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Gastronomy and Tourism: Reflections on local food
consumption in urban and rural areas

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Gastronomy and Tourism: Reflections on local food consumption in urban and rural areas

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Foreword

Gastronomy and Tourism: Reflections on local food consumption in urban and rural areas

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Introduction

The ATLAS Conference “Gastronomy and Tourism: reflections on local food consumption in urban and rural areas” took place between 20th and 22nd February 2019 at the campus of the University of Évora (Portugal). The Conference was organised by CIDEHUS – Interdisciplinary Centre for History, Culture and Societies (<https://www.en.cidehus.uevora.pt>), University of Évora.

Food, gastronomy and tourism is considered a new area of academic interest (Maberly and Reid, 2014; Okumus et al., 2018) and a marker of social distinction (Okumus et al., 2018; Kim et al., 2009). Among the variety of research topics inside the area of tourism and gastronomy, local food consumption still needs further discussion. As highlighted in the literature, the consumption of local food is affected by a number of factors, destination environments, among others, being an example of a dimension that still needs to be discussed. Moreover, consumption of local food in rural and urban areas provides different perspectives in terms of environmental, social and cultural context. These challenges and perspectives suggest the need to reflect on the differences in how consumption of local food is influenced by the spatial context (rural and urban). Further, this meeting intends to reflect upon, discuss and open new avenues to enlighten researchers and practitioners by suggesting strategies and actions in order to preserve cultural and social authenticity for visitors during the process of their consumption of local food.

Gastronomy is an attribute that identifies the culture of a society and as such gastronomy states the history of a place and remains as a cultural symbol of many local communities. Gastronomy belongs to the cultural identity of a people and because of that it is transformed into a distinctive pull factor to attract visitors to destinations. In many regions, gastronomy provides the opportunity to have contact with the authenticity of different cultures (Fields, 2002, p. 39).

In certain cases the global experience of visiting a place is strengthened through the gastronomy of a region or country (Shalini & Duggal, 2015). In this type of travel, individuals seek to consume gastronomy products which stress the cultural legacy of a place (Gajic, 2015).

Urban and rural societies possess a specific gastronomic identity, which is different from region to region. Furthermore, this identity will establish a border between “us” and the “others”. Precisely, based on this claim, the conference of the ATLAS Gastronomy and Tourism Group Meeting sought to reflect on local food consumption in urban and rural areas in order to discuss new perspectives not only on the challenges affecting the future of gastronomy as a tourism product, but also on strategies, practices and policies to sustain and/or develop the competitiveness of tourist destinations. The aim of this special volume was to select papers from the conference “Gastronomy and Tourism: Reflections on local food consumption in urban and rural” that exchange and discuss ideas on tourist gastronomy consumption in different types of territories (urban and rural) in such a challenging context for tourism professionals and academics.

The ATLAS organization has chosen three papers that discuss the general theme of the meeting: one from Turkey, one from Portugal and one from Hungary.

Alev Arikan and Irfan Arikan (Anadolu University, Turkey), presented a paper with the aim of conceptualizing new terminology in food and gastronomic tourism, taking the development of tourism and food consumption into consideration.

Ana Castela (Polytechnic Institute of Castelo Branco, Portugal) and Carlos Costa (Aveiro University, Portugal), presented a paper about role of gastronomy in urban tourism experiences, studying the case of Lisbon’s Best Flavours Tour. With an approach based on qualitative methods, the authors determined how gastronomy experiences contribute to fulfilling the needs of urban tourists in Lisbon, Portugal.

Orsolya Szakály (University of Budapest, Hungary), presented a paper about the effects of influencers in a destination, specifically in the case of lake Balaton in Hungary. The aim of this work is to study the role of gastronomy in the development of a rural destination, Lake Balaton. With an exploratory research base approach, authors analysed consumers’ online comments on platforms such as Facebook, Instagram, Twitter and YouTube.

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New concepts within the scope of gastronomy and tourism

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Abstract

Tourism generates beneficial outcomes as much as it produces negative impacts in the conservation of natural and cultural resources. It also demands an awareness of the needs of local people, respect and appreciation for the culture and natural environment in order to achieve a balance between development and conservation. One area commonly mentioned in the literature that requires a closer reflection in terms of new concepts and in terms of its sustainability is the special interest area of gastronomy and tourism. Some of the concepts, defined according to the theme of the activity, are part of a micro-scale area and some of them are permanent in the tourism terminology due to the defined structures. When searching for new concepts of association between tourism and gastronomy, it is necessary to find a basis other than types to distinguish them according to the qualities they possess. The answers to “which tourism” or “what type of tourism” will lead us to new tourism concepts, like good tourism, fair tourism and organic tourism with their own framing and principles. The aim of this paper is to conceptualize new terminology such as tourism paradox, tourism equinox, tourism detox, good tourism, fair tourism, organic tourism, food paradox, food equinox, and food detox within the scope of gastronomy and tourism. This paper is based on a conceptual approach and relies on qualitative research taking the development of tourism and food consumption into consideration.

Introduction

The “romantization” of tourism has allowed special interest areas of tourism to distinguish themselves from mass tourism by assuming different designations such as alternative tourism, agrotourism, nature tourism, slow tourism and gastronomic tourism. These special interest areas have started to occur frequently in the academia as new tourism concepts. Some of these concepts, defined according to the theme of tourism activity, are part of a micro-scale area, and some of them are permanent in the tourism terminology due to the defined structures. These concepts made in the tourism industry's own practice do not make a scientific sense every time, and new tourism types or definitions are emerging every year. These special interest areas are segmentation based on target market needs, resulting in new products and new concepts, for example. The resilience verified in the tourism industry allows for constant adaptation to the market. But the scientific community and analysis by the academia are not always pursued in such dynamic fashion.

When tourism is considered as an industry measured by numbers, the perception that large numbers express success is indisputable. The figures may show the number of tourists, expenditure, bed nights spent as indicators of real success. Indeed, as in all economic activities, the value of the figures in tourism is significant and important. However, as in the case of all activities measured only in numbers, the number of sustainability opportunities decreases as tourism grows. That is why, in recent years, the real success is not the size of the figures, but the activity itself; it is measured not only by economic but also by the possibility of sustaining life in natural, local, social and cultural terms.

Gastronomy and tourism need new concepts with their sustainability features. The concept of sustainable tourism is the result of the works carried out in the academic sense rather than in tourism practice. Sustainability has become the basic concept to be used in the planning of tourism investments, in the formation and change of tourism policies. However, the concept of sustainability, which has to come in every sector in every field, has emerged to the forefront as a general concept and stands out with its quality.

The success of sustainable tourism in a destination depends on the participation of the local population in tourism activities (Lopez and Palomino, 2003). In the destinations where the local people are guided by the tourism industry and control is not exercised, sustainable economic development supported by agriculture and tourism can be achieved by ensuring the protection of natural and cultural assets (Wearing et al, 2012). There is a need for the field to come to terms theoretically with the contemporary and future realities of tourism as a truly global phenomenon (Minc and Oakes, 2012). Just as is verified in other industries, agriculture for example, the special interest area of Gastronomy and Tourism also needs to create its own new concepts. Based on a conceptual approach, this paper defines gastronomy, establishes the link to tourism, introduces and discusses a series of new concepts within the context of the sustainability umbrella.

Methodology

This paper primarily relies on qualitative research to understand the main futures of the new concepts such as tourism paradox, tourism equinox, tourism detox (Arikan and Ünsever, 2015), good tourism, fair tourism, organic tourism (Arikan and Ünsever, 2017), food paradox, food equinox and food detox (Dündar Arikan and Arikan, 2018) taking the development of tourism and food consumption into consideration. These new concepts were discussed in articles published in international periodicals and in the papers submitted to international conferences in the last five years. Just as in agriculture; instead of fruit agriculture, vegetable agriculture and leguminous agriculture, organic agriculture and good agriculture concepts are formed first as scientific and then legal, gastronomy and tourism need new concepts in terms of sustainability.

Although "more tourists = more tourism income" is a very understandable equation for every destination, there will be huge amount of social, cultural, economic and environmental problems faced by the local people as well as the tourists. If no effort to solve these problems is made, then an unsustainable outcome is virtually

guaranteed. At the very least, a credible effort is likely to push the destination or product in a sustainable direction, and can produce significant outcomes in terms of knowledge and experience gained (Faulkner et.al., 2001). As like in the Doxey's Irridex model, Doxey states that an increase in the numbers of tourists and a more developed tourism industry at the destination results in irritation in the host community. In other words, this can lead to incompatibility of the host and the guest. This irritation can take the form of unfriendly behavior personified as resentment from the local community towards tourism. This model suggests that communities pass through a sequence of reactions as the impacts of an evolving tourism industry in their area become more pronounced and their perceptions change with experience (Doxey, 1975).

The new concepts discussed in this study will help to avoid tourism paradox and food paradox where tourism industry destroys natural and cultural environment and local values in a destination that is necessary for tourism activities. Projects that focus on and emphasize the economic and social benefits should be undertaken in order to protect these values in the end. Besides the economic aspect of conserving local food culture it is also very important to protect the regional cuisine from the negative effects of globalization and international tourism.

The New Concepts

When looking at the increase of tourism in a destination, it can be said that tourism is a valuable part of the economy. The proposal offered by today's competitive paradigm is that the higher the number of tourists visiting a destination, the higher will be the income for the destination sounds good at first. Parallel with the increased tourism activities, new buildings, new lifestyles, foreign capital and new socio-economic relationships tend to appear rapidly at the destination and replace the traditional ones. The increased number of tourist arrivals gives the appearance of increasing desirability of the destination. However, negative impacts may surface if the development is not pursued in a sustainable fashion. There may be social, cultural, economic and environmental problems faced by the local people as well as tourists at the destination. Socially by disturbing the socio-cultural balance of local communities, culturally by the commoditization of local cultures and overcrowding of heritage sites, environmentally by increasing carbon footprint, pollution of water resources and destruction of ecosystems, economically prices inflation and land speculation (www.exofoundation.org/the-paradox-of-tourism).

The **tourism paradox** begins to appear at this stage since the natural and cultural resources that are worth seeing are consumed by the travelers. Tourism paradox is the name given to this phenomenon where tourism industry destroys natural and cultural environment that is necessary for tourism activities (Arikan and Ünsever, 2018). Thus, tourism paradox may also be labeled as unsustainable tourism. Projects that focus on and emphasize the economic and social benefits should be undertaken in order to protect these values in the end. Besides the economic aspect of conserving cultural and natural heritage, it is also very important to protect the destination from the negative effects of tourism.

Can we protect the destinations from tourism paradox? New projects and approaches to solve this problem and to establish healthy sustainable tourism destinations are becoming more important than ever. The balance, which does not change and disturbs the social and economic relations at the destination is called tourism equinox. The name “equinox” is derived from the Latin *aequus* (equal) and *nox* (night), because around the equinox, night and day are about equal length. Tourism equinox encourages the development of cultural and rural tourism to sustain local cultures, traditional lifestyles and industries, it seeks to utilize resources and the environment in a sustainable way, and it aims to generate the local economy by providing opportunities for employment and economic development. Also it demands an awareness of the needs of local people, respect and appreciation for culture and the environment and achieves a balance between development and conservation. For that reason, tourism equinox tries to solve this problem by advocating that the image presented should meet the needs of the local community and express their cultural heritage (Arikan et al, 2016).

The tourism paradox affects the tourism destinations, where relations of tourism industry have dominated roles over its unplanned and uncontrolled economic and social structure with unbalanced funds. Consequently, some destinations that have become favorite resorts with their unique touristic attractions have lost their characteristics, some of them have become extinct and most of them have lost the identity. The people involved in tourism in these regions where the economy of the society is based on tourism, were in search for “more tourists” in order to satisfy their economic profit in a very addictive manner.

Is antisepsis possible? Dialectics are the reality: the treatment is within the disease! Just as in the case of drug addiction, it is possible to be cured from the addiction. Tourism paradox is toxidation of destinations with the negative effects of the tourism industry. The period of tourism paradox can be seen as an opportunity to protect the natural and cultural resources of the destination which is called **tourism detox** (Arikan and Ünsever, 2015). Detox is a radical decision and it is not an easy process. Tourism detox is not the same as detox tourism, digital detox or unplugging from technology during holidays. Tourism detox is a treatment that is intended to remove harmful elements of tourism development from the destination. Mallorca Island in Spain is maybe the first resort that experienced the tourism paradox. They destroyed the natural environment as well as traditional architecture for the sake of tourism development. However to disengage from tourism paradox they tear down the huge hotels and reconstructed them with respect to nature on the island. Naturally the bed capacity in Mallorca declined. With the growth of the natural environment tourism income on the island has increased. This shows that tourism income has a tendency to increase, if the quality of the natural environment is improved. Tourism detox requires decreasing the demand of the number of beds in order to increase the income per bed and to disengage the region from dominant tourism activities.

The answers to “which tourism” or “what type of tourism?” will lead us to new tourism concepts, like good tourism, fair tourism and organic tourism with their framing and principles. Tourism generates beneficial outcomes as much as it produces negative impacts in the conservation of natural and cultural resources. It

also demands an awareness of the needs of local people, respect and appreciation for food culture and the natural environment and achieves a balance between development and conservation. Terms such as eco-tourism and alternative tourism have taken a prominent position in tourism literature (academic and marketing) since they were introduced in the mid-1980s. Ecotourism embraces aspects of both nature-based tourism and wildlife tourism but also includes elements of conservation, education, responsibility and community participation. It is best thought of as a form of tourism that is environmentally based, ecologically sound, educative and ethical (Douglas et al, 2001). Eco-tourism suggests that it has in place constraints that will prevent or inhibit uncontrolled development.

A sustainable strategy must engage all of the stakeholders in the planning of tourism. From an environmental point of view there have been numerous attempts at trying to 'green' the industry (Cooper et al, 2008). For the tourism sector, sustainable consumption and production will be essential as the sector faces the new realities of the green economy. Green tourism approaches will need to be transformed from a niche, fringe activity to the mainstream and mass markets (Cooper, 2012). Similar to these terms, the form of tourism which acknowledges that mass tourism has negative impacts for host communities and destinations, and which seeks to generate positive benefits while minimizing negative ones is called responsible tourism (Page and Connell, 2014). Harrison and Husbands (1996) describe responsible tourism not as a tourism type or product but rather as an approach to tourism that delivers benefits to tourists, host populations and governments (Douglas et al, 2001). Slow Food in action is the best welcome for new forms of responsible tourism (<http://www.cittaslow.org/content/why-cittaslow>).

In parallel to these terms mentioned above, **good tourism** is sustainable and respectful to the environment, does not disturb the existing social and ecological structure. It emphasizes local and traditional construction and is not the only or main economic activity of a region. Good tourism sustainability indicators will facilitate better decision making, involve the host community, identify emerging issues at the destination, identify tourism impacts, facilitate performance measurement of plans or strategies, reduce the risk of poor decisions, allow for greater accountability, facilitate constant monitoring and provide a catalyst for future action (Cooper, 2012). Good tourism is suggested as a general concept in the sense that tourism policies are created in a manner that is careful against deterioration, compatible with the requirements of sustainability, does not disrupt the social and cultural structure, opens to the world and shares with the world.

Fair trade is a movement to reform unjust trading practices, involving the payment of fair prices for goods and services to producers, and the development of equitable trading relationships (Page and Connell, 2014). Tourism models applied with good tourism concepts and tourism practices can be called as **fair tourism**. Destinations that do not change their original structure for tourism, and do not give up their own unique elements for the sake of tourism, share the values they have with good and fair tourism. They can increase their level prosperity without allowing them to distort and deteriorate. In other words, good tourism is strategically used in the tourism policy in the dimension of plans and the fair tourism is used as a sustainable tourism model. In Italy Toscana, in France Provence and in Austria Wachau have

managed to become very high-end tourism brands without compromising their own structures, and have been able to maintain their original structures with the support they receive from tourism industry (Randelli et al, 2012).

Tourism means that people's travel needs are organized as an economic activity. People need to know other people, see places where they live, learn about different cultures, take advantage of them, get something from them and give them something, and sometimes they need to show themselves and their skills. These needs arise from human nature. Humanity has evolved with differences and the differences that come together. For this reason, people who traveled in ancient years are accepted as narrators or wise instructors. Organic tourism is a concept that responds to the need of seeing other places, recognizing other people, that man has by nature. Organic tourism is a concept that does not exploit the need of the travelers for the sake of economic benefits. It responds to the need to visit other places and recognize other people. According to Gunn (1972) viewed in terms of a country or destination, the 'organic' image is the sum of all information that has not been deliberately directed by advertising or promotion of a country or destination. It is based on non-commercial sources of information. Organic tourism is a concept proposed as a provision of the tourism industry and a model that promises, with various advertisements and fictions only the truth, without using a perception management. The regions that fulfill the needs of the local economies as well as their tourism receipts will be able to increase their welfare with the applications of good tourism, fair tourism and organic tourism (Arikan and Ünsever, 2017).

On the other hand, production methods in the world change due to hybrid seeds that are produced by unhealthy agricultural products. Likewise unhealthy dairy products are obtained from animals genetically modified by industrial ways. Native species of animal and plant diversity are disappearing. People consume more and more animal protein than they need to stay healthy. Due to unhealthy and excess food consumption many diseases are caused. A food culture deformation is faced because of the changes in cooking, storage and preparation methods, eating and drinking rituals, and equipment used. Continuous depleted resources like water, soil, plants and animals, changing climate and the perishable balance of the nature could result in the future in shortages of natural resources and food. All of these constitute the **food paradox** concept (Dündar Arikan and Arikan, 2018). Food paradox is the name given to this phenomenon where globalization and expansion strategy of international companies destroys the traditional methods and local food varieties. This may have led to the closing down of local businesses and furthermore the loss of local culture (Ebster et al, 2009) and old flavors. Besides the economic aspect of conserving local food culture it is also very important to protect the regional cuisine from the negative effects of globalization and international tourism. There is a strong sense that aggressive food firms and the increased standardization of food threatens the inherent cultural and environmental qualities of local food, and a strengthening of regional cuisines is needed (Ilbery and Kneafsey, 1998).

Can we protect the local cuisines from food paradox? The balance, which does not change and disturbs the local food culture is called **food equinox**. Food equinox

encourages the development of the food sector to sustain the regional cuisine, it seeks to utilize food culture resources and the agricultural environment in a sustainable way, and it aims to generate the local economy by providing opportunities for employment and economic development. It also demands an awareness of the needs of local people, respect and appreciation for their food culture and the agriculture and achieves a balance between development and conservation. The promotion of local farmers' products and gastronomic traditions along with locally owned businesses encourage economic growth. Food, cuisine, and food traditions all have their roots in local agriculture (Slocum and Curtis, 2018). It is expected that local people and tourists will in the future prefer food equinox, with which they feel healthy and secure. Considering economic, social and environmental sustainability, the rules for obtaining healthy and safe food in the production process of agricultural products and afterwards constitute good agriculture (JIFSAN, 2010). For that reason, food equinox tries to solve this problem by advocating that the image presented should meet the needs of the local community and express their food culture heritage.

Food is essential for tourist consumption constituting up to one-third of tourism expenditures. We have previously analyzed the issue of food paradox that was mainly about the negative progress of the food industry. The period of food paradox can be seen as an opportunity to protect the local food and the traditional food culture which is called food detox. Food detox is not only the concept with the generally recommended diet programs in order to purify the body. Food detox is a treatment that is intended to remove harmful substances from the food culture. However, the implications will be different from one culture to another in order to reflect local context and identity such as cooking, storage and preparation methods, eating and drinking rituals, and equipment used.

Conclusion

A growth in interest in local food and producers may be the consequence of a reaction to the increasingly standardised and rationalised production and consumption of food. There is potential for gastronomy and tourism to strengthen distinctive identities and support local food traditions. The desire to avoid standardised and homogenised food experiences is welcomed by tourists and, simultaneously, could benefit local producers. Promoting local food and local food traditions allows communities to develop pride in their heritage and culture, which can lead to the development of social capital, the links, shared values, and understandings that enable individuals and groups in a society to trust one another and so work together (Keeley, 2007).

The findings of the literature search indicate that the destinations which meet the needs of the local economy as well as the tourism income, by protecting their own values, will benefit from the tourism industry with good and fair tourism strategies with the help of tourism equinox. The findings may not generalize to the destinations that do not take tourism equinox and food equinox into consideration. This study suggests several implications for the concept of sustainable tourism, determination of its framework, and the presentation of its principles as an important process. Nowadays, examples of sustainable tourism concepts, and a

tourism equinox based development models are needed in gastronomy and tourism. Consequently, to the new concepts introduced and discussed in this paper, further research can be conducted at different destinations in order to search for new development models including these new concepts in gastronomy and tourism.

In the pursuit of a sustainable model of development, the awareness of locals and visitors should be raised in order to prevent damage to the food culture and culturally unique cuisine. The food producers need to be sensitive to the protection of regional food, local pressures and needs taking food equinox into consideration. To be successful food culture has to rely also on the local population and on its participation in development of food production. Efforts should be made to promote local-food production and consumption as part of a regional economic-development strategy. Food and beverage vendors which represent the authentic nature of the region, and where regional dishes are promoted and served to visitors should be established (Murayama and Parker, 2012).

The success of tourism equinox and food equinox depends on effective management and marketing involving the principles of pleasure, rest and hospitality. The best outcome is when tourism equinox and food equinox is achieved with the help of good tourism, fair tourism and organic tourism, thus we don't have to worry about tourism detox and food detox.

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The role of gastronomy in urban tourism experiences: The case of Lisbon's Best Flavours Tour

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Abstract

In the last few years, urban tourism has especially increased in southern Europe as well as in the Mediterranean countries. Lisbon, capital of Portugal, is no exception perhaps due to having been voted the best 'city break' destination in 2018. Tourists to Lisbon are searching for culture, for new experiences and for interaction with locals. Historical Quarters are the most visited due to their cultural heritage and gastronomy.

Airbnb has diversified its activity and now provides gastronomic experiences allowing the tourists 'to eat like a native'. Thus, gastronomy has an important role in cultural tourism because it allows the tourist to become an active participant. It is important, at all levels, because it supports local culture by reinforcing the local identity.

Our methodological approach was based on the qualitative method through participant observation, informal discussions, interviews and netnography by a tour guide (also being one of the researchers). Results are based on the participation of the tour guide in one tour of "Lisbon's best flavours", considered one of the best popular gastronomic experiences in Lisbon and Airbnb's most sold experience in 2018. Data analysis was carried out through by crossing supply-demand perspectives.

Results indicate that tourists generally buy this experience to become acquainted with the culture and history of Lisbon. Further data analysis also reveals that the contact with the Portuguese hospitality and local gastronomy are very important factors as well. In fact, tourists rate the gastronomic experience at ethnic restaurants very positively, as it apparently figures into one of their desires in a city break holiday. Findings suggest that gastronomy is a major source for tourists obtaining deep knowledge about the culture and identity of the city.

Introduction

The tourism industry keeps on growing and tourists' arrivals are increasing each year. According to UNWTO 2019, the sector achieved 1.4 billion international arrivals, being the strongest year after 2010, with Europe reaching a record 713 million and an increase in demand of 6% above the previous year (UNWTO, 2019).

Travelling has become more and more facilitated through low transportation costs, the emergence and diffusion of Airbnb accommodations and other offerings.

Most of these numbers are connected with what we call 'city breaks'. According to IPK International in 2018 'city breaks' show positive growth (IPK, 2019). In fact, in the last years we have seen a renewed interest in urban tourism. Indeed, some of the world's greatest tourism destinations are cities that attract a growing number of visitors each year. Urban tourism has become one of fastest growing segments travel in the world because of the growing interest in cultural resources, as well as the renewal of cities, their image and attractiveness (Cazes & Potier, 1996).

Cities are witnessing the emergence of new travel motivations by tourists seeking authentic experiences. These experiences include the contact with locals, more knowledge of local customs and culture and they need to be memorable. Tourists seek to escape to their daily routine and co-create something different. Richards (2016) argues that experience production begins to dominate the tourism scene and the increased demand for experiences is also based on a growing need for individual creativity.

When we talk about this new type of tourism we must include gastronomy. It is a way to please tourists 'demands because it is a part of the immaterial culture. Furthermore, tourists spend a large part of their budget on food and wine, being the second factor after accommodation in daily expenses. It is, also, a way to know more about the history and culture of the destination, its identity and authenticity. Finally, tourists want to interact with others and share experiences. Gastronomy offers a way to bring together the visitor and the host.

The purpose of this research is to determine how a gastronomic experience contributes to the fulfilment of the needs of urban tourists to Lisbon. This paper is organized in four section. First, the literature review is conducted on the trends of demand for urban tourism and the relation between tourism and gastronomy. Second, the research methodology is layed out, followed by the presentation of the results and findings. Finally, a conclusion with the main findings, self-evaluation of the research and recommendations for further research are made.

Literature Review

Urban tourists

Cities have retained their central focus as a tourist destination by increasingly offering tourists the opportunity for diverse cultural experiences. For many urban tourists "*it is not specific attractions but rather the experience of being in a city*" (Haylor, Griffin & Edwards, 2008: 7). The historic neighbourhoods are places that continue to be at the core of an urban tourism experience because they have a distinctive sense of place, which is fundamental to the tourist. They are human spaces where visitors and locals could have what we can call 'civil interaction'. They meet people, they eat, they go shopping, they view or they simply pass time (Ibid).

Tourists seek unique experiences when travelling. In fact, experiential tourism has become one of the main trends of contemporary travel. It is a form of tourism where travellers try to avoid standardised experiences and large crowds. They prefer to focus on experiencing a city by connecting to its history and culture in small groups. According to the UNWTO (2017), the visitors' essential motivation is to learn, discover, experience and consume tangible and intangible cultural attractions/products in a tourism destination.

Tourists search for a broad range of cultural experiences that are original and authentic to enrich their cultural capital (Chang, Kivela & Mak, 2010). Cultural tourism has several aspects, both tangible and intangible such as works of art, language, gastronomy, arts and musics, etc. Cultural tourism is seen as the 'umbrella' covering a wide range of related activities such as gastronomic tourism and culture, in the context of experiential tourism. It is not only cultural heritage because *"the lifetime of residents, as well as the food culture of everyday life also identify the specific cultural identity of each place"* (Moirá, Mylonopoulos & Kontovdaki, 2015: 137) .

Tourists want more adventurous and experiential travels. Experiential tourism has become fashionable with *"experiences being the essential object of the trip and clients feeling an increasing need to experience and optimize their stay at their destination. When integrating aspects such as culture and local traditions, tourists feel immersed in the local way of life and receive a positive image of the visited destination"* (Henche, 2018: 4).

We can speak about experiences when there is an exchange between the consumer and those who conduct the experiences and they must be unique and authentic. Perhaps this is one of the reasons why Airbnb has since November 2016 begun to promote and sell city experiences, in addition to the accommodation, to meet the needs of tourists. Unique experiences are important because they support local culture development and preserve the identity of the place.

Today, urban tourists want also authenticity. MacCannell (1973: 589) claims that tourists are in a *"search for authenticity of experiences"*. Hosts can be authentic in their involvement in tourism activities as long as they are acting sincerely (Taylor, 2001). Thus, the quest for authenticity is nowadays the central driving force for tourist travel.

The experience in the city needs to be memorable. It is memorable when it is remembered after the consummation phase (Pine & Gilmore, 1999) and spread positive 'word of mouth' (Woodside, Caldwell & Albers-Miller, 2004). To be memorable it must have, among other attributes, interdependent co-created tourist-host relationships, authenticity, sociability and emotions (Williams, Yan & Williams, 2019) but must also guarantee the contact with locals.

When urban tourists visit a city they seek new experiences and escape from the daily routines. These experiences involve gastronomy as a way of getting to know more about the destination's culture. If they like the experience, they tend to revisit

the city and spread positive word of mouth (Woodside, Caldwell & Albers-Miller, 2004).

Tourism and Gastronomy

Nowadays we can observe tourism destinations adjusting their tourism offer because tourist's needs are constantly changing and increasingly seeking immersion in local cultures. According to Richards (2002: 3), 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."* Gastronomy has a close relationship with tourism and it is possible to find lots of academic studies indicating that gastronomy is a complement and a significant component of tourism (Çaliskan & Yilhaz, 2016). In reality there is a strong relation between gastronomy and tourism as 'foods' being a part of a touristic product or activity (Mak, Lumbers & Eves, 2012).

Tourist's experiences are arguably different from everyday experiences. The act of tourism offers complex experiences, memories and emotions related to places and we can say that the tourist experience is a past travel-related event which was significant enough to be stored in long term-memory. This is the case of gastronomy and its relationship with society. The gastronomy studies approach to tourism and its impact on communities, have many points in common with research on cultural tourism development (Scarpato, 2001) because gastronomy is a part of immaterial culture.

Tourists' gastronomy consumption has increasingly been turned into an attractive experience that provides high contrast and symbolic values (Mak et al, 2013) and *"food is often intertwined with the social, cultural and natural characteristics of a destination, and thus, carries significant symbolic means"* (Henriques & Custódio, 2010: 89). Furthermore, food can be seen as a primary motive and has a significant influence on the overall image of a destination (Quan & Wang, 2004) and one of the reasons tourists visit a city is to know its culture and its gastronomy (Bozic et al, 2017). Gastronomy as an intangible patrimony values the identity of the destination and *"it fits into the contemporary pattern of consumption tourism where the quest of new experiences yields a high level of satisfaction"* (Chang & Mak, 2018: 90).

Gastronomy is a key part of all cultures and plays an important role in tourism allowing tourists to access cultural and historical heritage (Garibaldi, Pozzi & Viani, 2016) and it increasingly popularity is the result of the growth of gastronomic experiences (Getz et al, 2014). A gastronomic experience is considered a sensory pleasure activity that fulfils the experiential part of a holiday experience because it can be regarded as an art form that satisfies all of the human senses: vision, tactile, auditory, taste and olfaction (Kivela & Crofts, 2006). Conversely, when tourists visit a country with another culture it is normal that they experience pleasure as an essential part of a holiday experience and *"dining out or a culinary or wine tour, for example, should be a pleasurable and memorable part of that experience"* (Ibid:

356). *“It is not important only what we eat and drink but also where and when we eat, how we eat and why we eat”* (Molz, 2007: 79).

Methodology

The methodological approach was based on four complementary qualitative techniques: participant observation, informal discussion, interviews and virtual ethnography (netnography). The Tour Guide (and researcher) acted as a participant in the tour, becoming a member of the group taking part in the tour, to co-create the experience but also to evaluate its authenticity. Observant participation was chosen not only because we can observe from a members' perspective but we also influence what we observe due to our participation (Flick, 2009). In taking part in the tour, the research had the opportunity to engage in discussions with the tourists. Seven interviews were conducted in the tour and results were analysed by crossing supply-demand perspectives by using NVivo12 to identify what tourists value the most in the tour. Finally, as the participants in the tour commented their experience online, resulting in netnography, also called virtual ethnography, which is an ethnography adapted to the study of online communities (Rageh, Melewar & Woodside, 2013). Overall, 334 comments were analysed on the Airbnb website referring to the experiences of the “Flavours of Lisbon” tour. The sample was composed by 59,2% women and 40,8% men, with 60,8% from North America, especially USA (52,4%) and 28,8% from Europe of which half were from the United Kingdom (14,4%).

Lisbon’s Best Flavours Tour

‘Lisbon’s best flavour’ is a gastronomic experience tour done in Alfama, one of the historic Quarters of Lisbon. It takes three and a half hours and a minimum of 12 people. The tour includes passing through the narrow alleys, climb and descend many staircases and observe the river’s scenery. The Professional Guide provides constant information on the history of Lisbon and Alfama, in particular, and creates an atmosphere for facilitating the mingling with the locals.

The group visits four small, cosy restaurants that provide ethnic cuisine and are family-run. Tourists are provided with *petiscos* (snacks), such as codfish cakes, sardines in olive oil, *chouriço* (smoked sausage) cheese and *presunto* (smoked ham) among others. A visit to a pastry shop is also part of the tour, for tasting some of the *pastelaria* (sweet specialities). The tasting of the different *petiscos* and *pastelaria*, is accompanied with the option of wines and liquors also from different regions of the country. The Guide is explicit in the explanation of the traditional ways of preparing the foods and the role that the foods had in previous generations.

The experience attempts to revive traditional culinary heritage by returning to classical ingredients and traditional ways of food preparation. This is also an aesthetic experience due to the use of ingredients in a way that engages the tourist’s palate and mind, trying to interact with tourist’s personal distinctiveness, feelings and lifestyles. In this experience tourists eat ‘like locals’ and they taste simple and unsophisticated peasant food that is prepared with care respecting its tradition. Tourists become active participants in the experience and are involved

through the direct contact with other members of the group, the guide and the neighbourhood, its people and way of life.

This experience also has a social function because food constitutes an effective and powerful tool for promoting socialization and establishing relationships. Tourists and hosts interact with one another in what is referred to by Urry & Larsen (2012) as a collective observation of the experience because they have entertainment and amusement which is experienced in the presence of other people in what Williams, Yan & Williams, Jr (2019) classify the visitors as gastro-tourists.

Analysis and Discussion of Results

Lisbon's Best Flavours Tour is a gastronomic experience but it's much more than that. It's also a piece of history and culture, interaction and sociability, authenticity and emotions. In terms of history and culture the guide refers the earthquake in 1755 and the reason why Alfama survived to that and maintains its medieval aspect. An explanation is given on the reason for the predominant use of tiles in the *façades* of the houses along with so many more aspects of Portuguese history, culture and society. But also, of the different foods, its preparation and cooking always with local ingredients and paired with wines from different regions of Portugal. The tourists' favourite seems to be the *pastel de bacalhau* (codfish and potato based fingerfood), not to be confused with *bolo de bacalhau*. Actually, when looking at both, they seem the same, but the locals know that the *bolo de bacalhau* is made with much more codfish and less potato. Little explanations made, either by the Guide or by the locals, and that tourists seem to enjoy. Along with the food's preparation, tourists learn about the food customs like the 1001 ways of cooking *bacalhau* (codfish), the hot soup that is served before or after the main course, depending on the region of the soup, the smoked meats, the coffee culture as the Portuguese drink several cups of espresso per day, sometimes accompanied by a *pastel de nata*, a custard pastry which is the favourite of the locals and tourists enjoy very much. On the Airbnb website the following comments were made by participants of the tour:

She not only introduced Portuguese food, but she also shared the history and traditions of them, making it a culturally immersive experience. She also shared a little about Lisbon and Alfama's history, which was a nice bonus to the tour. (Shi Ying, Singapore)

Not only will you leave the tour with a full stomach, but you'll have great stories and lots of Portuguese history to back it up (Taylor, USA).

This experience is not only of a gastronomic nature, but of a social one as well. The Guide manages to create opportunities for interaction between the different members of the group and the locals. She asks questions like what they do in their countries and what they eat usually, sort of an "icebreaker" to encourage socialization. Tourists welcome this approach:

She acted as the hostess of a moving feast and by the end of the tour a group of complete strangers felt sated with food and friendship (James, USA)

She helped everyone to connect. The group was perfectly sized: there was plenty of conversation while the entire experience felt personal and intimate (Tolani, USA)

Part of the experience was sharing our love of travel with the other guests on the tour, ending with us all going out afterwards to a local wine bar together (Sue, USA)

By the end we had made a new friend, which is exactly what we look for when we go to new cities. Thank you for sharing your town with us! (Anastasia, USA)

Using gastronomy, the Guide manages to increase bonding between the participants of the tour and explores it throughout the experience, focusing on its authenticity. Wang (1999) refers to existential authenticity when the tourist's experiences are not based on objects, but rather on the personal feelings involved in activities,

If you are looking for a touristy food tour, this is not for you. If you want to try authentic "mom & pops" pure home-hearted food, this is the tour you're looking for! She will take you down the alleyways and through the beautiful, historic streets of Alfama (Kristine, USA)

You can tell that she was sharing special, local, AUTHENTIC experiences (no tourist traps, we mostly went to family owned restaurants). (Natalie, USA)

The tourists appreciate the active involvement of the restaurant owners and their families. Keeping to small and traditional restaurants improves the experience and is a way of contributing to the collaborative economy and possibly preventing the commercial gentrification of the neighbourhood.

They support local businesses too which makes you feel great about stuffing your face (Jimmy, USA)

Super cool that your patronage goes to support small businesses and farm to table practices! (Christina, USA)

The tourists' consumption of local food generates a multiple effect, as Torres (2002) argues that it will benefit the local economy due to the link between food and drink and sustainability (Sims, 2009). On the other hand, tourists consider the experience memorable, and this aspect is important for people because it causes emotions. The expression of emotions is confirmed by the comments posted, for example,

We looooved the tour! Every stop was a delicious point of interest, where we not only learn about but tasted Lisbon's culture and history. I especially liked the small details, the carefully chosen spots, and the cheerful company (Matilda, UK)

Would absolutely recommend this to anyone who wants to see a slice of Lisbon "off the beaten path" and just enjoy a nice evening of great flavours surrounded by strangers who then become friends (Nicole, USA)

According to Tung & Ritchie (2011: 1371), an experience is memorable when it "is subjectively felt by an individual who is engaged with an event on an emotional, physical, spiritual and/or intellectual level"

Finally, when was asked about the motivations leading to the purchase of the tour, the respondents' replied that they were influenced by two factors. First by the fact of the tour being the most widely sold Airbnb experience, which aroused their curiosity. Second, by recommendation of relatives or friends who had already taken the tour.

Conclusions

The Airbnb gastronomy experience facilitates an opportunity for visitors to Lisbon to contact locals and learn about the history and culture of one of the most emblematic quarters of the city. Tourist commonly associated the experience with three essential words, "fabulous", "unique" and "delicious". Furthermore, tourist reiterated their appreciation for the Portuguese hospitality, and the general feeling of being welcome by their hosts. Overall, the tourists felt a sense of having contributed to the sustainability of the neighbourhood and its traditions. These feelings of emotions led to expressions of satisfaction directly to the Guide and the posting of messages on social media. In addition, many tourists decided on the tour based on recommendations by "word of mouth". So we have on the one hand the diffusion of Airbnb experiences all over the world using social media and on the other hand the so called 'word of mouth' which the literature suggests is very powerful in selling experiences and destinations, particularly when customer satisfaction is evident.

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Effects of influencers in a destination – The case of Lake Balaton

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Abstract

The question about the importance of local foods and beverages in a destination's life has become more and more interesting for the researchers. Gastronomic tourism plays an increasingly important role in consumer decision-making by the influence of local food and drinks because tourists easily explore the destination through its gastronomic heritage (Sziva et al, 2017). At the same time, many target areas cannot afford extra costs for marketing tools, such as making an image film. With the appearance of social media, a new mediator has turned up in the tourism industry's system, who are the opinion leaders. The aim of the research is to study the role of gastronomy in the development of a specific rural destination, Lake Balaton. The study presents the gastronomic offer of Lake Balaton, as well as a comprehensive portrait of the activities of the influencers at the destination. The research sought to answer two essential questions: what kind of communication takes place on a given online platform in terms of catering units in Lake Balaton and what is the role of the influencers. In order to answer the research question, a software called Sentione was adopted, which collected content from online platforms that were related to the topic based on the keywords. Following the analysis, it could be said that the presence of influencers can be observed in the Balaton region. Unfortunately, the visualization of sponsored content was not necessary during the research the regulation appeared at the state level after the research period so it cannot be detected in the research. The results of the research pointed out that in the future, the impact of sponsored content and the influence of influencers on consumers could be an interesting research topic.

Introduction

The Internet and web-based platforms encompass our daily lives. We use the Internet for more and more activities, such as hotel reservations or restaurant choices. 3.8 billion people use the Internet worldwide based on the survey of Internet World Stats in 2017, which represents 51.7 percent of the world's population. In Europe this percentage is 17 percent, that means 660 million people use the Internet. More than 50 percent of the world's population is under 30 years of age, of which 93 percent are influenced by social media. The Digital Economy and Society in the EU's summary paper (2017) presents the Internet usage habits of European Union citizens. It turns out that 80 percent of the users use the internet to search information and 63 percent of users on the Internet are part of some kind of social media platform. In the highlight of these statistics, it is inevitable to examine the social media's impact. With the proliferation of smart devices

(smartphones, tablets), it has been possible for social media to become part of our lives and to be a connecting force of contemporary relationships. With the emergence of social media, opinion leaders also surged, influencing consumers in their decision-making process based on their recommendations, in this case in the field of gastronomic tourism (Szakály, 2018).

Gastronomic tourism is considered a niche product and its role has been globally valorized in the recent years. No longer seem as simply a meal, gastronomy is increasingly being treated as a tourism product in itself. As such, it is indispensable to study the effects of gastronomy on destinations. This study begins with an overview of concepts related to gastronomic tourism and identifies overall current trends in terms of supply and demand. The research is carried out at the rural destination of Lake Balaton. After the identification of its gastronomic map, the research sought to determine the influence that opinion makers online, such as bloggers and other, have had on promoting the destination.

Meaning of gastronomy and gastronomic tourism

The eating habits of a nation and the evolution of its gastroculture are influenced by several factors, such as the habits of that nation, its geographical location, the climate of the area, and the historical and religious influences of the people. Each era had its own gastronomic milestone. In prehistoric times discovering fire and domesticated wildlife. The ancient Mediterranean is characterized by hospitality and the use of various spices (anise, coriander, caraway seeds). The curious thing about the age is that the term of “diet”, which Hippocrates thinks is about developing the right diet to maintain health, first appears. In the Middle Ages, hedonistic delights are the main focus, and with the discovery of America, Europeans experience new foods such as potato and tomato, which are important elements of our eating habits today. Mass production and globalization are typical for the post-war period, and today more and more attention is paid to healthy eating, destination-specific foods, and seasonality (Szakály, 2019).

Researchers distinguish gastronomy based on its role in tourism and the level of interests shown by tourists have a broad view related to gastronomy (gourmet tourism, gastronomic festivals) (Hall & Sharples 2003, Zahari et al, 2009, Lee et al, 2014a). Michalkó (2012) interprets gastronomy as a man-made attraction in which gastronomy complements the daily joy of the consumer with the extraordinary experience of a combination of unique flavors and environment experienced during consumption, such as trying a national cuisine or visiting a famous hospitality establishment.

Hall & Sharples (2003) state that gastronomic tourism is an experimental journey to a gastronomic region which includes visiting primary producers, gastronomic festivals, producer fairs, cooking shows, the tasting of quality food and all the other activities related to gastronomy. In addition, it is also a learning process about the different cultures including experimenting in order to gain or understand knowledge from the preparation of culinary specialties to consumption (UNWTO, 2012). At the same time, gastronomic tourism is a tourist trip in which the tourist's goal is to acquire knowledge about the characteristic food and drink of the destination in a

Importance of local food and beverage in gastro-tourism

There are several factors affecting the gastronomy of a region of a country, such as established habits, its geographical location, the climate of the area, and the historical and religious effects. These factors tend to affect the diversity and uniqueness of raw materials used and produced at a specific destination (Sims, 2009; Güzel & Apaydin, 2016). As destination specific foods and beverages are a significant part of the destination's offer, in many cases destinations use them to differentiate themselves from their competitors. A growing number of regions recognize the importance of local cuisines and apply them in their marketing strategies to promote the region as a destination choice (Horng & Tsai, 2010; Okumus et al, 2013). The presentation of the gastronomic experience plays an outstanding role in the field of international gastro-tourism research, and the so-called memorable gastronomic experience influences the attractiveness of a destination (Mykletun & Gyimóthy, 2010; Lee et al, 2014b; Gheorghe et al, 2014; Rabbiosi, 2016), particularly if accessibility and attraction are complimentary (Williams et al, 2014).

Table 1 includes a number of definitions related to gastronomy as identified in the literature.

Table 1: The collection of the various definitions related to gastronomy

References	Definition
Blichfeldt and Therkelsen (2010)	“ Local cuisine is a meaningful part of regional brands, not only for gourmets but also for the larger group of tourists who are interested in authenticity and in discovering the identity of a region (in fact, gourmets are not always looking for authenticity; local flavors may not appeal to them, and they may in fact prefer the haute cuisine restaurants featured in Michelin guides.”
Gordin and Trabskaya (2013)	“ Local cuisine is a powerful tool in the competition for tourists and it represents a valuable regional resource, a source of competitive advantage and a key component of a regional brand.”
Hall and Mitchell (2001)	“ Food tourism: 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 regions are the primary motivating factor for travel.”
Hall and Mitchell (2005)	“ Local cuisines are unique sources to develop, introduce and market a destination. When it is considered that gastronomic tourism is an indispensable and reflective part of developing and marketing a destination, tourists visiting a destination should be included in regional culture in all aspects.”
Hall and Sharples (2008)	“ Gourmet tourism: tourists with high interest in food and wine and their travelling motivation is primary the visit of specific food event or farmers' market All, or nearly all, visitor activities are food related.”

Hall, Mitchell and Sharples (2003)	<p>“Gastronomic tourism includes visiting food producers, eating festivals, restaurants and special places related to some special foods together with tasting a special dish, observing its production and preparation processes or eating a special dish from the hands of a very famous chef as well as seeing how a certain dish is being prepared.</p> <p>Gastronomic tourism which supports regional development by setting the link between food and beverages and tourism and strengthens local identity and culture as well as financial conditions should be more active and maintained. So, this will also contribute to protecting historical and cultural heritages and handing down them to next generations and ensuring its permanence.”</p>
Hernández and Mogollón et al. (2015)	<p>“Food is considered as an element of local culture and as an expression of the history, habits and traditions of a community or a geographical area. Gastronomy is getting an important role as a tool for the development of a new niche market and specialized destinations.”</p>
Hjalager (2002)	<p>“Some researchers define gastronomy not only as an important part of travel but also as a key motivation for it.”</p>
Hjalager (2010)	<p>“Gastronomy is becoming an important element of diversification and a tool for defining the brand and the image of a region, a country and a culture.”</p>
Kivela and Crotts (2005)	<p>“Gastronomy tourism: travelling for the purpose of exploring and enjoying the destination's food and beverage and to savour unique and memorable gastronomy experiences.”</p>
Kivela and Crotts (2006)	<p>“Although “gastronomy” is defined as the art of eating and drinking in many sources, it in fact is an inter-related branch of art and science that has a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture.”</p>
Lee, Scott and Packer (2014a)	<p>“...it appears that decision to travel for food is considered an important reason for selecting travel destinations. Therefore, there is some disagreement as when food becomes an important or primary motivational factor in tourists' decision making.”</p>
Leigh (2000)	<p>“Food provides a means of discovering the culture and local history of a region and provides tourists with a playful means for becoming acquainted with the destination. Gastronomy is part of the local character and a product of the mentality of a particular region.”</p>
Long (1998)	<p>“Culinuy tourism: the materiality of food of a destination that helps to ground the experience for tourists, helping them to relate it to their everyday lives.”</p>
McKercher and Chan (2005)	<p>“Furthermore, the decision to undertake destination activities, including those related to food, might be decided after arrival at the destination.”</p>

McKercher, Okumus and Okumus (2008)	“ Food tourism studies only examined the activities of tourists in the destination and so could only draw tenuous causal relationships between action (eating food) and motives (travelling for food); since eating food is a ubiquitous activity that everyone engages in at any destination, this method then cannot demonstrate a causal relationship between trip purpose and activities of tourists.”
Ontario culinary Tourism Alliance (2014)	“ Food tourism (also referred to as culinary tourism) is defined as “any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional or national cuisine, heritage, culture, tradition or culinary techniques of that region.”
Pullphothong and Sopha 2012)	“ Gastronomy emphasizes that food is a core component of every culture. Indeed when people visit to another place, they somehow may have the opportunities to perceive the local food which differed from their usual life. Thus, a gastronomic tourist is a particular people who are willing to travel the other place in attempt to taste and experience locally authentic cuisines of the destinations. Culinary tourism is defined as “the pursuit of unique and memorable eating and drinking experiences”. Therefore, gastronomic tourism refers to trips made to destinations where the local food and beverages are the main motivating factors for travel.”
Richards (2002)	“ Gastronomy has become a valuable means of molding regional identity and has emerged as an important indicator of tourist destinations, contributing to the creation of a ‘sense of place’.”
Sormaz et al. (2016)	“ Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. Gastronomic tourism activities that can be carried out at a destination provide direct and indirect employment and financial income. ²
Tourism Strategy and Action Plan 2011-2015	“ Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques.”
UNESCO (2012)	“ Gastronomy boosts the development of creative tourism and also contributes to the development of creative cities.”
UNWTO (2012)	“ Gastronomic tourism is an experiential trip to a gastronomic region, for recreational or entertainment purposes, which includes visits to primary and secondary producers of food, gastronomic festivals, food fairs, events, farmers’ markets, cooking shows and demonstrations, tastings of quality food products or any tourism activity related to food. In addition, this experiential journey is related to a particular lifestyle that includes experimentation, learning from different cultures, the acquisition of knowledge and understanding of the qualities or attributes related to tourism products, as well as culinary specialities produced in that region through its consumption.”

Source: author’s editing

Table 2: International gastronomic trends between 2009-2018

Place Date	1	2	3	4	5
2009	Locally grown ingredients	Mini desserts	Organic products	Healthy kids' food	New cuts of meat
2010	Locally grown ingredients	Local meats and seafood	Sustainability	Mini desserts	Locally produced wine and beer
2011	Local meats and seafood	Locally grown ingredients	Sustainability	Healthy kids' food	Hyper-local procurement sources (kitchen gardens)
2012	Local meats and seafood	Locally grown ingredients	Healthy kids' food	Hyper-local procurement sources (kitchen gardens)	Sustainability
2013	Local meats and seafood	Locally grown ingredients	Healthy kids' food	Sustainability of the environment	Kids' menu
2014	Local meats and seafood	Locally grown ingredients	Sustainability of the environment	Healthy kids' food	Gluten Free Kitchen
2015	Local meats and seafood	Locally grown ingredients	Sustainability of the environment	Healthy kids' food	Natural ingredients / minimally processed foods
2016	Local meats and seafood	Fast-casual concepts	Locally grown ingredients	Hyper-local procurement sources (kitchen gardens)	Natural ingredients / minimally processed foods
2017	Hyper-local procurement sources (kitchen gardens)	Fast-casual concepts	Natural ingredients	Sustainability of the environment	Locally grown ingredients
2018	Hyper-local procurement sources (kitchen gardens)	Natural ingredients	Vegetable-centric kitchen (fresh product)	Sustainability of the environment	Local meats and seafood

Source: author's editing based on American National Restaurant Association (2009-2018)

The American National Restaurant Association conducted an annual survey between 2009 and 2018 to hundreds of chefs about the international gastronomic trends and used the results to identify current and emerging. Table 2 shows the first five international gastronomic trends of the past 10 years, in which we can see the continuous presence of locally grown ingredients, local meats and hyper-local sources, like restaurant gardens. These are precisely the trends that have increasingly appeared in the Hungarian gastronomia and supply. The trends that are currently emerging include sustainability and the trend related to children's eating, which has not yet appeared in Hungary. In Europe, the importance of gastronomy is also becoming more and more relevant in terms of destinations (James & Halkier 2014), gastronomic tourism is mainly present in the primary foodie destinations like France and Italy. The new trends such as slow food (healthy, chemical-free, local food) and fast food bring new target areas in

gastronomic tourism, like the Scandinavian countries and Central and Eastern Europe (Hall & Sharples, 2003).

Hungarian gastro revolution and Lake Balaton

We can read more and more information about the changing of Hungarian gastroculture and we go through a so-called gastro revolution. But what does that mean? The meaning of gastro revolution can be explained as a change of attitude in a nation's gastroculture in which the gastroculture of the given nation is renewed. It can appear, for example, as a change in the use of cooking techniques. Zsófia Mautner⁷ (2018) on the basis of international culinary history believes that a gastro revolution lasts for 15-25 years and now we are at the third quarter of it. Such a revolution begins at the top gastronomy and then it descends to the lower levels. Thus, nowadays the opening of new generation restaurants and bistros led by qualified chefs has been widespread in the recent decades, new wave cafés have also appeared, it has become fashionable to visit producer markets, and a gastronomy related event is organized every week in Budapest.

According to the Hungarian National Tourism Development Strategy (Hungarian Tourism Agency, 2017) the development of tourism based on destination logic and the development of gastronomic tourism supports the goal of a viable countryside, healthy food production and supply. Furthermore, the Hungarian Tourism Agency's development strategy includes, in addition to high end gastronomic results, initiatives reaching a wider range of consumers such as assessing the gastronomic offer of waterfronts and defining development directions.

In addition to the outstanding gastronomic results in the capital, gastronomy is also becoming more and more significant in the countryside, as well. As a result, the effect of gastro revolution has already emerged in the area of Lake Balaton, in the Káli Basin or in Villány and its surroundings. One of the representatives of the developing countryside gastronomy is the SVÉT - Stylish Countryside Food - gastronomic event series (UNWTO, 2017).

The focus of this paper is on Lake Balaton, the largest lake in Central and Eastern Europe and the most popular destination in Hungary after the capital city of Budapest. In total, 34 settlements make contact with the water of the lake. Thereby, tourists do not focus on a particular settlement and visit the entire area of Lake Balaton. It is important to emphasize that this 'Hungarian Sea' is characterized by passive tourism with the addition of seasonality (Michalkó & Vizi 2004) despite its rich natural and cultural heritage. Balaton is also known for its wine regions and gastronomy, which have contributed to an increase in the number of hospitality units.

⁷ A well-known person in the national and Hungarian gastronomy, she started her blog Chili & Vanília in 2005.

Influencers as a marketing tool to promote a destination

Marketing organizations use guidebooks, brochures, booklets, and webpages to promote their destinations and to influence potential tourists' decision-making behavior through images and contents, which offer different and extraordinary experiences during the visitation (Okumus et al, 2013). The appearance and presence of influencers offer a new opportunity for destinations and service providers to reach consumers. In many cases, traditional marketing tools are expensive and service providers cannot afford to use these channels. Influencer marketing gives an opportunity for consumers to discover the unique side of the destination beyond the main attractions.

According to Guld (2019), consumers using social media are no longer interested in perfect videos, photo advertisements or what the destination thinks about its attractiveness. Consumers are interested in what kind of personal experience a person has in the given environment. The credibility of opinion leaders is greater than the advertisements produced by marketing professionals, because the information provided by the influencers are usually supported by pictures and videos, made by the opinion leaders, reflecting their own experience, so the quality and credibility of the information is also more substantiated (Hennig-Thurau et al, 2004; Töröcsik, 2014; Magno, 2017). Opinion leaders may also be influenced by food establishments, particularly if it is the case of sponsored contents. Here, the restaurant somehow compensates the opinion leader in order to influence the consumer through their personal platforms during the decision-making process. However, this may cause a double feeling: a positive one, if platform encourages the consumer to try the particular restaurant or a negative one, if the consumer has detected a deception in the post. According to the study by Lu et al (2014), if the influencer sincerely reveals that it is a sponsored content, that means that influencer does not want to mislead the consumer and the content will be more acceptable among the consumers. According to Wang (2011), the importance of culinary portals is also evidenced by the fact that this is the third most interesting topic after the relationship between women and men and travel experience portals. Restaurants, local producers, or even cooking courses can work together with gastro-influencers. The power of influencers often lies in the fact that they are "one of us", thus we can believe them, because they represent the same values as that of the consumers.

Research methods

The methodology is based on the literature review and consumer generated comments analyses. The research analyses Lake Balaton, the second most visited tourist destination in Hungary. The main objective of the study was to create an exploratory research about the transformation of the gastronomic offer of Lake Balaton, based on the communication with consumers on the online platforms. The software SentiOne was used to analyze the comments on different online platforms (Facebook, Instagram, Tweeter, YouTube). SentiOne software is an insightful social listening and online reputation management platform. Balaton and food were used as keywords. The comments were analyzed based on who generated it (catering unit, consumer, influencer, domestic or international) and what kind of

hospitality establishment is the opinion directed towards, such as winery, bistro, restaurant, street food truck, coffee shop, food-related place with accommodation or food festival. The examined period was between January 1, 2017 and December 31, 2018. The total sample of reviews was 447, after the data cleaning the accepted reviews dropped to 368.

Research results and discussion

Of the 368 reviews examined, 81.5% were on Instagram, a photo sharing platform. Instagram is a social media interface where users can share photos and short videos from their smartphones using hashtags. The fact that Instagram has reached such a high percentage is due to the use of hashtags. All posts are characterized by the positive opinions, which means that users share only their positive experiences.

Table 3: Distribution of online platforms

Online platforms	Number of responses	Percentage of the total
Instagram	300	82%
Twitter	29	8%
Portals	20	5%
Facebook	16	4%
Other	3	1%
Total	368	100%

Source: author's editing

The influence score⁸ supports the standpoint that opinion leaders have enormous impact on consumers, for example well-known chefs (in this case Födrös Zé) – who are also well-known opinion leaders on the social media – achieved 8 out of 10 on this measurement. Among the supplier posts, most were generated by restaurants, domestic consumers posting about the bistros, street food, food trucks and wineries, while opinion leaders also generated their comment for restaurants and wineries. The fact that the most common expressions are #mutimiteszel⁹ and #foodphotography in the word cloud suggests that the study should be extended using these expressions as key words.

⁸ It is a measurement method that is provided by SentiOne software. The result represents how powerful the influence of the post is based on the reposts, comments and likes.

⁹ It is a Hungarian expression, it means #showwhatyoueat in English.

Table 4: Distribution of catering units

Catering units	Number of responses	Percentage of the total
Bistro	83	28%
Restaurant	78	26%
Vinery	51	17%
Street food services	37	12%
Food-related place with accommodation	28	9%
Confectionery	11	4%
Coffee shop	6	2%
Food festivals	6	2%
Total	300	100%

Source: author's editing

The results indicate that the distribution of catering units is mixed. More than half of the comments are related to bistros (28%) and restaurants (26%). The interest of wineries (17%), street food providers (12%) and food-related places with accommodation (9%) is moderate. The confectioneries (4%), coffee shops (2%) and food festivals (2%) represent users that are least likely to generate contents on Instagram.

Table 5: Distribution of content generators

Content generator	Number of responses	Percentage of the total
Domestic users	172	57%
Suppliers	59	20%
Domestic influencers	54	18%
National users	4	1,5%
National influencers	4	1,5%
Others	7	2%
Total	300	100%

Source: author's editing

59% of the comments come from domestic users. The second largest content creator group is suppliers (20%) followed by domestic influencers (19%). The sample contains international users as influencers because they used Hungarian hashtags.

Based on the research suppliers' contents directed to the restaurants, consumers generated their comments about bistros, street food providers and wineries. The influencers made their posts for restaurants and wineries.

Conclusions and recommendations

The statistical data presented supports the influential power of the Internet and of the social media in particular. Guld (2019) reports that influencer marketing has been present in international practice since 2015. However, due to its novelty, influencer marketing is still characterized by uncertainty and therefore it holds a challenge for researchers, for measuring efficiency for instance. Findings suggest that the new wave bistros, street food providers and wineries are the center of the consumers demand. So, these attributes could be used for building the destination's brand. Local food and beverage can be the starting point for the design of travel packages or the creation of thematic trails and tours, placing gastronomy at the heart of product development and contribute to destination development. As much as data helps professionals make decisions on destination marketing, given the choice of methods used for this research and destination specificity, the conclusions cannot be generalized to other destinations.

The sponsored contents effect on the consumers' decision-making process could be an interesting topic for further research. Furthermore, the effects of photo sharing platforms can be an interesting research topic from the side of consumer behavior or the demand of catering units. Considering that most of the comments are realized on a photo sharing platform it means that gastronomy enthusiasts prefer platforms that provide visual opportunities. Therefore, further research is recommended on another photo-sharing platform, the so-called Pinterest. It would be advisable to expand the keywords of the research with the most common hashtags, and to repeat it periodically to keep track of the trend change.

In conclusion, gastronomic tourism is a new, dynamically developing segment of tourism. Gastronomy is an important diversification tool for defining a region, country, or culture. Given its destination amenities (natural, historical and cultural) and the influence of opinion leaders, gastronomy could reduce seasonality. Gastronomy can be a tourism product, source of motivation to visit or a complementary product or a service provide to provide physical needs.

Lastly, the study is limited to Instagram, but it contributes to understand the presence of influencers and their activity on the platform. Influencers are used more frequently as marketing tools, and this study contributes to a better understanding of the rapidly evolving relationship between influencers and gastronomic tourism.

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What is ATLAS



The Association for Tourism and Leisure Education and Research (ATLAS) was established in 1991 to develop transnational educational initiatives in tourism and leisure.

ATLAS provides a forum to promote staff and student exchange, transnational research and to facilitate curriculum and professional development. It currently has 175 members in 60 countries worldwide.

What are the objectives of ATLAS?

- To promote the teaching of tourism, leisure and related subjects.
- To encourage academic exchange between member institutions.
- To promote links between professional bodies in tourism, leisure and associated subjects and to liaise on educational issues, curriculum development and professional recognition of courses.
- To promote transnational research which helps to underpin the development of appropriate curricula for transnational education.

What does ATLAS do?

ATLAS promotes links between member institutions through regular meetings, publications and information exchange. The main activities of ATLAS currently are:

- Organising conferences on issues in tourism and leisure education and research. International conferences have been held in Canterbury, UK (September 2016) and in Viana do Castelo, Portugal (2017). The annual conference in 2018 will be organised in Copenhagen, Denmark. Regional conferences are also held in Africa, Latin America and the Asia-Pacific region.
- Information services and publications, including the ATLAS website and members' portal, the annual ATLAS Reflections, Facebook and LinkedIn.
- Running international courses, such as the ATLAS Winter University in Europe and the Summer Course in Asia.
- Organisation of and participation in transnational research projects, for example on cultural tourism, sustainable tourism, and information technology. ATLAS is participating in two major European projects. The Next Tourism Generation Alliance (NTG) for implementing a new strategic blueprint approach to sectoral cooperation on skills and the INCOME Tourism project to develop soft skills into higher education curricula and to strongly cooperate with businesses.
- Research publications and reports.

What are the benefits of the ATLAS membership?

- Regular mailings of information, updates on ATLAS conferences, meetings, projects, publications and other activities.
- Access to the members' portal on Internet with exclusive access code.
- Participation in the ATLAS information lists for everyone within ATLAS member institutions, as well as for the different Special Interest Groups.
- The annual ATLAS international conference, which provides an opportunity to network with other members.
- Conferences organised by regional sections.
- ATLAS members can participate in a wide range of projects run by ATLAS in the areas of tourism and leisure education and research.
- Members have access to research information gathered through ATLAS
- International projects.
- ATLAS members are listed on the ATLAS website, giving teachers and students easy access to information about member institutions via Internet.
- Distribution of information about member events, programmes, projects and products via the ATLAS mailing list and ATLAS website.
- ATLAS members are entitled to substantial discounts on ATLAS conference fees and selected ATLAS publications.
- Contacts and lobbying through ATLAS links with other international organisations.
- Opportunity for students to take part in an established academic and research network.

ATLAS Special Interest Groups

Members of ATLAS can form and join Special Interest Groups related to specific education and research topics or for specific geographical areas. Special Interest Groups run research programmes and can organise special events and publications related to their area of interest. The current Special Interest Groups are:

- Cultural Tourism Research Group
- Gastronomy and Tourism Research Group
- Business Tourism Research Group
- Cities and National Capital Tourism Research Group
- Volunteer Tourism Research Group
- Events Research Group
- Dark Tourism Research Group
- Heritage Tourism and Education Research Group
- Space, place, mobilities in Tourism Research Group

ATLAS Regional Sections

ATLAS is also represented at regional and local level by sections such as ATLAS Europe, ATLAS Asia-Pacific, ATLAS Africa and ATLAS Latin Americas. The regional sections of ATLAS have developed their own programme of activities and publications to respond more closely to the specific needs of members located in these regions and those with related research interests. Membership of ATLAS regional sections and Special Interest Groups of ATLAS is open to all ATLAS members at no extra costs.

The ATLAS publication series

As a networking organisation, one of the main tasks of ATLAS is to disseminate information on developments in tourism and leisure as widely as possible. The ATLAS publication series contains volumes of selected papers from ATLAS conferences and reports from ATLAS research projects. The ATLAS Tourism and Leisure Review gives ATLAS members and participants of the ATLAS conferences and meetings a platform to publish the papers they have presented. The editing will be carried out by an editorial board / field editors. All publications can be found and ordered in the online ATLAS bookshop at: shop.atlas-euro.org.

Join ATLAS

ATLAS membership is open to bona-fide educational institutions and professional bodies with educational, research or professional interests in tourism, leisure and related areas. If your institution is interested, complete the application form on the ATLAS homepage at www.atlas-euro.org.

How much does the ATLAS membership cost?

Since 2016 the annual institutional membership fee for ATLAS is € 325. For organisations located in countries in Central and Eastern Europe, Africa, Asia and Latin America the fee is € 200 per year.

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www.atlas-euro.org**

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ATLAS Review Volume 2019 – 1
Dark Tourism and Higher Education

ATLAS Review Volume 2019 – 2
Destination Dynamics

ATLAS Review Volume 2019 – 3
Gastronomy and Tourism: Reflections on local food consumption in urban and rural areas

ATLAS Future events

ATLAS SIG meeting Gastronomy and Tourism
The dynamics of construction of *gourmand* tourist destinations in the world
Angers, France
12-15 February, 2020

ATLAS Annual conference 2020
Tourism as a driver of regional development and collaboration
Prague, Czech Republic
8-11 September, 2020

ATLAS SIG meeting Events and Cultural Tourism
Festivals Cities and Cultural Tourism
Edinburgh, United Kingdom
22-23 October, 2020

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