

THE IMPACT OF CULTURAL GLOBALIZATION ON GASTRONOMY TOURISM

Gastronomy tourism is a form of tourism that focuses on the culinary experience and culture of a country or region. It is becoming increasingly popular with tourists, as it provides a unique opportunity to get to know local cuisine, traditions, and customs. In the age of globalization, this segment of the tourism industry has come a long way, reflecting changes in tourist preferences and expectations.

Gastronomy tourism is strongly influenced by cultural globalization, bringing about unique changes in tourist preferences and experiences, as well as promoting the spread of culinary traditions around the world and the convergence of cultures. Gastronomy tourism, as a lucrative segment of the economy, has found high praise of the International Culinary Tourism Association [1].

Cultural globalization affects gastronomy tourism in the following ways:

1. The global food availability in different countries creates an opportunity for travelers to enjoy authentic cuisine and learn about local culinary traditions. The widespread occurrence of information technologies and social networking sites enables tourists to quickly and conveniently seek information on local restaurants, culinary festivals, fairs, and recipes.

2. Globalization facilitates the exchange of cultural and gastronomic traditions between different countries. This may involve various activities, such as culinary tours and special lunches, where tourists visit various restaurants and cafes, meet chefs, participate in culinary festivals, and attend culinary workshops and various conferences [2].

3. Globalization has increased awareness of national cuisines and cultures, resulting in the preservation and promotion of cultural values. People from different regions of the world get more curious about the unique customs of other cultures. This heightened interest not only protects cultural heritage but also promotes its transmission to a worldwide audience.

Thus, the impact of cultural globalization on gastronomy tourism is a unique phenomenon. Through the spread of traditions and influences of different cultures, cultural globalization enables tourists to explore the diversity of culinary traditions around the world. This process contributes to the convergence of cultures and stimulates the growth of interest in the cuisine of different countries.

References

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