


Local Food as a Tool of Tourism Development in Regions

Alžbeta Kiráľová, College of Regional Development and Banking Institute – AMBIS, Czech Republic

 <https://orcid.org/0000-0002-7182-1311>

Lukáš Malec, University College of Business in Prague, Czech Republic

ABSTRACT

This study aims to identify the importance of local food for both the demand and supply sides and to show how local food can be bounded with tourism development in the region. The data presented are based on secondary and primary research. Secondary research includes the literature review and content analysis of documents. The qualitative research included a questionnaire survey among guests of the gastronomic establishments and entrepreneurs. Partial least squares variant of linear discriminant analysis (PLS-LDA) and partial least squares (PLS) as an alternative to standard multivariate methods were used to show the gastronomic establishments guests' and entrepreneurs' opinions on local seasonal food and beverages. The opinions are moreover related to the economically driven interest of guests and entrepreneurs. Based on the typical random variable source, data were gathered from three Czech regions covering the scope of this study. The significant disputes between opinions on local food and beverages are directly applicable in practice, including individual items.

KEYWORDS

Collinearity, Discriminant Analysis, Economic Growth, Experience, Gastronomy Establishment, Guest, Local Beverage, Local Food, Partial Least Squares, Praha, Středočeský Region, Tourism, Ústecký Region

INTRODUCTION

Food tourism is a fundamental element of regional culture, and, as an essential part of visitors' experiences, it is a vital factor in regional development. Tourism can create jobs, attract foreign direct investment, earn foreign currency, and stimulate national, regional, and local economic growth when it is adequately supported by the state and is regulated as required.

In Organization for Economic Co-operation and Development (OECD) member countries, food and beverage services account for up to 30% of total internal tourism consumption (DuPeyras, 2016).

The World Food Travel Association (WFTA, 2020) estimates that 7.2 out of ten travelers choose their destination based on local food and beverage offer. Destination's visitors spend about 25% of their budget on food and beverages. Food travelers spend daily on average by 24% more than other travelers. Eighty percent of all travelers research food and beverages while they are visiting the

DOI: 10.4018/IJTHMDA.20210101.oa1

This article published as an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0/>) which permits unrestricted use, distribution, and production in any medium, provided the author of the original work and original publication source are properly credited.

destination. Based on the above, it can be stated that local food and beverages play an important role in destination selection and destination marketing (Seo, Yun & Kim, 2017).

The relationship between food and tourism promotes policies that improve economic and social well-being. Food is a vital part of human culture and creativity, a significant element of intangible heritage, and an increasingly important attraction for tourists (Dupeyras, 2016). Gastronomy is one of the most important cultural expressions of human beings. The term concerns all culinary forms, including those deriving from the traditional local cuisine. Food and beverage, together with food culture practices and food heritage, are an integral component of a tourist's experience in the destination.

Gastronomy and food tourism is a factor of the regional agricultural and economic growth through the development of small and medium-sized enterprises (SMEs) and contributes to the development of the region (Kiráľová & Hamarneh, 2016; Mak, Lumbers, Eves, & Chang, 2012). It is a scalable and cost-effective tool for local development that has the potential to strengthen identity, increase appreciation of the environment, and promote the regeneration of the local heritage and local economies. Tourism-related food production is, therefore, an essential mechanism for the economic development of rural areas of the regions.

Various destination management organizations consider local food as a vital tourism resource (Özdemir & Seyitoglu, 2017) and an essential part of the destination brand (Okumus, Kock, Scantlebury & Okumus, 2013). Food is an essential factor in promoting local products (Okumus & Cetin, 2018; Sidali & Hemmerling, 2014), it is one of the most shared attributes in social media (Law, Buhalis & Cobanoglu, 2014), and if marketed on the right social media platforms (Viljoen, Kruger, & Saayman, 2017), it can attract visitors to the destination.

In certain types of special interest tourism, food becomes a central motivation for travel (Hall & Mitchell, 2001). Indeed, Hashimoto and Telfer (2003) note how food in tourism has developed from being a necessity to become an additional "tourist experience" that may enhance the overall evaluation of the travel experience. The maximization of economic linkages between local products and visitors is, therefore, of great importance in maximizing the contribution of tourism to the development of the regions (Hall, 2004). Food tourism can also be a tool for the economic development of those rural areas with high unemployment and low socioeconomic status in the regions.

Almeida and Garrod (2017) highlight in this context the need for destination management organizations to focus on the link between destination image and local food as marketing activities can turn experience with local food from regular consumption into a higher level of personal experiences.

The qualitative development in the behavior of visitors, manifested in a "skilled consumption" first mentioned by Scitovsky (1976) to fulfill their need for self-development or self-actualization opens the possibility for regions in the field of food tourism development. Visitors are more interested in paying for an authentic and fulfilling experience than in paying to own things. They seek an enjoyable and educational visit to a destination (Goulding, 2002) while recreational experience, heritage experience, and learning experience (Poria, Butler & Airey, 2004) including fulfillment of emotional needs (Swarbrooke & Horner, 2007) can be defined, among others, as the top motivations for visitation. Visitors' motivations for visiting the particular region influence their experience, level of engagement, and satisfaction (Falk & Dierking 2000). Boswijk, Thijssen, and Peelen (2005, p. 2) define experience as a continuous process of activities "that provides meaning to the individual." Holbrook and Hirschman (1982, p. 32) point out the emotional part of the experience that contains "a steady flow of fantasies, feelings, and fun," similar to Czikszenmihalyi (1975) or Gobe, Gob and Zyman (2001).

Experience consumption (Pine & Gilmore, 1999) is also undoubtedly associated with heritage tourism (Chen & Chen, 2010). To be successfully marketed, the regions must provide experiences based on co-creation and collaboration (Richards, 2012) between businesses and visitors; it must encourage both parties to take an active part in the development and implementation of the experience

13 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/article/local-food-as-a-tool-of-tourism-development-in-regions/259553

Related Content

The Influence of Perceived Value Towards Customer Satisfaction in Hostel Business: A Case of Young Adult Tourist in Indonesia

Anggraeni Permatasari (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 11-22).

www.irma-international.org/article/the-influence-of-perceived-value-towards-customer-satisfaction-in-hostel-business/259004

Prioritization of Eco-Tourism Forms at Sikkim, India

Ajeya Jha, Sherap Shenga, Somnath Mishra and Manjushree Mishra (2020). *Destination Management and Marketing: Breakthroughs in Research and Practice* (pp. 1013-1032).

www.irma-international.org/chapter/prioritization-of-eco-tourism-forms-at-sikkim-india/251092

The Effect of Room Service, Comfort, and Reservation Process on The Performance Dimension Evaluation: The Case of Grand Mercure Hotel Gajah Mada Jakarta

Adilla Anggraeni and Meyliza Thorina (2017). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 42-52).

www.irma-international.org/article/the-effect-of-room-service-comfort-and-reservation-process-on-the-performance-dimension-evaluation/189744

Tourism Cities and Locales

(2019). *Tourism-Oriented Policing and Protective Services* (pp. 242-275).

www.irma-international.org/chapter/tourism-cities-and-locales/218376

An Overview of Training and Development Practices in Food and Beverage Outlets

Ankush Ambardar (2015). *International Tourism and Hospitality in the Digital Age* (pp. 191-204).

www.irma-international.org/chapter/an-overview-of-training-and-development-practices-in-food-and-beverage-outlets/130102