

GASTRONOMIC TOURISM IN THE DEVELOPMENT OF THE INTERNATIONAL TOURISM INDUSTRY

The purpose of the given article is to describe the origin of the concept of “gastronomic tourism” and its relation to the international tourism industry.

In 1998, Lucy Long introduced the concept of culinary tourism into science [1]. In 2012, this term was replaced by gastronomic tourism, because studies showed that the majority of respondents considered culinary tourism to be an activity for elite visitors or a reference to the professional activity of a chef. The new term was easier for people to accept. It lumped caterers together with grocery stores, street vendors, pubs for locals, etc. Still “gastronomy” is used to explain the culinary culture of the region, and in this respect, the new term meant new horizons for the development of gastronomic tourism [2].

The authors	Definitions
Long (Long, 2004)	It is the experience gained from eating food or ways of eating other than one’s own
Hall & Mitchel (Hall & Mitchell, 2006)	Food tourism as visits to primary and secondary food producers, food festivals, restaurants and specific places for which tasting food and / or experiences of the regions is a demonstration of the characteristics of this territory or the main motivation for travel
Ignatov and Smith (Ignatov and Smith, 2006)	Culinary tourism is a tourist trip during which the purchase or consumption of regional food (including drinks), or the observation and study of food production (from agriculture to culinary schools) represents a significant motivation or activity
Xiao and Smith (Xiao and Smith, 2008)	Culinary tourism is any tourism experience in which one learns, appreciates or consumes signature local culinary resources
Ottenbacher & Harrington (Ottenbacher & Harrington, 2010)	Culinary tourism is the search for unique and memorable culinary experiences while traveling

Table 1.1 Various definitions of gastronomic (food, culinary) tourism

Source: the author’s elaboration on the basis of the sources [1, 2, 3].

Based on the data in the table, it can be seen what the modern concept of gastronomic tourism is made up of. Firstly, these are the tourists, who taste the destination's food and drink and get an unforgettable experience. Secondly, these are the territories, the destinations, which demonstrate the uniqueness of their culture through the culture of farming and animal husbandry, food preparation and its ways of serving and consuming. Thus, gastronomic tourism is a field of interdisciplinary knowledge, which studies and generates physical, chemical, cultural and socio-economic processes in which people grow, process and consume good quality food and drinks. Products affect people's physical, mental, and social well-being as well [3].

The World Tourism Organization (UNWTO) has developed, in our opinion, the most complete and accurate definition of gastronomic tourism. It defines gastronomic tourism as “a type of tourist activity that is characterized by the visitor’s experience of food and related products and activities during the trip. In addition to authentic, traditional and/or innovative culinary experiences, gastronomic tourism may also include other related activities such as visiting local producers, participating in food festivals and attending cooking classes. Enotourism (wine tourism), as a subtype of gastronomic tourism, refers to tourism whose purpose is to visit vineyards, wineries, taste, consume and/or buy wine, often at or near the source” [3].

In the past, food was more often seen as a necessity rather than entertainment, which is why it was not always the focus of tourists. But in the last couple of decades, tourist destinations have become increasingly aware of their potential, uniqueness and the attitude towards food in tourism has changed dramatically. It is worth noting that until the 1990s, gastronomy, if at all considered by scientists, was usually considered as part of cultural tourism [1]. At the turn of the 20th and 21st centuries, gastronomy and tourism began to actively interact. In 2001, a meeting was held in the region of Minho in Portugal that marked the beginning of the ATLAS group on tourism and gastronomy. Food has become one of the main motivations to travel. Many academic studies have drawn attention to the fact that tourist destinations are thinking about a more strategic interaction between gastronomy and tourism and have begun to segment this market. In addition, attention was paid to the fact that food producers take into account the needs of tourists. The Scandinavian region began to try to use tourists’ impressions of the food to create a brand of the place [2].

In 2001 – 2012 there were the first attempts to link tourism and gastronomy. These attempts were related to the development of tourist experiences by producers for consumers. Initially, gastrotourism was defined as “the pursuit of unique and memorable food and drink, both away and nearby” (Eric Wolf, 2001) [1]. At this stage, producers wanted to interest consumers in the experience so that they would engage all five senses. Food was not monetized as a tourist activity, but a design element.

Between 2012 and 2018, foodies began to grow. They were trying to move away from haute cuisine. This is evidenced by the impressive growth in the number of gastronomic travel websites. Attention to food culture has opened up a number of new travel destinations, including pubs, restaurants, and food producers themselves.

2018 to the present. Food has become the main motivation for tourists when choosing a destination. Food has provided an important link between place, authenticity, culture and tourism. Today, gastronomic tourism acts as a guide to the culture of an area and can bring tourists and locals together for a shared cultural experience. Today the accent of gastronomic tourism is shifting from the plane of gastronomic experiences to the plane of contact with the culture of the region through food. Gastronomic tourism empowers all those involved in the production and marketing of gastronomy, especially local communities and professionals who act as ambassadors of their territory, thus emphasizing the identity and sense of belonging, preserving the authenticity of each place.

Thus the concept “culinary tourism” was introduced in 1998 by Lucy Long and was replaced by “gastronomic tourism” in 2012 when food was no longer seen as a

necessity but as entertainment. Nowadays the accent of gastronomic tourism tends to shift from the area of gastronomic experiences to the sphere of contact with the culture of the region through food.

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THE WORLD ECONOMY: MODERN TRENDS IN THE DEVELOPMENT

Current trends in the development of the world economy affect its rapid growth. The rapid development can be explained by the improvement of technologies, the development of integration and globalization processes, the deepening of internationalization and division of labor, as well as the rapid and unlimited dissemination of information flows.

The purpose of this research is to study modern trends in the development of the world economy and consider their influence on doing business.

Economic globalization (internationalization, integration into the world economy) is the growth of the global economy, outstripping the growth of the world economy. We can say that economic globalization is going on if the growth rates of international trade, international movement of capital, labor and knowledge outstrip the growth rates of the world economy.

Economic globalization can be thought of as the transformation of a national economy into an increasingly open economy. This may lead to the transformation of the world economy into a single market for products and resources.

The main engine of globalization is transnational companies. At the moment, we can see that all the largest companies in the world have turned into them. In addition to exporting goods and services, they are usually actively engaged in the production of goods abroad if, according to research results, this is more profitable than exporting. It is transnational companies that are the creators of chains where different types of production