

Gastronomy as a new way of exploring tourism destinations, particularly in the case of Budapest

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THE AIMS OF THE PAPER

Budapest is already among the rising stars of the European capitals. Its reasons can be commonly known: the changing motivations of cultural tourism, among which gastronomy, as well as design can be mentioned, and the Hungarian capital can hold both important values. Budapest was nominated as a Creative City of Design by UNESCO and has become the favorite place for different gastronomy bloggers in the recent years. Gastronomy has an important role in tourism. The culture of food and beverage has come in the spotlight through gastronomic tourism due to nations and the gastronomic features of destinations. Millions of tourists return to a destination to taste the traditional flavors or to feel the place and discover the destination. After discussing the cultural, creative and gastronomy (or / and culinary tourism) of Budapest, the main issue is the cultural tourism of Budapest, followed by the results of a new niche research regarding the motivations of international cultural tourists arriving in Hungary, and Budapest. Our main task is to realize how tourists perceive Budapest and to learn what are the main activities, which arise their interest.

METHODOLOGY

In our quantitative research 307 international travelers were asked about their attitudes regarding lifestyle, activities during their travels, and their main motivation to visit Budapest, with a specific focus of gastronomy, as an important new trend of cultural and creative tourism, and a deep understanding of culture during visiting a destination.

MOST IMPORTANT RESULTS

According to the results, the gastronomy of Budapest is among the most important attractions as well as the activities taken by the tourists, though the local flavors are not as popular as expected.

RECOMMENDATIONS

There is a great revolution of gastronomy in Budapest, even with renewing the Hungarian specialties, but more communication and further product development are needed to make these changes accepted by the market.

Keywords: cultural tourism, creative tourism, gastronomy tourism, Budapest

INTRODUCTION

Gastronomic tourism belongs to unique experience and it has an increasingly important role in case of Budapest. This fact is supported by the international echo. According to the Lonely Planet (2015) "... A visit to Hungary is always a gastronomic discovery and has become more of an adventure than ever." In this article six aspects are concluded which are specific for the Hungarian cuisine and advantageous if travelers know the ubiquitous seasoning ingredients (paprika), soup as a starter, a meaty word, vegetables for all seasons, sweet stuff (special pancakes), snacks on the hoof (like sausage). Further important fact is that the Global Trend Report (2015) emphasizes District VII, one of the gastronomy hubs of Budapest, as one of Europe's top hipster destinations. Among later awards we should highlight that UNWTO (2017) introduces Hungary as an outstanding example of gastronomy tourism. Hungary, especially Budapest, has become a significant "gastronomy destination" in Europe, in the mirror of four one Michelin-star restaurants of Budapest and the outstanding first position on the Bocuse d'Or European chefcompetition in 2016. The foodie bloggers and vloggers also have a major impact on a destination's life. They positively influence to visit a tourism destination according to Chen et al. (2014). Among them Donal Skehan (YouTube 2015) could be mentioned who is a YouTube vlogger from Great Britain with more than 520.000 followers on his channel. He tastes local/traditional foods and introduces Budapest as an important gastronomy hotspot in his channel. In our article the main objective is to see all these award winning performances of Budapest from demand-side, so as to analyze the main motivations of international tourists regarding gastronomy with a particular focus of different generations, regarding the fact that since 2009 (Nyúl & Ördög 2009) there has not been a research about the travel and gastronomic habits of international tourists in Budapest.

DEFINING GASTRONOMY TOURISM

Gastronomy has an important role in tourism, according to Quan and Wang (2004): the food costs may exceed more than one third of the total tourist expenditure, this is the reason why gastronomic tourism could vivify. Nevertheless, there is a sense of intracellular cooperation between producers, catering professionals and winemakers,

breweries which also contribute to the development of gastronomic tourism in a destination which means that gastronomy could be a marketing tool to promote the destination culture and its tourism as well (Gyimóthy 1999, Fehér et al. 2010). The other aspect is that gastronomy has a cultural side which is as interesting as the economic side, because food is a determinative part of each culture. Gastronomic culture is a key factor in gastronomy and beside this fact the cultural behavior has a major impact on the willingness to taste the local specialties. Su (2015) focuses on this cultural behavior in her study and gives an example of the importance of gastronomic culture. Based on it, Western tourists have more willingness to try new exotic food unlike Asian tourists. Eating is a physical need, but gastronomy demand has become a developing tourism sector, which is going to be a leisure time activity. It is going to be a motivation for tourists to visit an area only for a new cultural and gastronomic experience, which belongs to the destination (Sormaz et al. 2015). On the other hand gastronomy tourism could be defined as a memorable experience during travel, according to Kiss et al. (2017).

Most of the synonyms of gastronomic tourism are known as culinary tourism, cuisine tourism, food tourism, gourmet tourism and nowadays one of the best-known expressions is street food. In a scientific way, we have to separate these concepts and need to explain the differences between them. The gastronomic explanations mentioned above are crucial to understand the development of a destination.

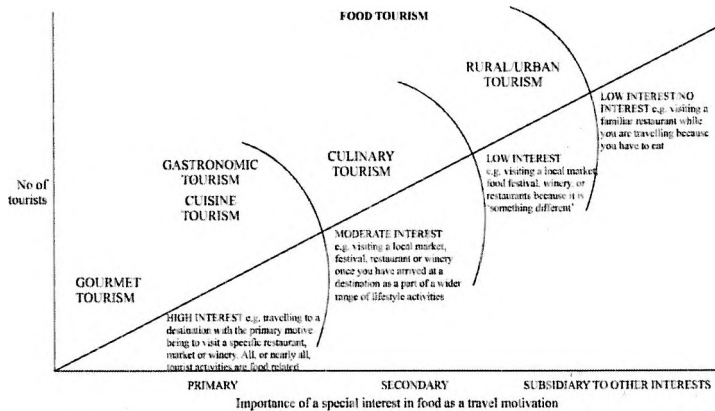
Kivela and Crotts (2006) define the meaning of gastronomy, which consists of several in-related branches such as art and science, which have a direct relation with chemistry, literature, biology, geology, history, music, philosophy, psychology, sociology, medicine, nutrition, and agriculture.

Hall and Sharples (2003) help to understand the variety of food tourism, which is also a guideline for researchers in gastronomy. They concentrated on food and beverage as a motivation factor (primary, secondary, subsidiary or no interest at all), in the side of the travelers when he created that theory. The best-known definition for food tourism comes from Hall and Sharples (2003) who highlighted that food tourism could be defined by visiting and tasting primary and secondary by food producers, food festivals, restaurants and specific locations, which have attributes of regional specialists where food is the primary motivating factor to travel. The UNESCO (2012) is complementing this notion of food tourism that it is an experiential journey, which includes the experimentation,

learning from different cultures and the understanding of the qualities or attributes related to tourism

products, as well as culinary specialties produced in that region through its consumption in its research.

Figure 1: Variety of food tourism based on the interest of food and beverage



Source: Hall & Sharples 2003, 11

To define culinary tourism from the side of a destination and culture the most relevant determination comes from the Canadian Government (2010) in its four-year culinary tourism strategy and action plan from 2011 to 2015. It refers to gastronomy as a unique selling point (USP) of the destination (Ontario Culinary Tourism Alliance 2014): „Culinary tourism includes any tourism experience in which one learns about, appreciates, and/or consumes food and drink that reflects the local, regional, or national cuisine, heritage, culture, tradition or culinary techniques.” (The Canadian Government 2010, 8)

There is another appropriate definition which comes from Long (1998, 45), it is also related to the destination. According to him, culinary tourism is “the materiality of food of a destination that helps to ground the experience for tourists, helping them to relate it to their everyday lives.” Based on both determinations above, culinary tourists have a higher interest in tasting and experiencing the local authentic food and beverage of a destination.

The well-known researchers in the science of gastronomy tourism, Hall and Sharples (2008) define the notion of gourmet tourism. These tourists show high interest for food and wine and this is the primary motivation to visit a specific food event or farmers’ market and their activities are food related. Based on this definition, gourmet tourists show the most willingness to travel to a destination only to taste the local cuisine.

The expression of street food has come into the spotlight, which is also important on the side of destination. This expression represents below a new experience and relationship with the local area (Privitera & Nesci 2015). Street foods are described as “...ready-to-eat foods and beverages prepared and sold by vendors or hawkers especially in streets and other similar public places.” The study remark street food is a part of the urban food consumption, supports local food producers (FAO 2008,19).

Based on the above definitions we could summarize that gastronomy tourism is a prominent segment in tourism in the viewpoints of culture and destination. All definitions mentioned the importance of local food and food-related experience, also it is a learning procedure to understand and discover other cultures and destinations. Nevertheless, the authentic experience is also a significant viewpoint for today’s travelers. In conclusion, we could mention that gastronomy is a niche segment in tourism, which is capable of offering authentic experience to travelers.

GENERATION AND GASTRONOMY TOURISM

Generation-theory and tourism

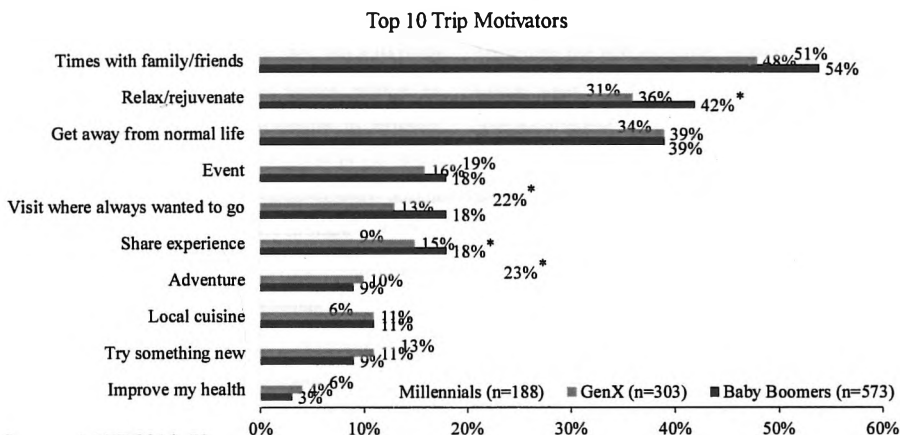
Under the term generations we understand that group of individuals who were born in the same social-historical environment and faced the same so called life-events, or cohort-experiences, and possess similar attitudes, beliefs and behaviors (Mannheim 1952). Generation-theory is interesting from the perspective of consumer behavior so as to identify the consumption patterns from segmentation point of view.

This kind of approach is popular in the field of tourism marketing and research, not only from academic but also from practical point of view. From academic point of view the survey of the travel behaviors is in the focus point, with analyzing the questions of further consumers' behavior approaches. One of these approaches is the life cycle theory and its adoption to consumer behavior (Lepisto 1985), which refers to that fact, that as

one gets older and reaches different stage of life, the consumption patterns change as well. "Researchers have also argued that this theory can be applied to explain travel behavior. One of the first applications of this theory to leisure and tourism was by Rapoport and Rapoport (1975), who used the family life cycle theory to discuss the changing context of leisure activities over a person's family life" (Chen & Shoemaker 2014, 60). Further aspect to be analyzed is the so called continuity theory assuming that the basic psychological characteristic (attitudes, main patterns of behavior and consumptions) are unchangeable during the life cycles. Longitudinal researches made considering tourism behavior shows that the main motivations and destination choice change only in some measures during ten years (Shoemaker 2000).

According to Chen and Shoemaker (2014) the generation-theory is widely used in tourism particularly to understand the attitudes and motivation of different generations (Generation Z, X, Y as well as Baby Boomers, Silent Generation or Lucky Few). Regarding the travel habits of the different generations the followings can be seen in Figure 2.

Figure 2: Top 10 travel motivations at different generations



Source: AARP 2014, 51

The elder generation travels more in a good health than some decades ago. After reaching the age of 60 years the seniors lay the emphasis on their health and from this perspective a relatively homogenous group can be named (Huang and Petrick 2010). The so called Silent Generation (born before 1929) prefers mainly being with their families, with less activity and more care about health issues. The Lucky Few (1929-1945) search for cultural activities and the community plays an

important role during travelling. The Baby Boomers (1943-1960) are really active, so they prefer active holidays as well, and search for intellectual challenges, new experiences, they are particularly interested in spirituality, but all their decisions are taken in a price-sensitive way.

The members of Generation X (1961-1981) are on the peak of their career and they travel particularly with their families or for business purposes. The first motivation for them to travel is to be with

their families: there is a strong emphasis on multi-generation travel, and life cycle effect, which means that the age of the kids have a great emphasis on their travel decisions. Furthermore, they search for new experiences and cultural travels as well as discounted packages (Huang & Petrick 2010.)

In the case of Generation Y (born between 1982-2002 according to Pendergast 2010) the advanced usage of technology and the real experience connected to globalization (as travelling, studying abroad) can be named as mutual life experience. From this point of view, this Generation has great practice and high expectations regarding the travel gadgets. Further on they continuously search for new things: "This need to live for the moment and search for hedonism does, however, prove challenging in that it indicates that Gen Y more than most generational cohorts are constantly seeking the next "big thing" (Leask et al. 2013, 20). The good price/value is crucial for them, so they are conscious costumers who make thorough research, particularly online before making decisions (Benckendorff et al. 2010). They search for authentic experiences with "cool" services, which are unique, and have interesting character (Sziva & Zoltay 2016).

Regarding Generation Z (born after 2010 according to Benckendorff et al. 2010, but according to Pál et al. 2013, 1995 should be identified as "starting date") their motivation for exploring should be highlighted. Travelling alone means becoming adults for them and that is one of their reasons for travelling. They are even more conscious, open and economical than their Generation Y mates. Technology is also even more important for them, as well as they are named to be explorers and search for slow travel (Ting 2016).

Gastronomy tourism from generation point of view

Regarding the perception of gastronomy tourism from Generation point of view, we should highlight the fact that there is a lack of researches in the area however one can suppose that there are differences in the regard of attitudes.

According to the latest research of Melissa Graf, Modul University Vienna (2015), there are some differences particularly between the Generation X and Y regarding experiencing gastronomy during travelling. Both generations find food as an important element of culture to taste, but Generation Y focus on trying food as a way of exploring the destination, and they are braver to taste new things, and to share their experiences with their friends. It is

surprising that the members of Generation X participate more in activities related to food tourism, like wine or beer tasting.

Putting the main segment of our research, the Generation Y to the lime light, we should highlight the fact that gastronomy holds important value for them, particularly due to the hedonist values, but also the social part is important: being together with friends, or sharing photos about their experience for peers is highly appreciated by them, that is the reason why they are called the "Foodie" Generation (Pryor et al. 2015).

Regarding the senior segment, particularly the Baby Boomers, there are only a few researches. According to Tourism Ireland (2012), the Baby Boomers prefer local flavors and traditional food on their trips more than any other generations.

RESEARCH METHODOLOGY

In 2016 a co-operation started between Corvinus University and Municipality of District IX. for different researches: (1) a quantitative research with the aim of positioning and branding of Ráday Street for international tourists (307 respondents) with elements of general perception of Budapest, and focus on young people, (2) further researches analyzing the free time and cultural consumptions of local people (more than 600 respondents).

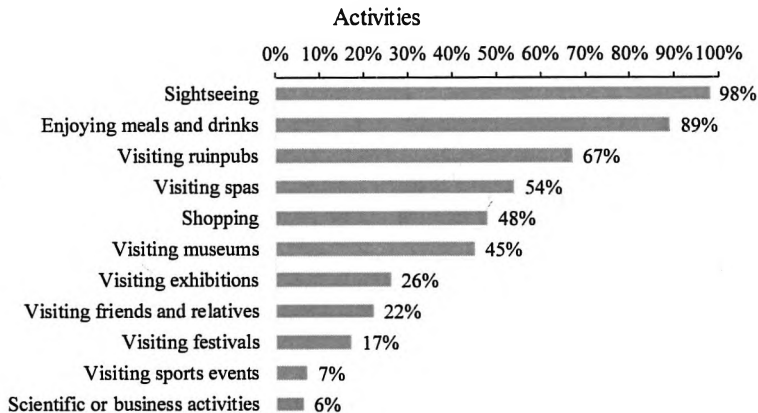
In this article, we focus on the quantitative research of international tourists, firstly with the main focus of reaching young people, who are the main target segment of Ráday Street, secondly to ask tourists from the most important sending countries (such as Austria, United Kingdom, Germany, France, United States) about Budapest. The research was taken by first of all a face-to-face survey of a questionnaire of three different languages (English, German, French) in four popular places of Budapest (Central Market Hall, Király Street, Gozsdu and Ráday Street) and an online questionnaire was spread among the international students of Corvinus University. The research was exploratory using a judgement sampling method (not representative) focusing on gaining the pre-defined number of responses of each area. The street survey was taken between 24th October and 10th November, 2016 by the students of Corvinus University who were trained for this purpose, while the online survey from 30th October till 10th November. During the analysis, we used single and multiple variation analysis with the help of SPSS software. The following research questions were analyzed:

Activities in Budapest

According to Figure 4, the rest (97.7%) of the answers of the multiple-answer questions are related to sightseeing, which is followed by gastronomy (86.4%) and visiting ruinpubs (65.9%)

and spas (53.6%). Shopping as well as visiting museums are also quite popular. It can be seen that gastronomy is among the most popular activities, which overtake those typical activities related to sightseeing like shopping or visiting museums.

**Figure 4: Activities taken in Budapest
(multiple-answer question, % of answers)**



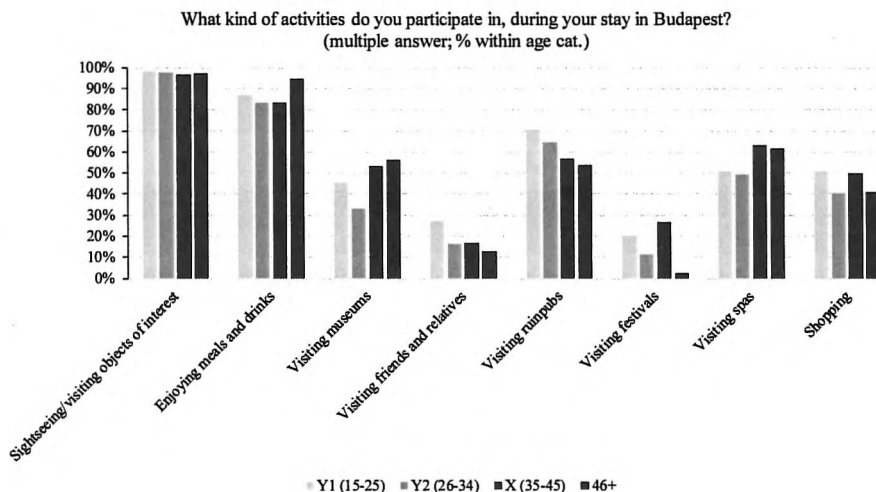
Source: own construction

ACTIVITIES AND ATTITUDES WITH A PARTICULAR FOCUS TO GENERATIONS

According to the preferences of the generations we can see some similarities and differences as well. Sightseeing is the first preference in the same extent for all generations. In gastronomy the preference of restaurants and cafes, where you can enjoy meals and drinks is for all an attractive activity for all generations, but it is the most preferred for the visitors

above 46 years. The younger generations prefer the ruinpubs to the older visitors, but they are still interested in this activity. The cultural activities like visiting museums are quite popular, though visitors above 35 years are more interested than younger generations. Visiting spas is also an activity that is more preferable for the generations above 35 years than for the ones under, but the younger generations prefer this activity, as well.

Figure 5: Activities taken in Budapest according to the age categories (multiple-answer question, % of answers)



Source: own construction

Segmentation based on the attitude towards travelling

The attitudes towards travelling have been measured by using partly the results of qualitative research on the attitudes, partly applying a validated scale used in a research in Ireland for the segmentation of tourists visiting the country.

As the result of the factor analysis, the main dimensions of the attitudes are: fun and party preference, exploring and enjoying places, family orientation, slowing down (during vacation), preferring local specialties and drinks. If we investigate the main dimensions according to the generations, we can see some differences. The segments according to generations were analyzed by variance analysis and some differences (significant at the

level of 0.05) have been found. The fun and party preference is more typical for the younger generation (Y1) and exploring and enjoying places is overrepresented among the youngsters (Y1 and Y2), as well. Family orientation is connected with travelling with family, that is overrepresented among the respondents above 35 years, but travelling with family is not typical in our sample. The 'slowing down during the vacation' attitude we could expect rather for the older generation, but in our sample, it is characteristic for some younger respondents as well. The preference of local specialties can be found also in the younger generation groups (Y1 and Y2), which shows how important it is to focus on gastronomy even in case of touristic offers for younger visitors.

Table 1: Dimensions of attitudes towards travelling

Attitudes towards travelling generally	Factor loadings (Rotated Component Matrix)	Factors	Generation
Meet and have fun with other tourists	0,85	Fun and Party preference	Y1 ++
I like to party	0,74		
I like to feel like I am part of the place	0,60		
I like to explore places	0,83	Exploring and enjoying places	Y1 ++ Y2 +
I want to feel the atmosphere	0,78		
I want to have fun and laughter	0,70		
I want to spend time with my children	0,78	Family orientation	X +, 46- ++
I want to have dedicated time with my partner	0,82		
I like to chill/slow down to a different speed of life	0,75	Slowing down	X ++ Y2 +
I like to stay out of the crowd	0,80		
I like to enjoy local specialties (food and drink)	0,84	Local specialties and new things	Y1 +, Y2 +
I want to experience things that are new to me	0,54		

Source: own construction

SUMMARY

Our results show that tourists regard Budapest as an attractive destination and they have overwhelmingly only positive perceptions about the city. They like sightseeing very much, but they perceive the attractions of city not only in general, but they are aware of its specialties as well. They like gastronomy as well: they try the local gastronomy, the food and drinks, which are local and which are new for them with pleasure. The preference of gastronomy is typical in each generation, among the youngsters as well. There is a slight difference among generations concerning the motivation why they are interested and what they want to try out. While the respondents above 35 years old (the X generation and the older generation) rather prefer the local food and drink, the Y generation is rather interested in things (also in gastronomy) that are new for

them. The younger generation is not so much motivated by the local specialties but the new, attractive offers, which are offered in restaurants, also in pubs, even in ruinpubs.

The tourists attend more activities, they are interested in cultural activities, like visiting museums. They are aware of the spas found in Budapest and they like to visit them, even the younger generation.

Based on our results, we can conclude that even if there are some differences among generations, the young generation is also interested in "traditional" activities and gastronomy, but in the gastronomy offer the emphasis should not be strongly put on traditional local food and drinks when we want to attract them. In the offer for young generation the emphasis in gastronomy should on the new and attractive experience.

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