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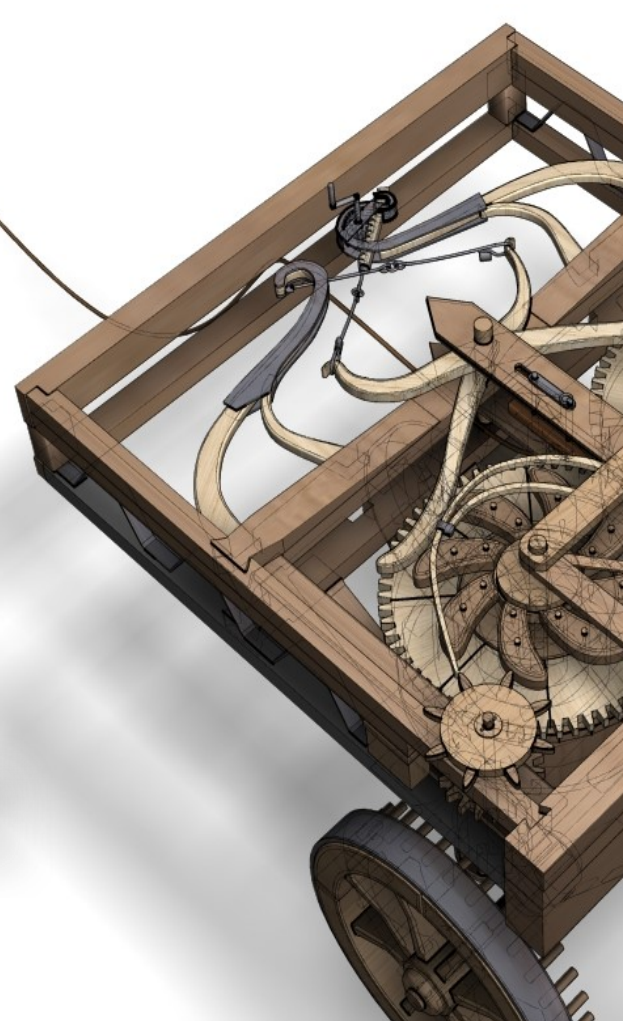
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Prospects for the Development of Domestic Gastronomic Tourism in Conditions of Restrictions Caused by the COVID-19 Pandemic

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Abstract

The development of the domestic tourism market in the conditions of existing restrictions in the world due to the COVID-19 pandemic is shaping the tourism industry in a new way as an integral attribute of modern society. Domestic tourism is gaining an increasing influence on the economy of many countries, as the domestic tourism industry provides an increase in gross domestic product, helps to overcome unemployment at the regional level, and contributes to the development of infrastructure facilities. The purpose of the article is to analyze the prospects for the development of domestic gastronomic tourism in conditions of restrictions caused by the COVID-19 pandemic. The article focuses on the main aspects of gastronomic tourism. The concept and essence of gastronomic tourism have been clarified, the classification of varieties of gastronomic tourism has been presented, SWOT analysis of gastronomic tourism in Russia has been carried out, the positive consequences of the development of gastronomic tourism in Russia and the world during the lifting of restrictions caused by COVID-19 have been determined. It has been concluded that gastronomic tourism is one of the key factors of the tourist attractiveness of the territory, is an important component of the sustainable development of the tourism sector, capable of generating significant economic and social benefits for the participants of the domestic tourism market. In this connection, today the infrastructure of gastronomic tourism in Russia requires expansion, which will be possible due to the support from the state, the creation of a favorable investment climate.

Keywords: gastronomic tourism; gourmet trip; gastronomic festivals; wine tours; beer tours; food.

JEL Classification: L83; Z30.

Introduction

Today, a significant part of tourists are rapidly losing interest in traditional locations and types of recreation, so the geography of tourism is expanding, and new varieties of it appear (Karmanov *et al.* 2020, 346). More and more people want to learn something new about the visited territory, and the gastronomic component in this process plays an increasingly prominent role. Taking into account the rich cultural and historical heritage of Russia, its geographical location spread out in space, and a variety of national and cultural traditions, one of the promising types of tourism is gastronomic tourism (Richards 2021, 1037).

Today, gastronomic tourism is one of the promising areas of development of the domestic market of tourist services, a kind of specialized tourism associated with familiarization and knowledge of national culinary traditions – a synthesis of ecology, culture, and production (Hristov and Dracheva 2015, 36; Savtsova *et al.* 2019, 1253). From the point of view of the organizers of domestic tourism, a gastronomic tour allows getting acquainted with the original technologies of cooking local food, their consumption traditions, mastery of culinary skills, participation in festivals, and cultural themed events (Kosheleva *et al.* 2019, 82; Yeoman and McMahon-Beattie 2016, 95).

In our opinion, now domestic gastronomic tourism in Russia is at an early stage of formation, has several obstacles to dynamic development, requires updating of the theoretical basis and practical implementation.

1. Literature Review

Despite the long history of tourism development, gastronomic tourism is a relatively young direction of tourist activity. In 2015, UNWTO has identified gastronomic tourism as a separate direction of tourism. It was from this moment that gastronomy was officially recognized as an element of intangible heritage and culture (Pérez Gálvez *et al.* 2017a, 1).

The concept and essence of gastronomic tourism are described in numerous studies (Table 1).

Table 1. The concept and essence of gastronomic tourism

No.	Definitions	Source
1	any tourist activity related to gastronomy: visits to food producers, food festivals, farmers' markets, and food fairs, including in neighboring regions	Kivela and Crotts 2006, 354
2	acquaintance with the history of local cuisine, excursions, and the opportunity to be a participant in the cooking process	Dougherty and Green 2011, 1; Tresidder 2015, 344
3	a type of tourism, the peculiarity of which consists in tasting processes and familiarization with the peculiarities of national culinary traditions of different states	Richards 2012, 13
4	any tourism experience in which food and drink reflecting local, regional, or national cuisine, traditions, culture, traditional or culinary methods are highly appreciated and/or consumed	Rachão <i>et al.</i> 2019, 33; Hjalager and Johansen 2013, 417
5	a full or partial trip to taste local products or take part in gastronomic events	Alonso <i>et al.</i> 2010, 140; Khomenko and Moiseeva 2018, 113

Based on the review of the literature, we believe that, first of all, researchers (Gurinovich and Smirnikova 2021, 23; Rahman *et al.* 2018, 111) emphasize the special importance of gastronomic events for tourists, such as festivals or culinary holidays. The availability of specialized routes around the country and the opportunity to attend various culinary workshops are in second place for gourmets.

Features of the development of gastronomic tourism, based on research on various elements of experience and stages of development of gastronomic tourism, need to be combined into more holistic and contextual research approaches for better perception by readers. In particular, the publication of K.S. Shpenkova and V.O. Sycheva (2014) attracts attention, where the authors, exploring the development of gastronomic tourism, identify current trends and analyze the market of tourist services. Based on the experience of different countries of the world, the authors substantiate their proposals for the development of gastronomic tourism, the main of which is combining the efforts of service providers with local regional authorities, as well as training specialists capable of servicing such unusual tours.

The publication (Pérez Gálvez *et al.* 2017b, 604; Shubtsova *et al.* 2020, 1427), where the authors combine wine and rural tourism is also of interest. Rural tourism allows tourists to join the full process of wine production and the culture of its consumption. N.B. Kushcheva, T.V. Bedyeva (2014) subscribes to this conclusion, who note the demand for gastronomic tours in the sector of ethno-tourism and green tourism.

Special attention should be paid to publications (Dudin *et al.* 2019, 1435; Lee *et al.* 2016, 72; Suslova *et al.* 2018, 13), which consider the trends in the development of gastronomic tourism and offer their options for the

effective development of this direction, namely: expansion of the infrastructure of gastronomic tourism; improvement of the education system, the active promotion of gastronomic tourism in the world tourist market; organization and holding of thematic cultural and entertainment, cultural and educational events, festivals, exhibitions, celebrations in the field of gastronomic tourism.

Research hypothesis: gastronomic tourism is an important component of the sustainable development of the tourism sector, capable of generating significant economic and social benefits for domestic tourism market participants under the constraints caused by the COVID-19 pandemic.

Research objectives:

1. based on literature analysis, to classify the varieties of gastronomic tourism;
2. based on an expert survey, to carry out a SWOT analysis of gastronomic tourism in Russia; to determine the positive consequences of the development of gastronomic tourism, as well as the most popular types of gastronomic tourism in Russia;
3. to analyze the prospects for the development of gastronomic tourism in Russia and the world during the removal of covid restrictions.

The article consists of an introduction, a literature review, methods, results, discussion, and conclusion.

2. Methods

Research design

A mixed type of research design was used to prove the hypothesis based on a combination of requirements for data collection and analysis necessary for the implementation of the research goal. Therefore, the following methods were chosen to obtain information:

- analysis of scientific literature using methods of analysis, synthesis, comparison, and generalization – to study the state of the research problem and to classify its varieties according to certain characteristics;
- the expert survey method is used to carry out a SWOT analysis of gastronomic tourism in Russia, to determine the positive consequences of the development of gastronomic tourism, as well as the most popular types of gastronomic tourism in Russia.
- ranking method – to determine the rank of the positive consequences of the development of gastronomy, as well as the most popular types of gastronomic tourism in Russia.

Procedure, research tools

At the first stage of the research, the sources of information necessary for the realization of the research goal were selected: articles published in journals indexed by Scopus and Web of Science, collective monographs containing information on gastronomic tourism as a type of tourist activity.

At the second stage of the study, based on the analysis of literary sources, its varieties were classified according to certain characteristics. Based on an expert survey in videoconference mode (Skype), SWOT analysis of gastronomic tourism in Russia was carried out; the positive consequences of the development of gastronomic tourism, as well as the most popular types of gastronomic tourism in Russia, were determined. The criteria for the selection of experts (22 people) were the presence of articles on this topic published in journals included in the Scopus or Web of Science citation databases in the amount of at least 3 or experience in the tourism business for at least 10 years.

The analysis of the collected information was carried out at the third stage of the study, with the interpretation of the results obtained.

Statistical analysis

The study used numerical calculation methods by the means of Microsoft Excel software product, which was used to calculate the ranks of the positive consequences of the development of gastronomy, as well as the most popular types of gastronomic tourism in Russia.

3. Results

Based on the analysis of literary sources, summarizing all the directions in which gastronomic tourism is developing, it is possible to present a classification of its varieties according to certain characteristics (Table 2)

Based on an expert survey of the peculiarities of the development of gastronomic tourism in Russia, its prospects are determined using SWOT analysis methods (Table 3).

According to the results of an expert survey, the development of gastronomic tourism contributes to solving several socio-economic problems (Table 4).

Table 2. Classification of types of gastronomic tourism

Classification feature	Types of tours
Purpose of the trip	1) entertainment 2) cultural and educational 3) formation of professional skills
Tourist activities	1) culinary schools 2) masterclasses 3) tasting 4) visiting existing production facilities 5) watching the competitions of professional chefs
Visiting objects	1) food industry enterprises 2) wineries/breweries 3) museums with expositions of the gastronomic direction 4) restaurant establishments 5) farms, orchards, vineyards 6) gastronomic clubs
For certain events	1) gastronomic festivals (food, drinks) 2) gastronomic holidays
According to the food group	1) grocery (cheese, sea products, chocolate, etc.) 2) drinks (wine, beer, coffee, etc.) 3) mixed (e.g. cheese and wine)
Depending on the geographical area	1) urban 2) rural
By share in the total tourist product	1) as part of the tourist offer 2) as a separate tourist product.

Note: compiled based on the analysis of literary sources

Table 3. SWOT analysis of gastronomic tourism in Russia

Strengths	Weaknesses
<p>A variety of climatic zones and their specialization in the production of specific products.</p> <p>Rich historical and cultural heritage for the revival of ancient recipes and methods of cooking delicious dishes.</p> <p>Unique culinary traditions and customs in the regional aspect.</p> <p>Availability of tourist attractions and recreational resources.</p> <p>The multinational composition of the country's population with the corresponding culinary traditions.</p> <p>Development of the sphere of production and processing of agricultural products.</p>	<p>Lack of developed tourist infrastructure in some regions of the country.</p> <p>The imperfection of advertising and marketing strategy in foreign and domestic markets.</p> <p>Lack of a centralized approach to the development of gastronomic tourism.</p> <p>Insufficient level of stimulation of attracted regional food producers in the field of gastronomic tourism.</p> <p>Insufficient financial support for the development of gastronomic tourism from the state.</p> <p>Shortage of qualified personnel in the field of gastronomic tourism.</p>
Possibilities	Threats
<p>Branding of regional cuisine and positioning in the international market of gastronomic tourism as a unique type of recreation.</p> <p>The formation of traditions of various gastronomic festivals, the holding of thematic regional festive events.</p> <p>Formation of a unified information base and a register of gastronomic routes.</p> <p>Development of product nomenclature for gastronomic tourism.</p> <p>The creation of food museums, tasting rooms, the restoration of factories and factories that produce food, and as a result – the creation of new jobs.</p>	<p>A highly competitive environment among suitable destinations for the formation of gastronomic tours.</p> <p>Price risks for the subjects of tourism activity for the development of a new type of tourism.</p> <p>Low level of investment attractiveness of the tourism sector.</p> <p>The impact of the pandemic on the activation of the development of domestic gastronomic tourism.</p>

Note: compiled based on the expert survey

Table 4. Positive consequences of the development of gastronomic tourism

No.	Positive consequences	%*	Rank
1	replenishes local budgets based on payment of taxes by business structures	86%	1
2	develops not only the regions but also the countryside, since the best place for the existence of culinary tourism are colorful settlements and their identity	77%	2
3	creates new jobs that will be relevant for the population of different age groups	73%	3
4	increases public awareness of the local culinary culture	68%	4
5	attracts educated and respectful tourists who are careful and environmentally conscious about local cultural monuments, their health, and leisure	64%	5
6	creates a positive image of Russia in the world market of tourist services	59%	6
7	expands the infrastructure of the restaurant industry	55%	7

Note: compiled based on the expert survey; * – percentage of expert mentions

The results of the expert survey and a detailed study of the information sites of various regions of the country allow offering the following list of the most popular types of gastronomic tourism in Russia (Table 5).

Table 5. Types of gastronomic tourism

Types of gastronomic tourism	Description	%*	Rank
Sightseeing gastronomic tours	Educational tours designed to get acquainted with gastronomy and dishes while visiting institutions of national cuisine, museums, and monuments of food. They are interesting to various groups of tourists, and to a certain extent are part of the usual sightseeing tours.	82%	1
Masterclasses on cooking national dishes or a short cooking course	Masterclasses on cooking regional cuisine, or short cooking courses are very popular, during which a person not only receives useful knowledge but also gets acquainted with national dishes and traditions. Such tours become more business-like and are relevant for people whose professions are related to cooking.	73%	2
Gastronomic festivals	A considerable number of gastronomic festivals take place in Russia every year. They are organized in different parts of the country, allowing tourists to taste traditional dishes and feel the national flavor.	68%	3
Visit to the craft production	Manufacturers of craft, farm, homemade, organic, and natural products are willing to meet travel agencies to receive advertising. Dairy products and craft cheeses, sausages, alcoholic national drinks, spices, teas, and canned food are very popular now.	64%	4
Wine tours with tasting	They cover many aspects: acquaintance with the customs, traditions, and way of life of the region, meetings with winemakers, tastings of the best wine samples, visits to family wineries and vineyards.	59%	5-6
Beer tours	Designed for true connoisseurs of this alcoholic beverage, and every year the popularity of these tours is growing due to the creation of craft breweries.	59%	5-6

Note: compiled based on the expert survey; * – percentage of expert mentions

Discussion

Today, gastronomic tourism in most cases is only an integral part of other types of domestic tourism. For example, the primary goal in sightseeing tours is sightseeing, and the culinary element is used to meet the nutritional needs of tourists. However, gastronomic tourism has prospects for development and the possibility of being singled out as a separate effective type of business in the context of the intensification of domestic tourism.

The relevance of gastronomic tourism is evidenced by research data (Rahman *et al.* 2018, 111; Richards 2012, 13), according to which tourists spend about 25% of the budget on food and drinks during travel (35% – on expensive trips, slightly more than 15% – on economy tours). Therewith, the taste preferences of travelers on gastronomic tours can be classified into four main areas, namely: authentic cuisine – 46%; eclectic cuisine – 44%; local products – 35%; budget food – 22%.

Researchers (Tresidder 2015, 344) believe that 77% of tourists can be called gastronomic tourists in one way or another. This conclusion was made based on several indirect facts-evidence (Hjalager and Johansen 2013, 417; Richards 2012, 13): 93% of tourists during their stay on the trip necessarily took part in various activities related to cooking or tasting food; 83% of tourists note that thanks to new food and drinks, their trips are remembered more; 81% of tourists believe that familiarity with the cuisine of the country removes the cultural barrier, because the

process of food consumption sets up a conversation and, accordingly, contributes to the establishment of intercultural communications between visitors and the host party; 62% of tourists who have been on a gastronomy tour (or on a tour with a gastronomic component), buy products at home that they have tried for the first time on a trip; thus, a person seeks to return pleasant memories from the trip.

Researchers (Rachão *et al.* 2019, 33) believe that the creation of food "souvenir" products of long-term storage, which interested tourists can purchase for gifts, provides additional advantages to each type of gastronomic tourism. In particular, canned, cheese, meat, alcoholic craft products, and sets of semi-finished products for cooking at home after a tourist tour and restoring the atmosphere of relaxation.

Speaking about the prospects for promoting various types of gastronomic tourism in Russia as a whole, researchers (Kushcheva and Bedyeva 2014, 207; Sarmanayev *et al.* 2021, 260) note that advertising aimed at residents of neighboring regions, districts, through the publication of guidebooks, booklets, and specialized literature will become the main way to activate gastronomic tourism. Also, an effective tool for the development of gastronomic tourism is the promotion of tours and travel companies in social networks. An equally important tool for the popularization of gastronomic tourism is the holding of gastronomic festivals, master classes, holidays, for the maintenance of gastronomic tourism.

Usually, food tours, which include visits to factories or workshops that produce food, offer environmentally friendly products. Representatives of gastronomic tourism can be both small farms and large enterprises, as well as cafes and restaurants that offer organic, ecological products and popularize the basics of a healthy diet.

Festivals are one of the best from the point of view of organizational events to get acquainted with gastronomic tourism. Every year, Russia hosts a large number of gastronomic festivals in various regions of the country, allowing tourists to taste traditional dishes (Khomenko and Moiseeva 2018, 113). Russian gastronomic tourism is a relatively young form of leisure, but it has everything necessary for its development. Every tourist region of Russia today strives to find its gastronomic peculiarity and show its uniqueness, therefore it is important to include gastronomic tourism in regional programs for the development of the tourism sector. The main driving force in the development of gastronomic tourism is thematic festivals of local food and dishes.

The main problems with the promotion of gastronomic tourism are connected with the large territory of Russia and, especially, with the lack of coordination in the activities of market participants. It is rare to promote a national product with an emphasis on the uniqueness of its offer. The lack of a centralized approach in the developments of various regions, in the absence of a common information base, forces market participants to compete with similar products of neighboring regions, which creates problems for the development of gastronomic tourism both at the regional level and at the national level. The strategy of development of gastronomic tourism focused on a specific tourist product is erroneous, since it is the variety of dishes that forms competitive advantages.

To solve the main problems of the development of gastronomic tourism, there is a need to create a unified information base, as well as the correct implementation of advertising campaigns focused on product search and identification of the gastronomic uniqueness of each region.

For the dynamic development of gastronomic tourism, high-quality training of highly qualified personnel in the service sector is necessary, who will not only have an education in cooking but also understand the cultural and historical heritage of the region and will be interested in reviving national traditions.

A necessary direction for the development of gastronomic tourism at the regional level and in the country as a whole is the definition of a gastronomic brand. The gastronomic brand is to promote the territory as a producer or exporter of unique high-quality food products. Branding is an important element of the development of the region, which is defined as its competitive identity. The main components of the gastronomic brand are a well-developed field of gastronomy; the presence of specialists in the organization of catering establishments using traditional products; the presence of authentic dishes (authentic products); gastronomic events (festivals, competitions). A well-built gastronomic brand is not only food during the trip, but also memories of the trip and the desire to cook at home according to the recipes that he/she learned during the trip, as well as the tendency to choose restaurants of this cuisine in his/her city.

Conclusion

The results of the study confirmed the hypothesis that gastronomic tourism is an important component of the sustainable development of the tourism sector, capable of generating significant economic and social benefits for domestic tourism market participants under the constraints caused by the COVID-19 pandemic.

Today, the infrastructure of gastronomic tourism in Russia requires expansion, that is, it is necessary to increase the number of national cafes and restaurants, it is appropriate to create gastronomic museums and tasting rooms. Such fundamental steps in the development of gastronomic tourism and the creation of a favorable

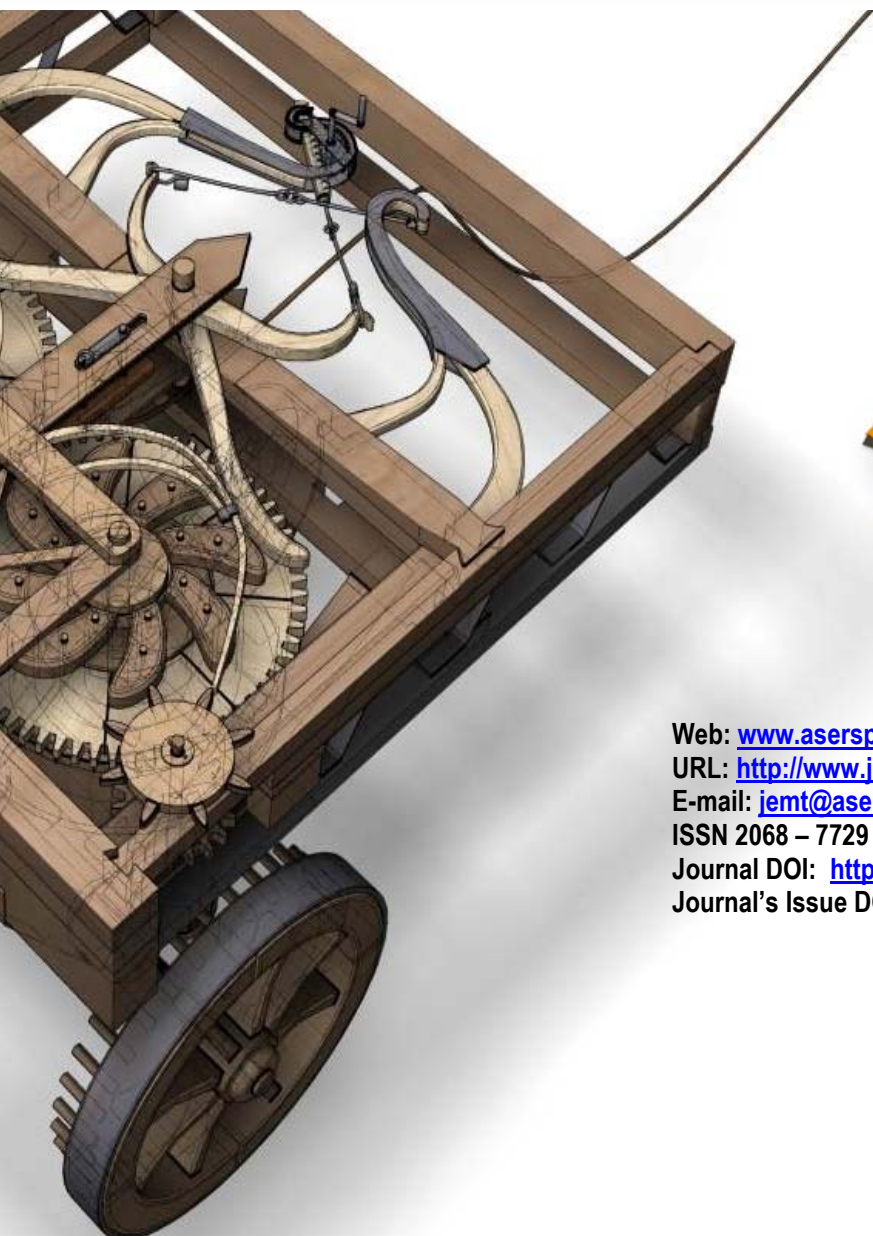
investment climate are possible due to the support of the state. The identification and definition of a clear algorithm for the development of gastronomic tourism in Russia (determining the optimal points of contact with the possibilities of gastronomic tourism during the client's journey and their relationship with the results of impressions from the rest) is the basis for further research.

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