

Gastronomy Tourism

AN INTRODUCTION TO SOCIO-ECONOMIC ASPECTS



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Gastronomy Tourism: An Introduction to Socio-Economic Aspects

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Križevci, 2022.

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Introductory Note

*“One cannot think well, love well, sleep well, if one has not dined well.”
(Virginia Woolf)*

It is well known that food is a raw material that ensures bodily function, providing it with energy and necessary nutrients. Nonetheless, food consumption is much more than just that. Food is an integral part of everyday life and essential for individuals and society. People socialise during meals, have fun, close business deals, celebrate, mourn, and seek consolation in food, salvation, inspiration for life and other goals. Regarding tourism, food is a significant element in tourist travel and is becoming increasingly important. Since the beginning of the 21st century, a new form of tourism has appeared – gastronomy tourism¹ which has become the subject of study and research by numerous foreign and local authors.

As the authors of this handbook on gastronomy tourism, we also want to contribute to introducing the theoretical and practical topic of gastronomy tourism in the professional and scientific community, hoping to create much interest. The handbook *Gastronomy Tourism: An Introduction to Socio-Economic Aspects* is the work of authors involved in the project GASTROTOP – comprehensive educational assistance to providers of food services to increase demand on new specialised nutrition markets – Interreg VA Hungary-Croatia Cross-Border Co-operation Programme 2014-2020. The main programme objective is to improve access to education on the free-from food market by developing and implementing training programmes, workshops, and panel discussions directed to students, entrepreneurs and academia.² The handbook is primarily intended for students attending the Križevci College of Agriculture, students from professional and university tourism programs, tourism workers, and those interested in topics such as gastronomy and tourism to improve their professional knowledge. It comprises two main sections – theoretical and empirical. We have endeavoured in the theoretical section to provide a socio-economic overview of current and relevant knowledge presented by domestic and foreign authors in areas such as nutrition, general gastronomy and gastronomy tourism. The empirical section of the handbook comprises quantitative and qualitative research conducted within the project GASTROTOP on consumer habits relating to the consumption of food and beverages in hospitality establishments in the Koprivnica-Križevci County and their opinion on how the restaurant industry addresses food intolerance. Moreover, we surveyed the opinions of

¹ The term gastronomy tourism also implies the term culinary tourism and food tourism.

² Besides the Križevci College of Agriculture that conducts the project GASTROTOP, the project partners also include the Hungarian University of Agriculture and Life Sciences, Kaposvár Campus, Virovitica University of Applied Sciences, Somogy Chamber of Commerce and Industry in Kaposvár and the Chamber of Commerce and Industry of Zala County in Zalaegerszeg. The project began on 1 June 2021 with an expected duration of 16 months. More information about the project at <http://gastrotop.hr/hr/o-projektu/>

hospitality establishment owners concerning dishes and beverages offered to guests who have special nutritional needs and subsequently received at the panel discussion valuable thoughts from experts on the challenges faced by persons with food intolerance. All the collected data helped provide insight into the broader circumstances regarding supply and demand in specialised nutrition markets and the successful adaption of gastronomy tourism to a specific market segment. Given the rural character of Koprivnica-Križevci County, we see opportunities for changes in rural tourism establishments regarding new consumer trends. In today's globalisation, nutrition as a physical need, as well as a cultural and social activity, is a complex area requiring more serious research and analysis, especially for the benefit of the tourism industry.

Križevci, September 2022

The Authors

1. FOOD AND NUTRITION – FUNDAMENTAL CONCEPTS

Food and beverages are an integral part of human life. In essence, food is every person's biological and latent need ensuring bodily function. According to Samardžić (2021), the need for food occurs in periodic intervals. A person satisfies their hunger usually at home or outside at facilities such as hospitality establishments.

Today's professional and scientific literature offers many definitions of food. For instance, according to the Food Act,³ *food* is defined as any substance or product processed, partially processed or unprocessed, intended for consumption or justifiably expected to be consumed by people. According to Vukonić (2001), *food* is an organic or inorganic matter of plant or animal origin, which can contain fats, carbohydrates, proteins, vitamins, minerals and water and provide various energy and nutritional value.

In addition, food is often conceptually equated to nutrition. However, as opposed to food, nutrition (diet or feeding) is defined as the bodily intake of nutritional substances necessary for energy production, tissue construction and normal body functions. People look at foods as an important factor throughout their lives because it ensures the energy needed for body growth and physiological functioning (e.g., maintaining body temperature, breathing, proper functioning of the circulatory system, strengthening resistance to diseases), as well as physical and cognitive activity.⁴

Food science conducts research into food in general, whereas the science of nutrition is called nutritionism. The field of *nutritionism* studies various aspects of food: chemical and biochemical composition of food, microbiology, physics and biophysics, sensorics, nutritional aspects of food, technology, psychology, medicine, legislation, and quality standards. On the other hand, *nutritionism* also deals systematically with human nutrition while adhering to the fundamental principle that all the essential nutritious substances (carbohydrates, fats, proteins, vitamins, minerals and water) are present in nutrition and utilised in a balanced approach to maintaining optimal health. In other words, both disciplines deal with food, but nutritionism studies the relationship between humans and foods.

According to Alibabić and Mujić (2016), proper (i.e., healthy and reasonable) nutrition is the intake of essential nutritional substances (carbohydrates, fats, proteins, vitamins, minerals and water), in moderate quantities, with variety, suitable for the person's age, physical and mental constitution, physical and cognitive endeavours, climate and working environment, and is utilised in a balanced way to maintain optimal health (see Fig. 1).

3 Food Act (Official Gazette 81/13, 14/14)

4 "Prehrana", Enciklopedija, Miroslav Krleža Institute of Lexicography, retrieved from <https://www.enciklopedija.hr/natuknica.aspx?ID=50110>

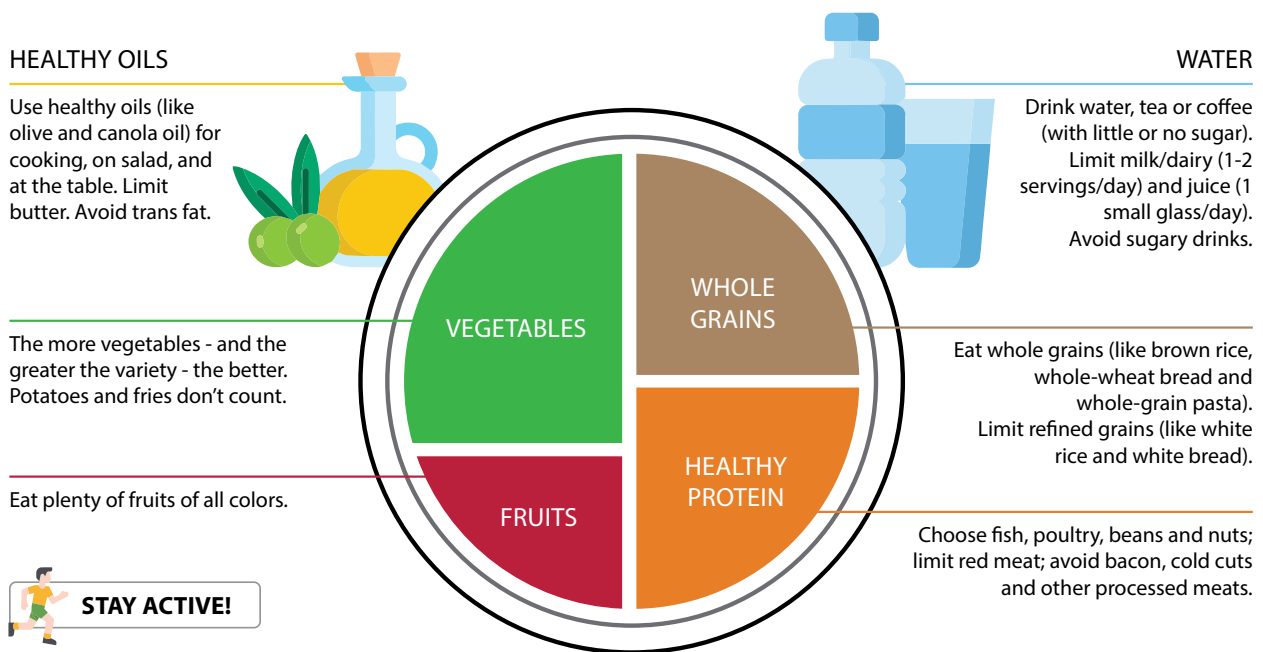


Figure 1. The healthy eating plate.

Source: <https://www.hsph.harvard.edu/nutritionsource/healthy-eating-plate>

Proper nutrition means enjoying a variety of foodstuffs that make the body healthy, ensuring an intake of a proper combination of various nutritional substances in moderate amounts, and using the mind for its intended purpose. Familiarity with the basic principles of proper nutrition means understanding the recommendations and different sources of information on dietary guidelines, at least having essential information on food, manner of production, composition, proper food handling and storage. It also includes the ability to verify information found on products and adapt all collected information to one's manner of life and circumstances. An excessive or insufficient intake or a complete lack of certain nutrients in a diet, as well as excessive food intake or a low-varied diet, leads to consequences. Such diets lead to disorders in the body which can cause serious illnesses and even complete bodily deterioration.

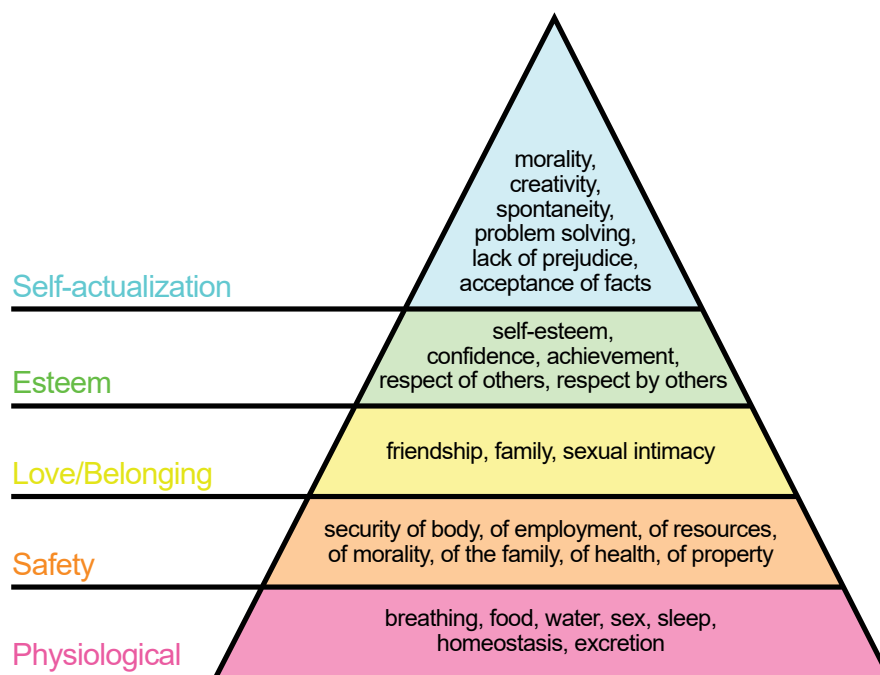
1.1. FOOD AND NUTRITION FROM A SOCIAL PERSPECTIVE

1.1.1 Food from a psychological perspective

Thinking about food from a psychological perspective is based on analysing Maslow's hierarchy of needs.⁵ Some needs are primary – physiological requirements for water, air, food, sleep and habitat. Food consumption is one of man's primary needs to survive. Other

⁵ Abraham Maslow was an American psychologist and thinker.

needs, such as safety, love and belonging, esteem and self-actualisation, are considered secondary (Fig. 2). Food in Maslow's pyramid of needs can be a secondary need for man. For instance, safety is achieved by a sure food supply as a resource, and love and belonging can also be achieved through food.⁶ Self-actualisation, as the final phase of the hierarchy of needs, implies that a person wants to taste food from another region or culture, and besides satisfying their needs, it also includes other facets such as travel. Accordingly, the conclusion can be drawn that food can be present in the entire hierarchy of man's needs.



Slika 2. Maslowljeva piramida potreba

Autor: Conquistador, CC BY-SA 4.0

Furthermore, every nutritional need also depends on the culture, the need for a cultural experience, lifestyle and pace of life, and the availability of fundamental tangible conditions for achieving satiety. How individuals and groups choose, select, utilise and eat food reflects their dietary habits. The general opinion is that eating food, like other factors such as habits, behaviour and preferences acquired in childhood, form models that resist change in adulthood (Menell et al., 1998). In various nations, social classes and religious groups, preferences and prejudices concerning types of foods are specifically formed and conditioned based on food sources, climate, culture and religious convictions.⁷ Taboos in dietary habits are strictly tied to religious convictions, even though the source of the taboo is also the sense of smell in terms of pleasant and unpleasant, leading to liking or disliking certain foods.

Interestingly, another psychological phenomenon related to food is neophobia. According to Pliner and Hobden (1992), food neophobia is the reluctance to eat or the

⁶ The well-known saying: "The way to a man's heart is through his stomach."

⁷ For instance, Christians consume pork whereas Muslims and Jews do not.

avoidance of new foods. Though this kind of neophobia can protect people from poisoning due to potentially unsafe food, today's food is reasonably safe. A known form of food neophobia occurs in children when they are offered new food but react by screaming or showing unease.

Food psychology addresses psychological issues involving food.

1.1.2. Food from a sociological perspective

In sociological terms, food consumption has existed for as long as humanity. Nutrition speaks a lot about the history of a people, nation or ethnic group. Regardless of race, age and sex, nutrition is reflected in numerous historical changes, migrations, the impact of different religions and the culture of a people. Food and nutrition are social constructs exceptionally important for human life and experience. Nutrition is part of the culture and heritage of a region. The underlying idea of the social character of food and nutrition is based, according to Čikić (2019), on the fact that food supply and nutrition are a collective factor dating back to the initial formation of human communities. The list of foodstuffs consumed by ancient humans differed significantly from what we consider to be food today. Two processes played a crucial role. In addition to influencing and altering the menu, both processes confirmed the social role of food and nutrition. The first process involved mastering the skill of lighting and controlling fire, which enabled cooking.⁸ Cooking expanded the scope of nutrition significantly because the human diet also began to include foodstuffs that could not be eaten raw. Diets not only became richer, but the food quality also changed in terms of food safety and taste. Cooking had far-reaching consequences for man's phylogenetic development, ensuring a greater intake of necessary calories within a shorter time span and leading to better reproductive powers and increased survivability. The other process began significantly later, some 10,000-12,000 years ago, with the domestication of animals and is known as the Neolithic Revolution. It was a transition from gathering and foraging on land to agricultural activities. Cultivating plants and animal husbandry for food purposes (and obtaining raw materials) was the start of a new chapter in human history. Even though it involved technological steps in producing and processing foodstuffs into foods, agriculture and cooking had a social character – cooking is an activity attributed to civilisation and culture, whereas agriculture is an integral part of a specific division and organisation of work. Also, it is defined by religious norms providing answers to what, how and when to cook and eat. As with diet, cooking also has a learning curve in socialisation. How food is gathered, prepared and served is an integral part of cultural heritage, i.e., tangible (e.g., vessels,

⁸ The origins of cooking date back to 500,000-2,000,000 B.C.

cutlery, cooks) and intangible (oral tradition) heritage. Cooking is part of the national identity and pride; hence diet is seen as a part of soft power. Cooking is also a way of life and daily practice.

Agriculture is the basis for ensuring food security for society. The development of agriculture strengthened food security for communities, leading to population growth. Transitioning to a sedentary lifestyle and agriculture saw the need to organise the social life of a community differently – leading to the stratification of functions that satisfy the general social needs (e.g., security, belief system). These functions were assigned to special groups (army, rulers, priesthood) who were exempted from the production process while receiving food (and other existential resources) as remuneration for performing functions of general importance to the community. These circumstances made it possible to develop agriculture in parallel with the development of the first states. In ancient times (but also in modern times of crises), food functioned as a form of payment. Later, the development of agriculture led to the formation of a particular social class – the peasantry. The consensus that social rules and cultural forms influence food choice and taste preferences, that food availability and dietary habits depend on social class, and that food security is a major issue for the survival of any community, clearly indicates that food and diet are a social phenomenon.⁹

A sociological analysis of diet and nutrition relies on three key concepts: 1) the food system, 2) food regime, and 3) foodways (dietary habits). Generally speaking, the food system incorporates all materials, processes and infrastructure relating to agriculture, commercial trading, retail, transport and consumption of food products. In many regions, agriculture is the main source of earnings for local communities and an essential part of the social fabric and local culture. Any measure directed at improving the food system must consider these social aspects.¹⁰ Furthermore, Čikić (2019) points out that the food system is interlinked to social, cultural, economic, political, health and ecological conditions. Food systems can be traditional or modern, and based on the size of the food system, the author differentiates between food systems at the macro-level (global), meso-level (social, nation) and mini-level (household). Modern food systems appeared in the 18th and 19th centuries with the development of modern states and large urban areas, which in turn changed the population's dietary habits by aggregating large populations within defined boundaries and requiring complex management in delivering ample quantities of food. The transformation of modern food systems continues the trend of mass production of food, as well as commercialisation processes and food branding. However, today, we encounter new processes such as the more intensive effects of market demand, food market segmentation, new conflicts among actors, exceptional interdependency of systems and the like. Next, food regimes are defined by the relationships in food production and consumption at the international level and the

9 Čikić, I., "(Is)hrana kao sociološki problem – stara tema ili nova disciplina?" 2019 (translated and adapted to the Croatian language).

10 Retrieved from <https://www.eea.europa.eu/publications/signals-2014/articles/from-production-to-waste-food-system>

goal of having sufficient food quantities for a population's needs and profitable earnings for producers, processors and food sellers. The author defines foodways as systems of cultural, social and economic practices to meet food needs. The focus of foodways is the cultural context and dietary habits as part of daily life stemming from culture and history.

The sociological study of nutrition and diet comprises three fundamental theoretical approaches: functionalism, structuralism and developmentalism (Mennel, Murcott, van Otterllo, 1998.). Functionalists focus on multiple nutrition and food functions. Structuralists view food as a system of permits and prohibitions, inclusions and exclusions, superordination and subordination. Developmentalists are primarily interested in the dynamic relationship between nature and culture.

Food has become an important factor in searching for *identity*. We are what we eat, not only in a physiological but also in a psychological and sociological sense. Food consumed in childhood becomes a *refuge* for grownups. Every attempt to change dietary habits is viewed as an attack on our national, regional and personal identity. In the same way, a strict relationship exists between food and the body. Food is not only a means of sustaining the body but an important part of physical habits. As people in developed countries increasingly gain weight, the ideal body shape is to become thinner; hence, people are pressured to lose weight. This pressure is especially true for women because they are exposed to looks from their partners and friends and are continually compared to the *ideal woman*, as shown in the media.

A socially interesting fact is that food and diet have become, at the same time, part of the private but also public sphere. It is reflected in our intimate daily life, is attributed to our personal identity, and is also part of the public processes within the food industry and public policies. Finally, food is considered a public good (Vivero Pol, 2015).

The sociology of food addresses the social aspect of nutrition.

1.2. ACTUAL FOOD TRENDS

Today, the pace of work and life has led to the collapse of traditional dietary habits. The three usual meals or breakfast-lunch-dinner have been adapted to the quick pace of life, resulting in eating on the go, during work, and having to choose the appropriate type of meal. Various keywords characterise current dietary trends, such as *fast*, *comfortable*, *healthy*, *quality* or *adventure-seeking*. For instance, the need for fast and comfortable when consuming food is attributed to the following types of foods (Tanacs, 2022):

- *Fast food* – the idea that something can be quickly eaten, thereby saving time in a fast-food restaurant or being able to order various meals at workplaces (call food),
- *Finger food* is a type of food that is eaten on the run as it is served in smaller

- portions as morsels,
- *Comfort food* – frozen, semi-prepared and ready-made meals that can be prepared at home.

An accelerated lifestyle has led people to often resort to so-called fast food and poor nutrition, resulting in various chronic diseases. According to Krešić (2012), the most common chronic non-communicable diseases associated with diet are obesity and overweight, diabetes, cardiovascular diseases and various types of cancer. These diseases primarily require adequate and special diets to keep them under control and reduce their harmful effects on the body. Coinciding today with the increased incidence of chronic non-communicable diseases associated with nutrition is a growing awareness of the impact of food on health. When choosing food, an increasing number of consumers also consider its nutritional value and impact on health.

Better awareness of the link between health and nutrition is the basis for many current nutrition trends. Increased awareness of the impact of food on health, personalised nutrition, protecting food authenticity, organically grown foods and generally, the organisation of the tourism value chain in line with sustainable development principles is becoming noticeable (Bakan and Salopek, 2015).

Krešić (2012) noted that consumer attitudes influence consumer behaviour, which is heavily influenced by megatrends and can impact lives and behaviour strongly. Health, convenience, and satisfaction are some of the megatrends determining consumer behaviour over the next ten years. The strongest megatrend is health which forms most of the current trends in nutrition. These current trends are ecological, Mediterranean, vegetarian and macrobiotic diets, including the preparation of food for particular nutritional use (free-from food).

1.2.1. Ecological diet

According to the European Commission, organic farming as an agricultural production method aims to produce food using natural substances and processes. Organic products appeal to modern consumers who tend to assume that the products are more nutritional and healthier than products from conventional agriculture. Consumer concern for food safety and quality, health and nutritional aspects has increased demand for organic food. This trend is a reaction to numerous health issues from processed food (Lončarić et al., 2010.).

According to the latest statistical data from 2021, there are 72.3 million hectares of organically cultivated land worldwide. Global sales of organic food and beverages in 2019 amounted to more than 106 billion euros (FAO).¹¹

11 FAO stands for the Food and Agriculture Organization of the United Nations.

Krešić (2012) states that surveying organic food consumers indicates that the most common reason for choosing organic food concerns health and pesticide residues. Other motives for choosing organic food are safety, freshness, nutritional value, environmental care, and animal welfare (Krešić, 2012). According to Kosovec (2017), when it comes to organic food, consumers in Croatia mostly buy fruits and vegetables, followed by eggs and honey. Also, the author states that the biggest issue consumers face is the price of ecological products. Research has shown that organic products are most often bought by young and middle-aged people, as well as university-educated people with high monthly incomes.

1.2.2. Mediterranean food

In the second half of the 20th century, scientific research showed that people living in the Mediterranean region had a longer life expectancy and a lower incidence of chronic diseases compared to populations from the industrialised countries of North America and Europe. This fact has increased interest in the Mediterranean diet. According to Krešić (2012), the explanation for the growing interest lies in the diet and lifestyle of people living in the Mediterranean climate. The Mediterranean diet has become the preferred diet today. Countries adopting the Mediterranean dietary style are Spain, Portugal, France, Greece, and the countries along the Adriatic Sea, including Morocco, Tunisia, Lebanon and Syria.

The Mediterranean diet includes numerous foods of plant origin, hence a lot of bread and pasta, with an emphasis on whole grains and a lot of vegetables and fruits. The main source of fat is olive oil. As for meat, fish and poultry meat are most often consumed. Other recommended foods of animal origin are dairy products and eggs, whereas red meat is consumed in small quantities, but red wine is highly recommended (Premec, 2021). Thanks to scientific evidence confirming the impact on longevity, the prevention of chronic diseases and general improvement in the quality of life, the Mediterranean diet is today considered the gold standard of proper nutrition (Krešić, 2012). This diet also alleviates cardiovascular diseases, metabolic syndrome,¹² diabetes, Alzheimer's disease and cancer.

¹² Metabolic syndrome is a group of metabolic disorders that increase the risk of type 2 diabetes, cardiovascular disease, stroke, fatty liver and other diseases, and is characterised by at least three of the following symptoms – hypertension, hyperglycemia, accumulation of fatty tissue in the abdomen, hyperlipidemia, increased triglycerides and decreased HDL cholesterol.

1.2.3. Vegetarian diet

A vegetarian diet is a diet that avoids animal products, such as meat and seafood or products containing meat or seafood. Krsmanović (2020) noted that the vegetarian diet came about due to ethical issues in the treatment of animals, concern for the environment and the risk of disease. The approach relies on a healthier plant-based diet. We point out that a vegetarian diet benefits people's health and the planet because many more natural resources are used in meat production than in cultivating plants. For example, soil fertility is reduced when lands are transformed into pastures and, for the same reason, when forests that provide oxygen are cleared. Water supplies are also decreasing, and large amounts of oil are being extracted for petroleum.

The incidence of allergies to lactose and dairy products has also led to favouring a vegetarian diet. Becoming a vegetarian has become increasingly popular over the past decade, with many people turning to vegetarianism to improve their health. Petti A. et al. (2017) observed that people who adopt a vegetarian diet have a lower risk of obesity, hypertension, cardiovascular disease, cancer (especially colon and prostate cancer), and fatal ischemic heart disease. Better health among vegetarians compared to omnivores¹³ is attributed to the consumption of significant amounts of fruits and vegetables, whole grains, nuts, and the intake of limited amounts of fat. Besides diet, vegetarians typically have healthier habits, including regular physical activity, abstaining from smoking, and moderate alcohol consumption (Krešić, 2012). Figure 3 below shows the foods in a vegetarian diet and how often these foods are consumed.

Those following a vegetarian diet are vegans, lacto-vegetarians, ovo-vegetarians, lacto-ovo-vegetarians and semi-vegetarians. Vegans consume only foods of plant origin, such as fresh fruits, vegetables, nuts and cereals. Lacto-vegetarians consume dairy foods from products of animal origin, whereas ovo-vegetarians consume eggs in addition to plant products. Lacto-ovo-vegetarians consume milk, dairy products and eggs in addition to plant products. A semi-vegetarian diet excludes red meat, meaning poultry, fish and seafood are allowed, and an integral part of this vegetarian diet is milk and dairy products.

13 Omnivores are organisms that feed on plants and animals. Retrieved from <https://jezikoslovac.com/word/cby0>

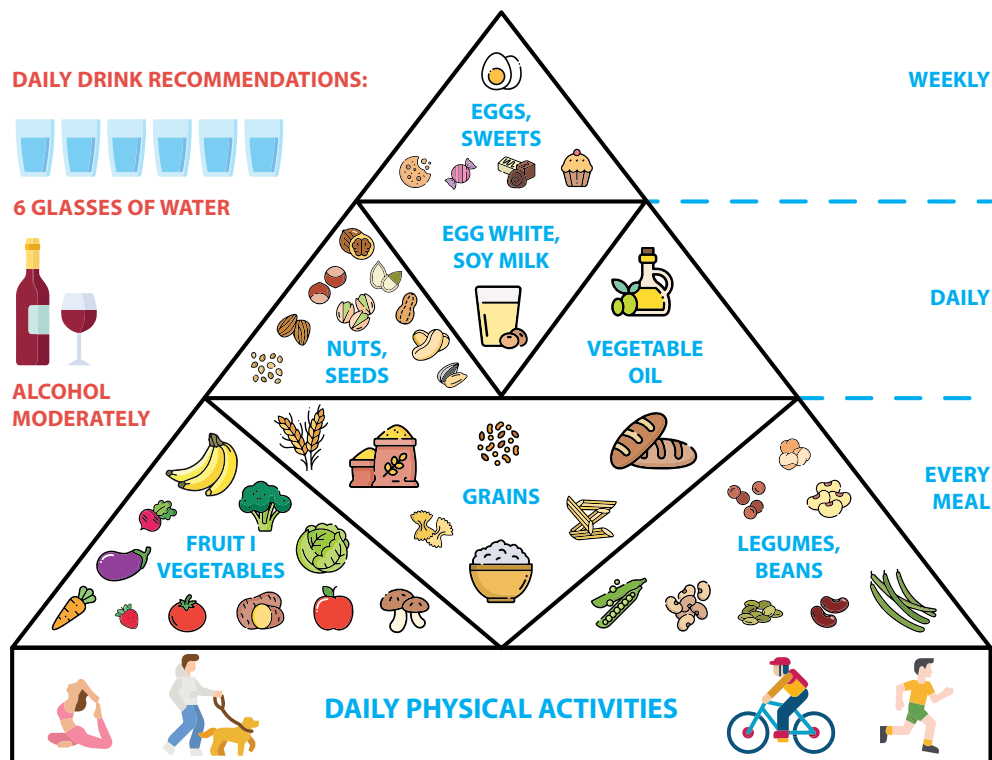


Figure 3. Vegetarian diet pyramid

Source: <http://www.foodpyramid.com/food-pyramids/vegetarian-food-pyramid/>

1.2.4. Macrobiotic diet

The term *macrobiotics* comes from the Greek words *macros* and *bios*, meaning *big life* or *long life*. A macrobiotic diet is a specific philosophy and lifestyle. Macrobiotics implies a coexistence with nature, a balanced diet and a lifestyle that favours proper ageing and a long life (Mičetić-Turk et al., 2014). The diet is based on plant foods and became popular in Japan in the 20th century. The goal is to balance the yin and yang elements of food.¹⁴ Food with yin characteristics is soft, cold, sweet and passive, and food with yang characteristics is hard, hot, salty and aggressive (Rukavina, 2014). Macrobiotics advocates the use of organic and biologically grown whole foods, giving priority to local and seasonal foods. A proper macrobiotic diet includes wholegrains that should make up 30 to 50% of daily food intake, 20 to 30% fresh vegetables, 10% legumes and 5% soy products such as tofu, tempeh¹⁵ and natto,¹⁶ and vegetable soups. Foods avoided in a macrobiotic diet are poultry meat, animal fats (pork fat and butter), eggs, dairy products, refined sugar, and products containing artificial

14 Ying and Yang are terms representing two opposite but complementary forces of nature (Rukavina J., 2014).

15 Tempeh is produced from cooked soybeans which, in the fermentation process, binds using a whitish, cottony noble mold (*Rhizopus oligosporus* culture). It is rich in nature fibres and helps regulate digestion. ("Što je tempeh". Annapurna, Retrieved from <https://annapurna.hr/o-proizvodima/sto-je-tempeh/>)

16 Natto is a traditional Japanese dish comprising fermented soybeans and has a slimy, sticky and stringy texture (Alina Petre, MS, RD, "Why Natto Is Super Healthy and Nutritious", Healthline, Retrieved from <https://www.healthline.com/nutrition/natto>)

sweeteners, preservatives and additives in general (Krešić, 2012). Rukavina (2014) states that some of the disadvantages of a macrobiotic diet are its extremely low energy value, potentially insufficient intake of iron, calcium, vitamin D, vitamins B12 and B2, insufficient intake of fruit and, ultimately, lack of food variety. The macrobiotic way of eating is rich in vitamins, minerals and fibre but low in cholesterol and saturated fatty acids, which is why it is suitable for the prevention of cancer, treatment of indigestion, and the prevention of heart and cardiovascular diseases.

1.2.5. Hrana za posebne prehrabene potrebe

Free-from food (food for particular nutritional use), due to its special composition, special production method and nutritional properties, differs from normal foodstuffs and is suitable for:¹⁷

- People with an impaired digestion or metabolism
- People in a physiological state which requires a controlled and targeted diet
- Healthy infants and young children.

Selling free-from food (food for particular nutritional use) on the market requires clearly indicating for whom the food is suitable. According to the Act on Food for Particular Nutritional Use (OG 39/2013), such food falls into one of the following categories:

- Infant and follow-on formula,
- Processed cereal-based foods and baby food for infants and young children,
- Gluten-free foods,
- Food intended for people with carbohydrate metabolism disorders (diabetes),
- Food with low and reduced energy value intended for reducing body mass,
- Food intended for athletes and people involved in increased physical activity,
- Food for particular medical purposes, or
- Food for particular nutritional use but not belonging to one of the above categories.

Free-from foods¹⁸ (Fig. 4) have recently become increasingly popular. This type of food is free of gluten, grains or lactose. In addition, it also refers to foods without fat, sugar, nuts, flour, salt, preservatives and additives, yeast, genetically modified organisms (GMO), eggs and meat. It is intended for those suffering from allergies, intolerances or other health problems that require avoiding certain food ingredients. Therefore, a free-from food diet does

17 According to the Act on Food for Particular Nutritional Use (Official Gazette 39/2013)

18 *Free-from* food in the Croatian language is translated as *food for particular nutritional use* (in Croatian: “hrana za posebne prehrabene potrebe”) according to the Act on Food for Particular Nutritional Use (Official Gazette 39/2013). The theory section of this handbook uses the original term (in the Croatian language version) and the free-from food term for research purposes.

not contain flavours, colours and texture enhancers and is perceived as entirely natural.



Figure 4. Free-from food

Source: <https://www.baynsolutions.com/en/what-is-free-from-food/1050119>

Interest in free-from food is growing even among people who do not medically need this diet. Today, gluten-free nutrition has even become a kind of trend. According to Rogar (2018), the term gluten intolerance refers to three types of disorders in humans: celiac disease as an autoimmune disorder,¹⁹ wheat allergy,²⁰ and non-celiac gluten sensitivity (NCGS).²¹ Gluten is a mixture of wheat proteins, and the same ingredient is found in rye and barley. People consume gluten in large quantities in their daily diet because wheat is one of the most commonly consumed grains in the world. According to Borović (2016), a gluten-free diet means eliminating grains and all gluten products. It also means eating a Mediterranean diet, such as fish, olive oil, garlic, vegetables, fruit, meat from grazing animals, eggs and quality dairy products, primarily sheep and goat milk.

According to Pollak (2008), the only cure for those suffering from these diseases is a lifelong gluten-free diet. There are three main aspects of a gluten-free diet:

1. Avoiding cereals and products containing gluten such as bread, muesli, flour, pasta, cakes, biscuits, sauces, etc. that contain wheat, barley, rye or oats that originate from uncontrolled cultivation or are contaminated
2. consumption of natural gluten-free foods, as well as alternative ones
3. starch sources, such as rice, potatoes, corn and Chinese sugar cane
4. use of commercially available gluten-free industrial substitutes.

19 Celiac disease affects the digestive system. The cause of the disease is a continual intolerance to gluten proteins and occurs in genetically predisposed persons.

20 Wheat allergy falls under the group of food sensitivity reactions which includes immunological mechanisms.

21 The new classification of gluten-related disorders. It does not have an autoimmune or allergy origin. The entire process involving non-celiac gluten sensitivity still remains unclear.

1.3. GASTRONOMY AND CULINARY ARTS

The familiar name for food preparation is cooking. In addition to the term cooking, *culinary*²² and *gastronomy* are also used. Cooking generally refers to skills in preparing food and broadly as selecting foods for human consumption. Cooking is also strictly defined as the sum of technological procedures used to process foodstuffs and adapted for human nutrition (Samardžić, 2021). The word *gastronomy* originates from the Greek words *gaster* (stomach) and *nomas* (law). As competition between tourist destinations increases, local cultures become increasingly important in attracting and entertaining tourists. Gastronomy plays an important role because food is crucial in the tourism experience, and gastronomy has become a strong formator of postmodern society (Hjalager and Richards, 2002). Gastronomy developed as a skill that involves preparing meals and having professional knowledge of various dishes and preparation methods, including food choice and culinary knowledge. Gastronomy includes knowledge of food, selecting the proper beverages, and serving guests.²³ Sormaz (2015) defines gastronomy as the science of nutrition that aims to ensure human health based on the best nutrition and the enjoyment of food produced in hygienic conditions and prepared for consumption while providing exceptional palatal and visual pleasure. Gastronomy embodies all the traditional values associated with new tourism trends, such as respect for culture and tradition, healthy lifestyle, authenticity, sustainability and experience. The concept of gastronomy is considered the highest level of cooking skills, the cult of properly selecting food and the art of cooking. These skills stem from a journey through history, the present and the future, starting with forgotten dishes from the past and arriving at modern ingredients and preparation techniques for certain dishes. When referring to gastronomy, the creative component should be pointed out, which makes it possible to talk about food culture as creativity. Simply put, the main purpose of gastronomy is human health with the best possible nutrition. Enjoying food and beverages is the fundamental value of gastronomy. Therefore, a person who enjoys good food, beverages and good company is said to cultivate a gastronomic approach to life.

22 Culinary arts or cooking (from the Latin *culina* meaning cooking or food) is a skill used to process foodstuffs and prepare meals for human consumption ("Kulinartvo", Enciklopedija, The Miroslav Krleža Institute of Lexicography, retrieved from <https://www.enciklopedija.hr/Natuknica.aspx?ID=34527>)

23 "Gastronomija", Enciklopedija, The Miroslav Krleža Institute of Lexicography, retrieved from <https://enciklopedija.hr/Natuknica.aspx?ID=21351>

2. GENERAL TOURISM AND GASTRONOMY TOURISM

Nowadays, tourism is becoming an increasingly popular activity for a growing number of people around the world. Tourism incorporates a set of relationships and phenomena resulting from visitors travelling to and staying in particular places, where such stays are not permanent residency and if they are not doing any business (Hunziker and Krapf, 1942). As an economic activity, it can be compared in scope to oil exports, food processing or car manufacturing. Tourism makes up 10% of the world's GDP, 6% of global exports, and 1 out of every 11 jobs in the world is attributed to tourism.²⁴ From its early beginnings when only the rich travelled to today's different subcategories of tourism, it has undergone numerous stages of development. It is divided into *mass, selective and sustainable tourism*. Mass tourism is a response to rapid technological development. Professional literature refers to it as a package of trips organised by travel agencies and incorporating fundamental factors of appeal, such as *the sun and sea*. Sustainable tourism focuses on renewing resources and protecting nature and biological diversity. The main goal is to utilise resources, making them available for future generations. Finally, selective tourism is defined as its different forms aligned with the natural and social values of local communities, enabling guests and hosts to enjoy positive and valuable interactions from mutual experience (Geić, 2011). Selective tourism includes numerous forms of travel inspired by the need to satisfy the specific wishes and needs of tourists and is therefore aimed at drawing the tourist closer to the local resident population. The basic types of selective tourism are ecological, alternative, educational-communication, exclusive and entertainment-recreational tourism (Jadrešić, 2001).

Successful tourism requires following the trends because modern tourists seek rich and personal experiences. The main recommended trends are:

- Emotional experience – modern tourists are no longer satisfied with sightseeing (seeing and discovering) but want to 'experience' and 'feel',
- Experience local attractions – food, people, customs, habits, and stories are key to tourist trips,
- Body care – includes well-being services, such as recreation, active leisure time, healthy nutrition, wellness, spa,
- Gastronomy – includes gastronomy tours, tours of wine cellars, themed culinary dinners, culinary workshops,
- Shopping – the consumer age is also present in tourism; for tourists, a good selection of shops, including luxury and exclusive shops, as well as smaller shops selling local and agricultural products, is important,

²⁴ "New Trends in Tourism", Doba znanja, DOBA Business School, Retrieved from <https://www.doba.hr/doba-znanja/novi-trendovi-u-turizmu>

- Escape from everyday life – a holiday must be an escape from everyday life for the tourist, to experience something new, different from the mundane routine, which is why more and more tourists decide to escape from the crowds to quieter places.²⁵

Gastronomy services at tourist destinations are becoming increasingly important to tourists because tasting local food and beverages familiarises them with new cultures and local gastronomic traditions. Gastronomy has a role in creating a good quality destination experience and helps to promote and build the image of a tourist destination. This experience requires visiting food producers, gastronomic events, restaurants and particular places to taste traditional dishes, observe production and preparation processes, and try unique dishes. Thanks to the growing interest in gastronomy and the food and beverage culture of various countries and regions, culinary trips are becoming increasingly popular worldwide, making gastronomy tourism a unique tourism product (Bujdosó and Szűcs, 2012). Gastronomy tourism is also called *eating tourism*, *tasting tourism* and *culinary tourism*.

The World Tourism Organization (2019) defines gastronomy tourism as a type of tourist activity characterized by the visitor's experience and linked to food and related products and activities while travelling. In addition to authentic, traditional and innovative culinary experiences, gastronomy tourism includes visiting local producers, participating in food festivals and taking cooking classes. The World Food Travel Association (2019)²⁶ defines gastronomy tourism (food tourism) as a trip to taste a place and gain a sense of it.²⁷ Accordingly, gastronomy tourism is an important component of cultural tourism, meaning that tourists become familiar with local culture by tasting the local food and beverages. In other words, gastronomy tourism is an international and reflective encounter with any culture, including your own, by experiencing culinary resources.²⁸ Croce and Perri (2017) describe gastronomy tourism as a form of tourism where individuals, usually tourists, depart from their place of residence and arrive at a destination, which is a well-known gastronomy place, to meet local producers personally, see production processes and become involved in them (from the primary material up to the finished product), taste the product in the place of origin, buy it or buy raw materials specific to the product and destination and finally, return home enriched by the experience. Culinary tourism includes gastronomy events and programs, gastronomy museums, thematic trips with a tour of gastronomy sites, pastry shops, pubs as tourist attractions, themed lunches and other gastronomy attractions. According to Geić (2011), food tourism is defined just like already-established wine tourism, i.e., a visit to food

25 Ibidem

26 The World Food Travel Association is a non-profit, non-government organisation established in 2003. Prior to 2012, it was known as the International Culinary Tourism Association (ICTA).

27 "2018 State of the Food Tourism Industry", World Food Travel Association, Retrieved from <https://ttra.com/wp-content/uploads/2018/11/World-Food-Travel-Association.pdf>

28 "What is Food Tourism", World Food Travel Association, Retrieved from <https://worldfoodtravel.org/what-is-food-tourism/>

producers, food festivals, restaurants and specific locations where tasting and experiencing food and food products is the primary motivating factor for travel. Recent research findings reveal that gastronomy tourists are eager to travel to a destination and spend the night if they can have at least six interesting gastronomy experiences (Williams et al., 2018).

Gastronomy tourism is recording continuous growth, especially over the last ten years. The UNWTO reports that in Europe alone, the demand for gastronomy and wine tourism services and routes is about 600,000 trips annually, with an expected annual growth of 7 to 12%.²⁹ The increased demand for gastronomy tourism is due to better publicity gained on specialized TV shows, such as the *North American Food Channel*, *24 kitchen*, and boutique magazines, the most famous of which are *Gourmet Traveller* and *Food & Travel*, radio shows, culinary blogs and websites. Among these, the prestigious American magazine *Saveur* stands out, which addresses topics on the gastronomic art of food preparation, the world's most famous wines, and trips to meet up with well-known experts in this field.

Modern gastronomy cannot function without modern technology and technical equipment, which generally provides a higher quality of food, less physiological losses, meets HACCP³⁰ norms and achieves greater efficiency and flexibility in preparation and serving.³¹

Understanding gastronomy tourism, based on the roles of various stakeholders and strategies to promote it, leads not only to more effective implementation of strategies to promote food as an element of tourist attractions but also local development strategies in areas of the production, promotion and sale of food products as a means of improving the socioeconomic status.

2.1. GASTRONOMY TOURISTS AND THEIR UNDERLYING MOTIVATION

The generic term gastronomy tourist or culinary tourist refers to all those who travel to try the local cuisine of a country or region. These tourists seek interaction with other people, pay great attention to health, are primarily interested in trying local specialties and local customs, visit cultural and natural attractions and most often travel on weekends (Crespi-Valbona and Dimitrovski, 2016).

Gastronomy tourists are categorised based on their attitudes towards food and beverages, the importance they place on gastronomy in deciding on the destination, and

29 Ibidem

30 HACCP is a tool that helps food manufacturers in identifying, evaluating and regulating dangers from a certain product or entire product line. ("HACCP", Croatian Food Agency, Retrieved from <https://www.hah.hr/arhiva/haccp.php>)

31 Kukurin, I., "Trends in the Kitchen", Hospitality and Tourism website, 2010, Retrieved from <http://www.utm.hr/?pgid=39&vid=154>

their participation and engagement in activities in gastronomic tourism (Lucas, 2021). The underlying motivation for gastronomy tourists is consuming food and beverages and participating in producing or creating food and beverages. However, food consumption is a basic need and an integral part of any individual's daily life and experience. Therefore, there is potential for further development and improvement of gastronomy tourism marketing strategies to target and include a broader segment of gastronomy tourists.

Importantly, gastronomy tourism has a role in creating the general tourist service or product as a complementary element of the overall tourist service. This indicates a correlation between tourists interested in wine and food and those interested in museums, shopping, festivals, shows, and recreational events (Cordova-Buiza, 2021). The conclusion is that the underlying motivational factors of gastronomy tourism are as follows (López et al., 2019):

- Trying the delights of local or national cuisines,
- Participating in the food production process,
- Visiting restaurants, festivals, and food producers,
- Observing different food production techniques,
- Tasting food and beverages.

Food for gastronomy tourists is a specific tourist attraction, just as a historical monument or natural beauty is for other segments of tourists. At least two groups of gastronomy tourists should be distinguished. The first consume food as part of the travel experience, while the other's interest in food influences their behaviour, activities and choice of destination. People who specifically choose food and wine³² tourism are essentially cultural tourists and exhibit the following characteristics:

- Enjoy wine and food and are interested in finding out more about production processes and methods; they consider themselves either 'educated' consumers or if not, they would like to become knowledgeable.
- An openness to new experiences and viewing food (and wine) as a way to discover new and different cultures, customs and identities, for whom food and wine become a cultural expression, like a work of art.
- They are educated, have good knowledge of the culture, have a desire for lifelong learning, and are willing to spend time at a certain point in the trip to learn, such as farm visits, guided tours, and degustation.
- They are independent travellers, used to planning trips on their own, and are not interested in using the services of tour operators, even if the operators are specialists in food and wine itineraries.
- They have high expectations regarding the destination they are visiting in terms of

32 The consumption of food often includes the consumption of beverages; hence some authors instead use the term wine and food tourism.

discovering its specific 'tastes' and character, unequivocal beauty and the quality of services and facilities at the destination.

- Food gastronomy tourists are well-informed travellers, desiring or needing constant access to information and are conscious of creating their own information, impressions, experiences and impressions from their travels, sharing them with other potential travellers; educated on the topic to a greater or lesser extent, sensitive, impartial and ethical, they influence or are influenced and can make the destination either successful or unsuccessful (Perković, 2020).

The underlying motivation of gastronomy tourists can be motivated by the following reasons:

- Concern or desire – concern about the safety of proven industrial and globalized food; the desire to celebrate with food (and beverages) on vacation, to express personal 'courage' or facilitate socialising with others, which is also helped by a feeling of nostalgia in consuming traditional and unusual foods.
- The need to show wealth, diversity and individualism – specific foods (and beverages) to prove to others; in this sense, food and beverages are a 'common language' used in everyday life and on vacation (travels).
- Curiosity and a desire for knowledge and discovery – stems from personal apprehension as to what is in food, but also the need to show others the person's education and superiority; travelling provides plenty of opportunities to obtain information about local food and experiment with it, i.e., to try new tastes.
- The need to feel the 'ground under feet' – in globalization processes, where more and more tourists focus on discovering their roots and visit rural destinations to see from where certain foods come.
- The desire for sensory and tactile pleasures and the experience that food (and beverages) easily provide.

Gastronomy tourists are a relatively small niche in international tourism, as are other tourists whose motives for visiting a destination are not directly related to gastronomy. They believe consuming traditional, local dishes at a destination is 'very important' or 'important'. For example, 86% of British tourists said they enjoy local food abroad and would substitute a hotel meal with a meal at a local restaurant (Rabotić, 2013).

According to Fields (2002), four motivational factors influence gastronomic tourists. The first is satisfying the physiological need for food and beverages, the second is acquiring cultural experience like the place and getting to know the cultural heritage and history of the destination, and the third motivational factor is utilising gastronomy to establish interpersonal and social relations. In this latter case, status, power and prestige are fundamental motivations to travel. Gastronomy tourists motivated by this factor seek social approval and recognition by tasting and learning about food, differentiating themselves from their social environment.

Research on the underlying motivation of ordinary tourists and gastronomy tourists staying at particular destinations enriches existing gastronomy services and products with new gastronomy attractions. The target demand segment of gastronomy destinations is domestic and foreign experienced travellers of all age groups, with medium to higher spending power. For example, the motives of tourists visiting Croatia have been researched for many years. According to the TOMAS Summer Survey 2019 (Table 1), it is evident that the vacation motives by foreign visitors to see Croatia are the Adriatic Sea in Croatia and nature in the Croatian hinterland (continental region). Gastronomy as a motivator for visiting the Adriatic Sea and the Croatian hinterland is slowly becoming stronger.

Table 1. Motives for tourists visiting Croatia (based on the TOMAS Summer Survey 2019)

Ranking	Adriatic Croatia	%	Ranking	Croatian hinterland	%
1.	Sea	81,5	1.	Nature	31,7
2.	Nature	56,2	2.	Touring, sight-seeing	26,0
3.	City breaks	23,8	3.	City breaks	25,9
4.	Touring	21,0	4.	Sport and recreation	24,1
5.	Sport and recreation	14,9	5.	Job	21,7
6.	Culture and art	12,7	6.	Culture and art	15,7
7.	Gastronomy	6,6	7.	Mountaineering	9,8
8.	Entertainment and festivals	5,5	8.	Villages	9,6
9.	Villages	4,5	9.	Gastronomy	6,6
10.	Performances and events	4,2	10.	Performances and events	6,3

Source: <http://www.iztg.hr/hr/projekti/tomas-istrazivanja/>

Researchers generally agree on three important aspects related to variables identifying the typical profile of a gastronomy visitor (López et al., 2019):

- Gastronomy tourists have a medium to higher spending power, unlike typical tourists. They are generally and culturally educated and are financially situated.
- Those who travel for economic reasons are, in most cases, sufficiently demanding and care about the quality and authenticity of gastronomy services and products offered to them. This is a logical consequence as the main motivation is gastronomy. On the other hand, an ordinary tourist may not pay special attention to a lower-quality meal, while a gastronomy tourist expresses dissatisfaction with such a service.
- As far as promotional activities are concerned, it is done differently and depends on the context of the tourist services or products, given that gastronomy tourism is a market niche. Since there is great interest among such tourists visiting Croatia,

who have usually made an effort to become informed, either with the help of tourist guides, magazines, surfing the Internet, or getting information in another way, promotional activities need not be intensive. Promotion by word of mouth is also an important form of (informal) communication.

Today, tourists are better informed, more aware, more financially flexible, and have more travel experience, as well as a greater interest in health issues and healthy eating habits.

2.2. EXPERIENCING GASTRONOMY TOURISM

Most tourist countries, and those aspiring to become one, boast of offering a distinctive gastronomy in their tourism services and products. Some basic motives that encourage tourists to visit a destination are wanting to know the spiritual and cultural values of a foreign environment and experiencing the nature of the destination region close up. This refers to experiencing the unknown, something new and different. The gastronomy experience of a destination certainly belongs to this category (Žaper, 2004).

A destination's appeal is its capacity to fulfil tourist needs. Recent research has shown that gastronomy services and products of a destination have a symbolic, social and entertainment-recreational role in addition to satisfying the physiological needs of visitors. Tourists decide to experience a specific gastronomy for various reasons and value it differently. Creating such experiences is influenced by tangible elements such as the quality of food, restaurant decor, and accessories, but also intangible elements like the visual effect of food, manner of serving and atmosphere. Considering Cohen's well-known concept of tourism modalities and its relation to gastronomy, he points out the difference between recreational, experiential, experimental and existential gastronomy experiences (Rabotić, 2013). Cohen believes that people on a trip seek different experiences and distinguishes five depending on the willingness of tourists to accept the new, unknown and authentic.

Recreational tourists rely on vacation package arrangements and are not entirely open to encountering the unknown. Hence in terms of gastronomy, they predominantly exhibit so-called neophobic tendencies. During tastings, they opt for better quality, better-known food or consume more food than they would at home. Even individuals inclined to explore the new, opt for different food only if it is appealing, regardless of whether it has a local character. Experienced tourists show interest in local, authentic dishes. They often visit local markets to see and buy vegetables, fruits, and spices unknown to them, ask about the names of unknown dishes, and curiously observe how the meals are prepared. They are willing to try something out of pure curiosity. Although relatively open to new experiences, they avoid using local gastronomy services and products, opting for meals only in proven establishments.

Existential and experimental tourists are a smaller number looking for an authentic experience. They visit local restaurants and consume local food, trying out real life at the destination or consuming the same food as they would at home. Local food becomes a permanent choice for existential tourists, especially when it reflects a specific worldview, for example, adopting vegetarian cuisine upon converting to Hinduism.

Gibbs and Ritchie (2010) affirmed the theory of the so-called theatrical character of food consumption in restaurants. Analysing the service encounter (“intangible component of the experience”) reveals the relationship between gastronomy and the theatrical experience. This approach implies an authentic and genuine restaurant experience relying on the ability of management to train and empower its staff to “not stick to the script” at all costs. Experience can mean someone knows how to talk about dishes like an expert and enjoys the peculiarities. This approach implies the inclusion of dishes in national menus, nostalgic dishes that bring back old tastes, and the so-called show-food.

As mentioned earlier, creating an unforgettable gastronomy experience can be transformed into an important tourist product, no less important than the destination’s attractiveness, its environment and natural beauty. According to UNWTO (2018), gastronomy tourism products include the following elements:

- Gastronomy heritage, meaning the cultural and natural heritage of the destination along with gastronomy resources that include gastronomy and wine routes, traditional dishes and local recipes,
- Gastronomy products and manufacturers offering products featuring quality designations,
- Services and products from the catering sector, such as restaurants, kitchens, taverns and bars, and designated by different marks of quality and tradition,
- Specialised stores, such as wineries, oil mills, open markets, fish markets, and health food stores,
- Events and performances that promote a gastronomy culture, such as gastronomy fairs, festivals and events
- Gastronomy training provided by museums as well as wine and food advisory centres,
- Training centres, such as cooking schools, gastronomy courses, gastronomy universities, hospitality schools and training centres.

For instance, food festivals significantly contribute to any destination, celebrating its social, cultural and traditional values, helping promote the destination, unique dishes and food products (Ristić, 2012). One of Europe’s most famous food festivals is the Pizza Fest in Naples, visited by over 30,000 people during the seven-day event. More than 50 pizzerias and restaurants participate in the festival, making all kinds of pizzas and organising competitions

and children's workshops.³³ Oktoberfest, which takes place in Munich for 16 days, also deserves mention. It is a folk festival best known for beer, visited by approximately 6.3 million tourists in 2018.³⁴

Developing a gastronomy tourist product should focus on what is local and authentic as a fundamental element of attracting tourists to the destination.

2.3. CROATIAN GASTRONOMY SERVICES AND PRODUCTS

The wide range of local flavours and specialities gives Croatia's gastronomy sector a strong tourist advantage, the promotion and quality of which will be the basis of Croatia's position on the tourist market in the near future. The consensus is that the wealth of natural beauty and the quality of gastronomy services and products will be one of the main reasons for the increasing number of tourists visiting Croatia. The geographical and cultural diversity of the Republic of Croatia makes it possible to divide it into three zones: the Pannonian, Dinaric and Adriatic regions (Drpić, Vukman, 2014). Each region differs in its customs and traditions, especially in the richness of specific foods and dishes. The gastronomic differences of Croatian regions point to the richness of Croatian gastronomy services and products, presented at numerous events, festivals and catering, especially in rural areas. The demand for Croatian gastronomy delicacies is increasing every year. For gastronomy to retain the identity of a tourist destination, it has to be recognised by tourists; hence, protecting the names of agricultural and food products is essential. Protecting product names using quality labels and ensuring food safety preserves the diversity and tradition of high-quality products. The quality label guarantees the consumer gets an authentic traditional product with recognised quality, of a known local origin, produced in line with the rules and continuous supervision during production. It also ensures manufacturers receive protection of their product's name and reputation, gain better recognition and placement, become more competitive, achieve higher product prices and increase their earnings. Today, there are various quality labels in Croatia. We will list the Croatian agricultural and food products protected by EU quality labels:

1. Protected designation of origin (PDO)
2. Protected geographical indication (PGI)³⁵

33 Retrieved from <https://radseason.com/>

34 Retrieved from <https://www.oktoberfest.de/en/magazine/oktoberfest-news/2022/oktoberfest-economic-factor>

35 There is a label "guaranteed traditional specialty", but Croatia has not registered a single product in that category.

The first product that Croatia protected with the EU quality label was Krk prosciutto, which was protected in April 2015 and carries the geographical indication (GI). So far, Croatia has protected 35 products, 16 with the designation of origin and 19 with the geographical indication (Table 2).

Table 2. Croatian products protected with the EU quality label.

	IME PROIZVODA	OZNAKA ZAŠTIĆENOSTI	DATUM ZAŠTITE
1	Krk prosciutto	ZOZP	14.04.2015.
2	Neretva mandarins	ZOI	15.07.2015.
3	Cres extra virgin olive oil	ZOI	15.07.2015.
4	Ogulin pickled cabbage	ZOI	21.08.2015.
5	Baranja kulen	ZOZP	23.09.2015.
6	Lika potato	ZOZP	30.09.2015.
7	Istrian prosciutto*	ZOI	14.10.2015.
8	Drniš prosciutto	ZOZP	08.12.2015.
9	Dalmatian prosciutto	ZOZP	13.02.2016.
10	Poljički soparnik (spinach pie)	ZOZP	05.04.2016.
11	Zagorje turkey	ZOZP	01.06.2016.
12	Krk olive oil	ZOI	06.07.2016.
13	Korčula olive oil	ZOI	05.10.2016.
14	Pag lamb	ZOI	05.10.2016.
15	Šolta olive oil	ZOI	21.10.2016.
16	Varaždin coleslaw	ZOI	19.10.2017.
17	Slavonian kulen	ZOZP	07.11.2017.
18	Međimursko meso 'z tiblice (meat from <i>tiblica</i>)	ZOZP	30.11.2017.
19	Slavonian honey	ZOI	23.01.2018.
20	Lička janjetina Lika lamb	ZOZP	31.10.2018.
21	Istria**	ZOI	27.02.2019.
22	Pag salt	ZOI	11.04.2019.
23	Zagorje mlinci	ZOZP	25.06.2019.
24	Pag Cheese	ZOI	25.11.2019.
25	Bjelovar kvargl	ZOZP	21.02.2020.
26	Brač varenik (grape sauce)	ZOZP	29.09.2020.
27	Varaždin klipić	ZOZP	06.10.2020.
28	Mali Ston oyster	ZOI	13.10.2020.
29	Rudarska greblica (Miner's cake)	ZOZP	04.02.2021.
30	Dalmatian pečenica	ZOZP	16.02.2021.

31	Dalmatian panceta (bacon)	ZOZP	16.02.2021.
32	Lika škripavac cheese	ZOZP	21.12.2021.
33	Brač olive oil	ZOI	31.01.2022.
34	Zagorje acacia honey	ZOI	07.03.2022.
35	Zagorje štrukli	ZOZP	07.03.2022.

* *Istrian prosciutto is produced in Croatia and Slovenia, and is a jointly protected Croatian-Slovenian product.*

** *Istrian extra virgin olive oil is produced in Croatia and Slovenia, in other words, it is a joint protected Croatian and Slovenian product.*

Source: DOOR: EU database of agricultural products and foods

Producer associations can request product protection to indicate that a specific product comes from a specific county. Some counties are more successful in this approach, unlike others, where their producer associations are not yet active enough in registering gastronomy delicacies for protection and have yet to have a single product with the PGI or PDO label. For example, the Koprivnica-Križevci County and Virovitica-Podravina County³⁶ do not have any products with EU quality label protection but were nonetheless included in the GASTROTOP research project as counties with great potential for developing gastronomy tourism, and were ranked as counties worth visiting for their gastronomy services and products.

2.3.1. Gastronomy in the Koprivnica-Križevci County³⁷

The Koprivnica-Križevci County, offering a palette of experiences, lies on the fertile basin of the Drava River, between the Hungarian border along the Drava River and the forested mountains of Kalnik and Bilogora. Its natural wealth, rich culture and traditional values are expressed in a modern form by naive painting, local cuisine, events, folklore, and religion. It has become a favourite destination for excursions throughout the year. The friendliness and hospitality of the district's residents and the region's lively experiences provide plenty of reasons to stay longer than just one day.

The various rich events definitely worth visiting are the Renaissance Festival, the *Legend of the picoki* or roosters (*Picokijada*), the *Great Fair (spravišće)* in Križevci, the motifs of Podravina, *Easter egg from the heart*, *Grand Martinje lark*, Days of Nobility, *From Grandmother's Chest*, the feast of Saint Mark of Križevci, the feast of the Assumption of Mary and the *Fishermen to their town*. Rich gastronomy services and products accompany

36 The Koprivnica-Križevci County and Virovitica-Podravina County are programme areas on the Croatian side in which the GASTROTOP project is conducted.

37 Part of the content is taken from the website belonging to the Tourist Board of the Koprivnica-Križevci County, <https://podravinaiprigrorje.hr/> and the Gric Gastronomy website, <https://gric-gric.com/koprivnica-na-tanjuru-nova-turisticko-gastronomska-ponuda-grad/>

these events.

Gastronomy is part of people's culture, heritage, customs and everyday life. It is the most beautiful invitation offered to tourists. The same story goes for Podravina and Prigorje. The local traditional dishes, influenced by Austrian and Hungarian cuisine from the past, satisfy even the most demanding gourmets and sweet toothed. The dishes are mostly meat and river fish, baked or fried, and various cured meat specialities, such as dried smoked tongue, cooked and smoked pork hock (*bunce*), pork jelly (*hladetina*), and homemade bacon or ham. Besides meat, side dishes are also a must: potatoes (mashed, fried, mashed, fried, *kalapajsani kalamper*), rice and peas (*rizi-bizi*), grits with milk or, as a side dish with game dishes, pasta (with roasts) and roasting sauces, mushrooms and cream. The dairy products include specialties like homemade cheese and cream, buttermilk or *stepka*, and smoked cow cheese (*prge*). The soups are clear, especially chicken and beef, slowly cooked with root vegetables, and served with homemade noodles, liver or semolina dumplings. In winter, thicker potato, bean or cabbage soups are cooked, and lighter vegetable stews (*chuspajzi*) from kale, peas, green beans, and cucumber with cream in summer, all seasoned with red pepper and garlic. One of the most famous fresh cow cheese specialties is baked štrukli. What makes the cuisine here more recognizable is the nettle, now back on the menus of local restaurants, and the preparation of savoury and sweet dishes. Walnut roll, poppy seed cakes, štrukli with fruit fillings, pumpkin strudel (*bučnica*), sweet cornbread, doughnuts, sweet fritters (*uščipci*), marble cake, gingerbread, saltines and paw (*šape*) are just some of the delicious snacks at the end of a meal. However, two autochthonous cakes need to be singled out: a salty one and a sweet one, which are examples of particular dishes from traditional Podravina cuisine. Salty Podravine specialties are *kašnjaki* (buckwheat strudel), *štrukli* with buckwheat porridge or millet porridge and pumpkin oil. A particular sweet specialty was declared an intangible Croatian cultural asset in 2012. It is the Bregofska pie, a delicious cake that, according to some sources, has been baked in every house in Bregi for Christmas for more than two hundred years and was once called Christmas pie. It is baked according to an old recipe, the way every Bregovka woman learned it from her mother, mother-in-law, grandmother and great-grandmother. The main ingredients are local apples, ground walnuts, raisins, cinnamon, goose or chicken fat, sugar and cream.

The capital of Podravina-Koprivnica is also known for the famous person Zlata Bartl, the Croatian scientist and inventor of Vegeta.

An interesting gastronomy tourism product in Koprivnica is KOPRIVnica on a plate or translated as 'nettle on a plate' (*kopriva* in Croatian means nettle). Legend has it that the city of Koprivnica was named after the plant. There are a variety of nettle dishes, such as nettle smoothies and traditional cornmeal cake (*zljevanka*), *koprivnjaki* (a kind of gingerbread), nettle brandy, nettle soup, mini hamburgers with nettle dough, nettle roll filled with fresh cheese, ham and paprika, *trubice* (cornets) filled with chickpea and nettle hummus spread, grilled zucchini with honey and chilli, beef tongue, dumplings filled with cheese and nettle, štrukla from nettle dough filled with cheese, nettle cake and nettle *baklava*, where all these

dishes can be found at the restaurant Zlatan. Gastronomic delicacies made from nettle could well become the trademark of the city, and the entire region. Koprivnica can already boast of being the only place in the world that has nettle beer, as well as nettle praline and white chocolate.

One of the most famous ethnographic museums is certainly the Podravka Food Museum. The museum is a unique example of industrial production processes and one of the few examples of so-called *corporate museums* in Croatia. The collection consists of instruments, devices, tools and vessels that depict food production, transport, processing, preservation and consumption in north-western rural Croatia in the first half of the 20th century.

The potential for further development of gastronomy in Koprivnica-Križevci County rests on its traditional cultural heritage, such as, for example, the Legend of the Kalnik Plum Growers so well known in Kalnik-Križevci area of Prigorje. According to Pintarić (2019), legend has it that the Kalnik peasants saved Béla IV from the Mongols by feeding him plums, after which they were awarded nobility titles. The Plum Menu in catering establishments of the Kalnica-Križevci region consists of an aperitif – a plum liqueur or plum brandy, homemade noodle soup, Kalnik steak with plums and baked potatoes or dried-prune stew (*šljivarski kotlić*), seasonal salad, Kalnik *strukljov* and Kalnik pancakes with homemade plum jam.

2.3.2. Gastronomy in the Virovitica-Podravina County³⁸

In the tradition of Virovitica County, and going back to the 13th century, when the Arpadović family founded royal counties as administrative areas and possessed royal lands and a fortified city as their seat, today's Virovitica-Podravine County in the north-eastern part of Croatia unites the region of Slavonia and Podravina. Its favourable transport and geographical position, along with a long and rich tradition and the beauty of nature, initiated more serious tourist activities as far back as the second half of the 19th century. In addition to trips, expeditions and tours of markets, fairgrounds and places of pilgrimage that were customary at the time, more and more guests visit for regular holidays and summer vacations in Orahovica, which is a place adorned with beautiful surroundings and healthy mountain air. In these circumstances, the Society for Beautifying the Places and Surroundings was founded in Orahovica in 1899. Today, many winegrowers have achieved enviable production levels, and significant areas of vineyards have received the protected geographical indication (PGI). The wine assortment includes the most common varieties of Graševina (Welschriesling), Pinot Gris and Pinot Blanc, Green Silvana, Chardonnay, Cabernet Sauvignon, Frankovka

38 "Continuity of Tourism Development", Tourist Board of the Virovitica-Podravina County, retrieved from <http://www.tzvpz.hr/turisticke-znacajke-prostora-viroviticko-podravske-zupanije/>, "Hungarian-Croatian Wine Stories Part 2", Slavonia and Podravina, Tourist Board of Virovitica-Podravina County, retrieved from <https://slavonija-podravina.hr/hr/projekti/madarsko-hrvatske-vinske-price-ii/>

and a whole range of table wines. After the regionalisation process, the wine-growing area of Virovitica-Podravine County was classified as the hinterland (continental) region of Croatia, the sub-region of Slavonia, and the Virovitica Vineyards and the Orahovica-Slatina Vineyards. In addition to large companies involved in industrial wine production, stretching from Orahovica to Slatina, several family wine producers throughout the County have decided to produce fruit wines, such as apple and cherry wine, blackberry wine, or mead. The regional gastronomy is heavily influenced by the cuisine of Slavonia and Podravina, and the historical and geographical aspects of Hungarian and German cuisine, all representing an extraordinary gastronomy wealth. The traditional, characterful and strong, but above all delicious dishes of this region are categorised into everyday, festive, heavy and a sort of nobleman's food, available in variants in about twenty restaurants in the County. The wealth of the fish stock and game also enriches the menus, and several events are dedicated to traditional gastronomy.

2.4. THE POTENTIAL OF FOOD TO BRAND THE TOURIST DESTINATION

In the modern world of globalisation, there is growing interest among people in local, regional and national cuisines. People yearn to learn about cuisines, and gastronomy is a motivational factor in tourism. In this market, gastronomy and culinary heritage can be used for destination branding.

Branding is a good approach to creating a positive image of a destination and a positive perception of its tourism features. This positive and somewhat subjective brand association is reflected in the brand image. Food is defined as an essential element in building a destination brand due to its symbolic meanings. Hence, food is strongly connected with destinations and getting tourists interested in visiting (Hanna and Rowley, 2020).

As competition in the tourism industry intensifies, gastronomy is becoming the differentiating factor and a stronger aspect of the tourism product and a destination's marketing strategy. At the destination level, devising gastronomic resources is important in modern tourism. Though eating is a basic human need, food is also a tourist attraction and justification for travelling. As a cultural element, food is increasingly used in marketing and destination management strategies to benefit the tourism industry and visitors, as well as the destination's economic, social and ecological aspects. Accordingly, when combined with tourism, food is an organic competitive advantage. In the experience economy, the focus of many tourists has changed from traditional sightseeing to experiencing and consuming intangible elements of a destination. This approach differs from the concept of a destination's tangibility as it prioritises sensory tourism experiences. Accordingly, food provides a multidimensional experience beyond visual and aesthetic experiences.

Food is an important part of a destination's marketing mix, giving a sense of the place

and allowing tourists to literally taste the destination and come into direct contact with the local culture (Stalmirska et al., 2019). Food supports branding and marketing as it conveys many experiential elements of the destination. It also combines different elements of the experience. In essence, the overall food culture of a destination provides the basis for branding and marketing (Kladou and Trihas, 2022).

2.5. QUESTIONS FOR DISCUSSION AND REFLECTION

1. What is food, and what is nutrition? Explain the difference between these two terms.
2. What do food science and nutrition science have in common?
3. Describe a healthy diet based on the healthy eating plate. To what extent do you personally apply the rules of the healthy eating plate?
4. What is the name of the science that studies food from a psychological aspect?
5. Explain Maslow's pyramid of needs using food as an example. Can food be related to all human needs or only some needs? Think about it and explain.
6. On what factors does a person's need for food depend?
7. What is neophobia? Give an example of neophobia.
8. What is meant by food as a social fact or a social phenomenon?
9. Which science studies food from a social aspect?
10. What are the names of social processes that played a decisive role in today's understanding of food during the development of human society?
11. Which process led to a better quality of food? What does this process mean for human health?
12. Cooking is part of learning in the socialisation process. Explain.
13. How did the food system develop in human society?
14. Food is a social habit and an important factor in an individual's or society's identity. In your opinion, do eating habits shape identity, or is it possible to think the other way around? Think about it and discuss it.
15. What current trends in nutrition do you know? List them. Do you also follow any current trends in nutrition?
16. How can fast food affect health? List some diseases that are a consequence of unhealthy eating habits.
17. Which megatrends will determine consumer behaviour in the next ten years?
18. List some healthy trends in nutrition.
19. There are many reasons for choosing organic food. In your opinion, what motives for choosing organic food are the most important for society?
20. Have you noticed the difference in the price of organic and conventional foods and products? Give an example.
21. What forms the basis of the Mediterranean diet? Why, in your opinion, is

- Mediterranean cuisine so healthy?
22. What is the ethical significance of a vegetarian diet?
 23. Which type of diet, in your opinion, is the healthiest? Explain.
 24. Which foods are avoided in a macrobiotic diet? Why is it claimed that the macrobiotic diet lacks variety?
 25. What are the similarities between macrobiotic and vegetarian diets? What are the most important differences?
 26. Is food for special dietary needs intended for a larger number of food intolerant people than free-from food? Why?
 27. Which foods are free-from foods?
 28. Is the gluten-free diet similar to the Mediterranean diet? In which foods is there a similarity?
 29. Explain the concept of tourism and the stages of tourism development.
 30. What is the primary meaning of selective tourism? What is the basis of selective tourism?
 31. List six major trends in tourism and describe their importance to tourism in general.
 32. Why is the gastronomy of a tourist destination important to tourists?
 33. What is another name for gastronomy tourism?
 34. List the most important definitions of gastronomy tourism. Consider how the definitions of gastronomy tourism differ. How would you define gastronomy tourism?
 35. Explain the connection between culture and gastronomy tourism.
 36. What activities does gastronomy tourism include?
 37. Have television shows (cooking shows) influenced gastronomy tourism? What shows do you know?
 38. Why is food a tourist attraction? Give an example.
 39. Think about the food where you reside. Which food or dish could become a tourist attraction?
 40. Which two groups of gastronomy tourists do you distinguish?
 41. Describe the basic characteristics of a gastronomy tourist. How do they differ from the general tourist?
 42. Status, power and prestige are fundamental in creating motivation to travel. Explain this statement using the example of a gastronomy tourist.
 43. Is gastronomy an important reason for tourists to come to Croatia? Are there differences in the gastronomy motivation of tourists between continental Croatia and Adriatic Croatia?
 44. Gastronomic experience can be recreational, experiential, experimental and existential. Explain the difference between these gastronomic experiences.
 45. Is there a connection between the gastronomy experience and the theatre experience of a gastronomy tourist? Describe it.
 46. What elements of a gastronomy tourism product do you know? Have you visited

- any of the food festivals? Describe it.
47. EU quality labels protect Croatian agricultural food products. Which Croatian product was the first to receive a quality label?
 48. How many products are protected by EU quality labels in total? List the ones that are most interesting to you. Have you tried any protected Croatian agricultural and food products? Are there protected Croatian products in your county? Describe them.
 49. Which dishes from Koprivnica-Križevci County do you know? Are there similarities in the dishes between Koprivnica-Križevci County and your county? Compare and explain the similarities and differences.
 50. Who is Zlata Bartl?
 51. What is the name of the museum of industrial production processes in Croatia? Where is it located?
 52. List the potential of gastronomy tourism in Virovitica-Podravina County.
 53. Can food be used for destination branding? Explain.

3. CONCLUSION

A busy lifestyle has meant people are increasingly buying fast food which contributes to various chronic diseases. New trends in nutrition have appeared over the last few years. Today's consumers expect food to be tasty, prevent chronic diseases, and improve health and quality of life. Free-from food, i.e., food without gluten, lactose and grains, is growing in popularity. In addition, there are also foods without fat, sugar, nuts, flour, salt, preservatives and additives, yeast, genetically modified organisms, eggs and meat. Current trends in nutrition include organic food, the Mediterranean diet, the vegetarian diet and the macrobiotic diet.

As part of the GASTROTOP project, a Google survey was conducted on the special dietary needs of consumers in Koprivnica-Križevci County and Virovitica-Podravina County, which was followed by interviews conducted with the owners of hospitality establishments in the Koprivnica-Križevci County. Experts analysed the survey results and interviews at a panel discussion.

The random selection of respondents shows that more than a third said they have a problem with consuming food and beverages. The panel discussion asserted that this number is increasing and that public awareness and education are needed to increase the quality of life of people with special nutritional needs who are often stigmatised. Education of the public is important because some people find out by chance that they have diabetes, for example, when conducting free-of-charge blood glucose measurements.

People with a problem with food or beverage consumption often feel as though they are 'difficult guests' in restaurants and are unsure whether special cutlery is used to prepare their meals. Contamination of cutlery used by cooks in catering establishments happens due to poor kitchen conditions, insufficient staff training, small investments by owners in training workers, and the size of the premises where the cooks stay. Preventing these situations leads to the conclusion that staff in catering establishments should be better trained, as well as people with special dietary needs.

The majority of respondents agreed that restaurants inappropriately label allergens on menus and that they consume their own prepared food and drinks whenever they can. The panel discussion noted that allergens and additives in meals should be highlighted on menus if people with special dietary needs are to be drawn to hospitality establishments. The solution to the problem lies in having the ability to scan QR codes on menus, digital menus and publishing information about the menu on social media.

On average, respondents consume food in restaurants 32 days a year. The panel discussion pointed out that Croatia lags behind the EU and is ranked at the bottom of EU countries in terms of family trips to restaurants. The main motive for going to a restaurant is the healthy way food is prepared. Guests seek top-quality food, that is, food grown on family farms, and they want to know the origin of food products, the producer, and similar information.

Restaurants are increasingly striving to prepare dishes with ingredients from local family farms and emphasizing organic farming. Besides appreciating quality food, people want to socialise in nature and open spaces and consume vegetables directly from the garden or fruit from trees, all of which are provided by family farms that, as a supplementary activity, are also involved in rural tourism or rural tourism farms. Members of these family farms work in agriculture during the week and cater the food they produce on weekends. They also apply the rule “what our families eat, our guests also eat.” If they are not able to sit down and eat with the guests, they make sure to talk to the guests about topics that interest them.

Therefore, the main conclusion of this research is that family farms in rural tourism can adapt the fastest to the specific demands of new consumer markets that seek food for particular nutritional needs. Gastronomy tourism can be based on new dietary needs identified in a segment of the population and expanded into new forms of innovative gastronomy tourism.

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Gastronomski turizam

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