

## CONTEMPORARY TRENDS AND DEVELOPMENT STRATEGY OF CULINARY TOURISM

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### ABSTRACT

At the end of the twentieth century, due to the fluid behavior of tourism, the concept of large-scale tourism was abandoned, to be transformed into the development of tourism based on protection and special forms of tourism.

In the new stage of tourism development, food becomes an essential part of the tourist experience, which creates particularly exploited forms of food-related tourism, the most important of which are: gourmet, culinary, rural and culinary tourism.

It should be noted that the practical division is difficult to specify exactly, because these types of tourism are intertwined and include segments of other alternative types of tourism. However, the basis of the formation of culinary tourism can be analyzed by defining the terms related to culinary tourism and determining the factors that condition it.

**Keywords:** *tourist services, quality, culinary tourism, tourism industry, consumers*

### INTRODUCTION

Cooking is an activity based on experimental practice, with distinct historical character, development limited in time, with a global tendency to spread and accept. Culinary is a segment located on the line of connection between the primary human needs, human nutrition, food preparation methods, the study of preparation processes and their use for the purposes of alternative tourism.

Culinary tourism, in contrast to the classical theory of tourism in which it was considered that they are not serious factors for development and that they do not have a special impact, today appear as an accelerator of tourism and hospitality.

It is significant to note that culinary tourism appears and develops at a time when in the world there are two problems related to people's food, which are simultaneously interactive - a causal factor for the development of culinary tourism.

This new moment is determined as:

- a problem arising from lack of food
- a problem arising from improper nutrition of the population.

It is interesting that culinary tourism finds a special place in the rest of the world where the question of the existence or lack of capacity to feed the population is solved, the problem of feeding the population is also solved, but the problem of nutrition is modified. in the direction of finding ways of proper nutrition. Culinary tourism is motivated by tourists' need for new gastronomic, food and culinary experiences. These goals can be classified into two large groups: natural - culinary and culinary - cultural attractions.

Culinary tourism is a real breakthrough for some environments and represents an element used for economic affirmation. Culinary tourism, due to the specifics related to the dependence on live work, solves a good part of the unemployment issue, creates excellent income and foreign exchange flows, improves the basic needs of people, creates a favorable economic ground. Therefore, hardly anyone, or rather no one, pays attention to the negative consequences that arise from the rest of the actions that occur as a result of tourist visits to those countries.

Culinary tourism is a special, alternative form of tourism, which is inspired and motivated by the need for culinary experiences and to gain knowledge about the technical-technological process of preparing dishes. According to (Erik

Wolf)<sup>1</sup>, president of the International Culinary Tourism Association, culinary tourism represents the development and promotion of "food and beverage preparation" as an attraction for tourists. In tourism theory, there is considerable inconsistency and terminological disparity in the definition of culinary tourism.

Tourism theory, in terms of defining the term culinary tourism, is usually defended with the thesis that tourism in general and alternative forms in particular are relatively new and new phenomena and that tourism theory is growing and maturing. In the modern theory of tourism, there is a rush of definitions for culinary tourism, which does not result in a concrete definition and clear attitudes. That is, culinary tourism is a form of tourism related to food, for this reason it is often mistakenly defined as a special form of rural tourism, as a special form of cultural tourism and most often only as part of some tourist trips.

Culinary tourism is a special form of tourism, which conveys a part of the culture of cooking and which conveys only the technical-technological content of cooking, the value of the dishes, their influence and meaning for man.

According to (Lisa Goldman)<sup>2</sup>, the development of culinary tourism is inspired by the relationship between cuisine and culture, because they complement each other and cannot do without each other. Culinary tourism is so popular because it connects us to a way of life, including family history or the history of places and their culture.

These claims go to the point where, according to (Erik Wolf), culinary tourism is a substitute for cultural tourism, because cooking is a manifestation of culture, but also because food and drink are part of the five human senses and leave memories in people. , more than any museum visit.

But in the same context, Wolf (Erik Wolf) creates a dualism, saying that culinary tourism means FLOSS - freshness, locality, organic production, seasonality, sustainability (FLOSS: fresh, local, organic, seasonal, sustainable) . Wolf denies entering the realm of rural tourism and says:

Culinary tourism is farm-to-table tourism, so many restaurants are adapted to tourism programs in a way that means that culinary tourism is interested in the sphere of production and the technique and technology of agro-production - which is not true.

The significance of the differences of culinary tourism from other alternative forms of tourism can be determined by analyzing the essential and practical character of the comparative forms.

Basically, culinary tourism is not part of cultural tourism. Cooking is part of people's living culture, but culinary tourism is not always connected with traditionalism, which is basically the carrier of the cultural life of a country's population. Most of the time, in modern cooking, it is about professional technique and work technology.

Culinary tourism is not rural tourism, nor is it an integral part of it. Rural tourism provides the structure of food production, production technology and production technique of agricultural products, and the tourism-accommodation base is located in rural areas, to convey the village environment, lifestyle and culture of the rural environment.

Culinary tourism uses some of the elements of village tourism, such as traditional food production, but this does not mean that it is an integral part of it. On the contrary, the basic motive of culinary tourism is the production of dishes and the creation of a new culinary imagination quite attractive for tourists.

Culinary tourism is the carrier of cultural foundations, but the question arises: "are all potential tourists motivated by the cultural aspect of cooking or are the recreational, educational, food, business segments also in question". Culinary tourism is an activity that consists in providing services in order to meet the needs of tourists related to the change of permanent residence from culinary-tourist needs, but also to the needs of the resident population.

Cooking is carried out with production, processing and finishing, but most often with the finalization of products from other economic activities, such as agriculture, industry, crafts. If hospitality cooking is singled out, as the most prominent kitchen activity, then we can define it as the processing of raw materials, semi-products and products, with the investment of additional work to shape the products from the previous stages that are shaped as a culinary service in the series of stages in which the general social activity takes place, which comes after the extraction and processing stage.

Tourists have two basic options. One of them is the kitchen vacation, in which customers adapt their stay in the accommodation facilities or outside them with certain multi-day programs for training and cooking lessons. The second option is to organize culinary tours in different destinations and take an active part in the preparation of the dishes. In Europe, culinary residency programs in hotels include rental car visits to nearby villages.

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<sup>1</sup> Erik Wolf, International Culinary tourism Assosiation, Ontario, Canada, 2001

<sup>2</sup> Lisa Goldman, Tour de Forks, Ontario, Canada, 2002

At the end of the analysis of culinary tourism, a parallel should be made with the theoretical views in different sciences and scientific disciplines and their mutual relations. Tourism theory is often criticized by tourism critics when defining and conceptualizing general tourism and modern alternative forms of tourism. Culinary tourism is emerging at a time that coincides with modern international performance strategies, according to which the total operation is based on the demands and needs of the consumer. This is the first moment that contradicts the classical school of tourism, which sought the motives of tourist trips exclusively in the three segments sun - water - air, and not in alternative motives and opportunities.

Culinary tourism begins and develops in the third period of tourism development. In the first two periods (the period of the privileged classes and mass tourism), cooking was only a secondary segment related to the satisfaction of the biological needs of tourists, today cooking is a dominant tourist motive, which influences the choice of destination and the form and forms of realization of tourist activities.

When an explanation is given for the theoretical bases of culinary tourism, it should be started from the demand in culinary tourism, which brings researchers into an interactive correlation with the motivational factors. According to a research<sup>3</sup>, there are four basic motivators for participation and the role of food in tourist motivation. The authors of the research link the motivators with the social psychological structure, in terms of the understanding of the models practiced in the research of touristic demand. According to Hudson<sup>4</sup>, the two sets of initiating (push) factors and attracting (host) factors refer to: familiar food used by potential tourists (push factors lead them to unfamiliar food that appears as an attractive motivator.

Given the fact that the definition of a culinary-tourism product must include all the natural elements of tourism and cuisine, in particular, it must be based on three basic questions that are analogous to other activities: "the question of those who produce, the question of what producers produce and offer for exchange and the question of those who buy". It is characteristic of any production, and especially of culinary production, that the content of the product is immediately visible and appreciable, to be devoted to special attention to the product as the final result of the culinary-tourist activity.

Seen from the point of view of tourism theory, for a long time attention has been paid to the total offer of tourist services - hospitality and almost generally the goods that are offered, that is, the specific product that is placed in the tourist market. Here the emphasis is on the culinary product, because it was only an additional part of the tourist offer. The reason is probably that tourism was seen as a group of service activities, therefore the object of exchange in tourism was called service and the content of tourism consumption was rarely or rather not taken into account at all.

When defining the product in culinary tourism, one should start from the basic settings for culinary tourism. That is, culinary tourism is completely different from the experience gained from one or more meals. Culinary tourism includes various activities from simple cooking, from the experience gained in agrotourism, from the experience gained in the food industry, from discovering the identity of the national cuisine. It includes learning and participating in culinary activities and learning from great culinary masters.

Culinary - the tourist product directly affects the formation of the concept of culinary tourism (more precisely, the owners of accommodation and catering facilities in hotels, chefs, companies that deal with food products, tour operators) and transporters in the tourism industry.

Culinary tourism product means the activities related to the need to satisfy culinary-tourist needs, which refer to:

- organization of parties related to food
- agro tours related to culinary tourism
- culinary and agricultural themed tours
- selected tours (U-pick) culinary and agro-tours
- culinary packages offered by tour operators
- culinary tours with motives caused by the partnership: producer - restaurant
- activities of associations specialized in regional and national cuisines
- events promoting regional products

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<sup>3</sup> Agjencia e Zhvillimit të Uellsit (WDA) (2000a). Duke ngrënë në Uells, një udhëzues për shije Anëtarët e balenave . Cardiff: WDA.

<sup>4</sup> Hudson, S. (1999). Sjellja e konsumatorit në lidhje me turizmin. Në A. Pizman & Y. Mansfeld ( ed) Sjellja e Konsumatorit në Udhëtim dhe Turizëm (fq. 7-32). Nju Jork: Hawthorn Press

- culinary and agricultural fairs.

The product in culinary tourism consists of:

A) Kitchen section

- the materials, products and semi-products that are needed for the production of food and cooking, characteristic of the touristic place, the touristic region or the country.
- materials, products and semi-products needed for the production of food and dishes, characteristic of international cuisine.
- the technology and techniques necessary for the preparation of national dishes
- the technology and techniques necessary for the preparation of international dishes
- technology and technique for national cuisine
- technology and technique for international cuisine
- Experts and presenters of national and international cuisine
- presentation of kitchen products.

The culinary segment highlights the historical and geographical characteristics of certain culinary products or procedures (dishes, ways of serving). Consumers in culinary tourism should enjoy the history, special features, expertise and taste of the food.

In the case of the classification of culinary tourism, it starts from the assumption of the existence of a theoretical interest in knowledge, but also a practical purpose and with a determined approach to classification. The theoretical basis towards which culinary tourism tends is based on the study of food, the technique and technology of preparation, traditional and modern, food preservation and the like.

The classification of culinary and culinary tourism should begin with food, because food is an essential part of the tourist experience in culinary tourism. Food is now not only an integral part of tourist travel, but represents a strong motivating factor on the basis of which some forms of tourist travel are formed.

Grosso modo, the first level of classification refers to two main constituent elements - cuisine and tourism. The division of basic activities determines not only the expectations and the level of needs that must be met in practice, but also the methodology, principles and rules that we will be guided by during their study.

The separation of the two basic spheres shows that in practice it is a question of a high level of expectations, which are different from the requirements and coverage of basic needs that are the object of other types of tourist trips. Tourists in culinary tourism are usually connoisseurs of cooking and/or eager for culinary experiences, but are virtual in the culinary dimension, in some parts, activities and/or segments of it that are conceptually related to cooking.

In the new strategic approach, the diversification strategy begins to be actively implemented, within which, in addition to the development of new products, a new market is also developed, with the aim of new or improved tourism products with greater access successful in existing markets and in new markets, with reduced seasonal dependence on mature markets, and to reduce the risk of stagnation in certain markets, to compete more successfully in the international market.

The main promotion direction consists of intensive internationalization while maintaining the trend of domestic demand. The target markets, taking into account the national structure, consist of:

• Native

The internal market is the key to long-term stability and represents a strategic interest for culinary tourism and is also the most important for the development of new tourism and culinary products - especially for smaller and less developed areas (which in the stage of first they don't have the means to penetrate foreign markets). Domestic demand enables them to set up and start operations and later gradually enter foreign markets.

Therefore, the strategy determines in the internal market the carrying out of activities to encourage and promote the development of tourist products and to carry out communication activities in the market, which will contribute to stopping the decline in demand and its minimal increase. The activities in the local market are adapted to the structure of the local guest and are mainly aimed at specific culinary tourism products (so it is not about the promotion image, but about a very specific promotion, oriented towards sales).

• Foreigners

Regardless of the determination that the local market is key for long-term stability and should represent a strategic interest of Kosovar tourism, the main direction should be intensive internationalization. Foreign markets strategy means:

- Existing emission markets to be processed more intensively and innovatively
- to take advantage of the positive trends and dynamics of markets that are developing and represent potential
- development of new potential markets
- in this way, the destination will balance in the long term the structure of demand sources and reduce the dependence on individual markets and ensure a more balanced growth in the future.

There are two megatrends in world tourist flows: one refers to tourist flows towards traditional forms of tourist movements (directed towards seas, mountains, big cities and others), while the second is directed towards alternative and sustainable forms of tourist movements, including cuisine and tourism.

Given that Kosovo can be a successful culinary-tourist destination, informational activities, coordination of various subjects of the culinary-tourist offer, development of the information system, international cooperation of culinary tourism and other activities should be directed precisely through the department of tourism at the Ministry of Economy and through the associations that should be created for this purpose.

Communication in the world in the field of culinary tourism, in addition to the structure, implies a clear strategy of progress in the domestic and international tourist market. The strategy should be understood as a vision or a long-term way of integration with the local and international environment. Therefore, the basic assumption for the expected success in the creation of Kosovo as a culinary-tourist destination, alongside the rest, especially in the field of the promotional mix, where promotional factors must be carried out by the field of promotion to create, maintain and advance the positive sense of Kosovo as culinary-tourist destination.

Today in the market there is a simple way to achieve a differential advantage, which is the production of a high-value culinary-tourism product. In order to achieve the goal, it is necessary not only to raise the high level of service provision, but also to provide a better quality product, reducing at the same time all the concerns and/or insecurity of tourists. From the product value side, it is necessary to emphasize that tourists no longer buy (both in the case of culinary and other forms of tourism) only individual services and products. Most often it is a package deal, which includes a wide range of products and services during just one trip. In other words, in most cases, they travel to experience, learn and see something new and different from the usual everyday life. Moreover, in the moments when they are involved in the tourist trip, tourists want to experience a good mood and have positive emotions that actually originate from the feeling of security, the diversity of the offer and the possibility of choice.

The defined vision for culinary tourism in the Republic of Kosovo will integrate the purpose, standards of conduct and culinary tourism values of the state. Since today's position aims at other types of tourism, the culinary-tourist direction should go towards expressing the culinary, traditional, cultural, natural, hydrographic advantages of the climate.

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