

## Розділ 1

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#### LOCAL GASTRONOMY AS A PREREQUISITE OF FOOD TOURISM DEVELOPMENT IN THE CZECH REPUBLIC<sup>1</sup>

*This paper focuses on local gastronomy as a tool of food tourism development in the Czech Republic. According to the objective of the study, both, the demand and the supply side were analyzed. Small and medium gastronomy enterprises (SMGEs) were subject to quantitative research using primary and secondary data. The results of the research show that the offer of local food and beverage has a significant influence on the revenue growth of SMGEs; it increases the guests' traffic, improves the image and enhances the average spending of guests. This statement was confirmed by the correlation of results of both analyses provided. It can be stated that the offer of local food and beverages enhance the business of SMGEs, and is a real prerequisite for food tourism development in the Czech regions.*

Keywords: food tourism, local gastronomy, regional development, small and medium gastronomy enterprises, Czech Republic.

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**Introduction.** Tourism plays a vital role in Czech Republic's economy, accounting for close to 3 % of Czech Republic's gross domestic product and representing almost 25 percent of total service exports in 2014. The years 2005-2015 show a significant growth in tourism while the key neighboring markets recorded stagnation. What the increase of foreign visitors' overnight stays in Prague was followed by a significant drop in overnight stays of domestic visitors in the regions.

Significant stagnation or decline in visitors' overnight stays occurred in eleven of fourteen regions except for Prague. The growth in the mentioned years was recorded only in the Karlovy Vary region, which has a strong tradition of spa and the region of South Moravia, which has made a significant effort in the development of the tourism product and has strong cultural and wine-growing tradition. Also, it reinforces the need of support for tourism SMEs offering products based on local food and beverages in the regions and the need for supporting the development of food tourism to regional development.

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In 2015, tourism activities provided 227 676 jobs to Czechs [10]. Small and medium-sized enterprises (SMEs) represents more than 1 million businesses, employ almost two-third of total employees, and so that play a vital role in the Czech economy. SMEs significantly entrepreneurially and socially connected with their regions. SMEs constitute the backbone of tourism in the Czech Republic and make up the majority of the business units in tourism industries. Gastronomy is a combination of knowledge, experience, art and craft, which provides a healthy and pleasurable eating experience, forms part of the country's identity and is an essential component of the Czech cultural heritage.

Despite of tourism jobs provided and number of SMEs in the Czech Republic, there is no actual research focusing on food tourism and local food. The latest research from 2009 and 2010 refers to visitors' satisfaction with services in tourism including gastronomy [51, 52].

Food and beverage culture practices and heritage are integral elements of a tourist's experience in the destination. As media heavily deal with this topic in the last decade, researchers, visitors, gastronomy enterprises and destinations' residents focus on food tourism which has been emerging in recent years. Gastronomy "has become a significant source of identity formation in postmodern society" [60, p. 3] and provides new opportunities and at the same time creates new challenges for the tourism destination. According to Bessiere [4] and Wagner [75] the number of tourists that wish to explore food from local or ethnic regions and want to learn about it increases.

Latest findings of the Eurobarometer study [13] proves that main reasons for going on holiday in 2015 were sun and beach (39%), visiting family (38%), nature (31%) and following culture, including gastronomy, arts (26%).

The focus of many destination visitors is nowadays changing from the 'must see' towards a 'must-experience' i.e. from tangible to intangible expressions of culture, such as atmosphere, creativity, and lifestyle. They wish to appreciate the atmosphere of a destination, the 'genius loci,' enjoy the local food or take part in events. These changes in visitors' behavior enhanced the food tourism development [44]. Local foods can be a motivator of visitors seeking for unique and authentic experiences [56].

Several studies [32-34, 47, 50, 58, 73, 76] have found that tourists travel to those destinations that have established a reputation as a place offering quality local products and gastronomic values. Quality gastronomy evokes a lasting memory about the experience in the destination and predicts visitors' loyalty that leads to repeated visitation.

Food is an essential prerequisite when people travel; for some quality local food can be a primary motivator [33]. Food offers enjoyment and amusement and serves a social purpose; afford insights into ways of life [3], and helps visitors understand cultural differences [32, 76].

Tikkanen [73] presents five approaches to food that can influence motivation for a destination visit:

- food as tourist attraction [34];
- foodstuffs as a tourist product component [47];
- food experience in tourism (Quan and Wang [58] introduced this as a two-dimensional model, where the tourist experience refers to the key attractions that constitute the major motivation for tourism.
- the role of food in culture [54];
- linkages between tourism and food production.

Mitchell and Hall [50] have identified market segments on the basis of the level of interest and involvement of visitors in local food and cuisine at destinations as follows: (1) gastronomes (high interest and involvement); (2) indigenous foodies (high and moderate interest and involvement); (3) tourist foodies (moderate and low interest and involvement); (4) familiar foodies (low interest and involvement).

Local gastronomy can add value to the tourism experience; especially for those tourists who wants more and are searching for new experiences. Visitors, who dine out at a destination, consume "ingredients" that satisfy their feelings and enhance their cultural experiences [17]. Gastronomy can be seen as a "medium of cultural tourism" [63] and as an important source for destinations that want to

develop quality food tourism products and experiences.

In OECD countries, food and beverage services account for up to 30% of total internal tourism consumption. The relationship between food and tourism promotes policies that improve economic and social well-being. Linkages between food and tourism also provide a platform for local economic and agriculture development [12]. "Food tourism has been gaining momentum over the last decade around the world for two main reasons: first, a desire for people to discover where their food comes from and second to discover new foods and food preparation" [67, p. 3].

As an element of regional economic growth, food tourism based on local and regional gastronomy can play a significant role in the development of small and medium enterprises. Local gastronomy can help destinations that need to enhance tourism development, in certain destinations can compose their unique selling proposition, and become a major differentiation factor in the competitive tourism market.

According to Hall and Sharples [30, p. 10], food tourism may be "defined as visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and experiencing the attributes of specialist food production region are the primary motivating factor in traveling." This definition, however, does not cover all aspects of food tourism.

Pine and Gilmore [55] stated that a memorable experience is the key element of a successful experience for tourists. It includes participation in activities that assist the tourist in comprehending and acknowledging their knowledge. While tasting food and beverages, visitors can use all their senses that can convert this activity into a unique experience [45].

Kaspar [40] considers food as "an expression of a society and its way of life." Jones and Jenkins [35] have regarded food not only as a tool for a fulfillment of the fundamental needs of tourists but also an essential element of the regional culture.

Food is an important place-marker in tourism promotion. The climatic conditions, culture, and history of a region shape the character of the food that is produced. Gastronomy is often said to be a sub-sector of cultural or heritage tourism for this reason.

Food tourism is one component of the tourism strategy when the resources are scarce, and the destination focuses on the best use of them through creativity and adaptability to necessitate the lack of natural and cultural tourism assets [60, 72].

Due to ever-increasing competition in tourism, many countries are now seeking to develop new resources to attract a greater number of inbound tourists to local destinations [62].

The destinations that can offer food and beverages prepared and served in a typical way, followed by unique consumption culture, can develop food tourism, culinary tourism, gastronomic tourism, gustatory tourism and gourmet tourism [30]. For these destinations, food and beverages became an important tool for tourism development [30] and competitiveness in the tourism market while offering something different. Food tourists are focusing on local food and beverages [36-38], local food and beverage culture and make local people proud of it.

The destinations' food tourism development strategies must take into account to which extent the visitors will have a negative influence on the destination and its culture. Planning, coordination, and management are the tools destination can use to prevent changes in social values and the standards of the food production. Sustainable and balanced development has to be implemented to avoid the local community and environment and to ensure sustainability of food tourism. It should not only be seen as an economy activity but more as a cultural enrichment which contributes to the sustainability of a region [11, 15, 16, 65].

**Local Food.** The Enteleca Research and Consultancy Report [14] on tourists' attitudes towards local food in the UK state that there is no single universally agreed or adopted the definition of local food and beverages. Consumers make little distinction between „local produce" and „local specialties" [30], a situation that is further confused by the increasing global availability of „regional" products [14]. Enteleca

[14, p. 11] defines local food and beverages as „food and drink that is produced or grown in the local area or local specialty food that has a local identity.” This "includes fresh, farm gate' sales, regionally branded and locally produced products, and local specialty products, that are in some way distinctive to the area or unique." This definition indicates that local food is not only about locally grown produce but should also include food and requires raw material from outside the area, but that is processed locally and thereby given a local or regional identity.

The growing interest and demand from tourists for local fare are very much rooted in the changing patterns of tourism, particularly the growth of „special interest” [25] and "new" tourism [57]. According to [57], new tourists are searching more for real and authentic cultural and natural experiences. As food has been recognized as an important part of local culture and identity [60], trying out local food specialties may serve to enrich the overall experience of tourists seeking to learn more about a different and authentic culture.

Enteleca survey showed that many visitors have to be exposed to local foods to take an interest in them, and therefore it will be of great importance that food producers, eating facilities, and other involved stakeholders actively promote and visualize local food produce.

Yeoman [78] states that for the better educated and wealthy visitor of today, who travels more extensively, lives longer and is more health and environment conscious "food and drink have become more important and have a higher priority amongst certain social groupings." He regarded that food is "the new culture capital of a destination as if the culture has moved out of the museum to become a living experience of consumption."

Successful destinations have begun to realize that there is a great potential for food tourism to offer a sustainable tourism product and they use food as a means to create cultural capital and social cachet. Creating a network of food and drink suppliers and offering an eating and shopping experience for visitors in authentic local promises based upon high quality and unique product that is fair priced are the prerequisite for satisfied visitors. This satisfaction cannot be achieved without the involvement of all stakeholders.

**Food as a Motive to Travel.** Food tourism is in a focus of today's visitors' itinerary and a part of the tourism destinations' strategies. The interest of visitors in food tourism is growing together with interest in culture, traditions, emotions, experiences and creativity.

The core concept of food tourism is not new. The history is rich in documents confirming that while traveling abroad, merchants were searching for exotic and special foods and beverages to trade or to bring home. Spices, wine, fruits and other food products were often used as currencies in the past [77]. The old taverns and inns that served basic food started the commercial hospitality and grounded the base for the development of the eating out society [48]. Food is not only a functional component of a trip but can also be highly experiential, sensual, symbolic and ritualistic [50].

The trend to eat out is often connected with a positive and emotional memory [18] and with the trend to spend less time on cooking [64]. The rising number of tourists started to be interested in watching cooking shows, dining out that caused an increase in the number of a variety of restaurants and other eating facilities at holiday destinations [2].

Frochot [19] states that food is the fundamental element of the tourism product and draws the attention of the tourists. Likewise, Quan and Wang [58] believe that food and beverage are destination products that may act as primary or secondary motivators. Moreover, also, improve the image of a destination [5, 6, 11].

Also, Symons [66] considers local food as a fundamental component of a destination's attractions and the overall tourist experience. Local food accelerates an interest in experiencing the unique and indigenous food, food products and cuisines of destinations to such an extent that visitors often travel to a particular destination to taste the local food or to taste the dishes of its „celebrity chef" [50]. Local food

or cuisines that are unique to a destination may be a major marketing tool to attract more visitors. The studies on wine tourism [7, 24, 70] demonstrated that destinations that offer quality local products attract more visitors.

According to Global Report on Food Tourism 2013 by UNWTO [74], food tourism is growing over the years. Food and beverages are becoming the central part of the tourism experience. The overall experience of visiting a destination is accelerated through the sumptuous cuisine of a destination.

Gretzel, Fesenmaier, and O'Leary [22] link the rise of popularity of food tourism to technological development and the role of the internet. They state that once it became easier for people to get information on different types of culinary and cuisine of other nations, food becomes a motivation to travel.

Chen [8, p. 165] stated that "as the motivation to experience food and beverage while traveling growth, destinations with appropriate levels of food and wine resources can develop increasingly sophisticated food and wine experiences, which may lead to the emergence of gourmet tourism."

For studying visitors, the motivation for food tourism Fields [17] applied the motivation typology provided by McIntosh et al. [46]. Ryu and Jang [61] applied the Ajzen and Fishbein's [1] model of the theory of reasoned action to examine tourist experiences of local food at a destination. They developed a survey instrument to measure tourist perceptions of local cuisine experiences on trips and holidays and found that opinions or suggestions of others were not the significant reason to taste local food, but that personal attitude was the most important factor in this process.

**Food Tourism and Regional Development.** Food tourism is a local phenomenon that has a clearly positive impact on the economy, employment and local heritage. The development of food tourism also contributes to improving the general perception of the destination.

Destinations that want to promote food tourism have to recognize the role of the local products and then develop a range of competitive products. Thus, food and beverage staff must be well trained to increase visitor satisfaction [74].

Food tourism has been recognized as a vehicle for regional development, strengthening local production through backward linkages in tourism supply chain partnership [59, 69].

Bessiere [4] and Tellstrom et al. [71] studied local food as destinations attractions that contribute to economic benefits and local development; Getz [20], Hashimoto and Telfer [31], and Okumus et al. [54] focused on local food from the tourism destinations marketing.

Barriers to local food experiences were studied by Cohen and Avieli [9]; Quan and Wang [58] concentrated on the relationship between food consumption and the tourist experience, and the effects of gastronomy on the tourist experience at a destination were studied by Kivela and Crofts [42].

According to Misiura [49] food has been acknowledged as: (1) component of the regional culture which travelers consume; (2) component of tourism marketing; (3) promising part of the regional rural and economic growth; (4) local coefficient which is influenced by the consumption habits and affectations of the tourists.

Recent research has indicated that travelers spend around 40% of their holiday budget on food [6]. Graziani [21] and Karim [39] found that the connection and influence between food and the tourism are strong. Hjalager [34] identified food as an efficient marketing and positioning instrument for a destination. Through the growing demand for local food, an increasing number of destinations use cuisines as their major tourism attractions [39].

The role of local food and beverages in promoting a destination has not been well researched [11]. Studies provided until now confirmed that local food increases the capability of sustainable tourism, reinforces the local economy, supports the environmentally solid infrastructure and is part of the originality of a destination [11].

According to Hashimoto and Telfer [31], more research and effort needs to be made to attract domestic tourists to culinary attractions. They point out the importance of the brand loyalty strategies to attract local visitors and repeating visitations.

Hall, Sharples, Mitchell, Macionis, and Cambourne [30] stated that it is important to promote local attributes of the food and wine tourism under the destination's brand to gain the competitive advantage in the tourism market [23].

Du Rand et al. [11] added that to implement food tourism as a successful tourist attraction in a destination, the local products, and food service providers need to be branded.

**Methodology.** According to the objective of the paper, the following research questions and hypotheses were formulated: Q1: Can the local gastronomy be perceived as a tool of food tourism development in the Czech Republic? Q2: Can the local gastronomy enhance the SMGEs business? H1: Local gastronomy offer is a precondition for food tourism development in the Czech regions. H2: The offer of local gastronomy has a significant effect on the business of SMGEs.

The aim of the primary quantitative research with the focus on tourism stakeholders was to understand the extent to which local gastronomy may strengthen the business of the SMGEs. The specific selection criteria for the purposeful sampling as (1) duration of the facility minimum one year, (2) facility with the local gastronomy, (3) and holding a manager role were determinate. The number of respondents has been set by the number of gastronomy facilities in the Czech Republic, by the number of facilities with the local gastronomy, and by the number of restaurants [53]. Depending on the quality of web pages and observation in the facilities a selection of the typical gastronomy facilities were set at 2 500. Considering confidence 99% and margin of error 5% the sample was estimated on 538 respondents [43]. All the responses, except for characteristics of the respondent, were rated on a five-point Likert scale.

The aim of the primary quantitative research with the focus on visitors was to the extent which local gastronomy may strengthen the business of the SMGEs. One thousand five hundred respondents were addressed by questionnaires, 611 questionnaires were returned; this represents 40, 7% return. All the responses, except for characteristics of the respondent, were rated on a five-point Likert scale.

Further, the following tools of the descriptive statistics were applied: arithmetic mean; sample coefficient of variations; and sample skewness. All of these tools were parametric.

The formula used to calculate the arithmetic mean ( $\bar{x}$ ) was based on Kenney and Keeping (1962).

The sample coefficient of variation (CV), a measure of relative variability, makes it possible to compare variability across variables measured in different units. The CV is calculated [41] by dividing the standard deviation ( $S_x$ ) by the mean ( $\bar{x}$ ):

$$\frac{S_x}{\bar{x}} \quad (1)$$

If the CV is less than 0, 5, the variability of the data can be considered for reasonable.

Sample skewness is a measure of the asymmetry of the probability distribution of a real-valued random variable about its mean. The used formula to calculate the sample skewness is according to Kenney and Keeping [41] the following:

$$\frac{1}{n} \sum_{i=1}^n \frac{(x_i - \bar{x})}{S_x^3} \quad (2)$$

The skewness value can be positive or negative, or even undefined.

To identify relation a correlation analysis which identifies the relation between two variables was used. The intensity of relations was identified with the help of Pearson correlation coefficient. The Pearson correlation coefficient ( $r$ ) is defined by the following formula, where  $s_x$  and  $s_y$  are the sample

standard deviations, and  $S_{xy}$  is the sample covariance. The sample covariance between two variables is the average of the product of deviations of both the variables from their respective means [68].

$$\frac{S_{xy}}{S_x \cdot S_y} \quad (3)$$

**Results and Discussion.** Food and beverages are an inseparable part of destinations offer. Their place in the tourism product is important as they can display the tradition and culture of the destinations as well as the lifestyle of the destinations' residents. Although in the past food and beverages mainly were seen as a means of meeting the basic needs of visitors, in recent years this view has changed. Existing research papers and conducted research projects underpin the role of food and beverages as an inseparable part of the character and culture of the destination.

The respondents were asked to indicate their rating of the impact of local food and beverage offer on their business scored using a 5-point Likert-type scale (1 - very significant, 5 – not significant).

*Table 1 – Impact of local products on SMEs businesses (authors' research)*

Impact on	Local Food			Local Beverage			Special menu			Activities		
	M	CV	S	M	CV	S	M	CV	S	M	CV	S
The revenue growth	2,42	0,41	0,90	2,42	0,48	0,78	2,25	0,43	0,71	2,60	0,43	0,58
The increase of guests traffic	2,50	0,40	0,58	2,43	0,49	0,74	2,19	0,46	0,87	2,53	0,45	0,64
The image of the facility	2,38	0,42	0,79	2,43	0,47	0,87	2,32	0,43	0,64	2,59	0,42	0,56
The enhancing the average spending of guests	2,67	0,40	0,42	2,58	0,44	0,53	2,34	0,46	0,63	2,65	0,42	0,44

Note: M = Arithmetic mean, CV = Sample Coefficient of Variations, S = Sample Skewness

The results in Table 1 show that the mean scores of the variables are fewer than 3; this means that respondents strongly agree with presented statements. The local food, beverages, special menu, and activities offer have the significant impact on the SMEs business. Whereas the sample coefficient of variations is less than 0.5, the obtained data can be regarded as adequately variable. The highest variability of responses was recorded for evaluation of the impact of local beverages on the increase of guests' traffic. Sample skewness shows positive values. The mean will be greater than the median in a skewed data set.

A questionnaire was used to analyze the importance of local food and beverages in the motivation of the domestic visitors.

Table 2 shows the impact of local food, beverage, special menu, and activities on visitors' behavior.

*Table 2 – Impact of local products on visitors' behavior (authors' research)*

Impact	Local Food			Local beverages			Special menu			Activities		
	M	CV	S	M	CV	S	M	CV	S	M	CV	S
I will come again	2,40	0,47	0,75	2,46	0,46	0,62	2,49	0,46	0,48	2,71	0,45	0,37
I am willing to pay more	2,59	0,46	0,49	2,70	0,43	0,36	2,61	0,45	0,49	2,79	0,43	0,29
I will come again with friend/family	2,34	0,46	0,75	2,46	0,45	0,46	2,43	0,45	0,64	2,64	0,44	0,44
I will spread the good name/brand of a facility	2,15	0,50	0,98	2,28	0,48	0,75	2,35	0,47	0,72	2,57	0,45	0,49

Note: M = Arithmetic mean, CV = Sample Coefficient of Variations, S = Sample Skewness

The results presented indicate that the mean scores of the variables are below 3; this means that respondents strongly agree with presented statements. The local products (food, beverages, special menu, activities) offer have the significant impact on visitors' behavior. Whereas the sample coefficient of

variations is less than 0.5, the obtained data can be regarded as adequately variable. The highest variability of responses was recorded for evaluation of the impact of local food on the statement „I will spread the good name/brand of a company." In both cases of SMEs and visitors, positive values for the sample skewness were recorded.

To identify relations between stakeholders' statements and visitors' statements (538 opinions) Pearson's correlation coefficient was used which enable to determine the relation between two variables. Positive values confirm that local products (food, beverages, menu, and activities) have a positive impact on SMEs businesses and concurrently have a positive impact on visitors' motivation (to pay more, to come again and to spread the good brand of the facility). The values further confirm the fact, that relationship is not quite strong. Moderate negative correlation can be recognized only in seven cases, for example between the impact of local menu linked with local gastronomy and the willingness of visitors to pay more for the menu.

**Conclusion.** Food and drinks are important parts of the tourism industry. Together with food culture practices and food heritage are an integral element of a tourist's experience in the destination. Food tourism is a factor of regional agricultural and economic growth and can play a vital role in the development of SMEs.

Local gastronomy can add value to the traditional tourism experience; especially for those tourists who wants more and are seeking for new experiences. Food tourism can bring new impetus to the destination and enhance the regional tourism development.

The results of the analysis indicate the positive answer to the first research question. Food tourism can be considered as an element of regional economic growth and can play a significant role in the development of small and medium enterprises. It can also help destinations that need to enhance tourism development as it can positively influence the visitors' behavior towards local gastronomy.

Based on the results of the analysis, the second research question can be answered positively. It can be stated that the introduction and offer of the local food and beverages has a positive impact on tourism SMEs. It contributes to the revenue growth, increases the guests' traffic, enhances the average spending of the visitors and strengthens the image of SMEs and the local food and beverages as well. Food tourism is a local phenomenon that has a positive impact on the economy, employment, and local heritage and contributes to improving the general perception of the destination.

In conclusion, we can state that based on the presented results both hypotheses were verified.

The research presented in this paper was focused primarily on the domestic visitors' perspective. **The potential for the future research** is, in this context, in enlargement the number of respondents by the foreign visitors. Further opportunity can be in balancing the number of respondents from different age groups, education level, and regional distribution to avoid deviation as these demographic characteristics might have an influence on the research results.

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**Локальна гастрономія як передумова розвитку харчового туризму в Чеській Республіці**

У цій статті основну увагу приділяється місцевій гастрономії як інструменту розвитку харчового туризму в Чеській Республіці. Відповідно до мети дослідження були проаналізовані як попит, так і пропозиція. Малі та середні гастрономічні підприємства (МСГП) стали предметом дослідження з використанням первинних і вторинних даних. Результати дослідження показують, що пропозиція місцевих продуктів харчування і напоїв значно впливає на зростання виручки МСГП; це збільшує кількість відвідувачів, покращує імідж і призводить до зростання середніх витрат відвідувачів. Ці положення було підтверджено співвідношенням результатів обох аналізів. Можна констатувати, що пропозиція місцевих продуктів харчування та напоїв підсилює бізнес МСГП і є реальною передумовою розвитку харчового туризму в чеських регіонах.

Ключові слова: харчовий туризм, місцева гастрономія, регіональний розвиток, малі та середні гастрономічні підприємства, Чеська Республіка.

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**Локальная гастрономия как предпосылка развития пищевого туризма в Чешской Республике**

В этой статье основное внимание уделяется местной гастрономии как инструменту развития пищевого туризма в Чешской Республике. В целях исследования были проанализированы как спрос, так и предложение. Малые и средние гастрономические предприятия (МСГП) стали предметом исследования с использованием первичных и вторичных данных. Результаты исследования показывают, что предложение местных продуктов питания и напитков значительно влияет на рост выручки МСГП; это увеличивает количество посетителей, улучшает имидж и приводит к росту средних затрат посетителей. Эти положения были подтверждены соотношением результатов обоих анализов. Можно констатировать, что предложение местных продуктов питания и напитков усиливает бизнес МСГП и является реальной предпосылкой развития пищевого туризма в чешских регионах.

Ключевые слова: пищевой туризм, местная гастрономия, региональное развитие, малые и средние гастрономические предприятия, Чешская Республика.

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