

## **GASTRONOMY IN TOURISM**

Culinary culture has been an area that has been ignored until recently. However, culinary culture is always the longest-surviving part of a culture and tradition. To put it in a different way, cuisines where many different identities of a society merge together and national feelings are felt most are a mirror of daily life styles, religious beliefs, habits, traditions and customs. Changes of eating style in societies and rising the value of eating socially have been one of the reasons for movements in tourism activities. Gastronomy tourism has become major and has become a rapidly growing component of the attractiveness of tourism destination in recent years. The marketing opportunities to gastronomy tourism are being developed by the countries given importance to that issue. Tourists' wishes to experience the local tastes in the destinations and accommodation facilities have prepared the ground for the development of gastronomy tourism. Tourism businesses that realized the importance to gastronomy tourism given by local and foreign tourists have featured the gastronomic factors in their facilities. Therefore, it is ensured that to take attention for gastronomy, tourism should be managed in coordination with all tourism- related foundations and civil society organizations and with the encouragement of relevant ministries. In addition, the promotional activities are required to be taken in measurable ways by gastronomic tourism developers.

Eating, which in today's world is one of the physical needs and in relation with the developing tourism sector and food and beverage industry, has led to the emergence of a sector that has become to be seen as leisure time activities and desired to be met outside. Almost all tourists, no matter the accommodations at which they are staying provide food and beverages services or not, prefer to eat outside; and get to know and taste the local dishes belonging to the region.

This article aims to contribute to the existing academic literature on the gastronomic experiences of the visitors in tourist destinations. It presents research that focuses on the segmentation, motivation, and satisfaction of the foreign tourists visiting the city of Lima (Peru) in relation to gastronomy. Segmenting the tourists and analyzing their motivations are essential for understanding the importance of local food. Therefore, although all the tourists necessarily consume food, their perceptions and their motivations in relation to gastronomy can be very different [3]. The travelers can be interested in the local food and in obtaining gastronomic experiences, and these experiences can even play an important role in the choice of the destination [5] and in their level of satisfaction.

The study of gastronomic tourism involves the analysis of the visitor's behavior. A tourist who is not especially interested in the gastronomy of the site or who does not travel with the principal or secondary intention of trying behaves like a visitor who only needs to have nourishment during his time in the chosen destination.

On the contrary, the tourists interested in gastronomy are found. They travel with the principal and/or secondary motivation of discovering a different cuisine, learning more about it, relaxing by tasting the typical local dishes, cultural enrichment, etc. Therefore, in this regard, it is important to analyze the perception that the visitors have with respect to the local food, especially in the developing countries [2], and the authenticity of the local gastronomy [3]. Furthermore, the relationship between food and tourism can be examined from three different perspectives[10]: consumer, producer, or destination development.

The segmentation of tourists in the tourist destinations using gastronomy as a basic element is analyzed in different prior research articles. From all these research articles and in this article, it is concluded that tourists show different attitudes toward gastronomy as a variable of interest in the choice of destination. Furthermore, different studies conclude that in the segmentation of the tourists, one of the groups is very interested in gastronomy, whereas another group has very little interest. In relation to the sociodemographic profile of the tourists, there are two principal results obtained in this research: first, the older the tourist, the greater his interest in gastronomy; second, the tourists with a higher educational level show greater interest in gastronomy. In this regard, this type of tourists would be predominant in the segment that was called experiencers. These results are supported by prior research [2] where the importance of age is shown with respect to the interest of the tourist in local food.

Currently, gastronomic tourism is perceived nowadays as one of the significant commitments for strengthening or consolidating certain tourist destinations, due to the importance, increasingly greater, that the knowledge of everything related to gastronomic culture has for the travelers. In fact, there are already certain travelers who consider going to a specific restaurant or simply getting to know the cuisine of a specific geographic area better as the primary motivation for their trip.

In this article, an analysis has been conducted on the opinion of the foreign tourists who visited the city of Lima with regard to gastronomy. The local gastronomy plays a direct role as a tourist attraction, being a relevant objective when visiting a tourist destination. In this regard, this research concludes that the foreign tourists show different attitudes toward the local gastronomy as a variable of tourist development.

The greater or lesser interest in gastronomy also conditions the culinary motivations and the perception of satisfaction that the tourist experiences. Considering the culinary motivations of the tourist, empirical evidence is obtained on the presence of three motivational dimensions, which we have called new food experience, culture, and socialization. One of the principal contributions of this research is to verify that the degree of satisfaction toward the local gastronomy is conditioned by culinary motivations. The results show that the new food experience and socialization dimensions contribute to a greater extent to gastronomic satisfaction. The visitors indicated high satisfaction with their culinary experience, with the significant valuation being different according to the interest declared toward gastronomy.

The principle aim of this article is to show the results of research carried out on the relationship between gastronomy and tourism in a World Heritage Sites in Latin America. In this respect, this research contributes to reinforce the studies conducted on the relationship between tourism and gastronomy in different places of the world, although mostly in Asia and Europe. In fact, this article includes one of the first studies conducted on this subject in Latin America.

The study provides not only theoretical implications but also practical ones. The main practical application of this research is to contribute to understanding the characteristics of the different groups of foreign tourists identified and the valuation that they give about the local gastronomy with the aim of conceiving tourist and cultural products that better satisfy their needs and, at the same time, are compatible with the sustainable management of the local gastronomy. In this regard, with the aim of the local gastronomy becoming another tool of tourist competition, it becomes necessary to establish measures that favor financing for the improvement and modernization of the culinary establishments of the city of Lima.

The main limitation of this research is the time period in which it was conducted. We consider that it would be advisable to extend the research to tourism in the city during all the months of the year. As a future line of research, we recommend reinforcing the research that studies the importance of gastronomy from the point of view of the author.

### **References:**

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