


ТУРИЗМ

Gastronomic tourism in the tourism industry structure

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**Գաստրոնոմիական զբոսաշրջությունը զբոսաշրջության ճյուղային կառուցվածքում
Գրիգորյան Հարություն Ա.**

*«Մարքեթինգի» ամբիոնի ասպիրանտ
Հայաստանի պետական տնտեսագիտական համալսարանի (Երևան, ՀՀ)*

Անփոփազիր. Հոդվածում քննարկվում են «գաստրոնոմ», «գաստրոնոմիա», «գաստրոնոմիական մշակույթ», «գաստրոնոմիական զբոսաշրջություն» հասկացությունները: Գաստրոնոմիական զբոսաշրջությունը, որպես զբոսաշրջության առանձին տեսակ, ճանապարհորդություն է տարբեր երկրներով՝ ծանոթանալու տեղական խոհանոցի առանձնահատկություններին, խոհարարական ավանդույթներին, ճաշակելու համար հատուկ ուտեստ կամ սննդամթերք, ինչպես նաև ակտիվ մասնակցելու կազմակերպվող տարբեր գաստրոմիջոցառումներին: Տրված են գաստրոնոմիական զբոսաշրջության տարբերակիչ հատկանիշները զբոսաշրջության այլ տեսակներից: Գաստրոնոմիան ներառում է ավանդական այնպիսի արժեքներ, որոնք կապված են զբոսաշրջության նոր միտումների հետ՝ հարգանք մշակույթի և ավանդույթների, առողջ ապրելակերպի, նոր փորձառությունների նկատմամբ: Գաստրոնոմիկ զբոսաշրջությունը համաշխարհային զբոսաշրջության զարգացման նոր ուղղություն է, որը կարող է լինել տնտեսության, մշակութային ժառանգության պահպանման և զարգացման հնարավոր ուղղություններից մեկը, ինչպես նաև տարածքների կայուն զարգացման գործոն: Գաստրոնոմիական զբոսաշրջությունը արտասեզոնային ճանապարհորդություն է դեպի տարբեր երկրներ՝ խոհարարական ավանդույթների առանձնահատկություններին ծանոթանալու, ինչպես նաև գիտելիքներն ընդլայնելու համար՝ ինչպես մասնագիտական, այնպես էլ ընդհանուր մշակութային տեսանկյունից: 2001 թվականից խոհարարական զբոսաշրջությունը դիտվում է որպես ճանապարհորդության նոր միտում: Խոհարարական զբոսաշրջության միջազգային ասոցիացիայի (ICTA) հիմնադիր և նախագահ Էրիկ Վոլֆը ներկայացրեց խոհարարական զբոսաշրջության մասին փաստաթուղթ, որն էլ մեկնարկ հանդիսացավ գաստրոնոմիական զբոսաշրջության զարգացման համար: Խոհարարական զբոսաշրջության նպատակն է կրթել և ոգեշնչել սննդի և գինու սիրահարներին՝ հնարավորություն տալով ուսումնասիրել տարբեր գաստրոնոմիկությունները և ծանոթանալ տեղական սննդի առանձնահատկություններին, պատրաստման մեթոդներին, ինչպես նաև ծանոթանալ ճաշատեսակների և խմիչքների պատմությանը: Այնուհետև հոդվածում խոսվում է գաստրոնոմիկ զբոսաշրջության ձևավորման պատմության մասին, ինչպես նաև գաստրոնոմիական զբոսաշրջության տեսակներին (մշակութային և կրթական գյուղական, բիզնես, իրադարձություն, էթնիկ):

Հանգուցարարներ և բառակապակցություններ զբոսաշրջություն, գաստրոնոմիկ զբոսաշրջություն, էնոզբոսաշրջություն, գաստրոնոմիական մշակույթ, գաստրոնոմիա, գաստրոնոմ, խոհարարական զբոսաշրջություն, սննդի զբոսաշրջություն, Սննդի զբոսաշրջության համաշխարհային ասոցիացիա, ՅՈՒՆԵՍԿՕ

Гастрономический туризм в отраслевой структуре туризма

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Аннотация. В статье рассматриваются понятие «гастроном», «гастрономия», «гастрономическая культура», «гастрономический туризм». Даны отличительные особенности данного вида туризма от других видов туризма. Гастрономия включает в себя все традиционные ценности, ассоциируемые с новыми трендами в туризме: уважение к культуре и традициям, к здоровому образу жизни, к новому опыту. Гастрономический туризм — новое направление развития мирового туризма, которое может являться одним из возможных направлений сохранения и развития экономики традиционного хозяйства, культурного наследия и фактором устойчивого развития территорий. Гастрономический туризм внесезонное путешествие в различные страны с целью знакомства с особенностями кулинарных традиций, а также расширения знаний, как с профессиональной, так и с

общекультурной точки зрения. Как о новой тенденции в путешествиях о кулинарном туризме стали говорить, начиная с 2001 г., когда Эрик Вульф, основатель и президент Международной ассоциации кулинарного туризма (ИСТА) представил некий документ о кулинарном туризме. Целью кулинарного туризма является просвещение и вдохновение любителей еды и вина, предоставление путешественникам-энтузиастам возможности изучить те или иные дестинации и узнать о местных тенденциях питания, способах приготовления и истории продуктов, блюд и напитков. Туристы могут участвовать в опыте погружения в культуру тех или иных дестинаций по всему миру через пищу и напитки.

Далее в статье рассматривается история становления гастротуризма, выделяются виды гастрономического туризма (культурно-познавательный, сельский, деловой, событийный, этнический).

Ключевые слова и словосочетания : туризм, гастротуризм, этнотуризм, гастрономическая культура, гастрономия, гастроном, кулинарный туризм, продовольственный туризм, Всемирная ассоциация продовольственного туризма, ЮНЕСКО

The present study seeks to investigate the historical trajectory of gastronomic tourism, clarify the conceptual foundations of the term *gastronomy*, and examine its interrelations with other tourism typologies. Particular attention is devoted to distinguishing between the notions of *gastronomy* and *culinary arts*, culminating in the development of a comparative analytical model.

Methodologically, the research employs analytical, comparative, and meta-analytical approaches to substantiate the significance of gastronomic tourism within the broader tourism discourse. Gastronomic tourism has emerged as a defining global trend in the 21st century, occupying an increasingly prominent position in the tourism system. It contributes not only to economic development but also to the preservation and enhancement of cultural heritage, thereby supporting the sustainable development of local and regional communities.

Quantitative indicators further underscore the economic relevance of this sector:

- The global gastronomic tourism market was valued at \$11.5 billion in 2023 and is projected to reach \$13.58 billion by 2024.
- Between 2024 and 2030, the market is expected to expand at a compound annual growth rate (CAGR) of 19.9%, with projected revenues reaching \$40.53 billion by 2030 [13].

These growth projections reflect a strong upward trend and highlight the sector's considerable potential for future expansion.

Interconnection with Wine Tourism (Enotourism):

Gastronomic tourism is intrinsically linked to wine tourism—also known as *enotourism*—a rapidly expanding niche within the global tourism industry. This growth is largely driven by increasing consumer interest in wine culture and the pursuit of distinctive, immersive travel experiences.

- According to data from Future Market Insights (FMI), the global wine tourism market generated \$85,145.2 million in revenue in 2023.
- Forecasts suggest that this market will expand to \$292,538.4 million by 2033 [16].

Wine tourism encompasses a broad array of experiences, including vineyard tours, wine tastings, cultural festivals, and educational seminars, each of which contributes to both the diversification and enrichment of the tourist experience.

The study highlights the dynamic expansion and economic potential of gastronomic and wine tourism, emphasizing their integral roles in promoting sustainable regional development and safeguarding intangible cultural heritage.

Gastronomic tourism enables travelers not only to explore new destinations but also to engage meaningfully with local cultures and traditions through the medium of food. As both a fundamental human necessity and a culturally charged symbol, food plays a central role in the overall tourism experience. Historically, the roots of gastronomic tourism can be traced back over several centuries. The concept of *gastronomy* was first articulated by Archestratus of Gela (Sicily) in the 4th century BCE in his seminal work *The Art of Fine Living*. Culinary knowledge and practices have been transmitted across generations, with the earliest known recipes dating as far back as 1700 BCE. Over time, landmark culinary texts such as Taillevent's *Le Viandier* (1486) and *The Great Cookbook* (1500) were published, contributing to the formalization and dissemination of gastronomic culture.

A foundational work in the academic study of gastronomy is *Physiologie du goût (The Physiology of Taste)*, published in 1825 by Jean Anthelme Brillat-Savarin. In this seminal text, Brillat-Savarin explores the intricate relationship between taste and food, addressing themes related to gastronomy, dietary practices, and culinary recipes.

By the latter half of the 19th century, the foundational elements of what is now recognized as gastronomic tourism began to materialize. As societal mobility increased, individuals gained greater access to culinary traditions, rendering gastronomy increasingly accessible to the general public. The first food and wine-focused tours emerged in Europe, with Great Britain organizing one of the earliest documented gastronomic tours during the 19th century [11].

In Germany, by the late 1920s, tourists were actively encouraged to travel to specific regions to sample a diverse range of local food products. Concurrently, technological advancements and societal developments facilitated broader access to food, thus enhancing culinary exploration. By the early 20th c., high-end hotels and restaurants began offering cooking classes and organizing food festivals, targeting tourists as part of their service innovations.

The post-war period marked a significant increase in public interest in culinary activities. Since the 1960s, this interest has been reflected in the proliferation of cookbooks, culinary magazines, and televised cooking programs. The 1970s, in particular, represented a pivotal era in the globalization of gastronomy, as travelers became increasingly eager to experiment with new culinary practices and sample traditional cuisines from various cultures.

Each nation possesses a distinctive gastronomic culture. In contemporary academic discourse, the term *gastronomic culture* has emerged as a relatively novel category. It is often used to describe travel to regions inhabited by specific ethnic groups renowned for their unique culinary traditions, which are markedly different from those of other cultural communities [2, pp. 18–27].

M. Kapkan and L. Likhacheva conceptualize *gastronomic culture* as “a set of rules and customs governing food preparation and consumption” [7, pp. 34–43]. Complementing this view, Kozyakova identifies the essential components of gastronomic culture as follows:

- Characteristic food products,
- Methods of food processing and preparation,
- Practices of food consumption,
- Social and cultural norms related to dining etiquette, which, taken together, constitute “the identity code of a national culture” [8, pp. 220–227].

Accordingly, gastronomic culture may be defined as the accumulated body of daily food-related traditions and practices that are deeply embedded in the historical and cultural fabric of a nation. Gastronomic tourism, therefore, is fundamentally rooted in these cultural expressions, enabling travelers to experience destinations through their local and traditional cuisines.

To elucidate the conceptual framework of this study, it is necessary to define the term *gastronomy*. According to the *Oxford American Dictionary*, *gastronomy* is defined as “the art of preparing and eating good food” [15]. It encompasses the entirety of what is consumable by humans. D. Ushakov expands on this notion, interpreting gastronomy as a refined sensibility toward food, entailing an appreciation of the nuances of culinary artistry [1, p. 959]. Jean Anthelme Brillat-Savarin, in his seminal work, characterizes gastronomy as the comprehen-

sive body of knowledge concerning human nourishment, the ultimate purpose of which is the sustenance and continuation of the human species [5, p. 520].

Etymologically, the term *gastronome* derives from the Greek *gastēr* (stomach) and *nomos* (law or knowledge). In its narrow usage, it refers to the appreciation and enjoyment of fine cuisine; in its broader interpretation, it encompasses all dimensions of the food experience, including production, preparation, consumption, and the sociocultural traditions that govern these practices. The *Encyclopaedia Britannica* defines gastronomy as the art of selecting, preparing, serving, and enjoying food of the highest quality. Similarly, the *Dictionary of Armenian Cuisine* identifies a *gastronome* as an individual who is both a connoisseur of appetizers and a passionate admirer of gourmet food.

Gastronomy can be understood through several interrelated dimensions:

- The art and science of eating and drinking well,
- The preparation and appreciation of high-quality food,
- The embodiment of elegance and refined taste in culinary practices.

Fundamentally, gastronomy represents the intricate relationship between culture and food, serving as a lens through which cultural identity, historical continuity, and social customs are expressed.

Although gastronomy is inherently linked to cooking, it must be distinguished from the concept of *culinary arts*. The term *culinary arts* originates from the Latin *culina* (kitchen) or *culinarius* (pertaining to the kitchen) and pertains to the human endeavor of preparing food from plant- and animal-based ingredients using established techniques, equipment, and recipes. In this context, the kitchen functions as a creative and technical space wherein food preparation becomes both a craft and a form of artistic expression.

It is essential to differentiate between *gastronomy* and *culinary arts*. Culinary arts refer to a structured system of food preparation techniques and methodologies with an emphasis on technological processes, tools, and recipes. In contrast, gastronomy encompasses a more holistic and interdisciplinary domain, inclusive of the origins, cultural meanings, and sensory appreciation of food and drink.

Therefore, based on the synthesis of definitions presented, gastronomy pertains primarily to raw materials-food and beverages in their natural or minimally processed states-whereas culinary arts pertain to the transformation of these materials through specialized preparation techniques. As such, gastronomy constitutes a broader, more comprehensive conceptual category than culinary arts (see Figure 1).

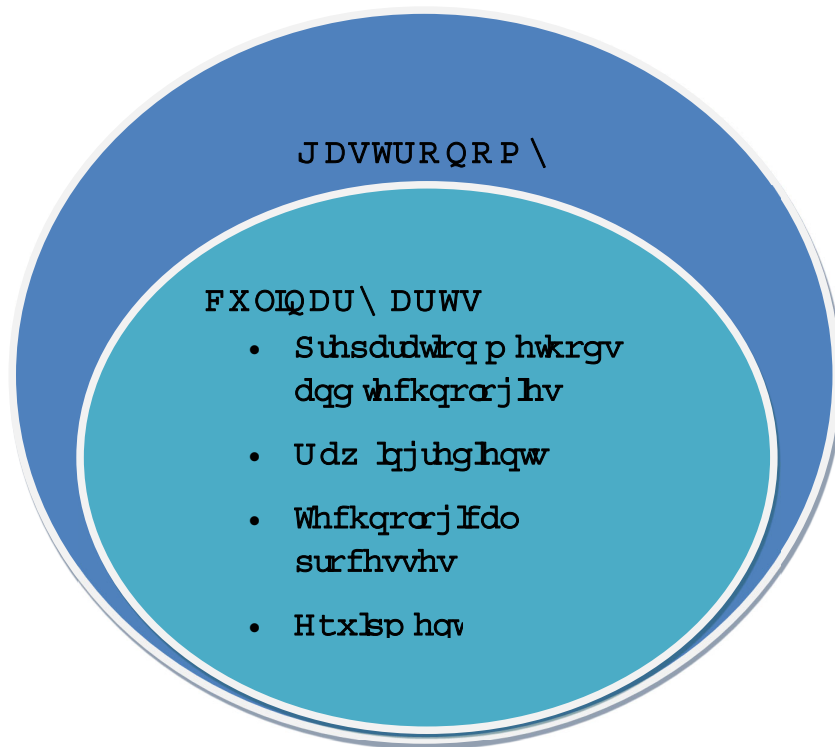


Figure 1. A Model of the Concepts of "Gastronomy" and "Culinary Arts"
 The diagram was drawn by the author.

Gastronomy holds considerable potential not only for enhancing the perceived value of tourism offerings but also for augmenting the overall attractiveness and competitiveness of tourist destinations. It aligns closely with contemporary trends in consumer behavior, particularly the increasing demand for creativity, authenticity, and emotionally resonant experiences. Through the unique interplay of a region’s natural, social, and cultural characteristics, gastronomy enables tourists to engage in meaningful and memorable experiences. It offers an opportunity to perceive the *genius loci*—the “spirit of the place”—and to gain deeper insight into local culture, heritage, and everyday life through the lens of culinary traditions.

Given that gastronomy constitutes the core of gastronomic tourism, or *gastrotourism*, it exhibits a number of distinguishing features. First, gastrotourism is universally applicable and can be developed in virtually any country, regardless of its level of economic development or geographical location. Second, gastrotourism is not bound by seasonal constraints; it is a form of year-round tourism. Third, gastronomic elements are increasingly integrated into a wide range of tourism experiences, rendering gastrotourism a cross-cutting component in many travel itineraries.

In the current global tourism landscape, gastronomic themes are experiencing heightened demand. This surge in interest reflects a broader shift

toward experiential and culturally immersive forms of tourism, where gastronomy functions as both a principal attraction and a medium for intercultural exchange.

The development of gastronomic tourism contributes not only to the increased value of gastronomic products but also significantly enhances the competitive potential of tourism destinations. This phenomenon is largely attributable to the inherent localization of gastronomic resources, which are deeply embedded in regional traditions, cultural heritage, and the specificities of local production. Unlike manufactured goods, the experiential aspects of gastronomy—such as culinary techniques, the environmental context, and cultural customs—are inherently non-transferable and cannot be fully replicated or exported. Although the export of finished gastronomic products is feasible, the unique socio-cultural and environmental factors that shape their production and consumption remain inextricably tied to place.

Moreover, the integration of gastronomic elements into tourism offerings fosters local economic diversification and generates income across a broad spectrum of stakeholders. These include local farmers, artisanal food producers, entrepreneurs in the hospitality sector, and broader community members. As such, gastronomic tourism not only supports cultural sustainability but also stimulates inclusive economic development at the local level.

Given the convergence of gastronomy and tourism, gastronomic tourism has evolved into an independent and increasingly prominent branch within the tourism industry. In the scholarly literature, various overlapping terms are employed, including *culinary tourism*, *food tourism*, and *gastronomic tourism* [4]. Each encompasses a range of subtypes, such as food-tasting tours, national cuisine exploration, regional dish sampling, and beverage-centered tourism (e.g., wine and beer tourism). The term *culinary tourism* was first introduced in 1998 by Dr. Lucy Long, a scholar at the Department of Popular Culture at Bowling Green State University in Ohio, United States. Dr. Long posited that food serves as a powerful medium through which individuals may engage with and learn about the cultures of other nations.

Numerous definitions of *gastronomic tourism* exist in both academic and professional contexts. Generally, gastronomic tourism refers to travel undertaken with the purpose of exploring the culinary traditions, national cuisines, and food preparation practices of other regions or countries, thereby acquiring a distinct and memorable gastronomic experience. Erik Wolf, founder of the World Food Travel Association, defines gastronomic tourism as “the pursuit and enjoyment of unique and memorable food and drink experiences, both near and far.” He further emphasizes that such experiences are not confined to international travel: “We are all ‘travelers,’ and we are all ‘eaters’; thus, we can all be considered gastronomic tourists, whether exploring another country or simply discovering new tastes within our own city or neighborhood” [17].

As observed by Den Mihnea Diaconescu, “*gastronomic tourism entails travel across various countries and continents with the purpose of exploring local cuisines and culinary traditions, ultimately seeking to enjoy a unique dish or gastronomic product*” [12, pp. 999–1014]. K. Ochilova conceptualizes gastronomic tourism metaphorically, stating that “*gastronomic travel is a palette that allows each tourist to paint their own perceptions of a particular country*” [10, p. 18].

K. Globov identifies gastronomic tourism as “*a novel phenomenon that introduces a new form of tourism product, during which more than one-third of travelers’ expenditures are allocated to food*” [3, p. 34]. Similarly, N. Nekhaeva and Yu. Terekhova defines it as “*travel aimed at familiarization with the characteristics of national cuisines, culinary traditions, and the production and preparation techniques of food and dishes*” [9, p. 84].

Broadly defined, gastronomic tourism encompasses travel in which tourists or visitors intentionally plan to engage either partially or entirely in experiences related to local cuisine or

gastronomic events. K.-H. Lin, J. Packer, and N. Scott further elaborate that gastronomic tourism involves “*travel to regions abundant in gastronomic resources for leisure or entertainment purposes, including visits to primary or secondary food producers, participation in food festivals, fairs, cooking demonstrations, tastings, or other food-related activities*” [14, pp. 1–10].

The formal recognition of culinary tourism as an emerging travel trend can be traced back to 2003, when Erik Wolf—founder and president of the International Culinary Tourism Association—introduced a foundational document outlining the concept. This document was subsequently expanded into a publication that substantiated the growing interest in food and wine tourism as viable components of global travel.

In 2012, a terminological shift occurred: the term “*culinary tourism*” was replaced by “*gastronomic tourism*.” This change was initiated by the World Food Travel Association (WFTA), which emerged from research indicating that the term “*culinary tourism*” was perceived by many, particularly in the United States, as elitist and inaccessible to the general public. In contrast, the term “*gastronomic tourism*” was considered more inclusive, capturing a wider range of food-related experiences—from street food and markets to wineries and fine-dining establishments.

The World Tourism Organization (UNWTO) officially recognized gastronomic tourism as a distinct category of tourism in 2015, highlighting its growing significance within the global tourism industry. According to the World Food Travel Association, gastronomic tourism can be categorized into twelve distinct forms, encompassing a diverse array of food and beverage-related experiences:

1. Culinary schools and masterclasses,
2. Culinary entertainment,
3. Culinary routes,
4. Culinary events,
5. Culinary media,
6. Culinary preparations,
7. Gastronomic stores,
8. Gastronomic tours,
9. Gastronomic establishments,
10. Farmer's markets,
11. Gastronomic clubs,
12. Food production [18].

The primary objective of gastronomic tourism is to inspire individuals with a passion for food and wine by offering them the opportunity to explore diverse destinations through local culinary practices. This includes discovering regional food and beverage products, preparation techniques, and the cultural and historical narratives associated with specific dishes and ingredients. Gastronomic tourism enables

participants to engage in a broad spectrum of experiences, such as visits to wineries and breweries, guided tours of renowned restaurants, and excursions to food production enterprises. Additionally, it includes participation in culinary conferences, interactions with professional chefs and culinary authors, and tastings of traditional and ethnic cuisines.

Gastronomic tourism encompasses several subtypes, each characterized by distinct features and objectives. The most prevalent types of gastronomic tours currently include the following:

1. **Rural Gastronomic Tourism** – This type involves travel to rural areas where tourists can not only sample ecologically produced foods but also actively participate in agricultural processes such as the planting, cultivation, and harvesting of fruits and vegetables. These tours often serve as a means of cultural immersion, allowing visitors to engage

directly with the everyday life and practices of the local population.

2. **Ecological Gastronomic Tourism** – While similar to rural tourism, ecological tours are more specialized. They focus exclusively on visits to eco-farms or certified agricultural enterprises that prioritize sustainability, organic production methods, and environmental stewardship.

3. **Educational Gastronomic Tourism** – This type of tour combines travel and culinary exploration with structured learning experiences. In addition to food and drink tastings, participants acquire practical culinary skills through workshops, masterclasses, and guided cooking sessions led by professionals [8, pp. 220–227].

To better understand the interdisciplinary nature of gastronomic tourism, the relationship between gastronomic tourism and other forms of tourism can be effectively illustrated through a diagram.

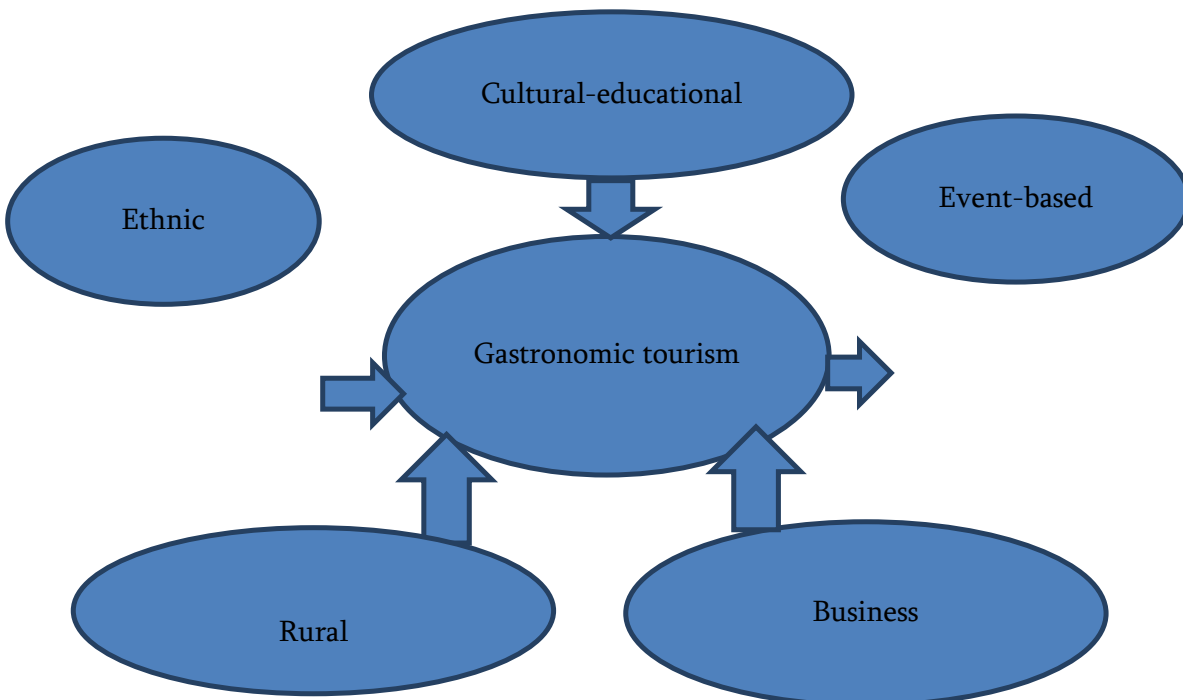


Figure 1. *The Connection Between Gastronomic Tourism and Other Types of Tourism*
The diagram was drawn by the author

The connection between **gastronomic tourism** and **business tourism** is evident in activities such as visits to food production facilities, including factories and processing plants, as well as to food service establishments. This category also encompasses participation in culinary masterclasses and the presentation of new gastronomic brands and signature dishes, thereby offering insights into the commercial aspects of the food and hospitality industries.

Within the framework of **event-based tourism**, gastronomic tourism is realized through attendance at

prominent culinary festivals and gastronomic events. These gatherings celebrate regional and international food cultures, providing tourists with opportunities to experience unique culinary expressions and interact with chefs, producers, and other stakeholders.

Cultural-educational tourism is another domain closely linked with gastronomy. Travelers are drawn to destinations renowned for their culinary heritage, where gastronomy is integrated into broader explorations of cultural and historical landmarks. In such cases, culinary experiences serve not only to

delight the senses but also to deepen the understanding of a region's identity.

Rural tourism involves immersive stays in countryside settings, where tourists engage with agricultural life, assist in farming activities, and consume locally sourced, organic food products. This form of tourism fosters a deeper appreciation for traditional farming practices and rural culinary traditions.

In the realm of **ethnic tourism**, travelers seek to engage with specific ethnic communities whose food practices are distinct and deeply rooted in cultural heritage. These experiences often include tastings of traditional dishes, participation in food preparation, and learning about the symbolic and ritualistic meanings associated with local cuisines.

In **conclusion**, gastronomic tourism constitutes a distinct and evolving segment of the tourism industry. It encompasses travel aimed at discovering the unique features of local cuisines, culinary traditions, and regional food products, as well as active involvement in gastronomic events. Through such experiences, tourists gain cultural insight, contribute to local economies, and partake in the global exchange of culinary knowledge.

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