESTION 3

It is important for brand owners/destinations to understand their target audience in order to develop sustainable relations with their valuable consumers

- a) True
- b) False

QUESTION 4

Which factors define the success of a brand?

- a) Good understanding of core market segments
- b) Focusing only on the strengths of the brand
- c) A strong brand management
- d) Long term commitment
- e) Monitor the brand’s impact when it is required

LINKS OF INTEREST



[https://www.youtube.com/
watch?v=sO4te2QNshY](https://www.youtube.com/watch?v=sO4te2QNshY)



UNITS

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UNIT 2

Create a local gastronomy point as tourism destination image.



In this unit, you will learn how you can create a tourism destination by using your local gastronomy.

A destination image refers to the qualities of a place as that make it attractive enough to visit. Gastronomy tourism offers great benefits to rural and urban places that people can visit. Tourists seek to enjoy, experience and on some occasion to take home as souvenirs products that they have enjoyed during they stay.

Tourist that are looking for gastronomic experiences and those looking for authenticity and local specialties can be attracted by food and eating habits to a certain destination.





UNIT 2

Create a local
gastronomy point as
tourism destination
image.

Gastronomic tourism refers to travelling for tasting local and authentic food, participation to festivals and culinary events, eating local and international cuisine in order to promote a destination thorough dishes and local culinary products (Sharples and Hall, 2004).

Local gastronomic points are represented by private kitchens, where food is prepared according to culinary recipes, originally coming from an area, that are served directly to the end-consumer. These local gastronomic points are mainly found in rural family farms, animal and agricultural farms, sheepfolds, wineries and farms, where at least one activity is related to primary production of food (milk, egg and honey production, fishing, aquaculture, plant cultivation).

World Tourism Organization defines gastronomic tourism as a tourism activity that is described by the tourist experience regarding food and related activities during a trip such as visiting local producers, participation in food festivals and cooking classes (UNWTO and BCC, 2019).

Did you know
that...?



*The term “**gastronomy**” is derived from the ancient Greek “**gastros**”, which means stomach and “**nomos**” that means law. “**Culinaria**” is the word used to describe the foods of a country or region (Kivela and Crotts, 2006). The most common term used is “**gastronomic tourism**” although there are various concepts like “**culinary tourism**”, “**gastro-tourism**”, “**wine tourism**”, “**gourmet tourism**” and “**food tourism**”. “**Gastronomic tourism**” is defined as an experience of eating and drinking (Kivela and Crotts, 2005).*





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UNIT 2

Create a local
gastronomy point as
tourism destination
image.

Gastronomic tourism can add value to places of visit by offering an opportunity to live an experience that brings tourist closer to the population visited through practices from a specific locality. Tourist attraction can consist in regional cuisine, gastronomic events, the offer of different drinks and food and gastronomic circuits.

Local or regional cuisine brings value to tourist industry in two ways by the support provided by selling artisanal foods to tourist and by the conservation and cultivation of landscapes. Gastronomic tourism contributes to the development of poor regions through a new agricultural model, because it supports local food producers and can strengthen their market position (Hjalager, 2010).

Gastronomic tourism is crucial for a destination because it can make the journey of a tourism unique, the destination can gain a good reputation among others potential visitors and show that food and drink can have symbolic meanings.

Countries around the world are developing strategies to establish a culinary identity of their territories and to promote their gastronomy because this is a very important factor that can influence the decision of a potential tourist to travel.

Local gastronomic point comes in support of those organizations that produce basic food and want to provide public food services in complete safety for the consumer, without owning guest houses or other kinds of tourist units. Local gastronomic points are family-type units that can provide rural tourism, ecotourism and cultural tourism.

Did you know

that...?



Local cuisine has become one of the most important factors in choosing a tourist destination and is a part of the cultural heritage of the geographical area visited.

The relation between tourists and gastronomy can be described by three factors: food as a tourist product, food marketing to tourist and gastronomy tourism as a tool of destination and development





UNIT 2

Create a local
gastronomy point as
tourism destination
image.

There are several conditions that a local gastronomic point needs to meet in order to function like:

- The need to obtain the veterinary registration document and food safety. Local gastronomic point can function in permanent or seasonal households, located in animal farms, fish farms, agricultural farms, wineries etc. It cannot operate near polluting industrial units or areas with risk factors for food safety.
- The food must be prepared only by family members and their health must be checked periodically. The raw materials for food must come only from authorized sanitary-veterinary units, focusing on local products specific for the area. The menu must be prepared and served on the same day only by the owner or his family members and must contain no more than two soups, two main courses and two desserts. The food must be prepared using traditional techniques in compliance with the rules of hygiene.
- The local gastronomic point must have legal organization like an authorized natural person, sole proprietorship, family business or limited liability company. There are documents that must be submitted in order to obtain the veterinary registration and food safety such as: a sketch of the place of food production, a copy of the certificate ascertainment or a copy of the producer certificate.

Remember:



Regarding hygiene and culinary production there is a set of general conditions to be met in order to avoid risk contamination, space for food preparation must be designed, located, cleaned and maintained in good working order, surfaces in contact with food must be easy to clean and disinfected.

Another requirement is that local gastronomic points must be equipped with washing and drying facilities, sanitary facilities and changing rooms, adequate spaces for the storage and control of temperature conditions of the food.





UNIT 2

Create a local
gastronomy point as
tourism destination
image.

Local gastronomic points refer especially to the authenticity of the traditional method used for food preparation.

The development of a tourist destination depends on the local products and gastronomic heritage. The creation of gastronomic routes refers to attracting visitors who, along this journey, should participate in cultural activities, well explained and interpreted by local products, kitchen and all the related activities and services around them.

There are several recommendations and considerations regarding the creation of gastronomic routes for the development of a tourist destination. A first recommendation is the utilization of the technology that can provide support for gastronomic tourism products, such as: self-guided tours with gastronomic themes in order to encourage tourists to explore the areas and spend time locally; recreation of the production and harvesting of gastronomic products; mobile apps. Regarding gastronomic routes, the World Tourism Organization proposes the elaboration of geographical thematic gastronomic routes (foods, products, agricultural landscapes) that can lead to socio-economic development of the region, tourist flows and improvement of local economy.

Did you know

that...?



In Europe there are numerous local initiatives that aim regional development through culinary heritage, like in the city of Burgos in Spain, the commune of Fermo in the Marche region, Italy, the city of L'Hospitalet de Llobregat in Spain (Sirše, 2015).



UNIT 2

How to start-up a new business by establishing a local gastronomic point in their family type unit.

Unit 2

Self-correction questions

Please, indicate the correct answer

QUESTION 1

A destination image refers to the qualities of a place as that make it attractive enough to visit.

- a) True
- b) False

- d) Gastronomic tourism benefits only tourists because they broaden their taste buds

QUESTION 2

Tourists are usually not primarily attracted to the local gastronomy in order to visit a place.

- a) True
- b) False

QUESTION 3

Gastronomic tourism refers to travelling for tasting local and authentic food, participation to festivals and culinary events, eating local and international cuisine in order to promote a destination thorough dishes and local culinary products.

- a) True
- b) False

QUESTION 4

How gastronomic tourism contributes to the development of poor regions?

- a) It doesn't contribute because local people do not have the expertise to do so
- b) It supports local food producers and can strengthen their market position
- c) It makes local people become more civil other than rich

LINKS OF INTEREST

<https://www.youtube.com/watch?v=4coOhqBroZk>



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UNIT 3

Utilization of social media channels

In this unit we will learn how social media platforms benefit the development of tourism sector.

Social media refers on how people interact by sharing, creating or exchanging information and ideas in virtual networks and communities.

Social media is a collection of Internet websites, services and practices that support communication, collaboration, participation and sharing.



Social media typology is very diverse. **Table 3.1.** shows the categories of social media.

| Category | Description | Example |
|--------------------------------------|--|-------------|
| Social networks | Helps building relationships among people that have similar interests | Facebook |
| International Social Networks | Social media site | VK |
| Social travel networks | Allows travelers to exchange information during and after the trip | Tripadvisor |
| Private social networks | User can create their own private social networks | Ning |
| Professional social networks | Business people can share information about their interests and activities | Linkedin |
| Social recruiting | Allows recruitment of candidates through social platforms | Indeed |
| Blogging | Discussion or informational sites published on the World Wide Web | Tumblr |
| Microblogging | The content is delivered in short bursts of information | Twitter |
| Blogging networks | Large collection of blogs. Many blog networks provide exclusive content and require approval for bloggers to join, which gives those who are accepted a certain level of prestige. | Gawker |
| Blogging Communities | Blogging communities encourage bloggers to share and interact with | BlogHer |

Table 3.1.

*Social media categories
(Alizadeh A., Isa R. M., 2015)*



| Comment Communities | Blog comments that have hopped aboard the social media bandwagon to create their own domain of communities. | Disqus |
|---|---|--------------------|
| Lifecasting | Continual broadcast of events in a person's life through digital media. | Livestream |
| Podcasting | Social networks that help connect podcasters, advertisers, and listeners. | iTunes |
| Social Music Networks | Allows users to listen and share music with others | Spotify |
| Photo Sharing | Users can upload and comment on photos | Pinterest |
| Video Sharing | Video Sharing | YouTube |
| Document sharing | Users can upload and share documents. | Scribd |
| Virtual Worlds | Computer-based simulated environment where the users take the form of avatars visible to others | Active Worlds |
| Social Search | Some search engines have evolved beyond providing search results into a social media community where users can create profiles and interact | Google blog search |
| Social Bookmarking & Sharing/Aggregators | Allows users to share, organize, and search bookmarks of web resources for easy access | Digg |
| RSS | An acronym for Rich Site Summary. Tools in this category automatically feed you current content from the websites that are most critical to your business needs | Atom |

Table 3.1.

*Social media categories
(Alizadeh A., Isa R. M., 2015)*





| Social Q&A | Users can submit or answer questions | WikiAnswers |
|---|---|---------------|
| Wikis/Content-driven Communities | Wikis/Content-driven Communities | Wikipedia |
| Niche Communities | Niche networking has grown beyond the message boards of old into full-fledged communities. | Car Community |
| Product/Company Reviews | Allows reviews to be posted about businesses, products, or services | Yelp |
| Social Commerce | Allows social interaction and user contributions to assist in the online buying and selling of products and services. | Groupon |
| E-Commerce Platforms | Enables individuals and businesses to create online stores. | Shoppify |
| Management & Measurement | Provides social media marketing tools and analytics | SocialEye |
| Productivity Applications | A catch-all category, they enhance business productivity in one way or another | Google Docs |
| Mobile | The intersection of mobile communications and social media including tools that make cell phones more powerful business allies. | airG |
| Interpersonal | Tools that facilitate people-to-people communication and collaboration | Skype |
| Other social media sites | Social media sites that defy definitions. | Squidoo |

Table 3.1.
Social media categories
(Alizadeh A., Isa R. M., 2015)





In tourism industry social media has influenced the way in which potential tourist exchange information and how tourism service suppliers create information. Potential visitors seek true information about their destinations and possible activities before and during their trip. User-generated content on social media is an important source of information that influences the whole tourist trip.

Nowadays social media have a very important role in every segment. Platforms like Facebook, twitter, Instagram, WhatsApp, etc. have become important for business and personal affairs (Mir T., 2017). The impact of social media on tourism is enormous as tourists use social channels for information's regarding their future travels or to share their personal experience about a trip.

Social media are an important strategy for tourism promotion and helps the tourism services providers to focus on best practices through tourist feedback and public through. Nowadays most tourists make their decision regarding travel plans based on social media shares and reviews. For experience sharing, social media is are used predominantly after the holidays. User-generated content is perceived to be more trustworthy than official tourism websites, travel agents and media advertising.

Social media provides important information for future tourists, considering that they cannot experience the destination before traveling there (Tussyadiah et al. 2011).



Social media is are used by tourists before, during and after they travel. People's ability to share holidays experiences with wider audience is facilitated by social media.

The most popular sites on internet are the online social networking sites. Facebook for example has the potential to affect tourists' emotion, thus improving tourists experience.





Social media provides important information for future tourists, considering that they cannot experience the destination before traveling there (Tussyadiah et al. 2011).

There are three phases that are influencing the travel process:

- Pre-experience that is formed based on other people's travel stories, before travelling;
- Experience during travel with real time shared especially by cell phones;
- Post-experience that disseminates comments and evaluations.

Tourist companies share their information using official destination and attraction websites such as cultural heritage attraction websites and unofficial sources of information such as blogs, online communities, social networks. The unofficial sources have a great impact on massive growth of information on destinations on the web.

Social networks, named by Litvin et al (2008) "electronic word-to-mouth" are used by users in order to communicate, share information and provide feedback from travelers about different topics (products, services, events). All these are contributing to web page reputation of the destination.

Loyal customers can be encouraged to post links to tourism provider's website. By monitoring the reviews and uploads managers can reply to critical comments, they can find a popular blogger and cooperate with him/her, for example inviting him/her to the destination for a complementary visit. Studies confirmed that when the number of positive reviews outweigh the negative ones, then the destination is considered credible. The lack of negative reviews may show that the website is filtered.

Did you know

that...?



In hotel industry seeing hotel booking via Facebook has surpasses hotel booking via TripAdvisor (Astburry, 2011).





Social networks facilitate interactivity and promotes the formation of groups that share content for tourism products so in this way they became generators of image of the destination.

Social media applications are used on the whole tourist trip, before, during and post travel. Before travelling, potential travelers use social media for inspiration. Application as Pinterest, YouTube and blogs are used to form an image of the future destination. Tourists use social media to get specific information about activities, attraction, restaurants. Online recommendations and ratings generated by other consumers are relevant when people are using platforms like TripAdvisor, Facebook. During their trip people actively use social media platforms as a source of information about the activities they can perform at their destination. Post travel social media enables virtual storytelling for tourist and provides a sense of belonging to virtual travel communities (Bosio et al, 2018).

Travelers share their experience of their trip in form of videos and photos on platforms like Instagram and Facebook. By sharing personal experience and recommendations during and after a journey on social media, consumers create electronic digital word-of-mouth, which is spread to a global audience.

Social media influences people's daily lives and impact different industries, especially tourism and hospitality industry. It provides tourism agencies the opportunity to access a diverse exchange information rapidly. For tourist, social media are an essential element in taking a decision on choosing a destination, meal and shopping. By using the feature called check-in, which works with the help pf GPS, tourists can share their experience about a place by tagging it.

Remember:



A social media strategy needs to be developed. The strategy must include target audience, competitor's analysis and activities. Social media leads to returns by creating turnover or saving cost.





The following techniques can be used when utilizing social media as an instrument of tourism marketing (Bala M., Verma D., 2018):

- Content creation – presented in different formats (blogs, white paper, case studies, how-to guides, articles, forums, news, images, videos, webinars). The created content must be customized for different platforms. For example, the content for cell phones must be short.
- Social media marketing – it involves driving traffic on the sites through Facebook, Instagram, Twitter, Pinterest, Google, LinkedIn. A good content is shared and liked, that's way the content must be customized for different social media platforms. The content must be original and the engage with the users must be done daily, at four to five times a day.
- Digital display advertising – it involves the use of display advertising to target potential audience (text, image, banner, video). The message can be customized based on content topics, customer, interests.
- Mobile marketing – refers to the two-way communication between organizations and customers through mobile devices.
- Viral marketing – a unique content is spread online because it's appreciated, shared and liked immensely. The content can have any format.
- Email marketing - send a commercial message through email to a list of potential customers. There is an inconvenient since email marketing can be considered spamming and, in some countries, there are laws against it.





Unit 3

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Why social media are important for tourism?

- a) Potential visitors seek true information about their destinations and possible activities before and during their trip.
- b) People's ability to share holidays experiences with wider audience is facilitated by social media and these experiences can influence other people to visit places
- c) Social media are an important strategy for tourism promotion and helps the tourism services providers to focus on best practices through tourist feedback and public through
- d) All the above.

QUESTION 2

The lack of negative reviews may show that the website is filtered.

- a) True
- b) False

QUESTION 3

Travelers share their experience of their trip in form of videos and photos on platforms like Instagram and Facebook

- a) True
- b) False

QUESTION 4

What is important to have in mind when you want to use social media for professional development?

- a) Develop a social media strategy
- b) Create content through different platforms
- c) Send a lot of messages/notifications to stakeholders in order to attract their interest.
- d) All the above.

LINKS OF INTEREST

<https://www.youtube.com/watch?v=cNvqLY8oFe8>



UNITS

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UNIT 4

Communication and storytelling.

In this unit you will get to know how communication and storytelling through digital media can influence the tourism industry.

Stories are a common part of our lives and have a central role in the way we communicate with each other, understand world and store our memories (Moscardo, 2010). Stories (myths, legends, folktales) pass on knowledge and culture for thousands of years. All over time, people have told each other stories about places (where they are, where they have lived in, places they have visited). Through social media people can tell stories and share their experience with other people. Deeply felt stories stimulate interest and motivate tourists to visit a destination (Bossano et al., 2019).

In digital age, storytelling is very important because places compete for tourists, economic development and to convey culture and information. Digital storytelling is an innovative way of communication about regions, places through experiences, anecdotes and stories shared with stakeholders. This communication process involved different parties such as the place value position and the value created by local partners, governance institutions and targets. Storytelling has the power of communicating the experimental value of a place.





Storytelling can play different roles: stories are useful for commitment, adaptation, vehicle of social control, meaning can develop consciously. Also, stories can have value, such as legends, myths, rituals and ceremonies, all this being the expression of a culture.

Storytelling can be applied to a region to (Bossano et al., 2019):

- Present specific place goals;
- Present place value;
- Motivate tourist to visit a place;
- Maintain the memory;
- Create trust and sense of belonging;
- Share tacit knowledge;
- Share values;
- Reformulate place stories;
- Provide value.

The process of storytelling of a place includes three stages: building a place story, telling it to place stakeholders and listening to story feedback (Fig. 4.1).

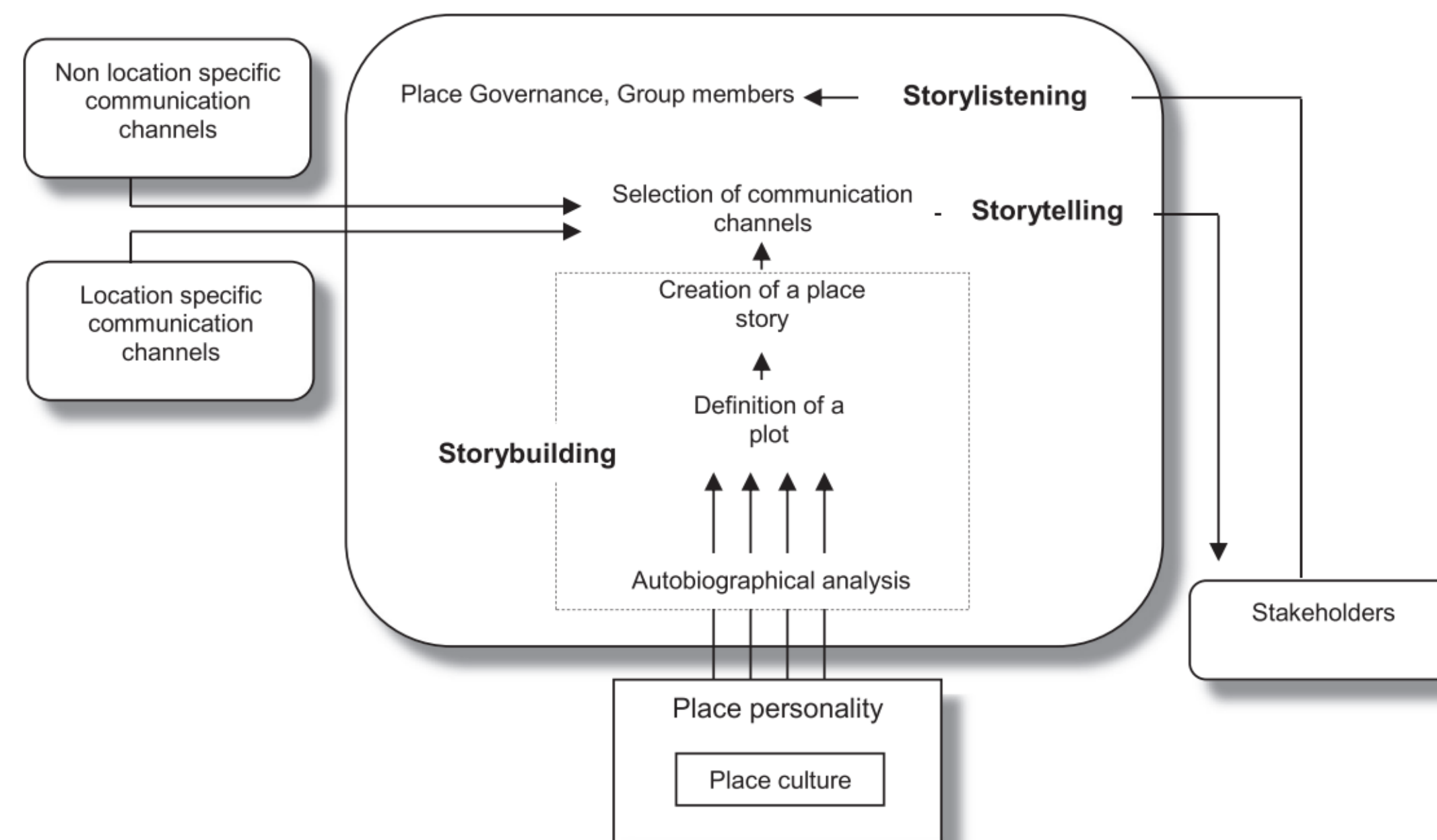


Fig. 4.1. Storytelling stages (Piciocchi et al., 2011)





Nowadays tourists want to experience, learn and participate. They are not interested only in buying tourist product but also in buying and hearing the story behind it (Mossberg L., 2007).

Storytelling, based on creativity and with the help of new technologies has become a very important destination marketing tool. With the help of technology, the audience can participate in the storytelling process with positive impact on engagement and facilitating the development of long-lasting relations.

Visually orientated social media technologies have facilitated tourists experience based on storytelling and offered new ways to develop and share these experiences.

Creative storytelling is defined as the development of stories that are able to (OECD, 2014):

- Create a sense of community and belonging;
- Engage and interact with the audience;
- Transform followers into promoters;
- Inspire, invite the audience to be creative.

Creative storytelling is used to communicate effectively and sell narratives and local characteristics of the area. Stories can be used as strategic marketing tool in order to support tourist products and development of a tourist destination and for creating messages and delivering the to the target audience.



Do not forget:

The success of a destination market depends on creating and promoting a clear brand based on the main characteristics of the destination.





The main functions of storytelling as a destination marketing tool for sustainable tourism management are (Korez-Vide R., 2017):

1. facilitating market access of all stakeholders, especially smaller enterprises or community-based tourism initiatives with limited marketing resources;
2. promoting of forms of tourism or specific tourist products that are more sustainable than others;
3. promoting history, cultural heritage and traditions of the place, including implications both in terms of visitor interest and behavior;
4. promoting natural environment, including special qualities and sensitivities to certain activities;
5. reducing seasonality, by promoting off-season images and opportunities;
6. raising the use of more sustainable transport;
7. maximizing value retained locally;
8. increasing spend per head and length of stay.

Storytelling is an important tool in regional development that bound together images and cultural information into visitor's experience.





Unit 4

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Autobiographical analysis refers to the unique aspects of a region (culture and values) and important events that are memorable.

- a) True
- b) False

QUESTION 2

Creative storytelling is defined as the development of stories that can:

- a) Create a sense of community and belonging
- b) Engage and interact with the audience
- c) Transform followers into promoters
- d) All the above

QUESTION 3

The main functions of storytelling as a destination marketing tool for sustainable tourism management are:

- a) The promotion of specific tourist products that are more sustainable than others
- b) The increase of seasonality
- c) The facilitation of market access primarily to big enterprises because they bring a lot of money
- d) The promotion of the history, cultural heritage and traditions of the place.

QUESTION 4

Storytelling is an important tool in regional development that bound together images and cultural information into visitor's experience.

- a) True
- b) False

LINKS OF INTEREST



<https://www.youtube.com/watch?v=7W3aAz21qk>



UNITS

1. Background & understanding of key concepts: brand and image.
2. Create a local gastronomy point as tourism destination image.
3. Utilization of social media channels.
4. Communication and storytelling.
5. Sustainability and support of the local community for preserving the specific.
6. Tourist destination and gastronomy market.
7. Food satisfaction of tourist.
8. Travel agencies and joining the gastronomy tourism routes.



UNIT 5

Sustainability and support of the local community for preserving the specific.

In this unit, you will get to know what is cultural heritage tourism and its significance for the preservation of a region. You will also learn that food plays an essential role for sustainable tourism.

Cultural heritage tourism is increasing year by year, thus is used as a tool to stimulate regional development in rural areas. Tourism attraction for arts, culture, history, gastronomy and heritage aren't new, especially in Europe and due to the fact that travelers become more interested in opportunities to learn about places through their history and gastronomy, cultural tourism consistently grows. Cultural heritage tourism is used for preservation of region and economic development of regions (Günlü E. et al, 2009).

Cultural tourism refers to a country or region's culture and customs focusing on unique forms of art, traditions of indigenous communities (festivals, ritual).

The specific or the heritage of a place is a concept that includes the natural and the cultural environment. It includes landscapes, historic places, sites, collection, cultural practices, foods, drinks and living experience. It expresses the historic development, forming the particularities of national, regional and local identities.

Did you know that...?



Preserving the specific of regions and countries it's a key factor in economic policies that support tourism development and represent a tool for tourism destination differentiation?





The specific or the heritage of a place is a concept that includes the natural and the cultural environment. It includes landscapes, historic places, sites, collection, cultural practices, foods, drinks and living experience. It expresses the historic development, forming the particularities of national, regional and local identities.

The “**specific**” of a place can be characterized by three categories of heritage attraction (**Table 5.1**):

| Natural | Cultural | Built |
|-----------------|--------------------------------|------------------|
| Landforms | Festivals | Historic homes |
| Rural scenery | Arts/craft | Monuments |
| Flora and fauna | Traditional practices/products | Industrial sites |

Table 5.1.

Categories of heritage attraction

(Jun S. H. et al, 2004)





The first definition related to sustainable tourism was given by the United Nation World Tourism Organization in 1996: "tourism which leads to management of all areas, in such a way, that the economic, social and environmental needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies".

A climate conservation awareness is possible to be developed by education, entertainment and heritage attraction such as nature reserves, national parks, museums, historic houses and gardens and villages. Heritage resources are not replaceable that's why conservation is critical in heritage management (Günlü E. et al, 2009).

Preservation of cultural and natural heritage it's very important. The cultural heritage protection has four principal reasons (Prompayuk S. and Chairattananon P., 2016):

1. The cultural memory – preservation of cultural heritage maintains physical evidence history and transfers knowledge and skills of their ancestors.
2. The convenient proximity - cultural heritage can support the interaction among environment, people and community activities.
3. The environment diversity – the preservation will retain local artifacts and artisans.
4. The economic gain – preservation is a benefit to the community due to cost saving of new building and attractions to visitors.

United Nations Educational, Scientific, and Cultural Organization (UNESCO) stated that cultural heritage can be tangible (buildings and surrounding) or intangible (local customs and way of life).

**Did you know
that...?**



Authorities from different countries, like Italy, Greece and Romania, are taking measures so that tourists can eat in the homes of the locals at decent prices in order to experience the aroma of the places and the flavor of the local foods.





Food is important for sustainable tourism. Increasing consumption of local foods generated by tourist can lead to the growth of the local economy also buying local reduces the carbon footprint.

Regarding sustainability, a tourist destination brand and associated images must be (UNEP and WTO, 2005):

1. Sufficiently strong to successfully draw attention and generate new interest;
2. Distinctive in order to differentiate the destination from other;
3. Match the values of the destination's target;
4. Authentic;
5. Avoid stereotypes and images that may demean local values.

United Nations Educational, Scientific, and Cultural Organization (UNESCO) declared that are 10 ways to support and sustain local communities and culture:

1. "Integrate local cultural elements in hotel environments using local products. It's important that tourist benefit from accommodations with local influences and culture. The local culture plays an important role in tourist stay by using local cultural elements on the menu and rooms.
2. Avoid over-commercialization of local cultural products and be tasteful – hire members of the community.
3. Provide guests with simple phrasebooks and cultural advice to add an extra dose of authenticity to their vacation experience – provide free guidebook that explains details of local life and society, offer cultural activities to the guests (teaching, cooking, dance, art).
4. Create an exhibition on traditional craftsmanship and sell local handicrafts – areas that show local culture and art. Tourist want to buy unique and representative souvenirs that remind them of their stay. Selling locally made handicrafts helps everyone, tourists, local crafters and in this way the traditions are passed down to younger generations within the community.





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5. Encourage the hiring of local staff and tour operators. Tourists appreciate the help they can get from local receptionists, servers, concierges and tour guides that have lived in the area. It gives tourist a unique and intimate local experience and leads to the generation of goodwill and marketing. The staff and their families benefit in this way from the skill training, wages and other benefits. Good community engagement that prioritizes sustainability means paying a living wage with benefits.
6. Offer tours into local UNESCO World Heritage sites and co-create experiences with locals. UNESCO World Heritage sites reflect the culture and history of a destination. Tours offer guests valuable experience into the local culture and help the local community by giving business to local guides and tour operators. Work with local groups to set up activities that show off this culture whether it's workshops, courses, or simply invitations to cultural events.
7. Host awareness-raising activities for local communities and offer training to local businesses. Jobs are easier to perform if people are working with the community members. Conducting educational training can provide lasting results than a single day's activity. Having more and better shops, restaurants, bars, and other businesses immediately around you is more likely to encourage guests to choose your hotel over more remote, isolated alternatives.
8. Collect litter in your immediate surroundings and use eco-friendly alternatives when you can. The local community is as much about the environment as it is about the people and looking after the environment benefits everyone.
9. Sponsor and support local community events and host fundraising events for local community organizations. You can give directly to the community in a very visible way by sponsoring and supporting local events. Organizing—or even just hosting—a fundraising event can help support local charities without costing you too much. Events can take various forms, ranging from charity auctions to exhibitions, fairs, and dinners.
10. Donate a share of your profits to a local charity and make it easy for guests to donate spare change. The simplest and most direct way to support your local community is to donate some of your profits directly to local charities or community projects.”





UNIT 5

Sustainability and support of the local community for preserving the specific.

Unit 5

Self-correction questions

Please, indicate the correct answer

QUESTION 1

Cultural tourism refers to a country or region's culture and customs focusing on unique forms of art and traditions of indigenous communities.

- a) True
- b) False

QUESTION 2

What is sustainable tourism?

- a) It's the type of tourism which supports the economic development of a community
- b) It's the tourism which leads to management of all areas, in such a way, that all the needs are being fulfilled with the cultural integration, ecological processes, biodiversity and supporting the development of societies
- c) It's the type of tourism which helps in the urbanization and gentrification of regions
- d) A and B are correct

QUESTION 3

Why the preservation of cultural and nature heritage are important?

- a) Because it helps cultural heritage maintain a physical evidence history
- b) Because it benefits the community due to cost saving of new building and attractions to visitors
- c) Because it supports the interaction among environment, people and community activities
- d) All the above

QUESTION 4

Why is food important for sustainable tourism?

- a) Because it leads to the growth of the local economy
- b) Buying local food reduces the carbon footprint
- c) Because it helps tourists adopt a healthier diet and lose weight
- d) All the above

LINKS OF INTEREST

<https://www.youtube.com/watch?v=Imbj0F-gUSw>



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UNIT 6

Tourist destination and gastronomy market.

As you have seen in previous sections, gastronomy plays an important role when choosing a tourism destination.

Tasting experiences and foods have become important aspects in nowadays tourism. Gastronomy is considered an element of culture and is used in destination marketing mix, because it gives a place a sense and allows tourists to “taste” the destination they visit. Food is related to local culture, is not only a basic human need. Gastronomy is the element of culture that tourists come most frequently in contact with. Tourists are looking for alternatives for travel experiences, local attractions and food is considered an attraction also. The main characteristic is that food is available all year-round, any-time and any weather, thus being the main reason why tourists consider food as an important aspect of their destination choices as they are seeking new food culture. Gastronomy is an added value on travelling experience and can be the most memorable part of the destination visited. For example, many tourists from Asia have stated visiting Europe, not only for its culture but for its gastronomy as well, being thus involved in a culinary destination (Greek Travel Pages, 2019).



According to recent studies, tourists spend one third of their travel expenses at fine dining restaurants or for food related purchases (Hu Y., Ritchie B. J. R., 1992).





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UNIT 6

Tourist destination
and gastronomy
market.

There are many countries like Greece, Spain, Italy, Bulgaria, Portugal, Romania that attract gastronomy tourist who consider different types of gastronomy the main factor in choosing their destination for travelling. These tourists are foodies, adventurers and traditionalist. Europe countries offer to gastronomy tourists unique experiences regarding local cuisine. Food and tourism are two concepts direct related. Hall and Sharples (2003) explain the relation between food and tourism as the “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production region are the primary motivating factor for travel”.

Gastronomy tourism is linked with cultural and natural attraction. Food has **“cultural, social, geographical and political significance”** (Ashleigh E. et al, 2018). Gastronomy tourism, food tourism or culinary tourism are terms that can define tourists' activities and requirements related to food. Gastronomy tourism include physical experience of food and interactions with food related activities such as food events and visitation of food production sites. All these contribute to economic restructuring of rural areas, providing the developing and maintenance of local foods. Rural or urban places become attractive to tourists, mainly to those specialized ethnic taste.

The term of gastronomy has many definitions according to tourist destination. The famous gastronome, Anthelme Brillat-Savarin, stated that **“Gastronomy is the knowledge and understanding of all that relates to man as he eats. Its purpose is to ensure the conservation of men, using the best food possible”** (Brillat-Savarin J., 2009). Nowadays the term is more scientific treated, and gastronomy is viewed as a science.

Yeoman and McMahon-Beattie stated that: **“Awareness, interest and the enjoyment of food have coincided with the increased consumption of tourism, therefore it was perhaps inevitable that they would combine and be referred as food, culinary, gourmet or gastronomic tourism”**.





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UNIT 6

Tourist destination
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Gastronomy has a big impact on tourism development. Only the fact that food is an essential element of the travel package made the tourism suppliers to focus on replacing restaurant foods with local foods offering in this way a “culinary experience”. The culinary experience consists in serving food to tourist in this way the local culture is transferred to the visitor through colors, scent and flavors.

Richards and Hjalager (2002) mentioned that **“Gastronomy has a particularly important role to play in this, not only because food is central to the tourist experience, but also because gastronomy has become a significant source of identity formation in postmodern societies.”**

An important factor in gastronomy tourism success is the collaboration between the public and the private sector. Gastronomy is reflected mainly in rural areas. Gastronomy is being seen by destinations to add value to the tourist experience and is correlated with high quality and yield tourism.

There are many festivals that use gastronomy as a theme, providing in this way an opportunity to promote their local products and generating awareness in an informal environment. Gastronomy tourism has the advantage that even with no knowledge of the language, food and beverages can offer “acclimatization” of the tourist. There are many benefits that gastronomic tourism can give to a destination, but the most important are:

- Gastronomic tourist contributes to the rural tourism development.
- Destinations can develop a complete gastronomic profile.
- Food can be included in other tourism activities.





UNWTO stated that: **“The interrelation between gastronomy and tourism provide a vehicle for the transmission of culture which in turn, if properly managed, enhances local economic development, sustainable practices and food experiences. Hence, gastronomy tourism, helps to brand and market destinations, as well as assists in maintaining and preserving local tradition and diversity, harnessing and rewarding authenticity.”**

Through the year’s gastronomy tourism has continuously developed, an example being wine tourist that started to consist of a single market. Many wine regions, like Porto, and tourism destinations have realized that benefits form wine tourism are not limited to wineries but also to each area of the regional economy (Carlsen J, Charters R, 2006).

After analyzing food-related information present in tourism brochures and destination websites, Lin et al. (2011) proposed a framework for the identity of food in relation to a destination:



Table 6.1.

Identity of food in relation to a destination (Lin et al., 2011)

| Dimension | Category | Example item |
|---|---|---|
| Class of food | A type of food | Raw, cooked, packed, drink, snack |
| | A style of food | Traditional, regional, international |
| Role of food | A food related establishment | Restaurant, café, market, farm, shop |
| | A food related festival | Festival, tour, holiday |
| Character of food | A symbol of a culture | History, religion, custom |
| | An indicator of a society | Lifestyle and socio-economic status |
| | A reflection of a natural environment | Land, sea, mountain, river |
| Value of food | Dining | Authentic, ethnic, exotic, religious, exotic |
| | Social and cultural experience | With families, friends and certain group people |
| | Organoleptic quality | Appearance, taste, smell, texture |
| | Promised quality | Food safety, health, claim and labeling |
| Feature of food and related subjects | A characteristic of food or food related subjects | Origin, ingredient, recipe, preparing and farming methods |
| Attribute of food service | An attribute of food service | Service type, décor, dinning setting, special offer |
| Availability of food and food related subjects | An availability of food and food related subjects | Days open, price, phone, address, transportation, map |





Self-correction questions

Please, indicate the correct answer

QUESTION 1

An important factor in gastronomy tourism success is the collaboration between the public and the private sector.

- a) True
- b) False

QUESTION 2

Which are the benefits of gastronomic tourism to destinations?

- a) Gastronomic tourism contributes to the rural tourism development
- b) Destinations develop a complete gastronomic profile
- c) Food can be included in other tourism activities
- d) All the above

QUESTION 3

Gastronomy is being seen by destinations to add value to the tourist experience and is correlated with high quality and yield tourism.

- a) True
- b) False

QUESTION 4

How are tourism and food related?

- a) Paying visits to food producers, food festivals, restaurants and specific locations for which food tasting and experiencing the attributes of specialist food production region are the primary motivating factor for travel
- b) Food and tourism are not related
- c) Food comes secondary when visiting a tourist place
- d) When tourists visit food markets

LINKS OF
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UNIT 7

Food satisfaction of tourist

Food is one of numerous factors that give a positive impact on destination brand and image (Freire J. R. & Gertner R. K., 2021).

In the last decade food tourism has experienced significant growth. Due to the demand food tourism numerous destinations are trying to offer unique culinary experiences to tourism (Mykletun and Gyimothy 2010). Many countries are making efforts to attract food tourists by supporting and promoting local food tours or festival (Lai et al. 2017). Due to this fact food tourist, those people who travel primary to experience local food and culture , can be considered a niche segment (Enteleca Research and Consultancy 2000).



According to Hall and Mitchell (2000) food is defined as: **“Food means more than eating. Food relates to issues of identity, culture, production, consumption and issues of sustainability.”** This definition means that local cuisine and restaurants are part of destination brand dimension..





The importance of food satisfaction of tourists is based on the premise that it meets two needs, a physiological and a social one. All tourists need to eat, in this way they meet the physiological need, but food also fulfils the social need, as it is a way to experiment new things and socialize (Cohen and Avieli 2004). Food consumption is an important element of overall tourism experience. By participating in food events, eating at local restaurants, experimenting local cuisine, tourists merge social and cultural activities (Park et al., 2008). In some cases, food can be the principal motivation to travel, for some tourists experimenting local cuisine at local restaurants offers a unique food experience that can be considered an important factor in tourism. Cohen and Avieli (2004) think that travel food experience can have a high influence on how tourists perceive the image of a destination and thus serve as a way to attract future visitors. Jin et al. (2012) found that tourists' dining motivations and restaurant experiences have influence their perceived image regarding their destination. A food experience can form a connection between people and their tourism destination, which can increase the overall satisfaction of the trip. There are numerous studies that mention that tourists are more likely to return to the same vacation destination if they were satisfied with their food experience (Dimitrovski D., Crespi-Vallbona. M., 2016). The positive food experience is related to quality and local cuisine, ambience and service. Tourists' connection with food and food related elements have also important impact on a destination choice as food experience are most shared on social media.





Doshi (1995) stated that the function of food in society are the following:

- Gastronomic function
- Cultural identity
- Religious function
- Means of communication
- Expression of economic status.

Gastronomic function is a part of the science of good eating. The sensorial properties of a dish can determine whether tourist accept or reject a food. The pleasure obtained by consuming a food is determined by appearance, taste, aroma, temperature, structure and texture. The social aspect of food consumption refers to the fact that they are a part of the cultural identity.

Food has many roles when taking into consideration the final consumer; it's a physiological need (it's sustain life); it's present at celebrations; it's a mean for socializing; it's delicious and it is a way of experiencing new culture and countries. For many tourist food becomes highly experimental when is a part of a travel experience, it's symbolic and ritualistic/

Remember:



It is general accepted that the kind of foods and drinks offered to tourists can have major implications for the economic, environmental and culture sustainability of tourism destinations and by focusing on locally products can result in benefits for both host and visitor.





Food is an important element in tourism marketing and in determining tourist's satisfaction, also as an important element of hospitality studies. Food tourism is very important because food is an attraction when traveling (a winery or a brewery), a destination can have the best reputation for certain foods and drinks (wine from Tuscany or Porto could have a special interest for tourists) and is an important element in tourism marketing.

Hall and Mitchell (2001) stated that food tourism can be defined as “visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/ or experiencing the attributes of specialist food production region are the primary motivating factor for travel”. This doesn't mean that any trip to a restaurant is food tourism. Food tourism can be regarded as a culinary, gastronomic or cuisine tourism that reflects visitors for whom interest in food and drinks are important.

Gastronomic tourist can be classified as follows (Hall and Mitchell, 2001):

- Gourmet tourist that visit expensive restaurants or wineries;
- Gastronomic/culinary tourists that are interested also in culture and landscapes which produce food and wine;
- Cuisine tourists that are interested in specific cuisines from a region or a country.

Did you know
that...?



Wine, food and tourism are products which are differentiated based on regional identity. Wine is often identified by its geographical origin (Champagne, Porto). Food, like cheese for example, are also identified by their place of origin. Similarly, tourism is promoted by the attractions from regional or local destinations.





Gastronomic tourists in general are wealthier and better educated and usually travel without children. The above-mentioned authors stated that only 3% of international tourist can be characterized as gastronomic tourists. Enteleca Research & Consultancy (2000) provided a research on tourist typology that implies that more tourist enjoy gastronomy:

- Food tourists (6-8%);
- Interested purchases (30-33%);
- The un-reached (15-17%);
- The un-engaged (22-24%);
- Laggards (17-28%).





For food tourist local food has an important role in choosing their destination. In the case of interested purchaser's food contributed to holiday satisfaction and they eat local food when they have the chance. Un-reached tourists think that food can contribute to their enjoyment of their holiday but they rarely buy local foods (Fig.7.1). The un-engaged and laggards are those people that have limited or no intention in consuming local foods (Smith et al., 2010). In the case of postmodern tourist, food and gastronomy is fundamental for their identity formation.

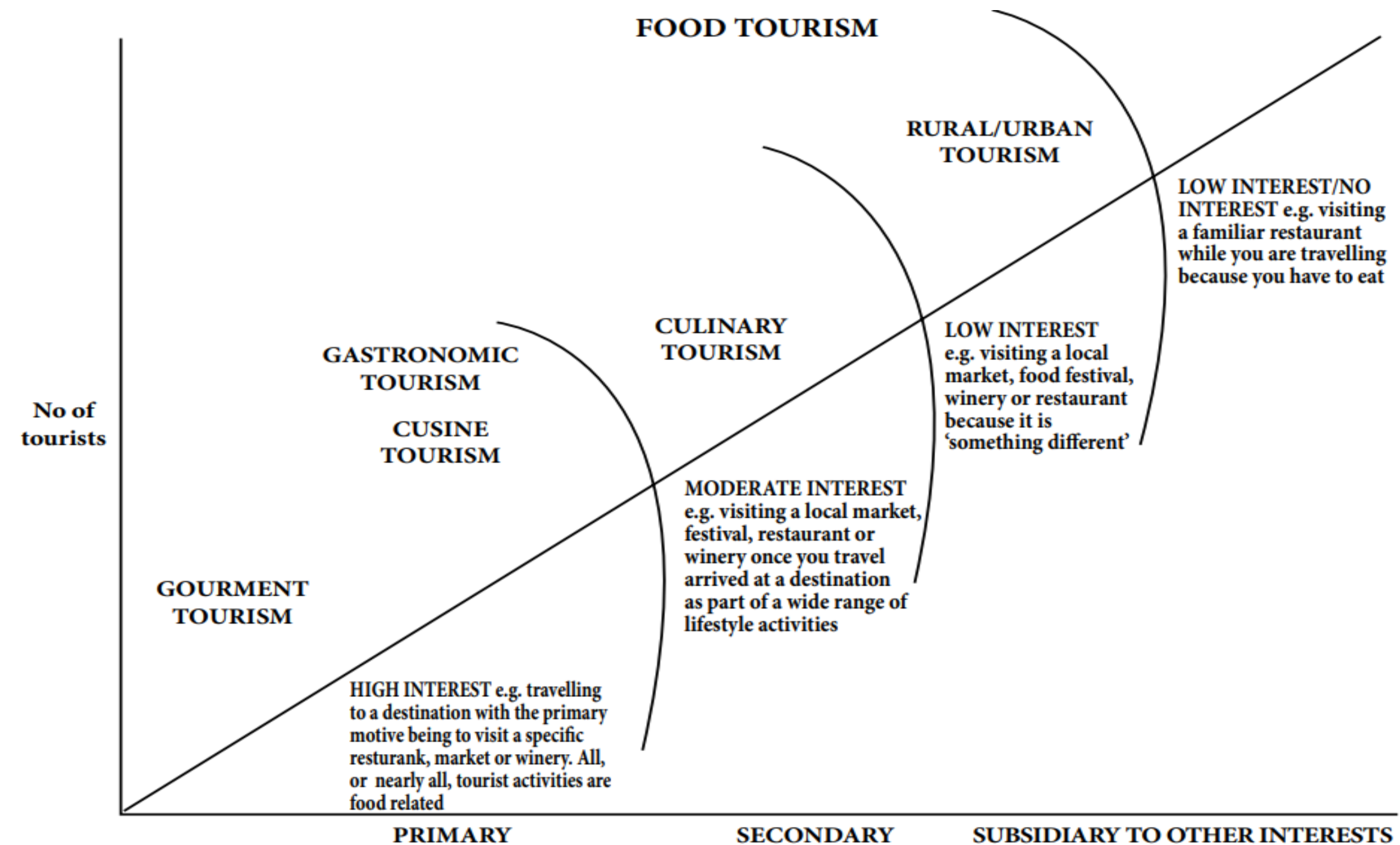


Fig. 7.1. Importance of interest in food as travel motivation





UNIT 7

Food satisfaction of
tourist.

Unit 7

Self-correction questions

Please, indicate the correct answer

QUESTION 1

The importance of food satisfaction of tourists is based on the premise that it meets two needs, a _____ and a _____ one.

- a) Psychological and social
- b) Psychological and economical
- c) Social and economical

QUESTION 2

A food experience can form a connection between people and their tourism destination, which can increase the overall satisfaction of the trip

- a) True
- a) False

QUESTION 3

What is a food tourist?

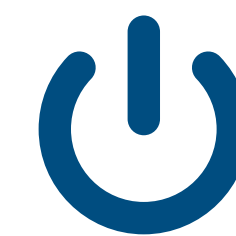
- a) A tourist who cooks his own meals during trips
- b) People who want to experience local food and culture
- c) Tourists who want to participate in local cooking lessons
- d) B and C.

QUESTION 4

Food consumption is not such an important element of overall tourism experience.

- a) True
- b) False

LINKS OF INTEREST



<https://www.youtube.com/watch?v=Hqh1Kk-3BYo>



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UNIT 8

Travel agencies and joining the gastronomy tourism routes.

In this unit we will deal with the topic of travel agencies and gastronomy tourism routes.

Travel agencies can promote the identity of a destination to national and international spheres. Traveling agencies are institutions that bring together touristic products (logistic, accommodation, food-drinks and other products) with consumers, provide consulting and information to customers, support the promotion of the country/region and generate new travel destinations (Cankül D., Demir İ., 2018). Another role of these institutions is to inform the consumer and manage purchasing decision. When considering gastronomic tourist big responsibilities fall to travel agencies in order to bring together culinary tourism and consumers and to offer experience.



Gastronomy experience can be related to food-drinks festivals, fairs, events, baking shows, food tasting, wine and other concepts about food events. Unfortunately, there are many tourist agencies that are lacking in information regarding gastronomic services.





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Travel agencies should take the gastronomical dynamics of the destination into consideration when they prepare tour programs. The gastronomic services that a travel agency could take in count are presented in **Figure 8.1**.



Fig. 8.1. Gastronomic Services (Cankül D., Demir İ., 2018)





UNIT 8

Travel agencies and joining the gastronomy tourism routes.

Gastronomic routes are popular tourism products within the gastronomic tourism. By experiencing a tourist route people can find information about other attractions. According to a survey from World Tourism Organization over 88% of tourists believe that gastronomy is an important element in defining destination brand and image and 67% stated that each country has its own gourmet brand (World Tourism Organization, 2012). The study mentioned that the most important gastronomic events are gastronomic events (79%), gastronomic routes (62%), cooking courses and workshops (62%), visits to local markets and producers (53%).

Gastronomic routes are the most advanced products of tourism. According to Gheorghe G. et al (2014), gastronomic routes are:” **a system that represents a complete and a thematic tourist offer defined by one or more routes from a particular geographic area (although, in reality, cuisine has no borders) with a number of products or tourism sites such as factories and restaurants, which are listed in tourist guides and revolve around a specific food, product or type of food generally with differentiated quality, and events or gastronomic activities.**” The main purpose of the gastronomic routes is to offer the tourist different types of attraction in a convenient package so that the tourist stays longer in the area. Gastronomic routes have success if they manage to activate gastronomic heritage and turn it into a gastronomic tourism as a point of attraction.

Did you know that...?



Recently, cuisine became an indispensable element in defining culture and lifestyle of a destination. Cuisine means respect for culture and tradition, sustainability, feeling and a healthy lifestyle.





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Gastronomic tourism is the most dynamic segment of the tourism market. The natural resources are turned into tourist products. Gastronomic offers must consider the access to cultural and historical heritage of a destination through tasting, making experiences and buying of products.

Destinations that promote gastronomic tourism must protect and recognize local products, develop a competitive offer, train and retrain professional human resources in order to increase tourist satisfaction.





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Travel agencies and
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Unit 8

Self-correction questions

Please, indicate the correct answer

QUESTION 1

What is the role of travel agencies?

- a) Traveling agencies are institutions that bring together touristic products with consumers, provide consulting and information to customers, support the promotion of the country/region and generate new travel destinations
- b) Their role is to promote the most famous destinations in order to gain money
- c) They provide destinations that correspond to their customers' requirements
- d) A and B

QUESTION 2

Gastronomic routes have success if they manage to activate gastronomic heritage and turn it into a gastronomic tourism as a point of attraction.

- a) True
- b) False

QUESTION 3

Destinations that promote gastronomic tourism must protect and recognize local products, develop a competitive offer, train and retrain professional human resources in order to increase tourist satisfaction.

- a) True

- b) False

QUESTION 4

The main purpose of the gastronomic routes is to offer the tourist different types of attraction in a convenient package so that the tourist stays longer in the area.

- a) True
- b) False

LINKS OF
INTEREST

