

Chapter 8

Territorial Identities and Gastronomy Tourism in the South Danube Region: Case Study of Fish Soup Brewing Tradition

Mihály László Vörös

 <https://orcid.org/0000-0003-3471-5998>

Edutus University, Hungary & HELIA Research Group, Hungary

Aleš Gačnik

Faculty of Tourism Studies, University of Primorska, Slovenia

ABSTRACT

The research study comprised by the book chapter investigates territorial identities and diversified features of the South-Danube region and presents a gastronomy tourism case study of an old culinary tradition of brewing and eating fish soup. This is not only a dish consumed with great frequency in the diet of local and regional residents but creates food offering and cooking demonstration of a summer gastronomy tourism festival organized every year in the town of Baja. In addition, this fish-dish is one of the most popular meals offered in almost every local and neighborhood restaurant's menu for tourist guests. The study covers short analysis on the healthiness of this dietary custom and highlights that this culinary feast and gastronomy tourism attraction also became a brand and cultural heritage which can contribute to enhance the image of the place and to promote sustainable development of gastronomy tourism.

INTRODUCTION

The research study comprised by the book chapter investigates territorial identities and diversified features of the South-Danube region and presents a gastronomy tourism case study of an old culinary tradition of brewing and eating fish soup. This is not only a dish consumed with great frequency in the diet of local and regional residents but creates food offering and cooking demonstration of a summer gastronomy

DOI: 10.4018/978-1-6684-6985-9.ch008

festival organized every year in the town of Baja. In addition, this fish-dish is one of the most popular meal offered in almost every local and neighborhood restaurant's menu for tourist guests. The research highlights that this culinary feast and gastronomy tourism attraction also became a brand which can contribute to enhance the image of the place and to drive sustainable development of gastronomy tourism. Based on reviewing international literatures the study also covers short analysis on the beneficial health effects of the nutrition components and healthiness of this dietary custom and culinary feast which belongs well-being of people living in the region and of tourists as well.

The chapter is divided on four main parts. After a short introduction the first part presents the material and methodology of the research. The second part contains a short theoretical introduction to the concepts of territoriality and territorial identity then demonstrates the diversified features and characteristics of South Danube region in connection with the case study theme and location. The third, the main part, presents the case study on the healthy pepper fish-dish brewing tradition and festival. Finally, the main attributes new findings and novelty of the research are summarized in a fourth conclusion section.

Material and Methodology

This research study aims exploring food and gastronomy traditions as relevant cultural heritages and tourism attractions to reveal the diversified relations and synergy between territory, territorial and local food identities and sustainable gastronomy tourism.

The methodology of the research includes qualitative methods of independent observation with participation (ethnographic/ethnological method) jointly with case study research method utilizing own ethnographic experiences and observations achieved in field research as well as the technique of creative thinking supported by economic and regional science methodologies.

The case study created by the research demonstrates the history, brewing traditions and consumption culture of a typical pepper fish-dish, called fisherman's soup, fish soup, or fish paprikás originating from and existing in the South – Danube region.

In the exploration of the relevant territorial features which have strong links with the regional or local food and gastronomy heritage and culture the research followed the guidelines of the "active territoriality" concept (Pollice, 2003). The selection of the region and topic of the case study research and applying ethnographic methods (Banini¹, 2017).was based on a broad and thorough analysis of the literature

This research doesn't contain comparison between selected gastronomy tourism examples but the authors, partners from Hungary and Slovenia, generated new knowledge and experiences by implementing joint field research on fish-dish gastronomy traditions and published joint research findings on comparing agricultural products, achieved different domestic or EU quality brands, utilized as components of gastronomic offers and heritage (Gačnik & Vörös 2018).

TERRITORIAL IDENTITIES AND CHARACTERISTICS OF SOUTH-DANUBE REGION

The defining element of the region's geography is the River Danube, the second longest river in Europe, after the Volga, rising in the Black Forest mountains of western Germany and flows to its mouth on the Black Sea in Romania. On its 2,872-kilometer way it runs singularly in a horizontal manner, in the direction of West to East. Along its course it passes through Germany, Austria, Slovakia, Hungary,

18 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/chapter/territorial-identities-and-gastronomy-tourism-in-the-south-danube-region/329374

Related Content

Critical Reflections on Pro-Poor Tourism and Local Communities` Participation at Grass-Roots Level: The Case of Chimanimani District, Zimbabwe

Zibanai Zhou (2020). *Global Opportunities and Challenges for Rural and Mountain Tourism* (pp. 228-244). www.irma-international.org/chapter/critical-reflections-on-pro-poor-tourism-and-local-communities-participation-at-grass-roots-level/247776

Best "Experience" Practices in Medical Tourism

Mengyu Liand Frederick J. DeMicco (2015). *Handbook of Research on Global Hospitality and Tourism Management* (pp. 493-500). www.irma-international.org/chapter/best-experience-practices-in-medical-tourism/135822

Recommendation System for Sightseeing Tours

Ricardo Claudino Valadasand Elizabeth Simão Carvalho (2020). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 34-54). www.irma-international.org/article/recommendation-system-for-sightseeing-tours/259006

Investigations Into Slum Tourism: Exploring a Case Study

Donatella Privitera (2018). *International Journal of Tourism and Hospitality Management in the Digital Age* (pp. 17-36). www.irma-international.org/article/investigations-into-slum-tourism/210466

Reason for and Reason Against the Eco-Tourist Behavioral Framing: A Study Based on Behavioral Reasoning Theory

Faiza Sultan, Muhammad Asim Nawazand Ahsan Zubair (2024). *Supporting Environmental Stability Through Ecotourism* (pp. 158-176). www.irma-international.org/chapter/reason-for-and-reason-against-the-eco-tourist-behavioral-framing/340013