Tourism Food Tourism. Food For Enjoyers and Survivors

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Abstract: This study explores the intricate relationship between food tourism and traveler motivations, focusing on the distinctions between "survivors" and "enjoyers." While some travelers merely exhibit a casual interest in food, others consider local cuisine and food experiences integral to their holiday experiences. López-Guzmán and Sánchez-Canizares (2012) identify three traveler segments: survivors, enjoyers, and experiences, shedding light on diverse interests and motivations related to food. The literature review emphasizes the economic impact of food tourism, highlighting its potential to foster job opportunities, showcase regional restaurants, and contribute to local economies. The study acknowledges the varied attitudes of travelers towards food, underlining the expanding interest in food tourism and its multifaceted significance for travelers. Ultimately, this research provides insights into the complex interplay between food tourism, economic benefits, and the diverse motivations of travelers, particularly the distinct preferences of "enjoyers" and "survivors" in the realm of culinary experiences.

Keywords: Food tourism, gastronome tourism, food, survivors, enjoyers, local economy, cuisines.

Introduction: Travel for pleasure or business, as well as the industry that supports and sponsors such travel, is referred to as tourism (Bryman, 2016). The World Tourism Organization defines tourism more broadly as people "traveling to and staying in places outside their usual environment for leisure and not less than 24 hours, business and other purposes for not more than one consecutive year" as opposed to the "common perception of tourism as being limited to holiday activity only" (UWTO, 2010) Tourism can be domestic (inside the traveler's own country) or international, and international tourism affects a country's balance of payments in both the incoming and departing directions. Tourists are persons who "travel to and remain in places outside their typical surroundings for not more than one consecutive year for leisure, business, and other objectives," according to the International Tourism Organization (UTWO, 2017). Moreover, transportation services, lodging, and entertainment venues are among the hospitality sectors that profit from tourism. This is in addition to the things that tourists purchase, such as mementos. Transportation, lodging, food and beverage services, attractions, events, and other services that serve traveler needs are all included in this broad category, and since more individuals have developed an interest in traveling and experiencing other cultures, tourism has grown significantly in recent years (Camilleri, & Camilleri, (2018). Travel has become more accessible and affordable for individuals all over the world.

While most definitions for travel end at one year, researchers have also explored the world of "Global Nomads" or travelers that make significant lifestyle changes to seek new, more authentic travel experiences and because the group in question often plans to return to their home country or move on from their current location, they are referred to as long-term travelers (Kline, 2018). This new phenomenon is becoming more referenced in travel literature and as such, the definition of traveler in this paper will include this group.

There is mounting evidence that travelers are actively looking for culinary experiences and Ab Karim and Chi (2011) point out that many travelers go in search of new food experiences. One of the key parts of Korea's culture and economy is the food industry. Korean food is well-known for its distinctive flavors, usage of fermented foods, and use of healthful ingredients, making it a favorite among food fans all over the world. When travelers choose specific locations for potential cuisine, they take part in what is referred to as food tourism, culinary tourism, and gastronomy tourism. These terms refer to the same thing: food-related travel to a certain location. "Culinary tourism makes food the attraction," claim Choi and Gray (2013). Björk and Kauppinen-Räisänen (2014) observed that while some travelers have a casual interest in food and eating, for others, local food and food experiences are an essential part of their holidays. However, this interest in food does not necessarily determine the choice of destination. López-Guzmán and Sánchez-Canizares (2012) support this claim and suggest that food is an important factor for many travelers but not the only decisive one. Based on their analysis, the authors identified three distinct segments of travelers: survivors, enjoyers, and experiences. This study highlights the varying interests and motivations of travelers towards food and eating, as well as their desire to search for unique food experiences while on a trip. However, it is important to note that travelers' attitudes toward food are not uniform, as noted by Quan (2004) and Pesonen et al. (2011).

Literature review: Food tourism can boost a location's economy by fostering job opportunities, highlighting regional restaurants, and bringing in money for the neighborhood (Hall and Mitchell, 2001). Researchers have also looked into the goals and practices of food tourists. The literature on food tourism generally emphasizes the expanding interest in this phenomenon and its significance for travelers. According to the studies, franchise fast food restaurants may have a variety of advantages, including bringing in more visitors, boosting the local economy, and providing visitors a sense of authenticity.

According to Lickorish and Jenkins (2007) statistics tourism is a multi-faceted industry that involves the movement of people from one place to another for leisure, business, or other purposes. Cross-border travel and tourism are referred to as international travel and due to globalization, tourism is becoming a well-liked pastime worldwide (UTWO,2012).

Food that is produced, grown, and sold locally is of a certain quality. This cuisine is a vital component of the community's identity and is frequently linked to the region's culture, history, and traditions, coupled with food being connected with destinations. Destinations are increasingly acknowledging the value of local cuisine in fostering the growth of their economies and cultures. Local cuisine is becoming more and more popular with domestic and foreign tourists (Chen and Huang 2018, Sims, 2009). Local cuisine is a source of tourism that service providers, travel destinations, regions, or nations can leverage for marketing purposes, such as for restaurant, hotel, and travel destination branding, as well as for general regional development (Smith & Costello, 2009). In addition to benefiting the local population, eating locally has several effects on tourists. According to Pestek and Nikolic (2009), local food is a key factor in determining what travelers expect from accommodations and travel locations. Hence, eating in the local area may influence how you behave before a trip, such as how you gather information.

Every country has national and regional famous meals that define it, hence the concept of local cuisine culture is well known. A community's dietary preferences and food specialties can be observed at the local farmer's market. It is fundamental to the region's history and culture and is associated with its uniqueness (Hillel, Belhassen, & Shani,2013). The community's socioeconomic and environmental systems depend heavily on the nearby food market (Gyimóthy, & Mykletun, 2009).

Two culinary trends with ties to individuality are of special importance for this inquiry. The first tendency is the continued use of traditional recipes and cooking techniques. There are special recipes and cooking methods that have been passed down from generation to generation in many places (Cohen & Avieli,2004, Sthapit, 2019). These recipes are an important part of the region's heritage because they are frequently linked to the history and culture of the place. The second tendency is the fusion and development of new culinary trends. Using novel tastes, ingredients, and cooking methods, several chefs and food businesses have capitalized on this trend. When local food was considered tasty and stressed the value of regional specialties and taste, it had an impact on the memories of past experiences. So, to preserve the specific flavor of local cuisine provided to domestic tourists, food service providers, such as local restaurants, should be more traditional in their choice of ingredients for food preparation. A big part of what made their local dining experiences memorable was interacting with friends and relatives. To promote social interaction and a sense of community as well as to provide a refreshing and soothing environment, choosing comfortable and appealing furnishings would be beneficial. Restaurants in the area that offer a wide selection of regional foods in a range of flavors may have an advantage over rivals (Sthapit, Björk, & Piramanayagam, 2021). As a result, the local food market also features cutting-edge cuisine and culinary preparations that meet the requirements of "enjoyers" (Bjork, 2014). These contemporary culinary fads offer tourists a distinctive dining experience and frequently reflect the shifting tastes and preferences of the populace.

In addition, a growing number of travelers are used to food because they want to have unusual gastronomic experiences. The terms "culinary tourism," "gastronomic tourism," or "gourmet tourism" are used to describe this development. Contemporary tourists are more inclined to taste uncommon and distinctive foods that are unique to the region they are visiting. the local food market is a crucial aspect of the community's history, culture, and identity. It offers unique dishes and food preparations that cater to the needs of the survivors and enjoyers. Additionally, food has become an essential part of tourist attractions, with travelers seeking out unique culinary experiences (Cohen & Avieli, 2004). As a result, the local food market plays a crucial role in promoting the area's distinctiveness and attracting tourists. the convergence of food and tourism has proven to be a powerful catalyst for economic growth and cultural exchange. The dynamic interplay between food and travel, as highlighted by various studies, reveals the multifaceted advantages of integrating local cuisine into tourism strategies. The significance of locally produced food extends beyond its intrinsic quality to become a vital component of a community's identity, deeply connected to its culture, history, and traditions. Food tourism has the capacity to cater to both "enjoyers" and "survivors" of culinary experiences. For the former, it offers unique and authentic gastronomic adventures, aligning with the growing trend of culinary tourism where travelers seek distinct and memorable food experiences. For the latter, the economic benefits, job opportunities, and local authenticity associated with food tourism contribute to the survival and prosperity of communities.

Conclusion: In conclusion, the significance of locally produced and sold food extends far beyond its role as sustenance; it is a cornerstone of a community's identity, intricately interwoven with its culture, history, and traditions. The increasing recognition of the value of local cuisine by destinations is transforming it into a potent tool for economic and cultural growth. Local cuisine has emerged as a source of tourism, offering opportunities for marketing and branding for various service providers, travel destinations, and regions.

The influence of local food extends to both local populations and tourists. It shapes travelers' expectations and decisions, affecting their behavior even before embarking on a trip. The concept of local cuisine culture is not only well-known but also observable at local farmer's markets, reflecting the community's dietary preferences and unique food specialties. The socioeconomic and

environmental systems of a community are deeply entwined with its local food market, making it a fundamental aspect of regional development.

Preserving the specific flavor of local cuisine becomes essential for attracting domestic tourists, emphasizing the need for traditional choices in ingredient selection by food service providers. Furthermore, the importance of social interaction and community ties in creating memorable dining experiences is highlighted, suggesting that comfortable and appealing restaurant furnishings can contribute to a refreshing and soothing environment.

The contemporary trend of culinary tourism reflects a growing desire among travelers for unique gastronomic experiences. Local food markets play a pivotal role in this shift, offering not only traditional dishes but also cutting-edge cuisine that caters to the evolving tastes of "enjoyers." Culinary tourism has become integral to tourist attractions, with travelers seeking out distinctive food experiences that contribute to the overall uniqueness of a destination.

In essence, the local food market emerges as a cultural hub, embodying the history, identity, and distinctiveness of a community. Its role goes beyond mere sustenance, shaping the narrative of a region and attracting tourists seeking a deeper connection with the places they visit. As the demand for unique gastronomic experiences continues to grow, the local food market stands as a key player in promoting and preserving the rich tapestry of a community's culinary heritage.

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