Emerging Trends In The Realm Of Gastronomic Tourism

Jyotsna P N[1*], Dr K. Poorna[2]

[1*]Ph.D. Research Scholar, Department of Commerce, PSG College of Arts & Science, Coimbatore. Phone No: 9446544770, Mail id: jyotsnadj007@gmail.com

[2]Assistant Professor, Department of Commerce, PSG College of Arts & Science, Coimbatore. Phone No: 9487500090, Mail id: poornakannan@gmail.com

ABSTRACT

In the last few decades, the phenomenon of culinary tourism has witnessed extensive development. It is considered as an important component of the tourism industry with an ever-growing number of people who travel mainly in order to know more about food and the associated culture. The local cuisines, dining and gastronomic experiences of the destinations are making the tourists move forward to enjoy food and culture. Studies of emerging trends in gastronomic tourism have been explained in this paper by reviewing articles published between 2000 and 2024. The results present an overview of recent developments in research on gastronomic tourism and identify possible directions for research in areas that are not sufficiently covered.

Keywords: Authentic local experiences, gastronomic tourism, restaurant dining, sustainability, technological integration.

INTRODUCTION

Tourism extends back to the roots of civilization and was even encouraged by the philosophers of Ancient Greece who advised traveling in order to take a break when it comes to the dark ages. There were limited activities, primarily associated with tourism, focused around the celebrations and fairs. In the 16th century, a more noble type of leisure activity gained popularity, which referred to the practice, where upper class individuals visited prominent places for the sake of gaining and sharing knowledge. In the 18th century, one of the most influential factors for the development of modern tourism appeared among the middle-class. In the early 1970s, tourism started to exploit biological and cultural environments in the form of resources and reputedly became the so-called "clean industry" and also it has grown in leaps and bounds in several countries over the years (1,2). In fact, one can say that tourism comprises both physical and psychological factors, which result in experiencing different activities. Currently, both academia and the business side of tourism, have recognized and lobbied for different new tourism types, such as gourmet tourism and are involved in its worldwide development. More often than not, this expansion is accompanied and pronounced for economic advantages or growth, local, regional and even national. Yet, this has also been troublesome since uneven development built certain social fabrics around certain natural resources which caused some negative social and environmental consequences. In order to do this, harmful effects are already employed with strategies for sustainable development. Within this context gastronomic tourism is seen as an alternative type of sustainable tourism that can help to resolve the problem of seasonality (3).

Towards the end of the psychological necessities, the definition captures food in terms of economics and health. Food is more important than any other fundamental product (4). The theorized void of food dominates culture and society in more than one sector. It has been suggested that food is embedded in almost all societies and sustainable food systems are fundamental in building sustainable communities. It regulates every way of life, health and behaviors, whereby it also dictates the configuration of land, water, energy, transportation and the services provided by the environment. In today's world, when social relations are inevitably transformed, the importance of cooking and gastronomy is growing. In 2014, the European Parliament's Committee on Culture and Education endorsed a motion for a European Parliament

Open Access

resolution on "European Gastronomic Heritage: Cultural and Educational Aspects." The resolution also recognizes the importance of nutrition and gastronomy as aspects of art and culture further emphasizing their role as basic building blocks in familial and societal relationships. A thematic workshop was held within S3 Platform entitled "Smart Specialisation and Food: Food, Gastronomy and Bioeconomy as Part of Regional Innovation Strategies." The workshop delved into the aspects of nutrition, gastronomy and bioeconomy as areas of smart specialization in regions and countries of the European Union, which have been also affirmed by international experts as genuine smart specialization spheres. Present-day society's enthusiasm about locally sourced food can be mainly attributed to environmental issues, ethics, sustainability and health issues in the region, coupled with the consumers' intention to engage in the local market and eat local foods without the need for transport for their food products (5). In addition to that, local foods are often perceived by the consumers as being more fresh, tasty and trustworthy (6). Studies also show that local food is considered clean and enjoyed in a cultural setting, but simple yet different (7).

Every local food market is distinct. For instance, all the markets in Paris are not the same as those in New York or Helsinki and all of them are other tourist draws (8). Such developments are influenced by local customs and traditions, historical events, social economic and ecological factors, food types and preferences. For this reason, the local cuisine has also proven to be an attractive element for tourists (9,10). The appetite for certain tastes, flavours, and dining experiences is growing consistently (11). On top of being appreciated for its genuineness and heritage, local cuisine is appealing to the tourists because it gives them new and different sensations (7, 12). Actually, local food may serve as a trigger for the selection of a certain destination, with preferences of the tourists depending on the possible food that can be found there.

Tourism oriented towards rich food and culture includes various activities like that of visiting a food maker, participating in the gastronomy events and festivals, eating at restaurants and other places that serve the local cuisine, sampling certain foods, watching how the foods that are being made or prepared and how world class chefs create certain food items and the painstaking process of making this and that food (13, 14). It delights the tourists who do not want to limit themselves merely with traditional restaurant or hotel operations and instead aims at modes of travel around albeit still inside the local food and local beverages. Gastronomic tourism industry is multifaceted covering a number of culinary experiences including but not limited to food guides and restaurants, cooking school, seminars and cookbooks, culinary travel agencies, television and magazines, and places like wineries, vineyards, breweries, distilleries, and farms.

Gastronomic tourism is a term used by (14) as visiting all the primary and secondary food or drink manufacturers, gastronomy celebration events, eating places, and specific areas where the local cuisine is the main attraction thus the visit. Even though this definition underscores that gastronomy is a primary motivation for tourists, tourist preferences vary a great deal. They may, for instance, eat in restaurants to quench hunger only without any consideration of other factors, or plan an entire holiday solely focused on gastronomic activities.

The advancement in gastronomic tourism is changing the narrative for food travel. In recent years, travel has become more sustainable, with patrons demanding organic, local and ethically raised food. Travelers are increasingly interested in active forms of culinary tourism, which include but are not limited to, cooking classes, food safaris and farm stays. Health being a significant concern, several voyagers are also interested in wellness food which caters for instance plant-based diets and foods that are known to have health benefits. Cultural caloric extravagance in the form of culinary festivals and food exhibitions is on the rise, where tourists come to experience local cuisine and food culture. Social media and food enthusiasts such as food bloggers also influence travel in terms of gastronomy as people look for pleasing pictures, suggestions and post pictures of the food they have had. Travelers are concerned with authentic experiences and this has brought a call back to devote traditional cuisine practices and real dishes. These tendencies demonstrate that culinary tourism is associating more and more with high quality, environmentally friendly, and socially responsible travel with experiences sought after by the tourists.

RESEARCH OBJECTIVES
- To know about the development and growth in the field of food and gastronomy research in tourism industry
- To suggest future research directions in gastronomy tourism with regard to emerging trends

LITERATURE REVIEW
Technological integration and gastronomic tourism

Travelers today are heavily influenced with a lot of instantaneous information, provided from social networks, reviews in the blog and even other types of digital content (15). For producing content, users nowadays supply and manage information on the web. This external social structure also allows the users to communicate with each other, actively work on the proposed services and post images from their travels (16). Instagram, one of the most popular social media has grown into an effective tool for advertising and marketing of foods and restaurants (17,18).

When trying to attract audiences on social networks, it is important to remember how the management of popularity of posts plays a critical role in achieving marketing objectives, especially in relation to business performance (19). The post engagement model states that components such as appearance, media, information, activity and user interaction are some of the driving factors of user likes.

Authentic local experiences

Food authenticity can be considered the correct portrayal of local dishes in a given region and the respective culture and practices. The local cuisines are the major cultural attractions for the reason that they carry practices, beliefs, and icons, which makes them an embodiment of the aspect of authenticity. When people eat a particular cuisine, tourists understand the kind of food people eat, the processes of cooking them and what flavours are predominant in that region (12, 20). So it goes that authenticity is the primary source of motivation for a large portion of tourists and in this area of tourism that is focused on food, it is of even greater significance given that it is explored through much more than the visual (9, 21, 22).

When a particular food is deemed authentic, there are several aspects to consider: the various cuisine's methods and styles, particular food's aroma, recipes and constituents - the eating habits and practices, societal significance of the food, related rituals and events, and the activities such as fishing or agriculture (12, 23). For tourists, consuming authentic cuisine provides them with an opportunity to explore culture since they get to practice what they read or hear about the culture within the destination. A unique food experience can enhance a destination's image, which in turn improves tourists' experiences and leads to a higher likelihood of tourists returning to the same destination. Local environment, food content, source appeal are the factors which are relevant to local food (24). From these elements, it can be understood that the food expectations of the tourists include not only food "authenticity" but also food "quality", food "service" and food "environment" which may all lead to satisfying or enjoying the local food experience.

Sustainability and gastronomic tourism

Sustainable gastronomy encompasses many different ecological, social and economic paradigms in the food and beverage sectors (25). Sustainability is the term which is so much stressed in Agenda 2030 in many directions and the same is associated with tourism and socio-economic development (26). It means doing things in a responsible manner, from food sourcing to supply management, consumption, waste management etc. There are socially responsible aspects such as fair trade and favours local community businesses. The knowledge and practical skills of catering providers in sustainable composes of gastronomy enhances the tourist experience and growing the business (27,28). For this reason, a multidisciplinary approach is necessary in order to achieve a complete understanding of sustainable gastronomy considering ecological, social and economic facets connected with gastronomic tourism in order to achieve a sustainable and ethical future (29,30).

One's perception of the relationship between one's skills and what they do affects how sustainable the person can be (31). Self-awareness is, according to UNESCO, one of the eight key competencies for sustainable development. Within this scope, self-awareness implies the ability to introspect one's performance in the local as well as the global society while constantly evaluating one's behaviours, feelings, and wishes regarding sustainability issues (32).

Hospitality industry leaders consider culinary identity and responsible gastronomy as fundamental to the operation of any business (33). The integration of these components may enhance the market position and client satisfaction, whilst protecting cultural and environmental aspects (34). By finding a middle ground between old and new, developing an environmental strategy and training employees and visitors, hospitality businesses can create unique, eco-friendly adventures that present their food culture and commitment to sustainability (23,35).

Nonetheless, there are few multidisciplinary studies that examine some development aspects of tourism, gastronomy, and hospitality in relation to each other (36,37). Such a perspective facilitates framing tourism within a more comprehensive context as a system subject to a range of social and economic factors. The hospitality industry is one of the sectors of the tourism economy, which can create wealth (38). In this sense, the study of the relationship between

hospitality and the local cuisine, and its history, is important for the development of the regions. (39) argue that tourism and gastronomic identity should be studied in relation to its factors in order to measure the existing hospitality tourism market and find its deficits.

Restaurant dining and gastronomic tourism

The process of making decisions at a restaurant does not only encompass the choice of the food to be eaten but also the dining and presentation of the food. Therefore, the food and drinks sector have to create commodities that can serve the needs of the client (40,41). When it comes to dining out, the consumers also look into a number of other elements including cleanliness, mood, decor, distance, prestige, F&B quality, serving size, flavour, temperature, appeal, price, how fast the service is, variety of menu, problem solving, staff and making a reservation (42). Analysing such factors due to the needs of the business is also enhanced by understanding how the particular consumers use word of mouth advertising and the ratings of the establishment (40).

Research on health and cleanliness, skills and safety, tourism education has increased nowadays especially in the case of gastronomic tourism (43). The study has focused on the importance of products in gastronomic tourism, explained the classification of tourism into different types as its services and studied its growth as one of the most important growth parameters for a particular tourist destination. Gastronomic tourism encompasses the whole range of activities interested in the specific region such as visiting restaurants, cooking schools, food tastings, regional producers' or farmers' markets, food or beverage production, food and festival events and more (44).

Emerging trends or sectors in gastronomic tourism
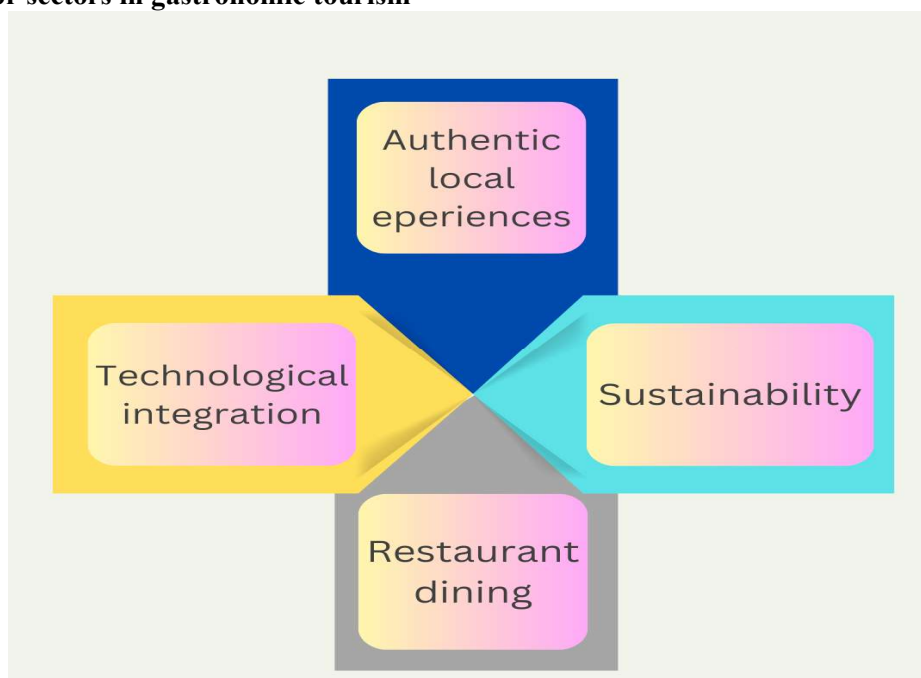
Source: Own

DISCUSSIONS

Technological integration and gastronomic tourism

Accordingly, it can be seen that the available instant information from social networks, blogs and other sources that in today's perspective, has a great impact on consumer behaviour. In this context, social media such as Instagram is emerging as a strong advertising and marketing platform for tourism businesses. The users are actively involved in the creation and the maintenance of the content of the web-based applications, thus enabling them to interact with the services and the users of the services to a greater extent. Such a social space encourages sharing of pictures, comments and suggestions which results in a much more dynamic and collective travel experience.

The activity of a user on social networks in general and the post engagement that they make on behalf of the company

or its products in particular as defined in social media marketing, is determined among others by the content appearance, media, information quality, amount of users and their interaction. These are essential components enhancing the interaction of users with the application and which in turn, affects the effectiveness of the marketing strategies employed and the performance of businesses. However, both regional destination branding and e-tourism have been ardently debated within the scholarship. And most of the earlier studies have concentrated on various papers like Facebook and TripAdvisor, except they did research in certain areas such as islands where there are few studies concerning Instagram and such media (20).

The discussion also shows that the number of tourist places is increasing who are using new media tools in the creation of brand image. This is mostly a bottom-up approach, implemented by the locals and the authorities and is highly influenced by the tourists' tastes and views. Particularly, local food is found to have a great impact on the tourists, especially young ones, as it determines the places, they are actually able to visit. The motive of exploring different foods has also turned out to be among the key reasons for travel in modern society.

Authentic local experiences

The research clearly highlights the significance of food authenticity and the scope of culinary tourism. Authenticity, which is exactly how local dishes, cultures and cooking practices are represented, came out to be one major reason why tourists visit a place. The local dishes which are regarded as an embodiment of the culture of a place presents tourists with many aspects concerning the area including its traditions, how people think and its cooking skills. When tourists consume local cuisines, they interact with the culture in a deeper and more natural way that helps to cement their bond with that particular place.

Along with the genuineness of the cuisine, some other factors were also identified as having an effect on tourists' food experiences. These included the taste, service and ambience of the restaurant. These ingredients, as a whole, influence tourists' satisfaction and their enjoyment of the local food experience. In addition, the research emphasizes that gastronomic tourism has gained an importance for the destination image and a well-presented food experience may lead to more visitors revisiting a place.

Moreover, perceived authenticity is also an essential element with regard to the influence it has on tourists' satisfaction with food as well as their attitude towards food quality. Travelers' values toward the local cuisines are adjusted upon the characteristics like attitude of the staff, how attractive the food is, its novelty, surrounding environment and how accustomed the traveller is with the local food. These phenomena make it clear that authenticity of the food is closely related with its presentability, service and ambience, that all together create the perfect gastronomic experience.

Sustainability and gastronomic tourism

Sustainable gastronomy has the advantage of concomitantly addressing the ecological, social and economic dimensions of food and beverage management. This is in line with Agenda 2030, which is a plan of action established by the UN worldwide to promote sustainable development goals by the year 2030. And so, sustainability is connected with tourism and development. Sustainable gastronomy not only means the responsible approach towards sourcing food, managing supplies and using them, and assessing waste, but also devoted towards ethical commerce or local enterprises. Moreover, the sustainable practices help in enriching the overall experience of the tourists as well as advance business opportunities in the hospitality and tourism industries.

Promoting sustainable gastronomy within the system of public catering is grounded on the knowledge and practical skills of catering providers. As sustainable and responsible tourism is in high demand, this discipline should include the ecological, social and economic aspects and the sphere of business. Furthermore, self-awareness, which is one of the eight critical skills for education for sustainable development as defined by UNESCO, is of particular importance here. It is in this way that self-awareness helps hospitality professionals to be more conscious about the impact of their actions and behaviours regarding sustainability at individual, community and global levels, improving their ability to adopt sustainable approaches in gastronomy.

Hospitality business practitioners consider food culture and culinary heritage as important and necessary components of business development. Such companies are able to enhance their competitive advantages, enhance the customer's loyalty and promote the preservation of the cultural heritage and natural environment through the means of implementing the sustainable cuisine policy in their operations. Such styles create a compromise between classic ethnic and modern eco-friendly cooking methods.

Restaurant dining and gastronomic tourism

The decision-process in the restaurant sector is quite elaborate. It involves more than just the purchase of food. Some of the aspects taken into consideration by the consumers include cleanliness, decor, prestige, quality of food and drinks especially the portion sizes and the taste and temperatures of the food and drinks served, pricing, how quickly one is served, how varied their menu is, how friendly the staff is and how reservation is done. These factors have a great impact on customers' behaviour while eating outside the home and this creates the need for the restaurant business to provide extra features in its offering to the consumers.

To alleviate the difficulty that accompanies the making of restaurant choices, patrons often resort to rating systems. These systems are indeed and in much need of being seen as aiding the process of choosing a particular restaurant where many are present in that given location. On the other hand, this study showed that these rating systems are based on quite an extensive number of parameters like food presentation, hygiene, interaction with guests, checking out and payment, restaurant interior and menus, and even beverages. Concerning food measures, service and ambiance are important as well, while the mood is more dependent on the decor, illumination, sounds, and arrangement of space. For this reason, these rating agencies are very useful in the research of what types of restaurants meet certain demands.

Evaluating and providing the levels of quality of these experiences have become very important aspects of consumer behaviour in the present day. The value that is offered by certain restaurants goes hand in hand with the value of physical structure, food, and services, which creates the ambiance of the establishment. These aspects tend to affect the customers' impression of the dining experience and also, they have begun to rely on rating systems even more in recent times where they have had to make a choice.

FUTURE RESEARCH DIRECTIONS AND IMPLICATIONS

Considering the sociological impact of social networks on travel and the use of new media in brand formation, several worthwhile areas can be explored in future work. Since the studies of Instagram focusing on its usage in tourism do not exist for certain areas, studies can explore the effect of Instagram's visual format on the tourists, particularly in the case of new or under-researched regions. It could be interesting to see if there are any differences in destination branding efforts that focus on social networks such as Instagram and those that use traditional media and other websites. As local cuisines are an important travel motivating factor, research can analyse the role of Instagram and similar platforms in promoting culinary tourism with user generated content in the form of food images and reviews. The studies can also seek to understand what motivates individuals to share and post such contents and examine the impacts on the local community's economy and the behaviour of tourists themselves. Another area is how food and travel influencers, in particular, are included in the marketing communications of travel destinations. The followers' response to the messages about local cuisine, restaurants, and experiences by the influencers will be analysed in terms of its implications for tourism. In the light of this bottom-up approach which is mentioned, the aspect of social media will be researched further in terms of local government, tourists and business interaction. In addition, how such UGC is used by the authorities for the purposes of destination marketing and the integration of these strategies into the actual profile of the tourists will be a topic for further research. Since the younger generations of tourists are predominantly image based, reservations are made after thoroughly assessing the quality of pictures or videos uploaded on social apps and so the studies can be done on the effect of the quality of media presentations in networks in social media on the travel decisions of potential customers.

There are several aspects of food authenticity and its interrelation with culinary tourism and destination branding, which future researchers might investigate. Future research may examine attitudes of the tourists towards the local food authenticity level compared to traditional food. It is important to investigate the differences between perceived authenticity and actual authenticity in order to understand if tourists are more interested in the story behind the culture or the real taste and the technique of the preparation. Since the local cuisine is also a representative of one's culture, such works may be directed towards food authenticity but designed around learning about a certain culture and for people allowing for building emotional attachment to the place. It could also be examined how this emotional attachment in turn influences tourists' intent of coming back or recommending the particular place to other tourists. Cross cultural studies focusing on the concept of food and authenticity with respect to tourists and people from other countries will be effective in revealing their differences in food and travel expectations. Such research may also offer advice for cuisines and foods offered by specific nations to help promote cultural tourism to foreign tourism without compromising on the individual's

culture. Because the importance of using authenticity in marketing campaigns for top tourist destinations is already known, the main focus of the subsequent research can be emerging or less visited tourist destinations. In what ways do these regions utilize the traditional cuisine appeal to develop their tourist market is possibly of practical use for the local population.

Further research may contemplate exploring the possible relationship between the concept of sustainable gastronomy and the particular Sustainable Development Goals (SDGs), and analyse the possible effects of such research. Studies could evaluate educational interventions that teach sustainable food practices, ethical procurement, and waste minimization as part of the hospitality and tourism sector. There is also room for further research to explore the reaction of tourists and diners in relation to sustainable gastronomy and their general experiences in travel and food. In addition, as sustainable gastronomy enhances local establishments and fair trade, research could also look into the role of these practices in improving local households or economies, especially for rural areas or in new tourist destinations. Research could investigate the importance of culinary traditions in developing social systems of production and consumption of food that are environmentally friendly and in enhancing local cultures.

A more in-depth analysis of consumer behaviour will be possible once the impact of various online rating systems on restaurant selection has been identified. Specific intent could be made in regards to which factors tend to rate highly and impact customer decisions especially in dining markets. Cuisine is widely known as the strongest motivator in picking a restaurant. However, further research could also assess the role of other factors turning consumers' decisions around. Since most restaurant owners seek to increase the loyalty of their customers, it would be important to study the effects of non-food forming elements on overall satisfaction scores. Another interesting avenue for future studies can be on sophisticated restaurant rating tools based on particular requirements of respondents.

CONCLUSION

The purpose of the research is to identify the emerging trends in the gastronomic tourism industry. The research articles published between 2000 and 2024 have been selected for this review paper. The growing trends in culinary tourism are positively impacted by the development of technology integration and the need for an authentic experience of local culture, the enhancement of sustainable practices, and a growing appreciation for the culinary experience. The availability of food-related activities has tremendously improved due to technological advancements that offer fast method of reservations and deliveries, virtual reality and tailored suggestions of where to visit with gastronomy in focus among other things. Moreover, there is also an increasing need for authentic local experience in the places that actually travel to enjoy the local way of life, culture and traditions.

Travelers are choosing places and food experiences that prioritize sustainability, ethical sourcing and less waste. The act of eating out has changed as well, with industry players such as hoteliers and chefs adapting to the trends by turning to local studies, seasonal menus and food. Also, gastronomic tourism is gaining prominence because of the growing interest in guerilla restaurants, food fests, experiential dining etc. These trends together indicate that food tourism is not only delineation of food but also a junction for cultural sensibilities, technological advancement, and preservation of ecology. This niche is thriving for very good reason, as today's travellers are even more searching for purposeful, smart, and ecologically considerate food tourism experiences everywhere in the world.

REFERENCES

1. Saveriades, A. (2000). Establishing the social tourism carrying capacity for the tourist resorts of the east coast of the Republic of Cyprus. *Tourism management*, *21*(2), 147-156.
2. Clarke, J., Denman, R., Hickman, G., & Slovak, J. (2001). Rural tourism in Roznava Okres: a Slovak case study. *Tourism Management*, *22*(2), 193-202.
3. Christou, P. (2010). *Achieving guest satisfaction through the agritourism experience: the case of Cyprus*. Nottingham Trent University (United Kingdom).
4. Morgan, K. (2010). Local and green, global and fair: the ethical foodscape and the politics of care. *Environment and planning A*, *42*(8), 1852-1867.
5. Pesonen, J., Komppula, R., Kronenberg, C., & Peters, M. (2011). Understanding the relationship between push and pull motivations in rural tourism. *Tourism Review*, *66*(3), 32-49.
6. Roininen, K., Arvola, A., & Lähteenmäki, L. (2006). Exploring consumers' perceptions of local food with two different qualitative techniques: Laddering and word association. *Food quality and preference*, *17*(1-2), 20-30.

7. Kauppinen-Räisänen, H., Gummerus, J., & Lehtola, K. (2013). Remembered eating experiences described by the self, place, food, context and time. *British Food Journal*, *115*(5), 666-685.

8. Richards, G. (2003). Gastronomy: an essential ingredient in tourism production and consumption?. In *Tourism and gastronomy* (pp. 17-34). Routledge.

9. Smith, S., & Costello, C. (2009). Segmenting visitors to a culinary event: Motivations, travel behavior, and expenditures. *Journal of Hospitality Marketing & Management*, *18*(1), 44-67.

10. Tikkanen, I. (2007). Maslow's hierarchy and food tourism in Finland: five cases. *British food journal*, *109*(9), 721-734.

11. Gyimóthy, S., & Mykletun, R. J. (2009). Scary food: Commodifying culinary heritage as meal adventures in tourism. *Journal of vacation marketing*, *15*(3), 259-273.

12. Sims, R. (2009). Food, place and authenticity: local food and the sustainable tourism experience. *Journal of sustainable tourism*, *17*(3), 321-336.

13. Hall, C. M., & Mitchell, R. (2007). Gastronomic tourism: Comparing food and wine tourism experiences. In *Niche tourism* (pp. 73-88). Routledge.

14. Hall, C. M., Sharples, L., Mitchell, R., Macionis, N., & Cambourne, B. (Eds.). (2004). *Food tourism around the world*. Routledge.

15. Buonincontri, P., Morvillo, A., Okumus, F., & van Niekerk, M. (2017). Managing the experience co-creation process in tourism destinations: Empirical findings from Naples. *Tourism Management*, *62*, 264-277.

16. Fatanti, M. N., & Gaze, I. W. S. B. U. (2015). How Instagram Creates Tourism Destination Brand?/NF Megasari and I Wayan Suyadnya. *Procedia-Social and Behavioral Sciences*, *211*, 1089-1095.

17. Doolin, B., Burgess, L., & Cooper, J. (2002). Evaluating the use of the Web for tourism marketing: a case study from New Zealand. *Tourism management*, *23*(5), 557-561.

18. Zadeh, A. H., & Sharda, R. (2014). Modeling brand post popularity dynamics in online social networks. *Decision Support Systems*, *65*, 59-68.

19. Swani, K., Milne, G. R., Brown, B. P., Assaf, A. G., & Donthu, N. (2017). What messages to post? Evaluating the popularity of social media communications in business versus consumer markets. *Industrial Marketing Management*, *62*, 77-87.

20. Kim, S., Park, E., & Lamb, D. (2019). Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists. *Tourism Management Perspectives*, *29*, 176-186.

21. Beverland, M. B., & Farrelly, F. J. (2010). The quest for authenticity in consumption: Consumers' purposive choice of authentic cues to shape experienced outcomes. *Journal of consumer research*, *36*(5), 838-856.

22. NS Robinson, R., & Getz, D. (2014). Profiling potential food tourists: An Australian study. *British Food Journal*, *116*(4), 690-706.

23. Lego Muñoz, C., & Wood, N. T. (2009). A recipe for success: understanding regional perceptions of authenticity in themed restaurants. *International Journal of Culture, Tourism and Hospitality Research*, *3*(3), 269-280.

24. Rinaldi, C. (2017). Food and gastronomy for sustainable place development: A multidisciplinary analysis of different theoretical approaches. *Sustainability*, *9*(10), 1748.

25. *United Nations: Transforming Our World: The 2030 Agenda for Sustainable Development*; Department of Economic and Social Affairs: New York, NY, USA, 2015; Available online: **https://sdgs.un.org/2030agenda** (accessed on 14 April 2024).

26. Batat, W. (2020). Pillars of sustainable food experiences in the luxury gastronomy sector: A qualitative exploration of Michelin-starred chefs' motivations. *Journal of Retailing and Consumer Services*, *57*, 102255.

27. Pereira, L. M., Calderón-Contreras, R., Norström, A. V., Espinosa, D., Willis, J., Lara, L. G., ... & Amaya, O. P. (2019). Chefs as change-makers from the kitchen: Indigenous knowledge and traditional food as sustainability innovations. *Global Sustainability*, *2*, e16.

28. Diaconescu, D. M., Moraru, R., & Stănciulescu, G. (2016). Considerations on gastronomic tourism as a component of sustainable local development. *Amfiteatru Economic Journal*, *18*(Special Issue No. 10), 999-1014.

29. Barrella, E., Spratto, E. P., Pappas, E., & Nagel, R. (2018). Developing and validating an individual sustainability instrument with engineering students to motivate intentional change. *Sustainability*, *10*(8), 2885.

30. Morris, S., Dwyer, T., & Mulligan, J. (2018). Authenticity and food tourism: a systematic literature review.

31. Pladdet, J. M. (2019). The Role of Authenticity in Food Tourism Development in Two Historic Cities in Malaysia.

32. Danhi, R. (2003). What is your country's culinary identity. *Culinology Currents*, *4*(5).

33. Suna, B., & Alvarez, M. D. (2021). The role of gastronomy in shaping the destination's brand identity: an empirical analysis based on stakeholders' opinions. *Journal of Hospitality Marketing & Management*, *30*(6), 738-758.

34. Kalenjuk Pivarski, B., Paunić, M., Šarenac, N., Šmugović, S., Mlinarević, P., Ivanović, V., ... & Gagić Jaraković, S. (2024). The influence of gastronomic identity factors on food tourism development in the Republic of Serbia and Bosnia and Herzegovina. *Frontiers in Nutrition*, *10*, 1335943.

35. Jayne, M., Gibson, C., Waitt, G., & Valentine, G. (2012). Drunken mobilities: Backpackers, alcohol, 'doing place'. *Tourist Studies*, *12*(3), 211-231.

36. Harrington, R. J., Fauser, S. G., Ottenbacher, M. C., & Kruse, A. (2013). Key information sources impacting Michelin restaurant choice. *Journal of foodservice business research*, *16*(3), 219-234.

37. Liu, C. H. S., Su, C. S., Gan, B., & Chou, S. F. (2014). Effective restaurant rating scale development and a mystery shopper evaluation approach. *International Journal of Hospitality Management*, *43*, 53-64.

38. Cullen, F. (2005). Factors influencing restaurant selection in Dublin. *Journal of Foodservice Business Research*, *7*(2), 53-85.

39. Kaviya, K., Roshini, C., Vaidhehi, V., & Sweetlin, J. D. (2017, August). Sentiment analysis for restaurant rating. In *2017 IEEE International Conference on Smart Technologies and Management for Computing, Communication, Controls, Energy and Materials (ICSTM)* (pp. 140-145). IEEE.

40. Okumus, B., Koseoglu, M. A., & Ma, F. (2018). Food and gastronomy research in tourism and hospitality: A bibliometric analysis. *International Journal of Hospitality Management*, *73*, 64-74.

41. Ryu, K., Lee, H. R., & Kim, W. G. (2012). The influence of the quality of the physical environment, food, and service on restaurant image, customer perceived value, customer satisfaction, and behavioral intentions. *International journal of contemporary hospitality management*, *24*(2), 200-223.

42. Sevin, H. E. (2014). Understanding cities through city brands: City branding as a social and semantic network. *Cities*, *38*, 47-56.

43. Qu, H., Kim, L. H., & Im, H. H. (2011). A model of destination branding: Integrating the concepts of the branding and destination image. *Tourism management*, *32*(3), 465-476.

44. Lai, M. Y., Khoo-Lattimore, C., & Wang, Y. (2018). A perception gap investigation into food and cuisine image attributes for destination branding from the host perspective: The case of Australia. *Tourism Management*, *69*, 579-595.