

World Gastronomic Tourism

Teodora Rizova



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Introduction

The process of nutrition is perhaps one of the main processes related to the maintenance of human life. Ensuring it has been among the most essential tasks of human society since ancient times and has been reflected in practically every activity that communities and individuals have undertaken.

Quite naturally, tourism is no exception. The development of mass tourism, which began in the second half of the 20th century, also places emphasis on ensuring safe, secure and sufficiently satisfying the needs of most tourists during a tourist trip.

Despite the significance of this element, nutrition is considered, although important, just one of the elements of a tourist product.

An important stage in the development of the process of feeding tourists was Billy Butlin's introduction of the all-inclusive system in the 1950s.

It should be emphasised that the development of this system is associated with the increased capabilities of mass transport and, in particular, with the opportunities created by the emergence of air transport for tourists.

In particular, the standardised all-inclusive system allows tourists not to waste their limited time during a trip searching for local gastronomic sites, but to get everything they need in a place where they spend their holidays.

Meanwhile, the end of the 20th century and the beginning of the 21st century are characterised by a break from traditional recreational tourism and, to a certain extent, from health tourism due to numerous new, specialised types of tourist activity. These types of

activities place various elements as the main element of the tourist trip, *i.e.*, certain scientific, cultural or religious events, possibility of practicing various types of sports, holding scientific meetings, meetings of certain religious, professional, ethnic and other communities, full use of natural environment elements or livelihood of the population in certain regions of the planet, etc.

In parallel with the development of tourism, there is also an active development of culinary arts on a global scale. The interaction between different cultures, the extremely rapid development of information and communication technologies in the second half of the 20th century, led to increased interest in national cuisines, in-depth study of culinary art and its connection with various cultural phenomena.

The improvement of means of transport, the modernisation of the overall logistics process and the presence of international transport standards significantly increase the opportunities for the exchange of individual products between peoples, countries and continents.

The indicated historical period is also characterised by the intensification of agriculture and the development of agriculture in general. This allows for the formation of surpluses of food products and significantly activates culinary art, as for a significant part of humanity, there is an opportunity to provide nutrition in the desired volumes and with the desired energy.

The development of technology and, above all, large-scale industrial production allow many households to acquire modern equipment for both preparing food and preserving it for longer.

The second half of the 20th century was not only a period of rapid development of the exact and engineering sciences. The development of the humanities was also significant, including those related to the

study of the historical development of individual peoples and regions, and the analysis of their livelihoods in the context of cultural traditions.

The phenomenon of national cuisines also falls within the scope of active social, anthropological and historical research, as culinary art is associated with the peculiarities of the historical development of individual peoples and regions.

The three factors aforementioned, *i.e.*, the development of tourism, the development of agriculture and industry, as well as the development of the humanities, became more and more in-depth in the study of individual cultural phenomena, which led to the fact that in 1998, L. Long from Bowling Green University introduced the term culinary tourism. This can be considered the birth date of culinary tourism.

At the beginning of the 21st century, the intensification of tourism activity and the relative peace in international relations led to the rapid growth of research and practical activities related to the implementation of culinary tourism.

However, it should be noted that this was the infancy of culinary tourism, *i.e.*, a period in which decisions were often situational, and the scientific community did not have enough empirical material on the basis of which to make the relevant theoretical generalisations and practical conclusions applied in practice.

Gradually, however, such experience has accumulated, and the first studies in the field of specialised culinary tourism have been developed.

Although in recent years, the literature dedicated to culinary tourism has increased in volume and begun to encompass the overall management model, Bulgarian literature dedicated to this type of tourist activity remains quite scarce.

Research in this direction belongs to two extremes. The first type is related to general research on tourism activity, with issues related specifically to culinary tourism having the function of a “useful addition” to the material. The other extreme in Bulgarian literature implies a focus only on certain dishes and drinks, in this case, approaching traditional recipe books dedicated to the preparation of a certain type of dish.

These circumstances motivated the author to write this monograph. In particular, there is a need to summarise the accumulated information relating to culinary tourism, the management of the tourist enterprise carrying out this type of activity, and the features of management and marketing related to the practical implementation of projects in this field.

An additional motive for writing the monograph was the awareness of the need for an analysis of tourism activity in the conditions of the post-industrial revolution and, in particular, the adaptation of tourism company management in the conditions of the implementation of robotics and artificial intelligence.

It is for this reason that a significant part of the book is dedicated to an analysis of cultural algorithms in line with the author’s view, as well as an analysis of the algorithm of culinary tourism.

The book comprises five chapters, an introduction and a conclusion. The first chapter analyses the place of tourism in the post-industrial society and, in particular, gastronomic tourism. The features of gastronomic tourism are presented, both as an independent type of tourist activity and as part of other types of tourism. The basic principles of the organisation of gastronomic (culinary) tourism are indicated, as well as the conditions that have to exist for the implementation of this type of tourist activity. An essential part of the first chapter con-

siders gastronomy to be one of the essential elements of national and regional culture.

The second chapter analyses the features of a tourist product in gastronomic tourism. In particular, the process of creating a tourist product is considered, the organisational-technical, natural and other conditions that have to be present in order for such a tourist product to be carried out. The second chapter ends with an analysis of the individual types of gastronomic tourism, presenting the entire breadth of possibilities for organisation under different conditions.

The third chapter examines the features of marketing in gastronomic (culinary) tourism. The common and different elements of marketing applied in gastronomic and other types of tourist activities are indicated. Significant attention is paid to the branding process in culinary tourism products, as well as the importance of the branding process for the competitiveness of a tourist product in culinary tourism. At the end of the third chapter, the applicable marketing mix, in the author's opinion, is presented, which is adequate for culinary tourism. It is a seven-factor model, and the features of this model are outlined, incl. the culinary tourism product model, the pricing process, distribution, advertising and consumer promotion, people, situations, and physical factors of the environment.

The fourth chapter is devoted to a brief description of individual regional cuisines. This part differs from a cookbook, focusing on examining national cuisines as one of the essential elements of national culture. It begins with presenting national cuisines of the countries of the African continent, analysing similarities and differences, and the impact of various factors on the formation and current state of the cuisines of the region. It is followed by presenting the cuisines of the Middle East, in particular, the Arab, Iranian and Afghan cuisines. European cuisines occupy a significant place in the book, since they are

to a certain extent the basis of the national cuisines of many countries from other continents. In particular, the Italian, French, English, German, Czech, Hungarian, Spanish, Russian, Ukrainian, Turkish, Greek and Serbian cuisines are examined. A special section in this chapter is devoted to the Bulgarian national cuisine, its sources and cultural influences. The chapter also contains a description of a number of other national cuisines.

The fifth chapter of the monograph examines the algorithms that find their application in culinary tourism. In the first part, four algorithms of culture are analysed, which can and are directly related to this type of tourist activity. In particular, the landscape, historical, religious and socio-psychological algorithms of culture are examined. Thanks to these algorithms, elements of culture can be included in the relevant tourist products, as well as their elements can be included in the algorithms of artificial intelligence. In the second part of the chapter, the actual algorithm of culinary tourism is examined. The seven elements of the algorithm are presented, as well as explanations of the impact of the individual elements on the process of managing tourist activity.

The conclusion examines issues related to the development of research that affect the issues considered in the monograph. The main elements that make it possible to apply artificial intelligence in the field of culinary tourism have also been analysed.

Chapter 1

Essence of Gastronomic (Culinary) Tourism and Conditions for Its Implementation

1.1. Tourism in the Post-Industrial Society

Modern tourism is already very different from what could be observed twenty or thirty years ago. The amount of annual tourist flows exceeds that typical of the last century at least five or six times. The social base of modern tourism is also significantly wider.

If international tourist trips in the past used to be a product of the upper class and to a certain extent of the middle class in most countries, today international tourism is already available to the entire social spectrum of most open societies in the world. Retired and unemployed individuals have also become tourists taking international tourist trips, as well as senior professionals or managers from various fields in the economy and public administration.

The material base of modern tourist activity is also significantly wider. The total number of companies implementing tourist activities has increased significantly, as well as the hotel base of tourism has significantly expanded, practically in all countries with tourist resources. Transport directly related to conducting tourist trips has also changed significantly. There has been a significant increase in the air transportation of tourists, and the total length of charter flights has increased significantly. Other types of transport for tourism have also changed, as the general trend is towards increasing the level of comfort for tourists and the safety of tourist trips¹.

¹Ramos Alejandro D., Jiménez Pablo S. (eds.). *Tourism Development: Economics, Management and Strategy*. Nova Science Publishers, 2008.

Tourism, like many other human activities, has experienced the impact of the information society.

It can be said that today, tourists have practically complete and comprehensive information on tourist trip offers all over the world, regardless of which country they are in. They can get data on the conditions of a given tourist trip, information about the quality of the tourist services offered, as well as other tourists' opinions practically without making any special efforts.

Travel companies can also be significantly more comprehensive in their advertising, and they have also been provided with new opportunities to communicate with their consumers, which was unimaginable 30 years ago. The possibilities of modern modes of communication make it possible to significantly reduce administrative formalities in preparing and implementing tourist trips. This enables a significantly greater number of impromptu or spontaneous trips, in which a well-functioning transport system enables quick and efficient regulation of the duration of the trip and the conditions in which they are to be carried out.

Today's tourists are significantly better informed about the destinations they are about to visit.

This is not only about obtaining metric information about relevant parameters (distances to certain parts of the destination, duration of the trip, certain prices within a given settlement, etc.), but also about forming a preliminary idea of a given destination in terms of individual perceptions.

Regardless of whether it is a trip to a local landmark or an internationally acclaimed destination, practically every modern tourist has already watched a few videos about it on YouTube and read at least ten posts on social networks. This circumstance requires tourist

companies to implement adequate advertising and a communication system with their current and potential customers to take special care to form in their minds a relevant image of a tourist destination².

To a significant extent, success in promoting a destination and maintaining the necessary communication with customers also depends on the success of this activity.

The function becomes extremely important when significant problems arise in a tourist activity. For example, there were difficulties in tourism caused by the 2020 COVID-19 pandemic. The problem necessitated the implementation of special efforts to guarantee tourists' health and safety, as well as ensure compliance with the relevant anti-epidemic measures imposed in the respective countries and regions by the health authorities.

In this case, complete and comprehensive information was of utmost importance for conducting a relatively small number of tourist trips in the intervals between the separate pandemic waves.

Based on the trends emerging today (the first quarter of 2021) in the development of tourist activity, the significance of information has become even more important in organising and conducting individualised tourist trips, and is likely to be dominant in the coming years after the cancellation of anti-epidemic measures.

Tourist activity in the conditions of an information society creates two seemingly contradictory trends in tourism.

On the one hand, active development of mass tourism including almost all social groups, and on the other hand, a significant increase in the variety of forms of tourist products and types of tourist activity based on this basis. This feature of modern tourism is contradictory

²Page Stephen J. *Tourism Management*. 6th Edition, Routledge, 2019.

only at first glance. In fact, these are the two sides of the development of the tourist activity, proceeding in complete synchronisation and responding to the significantly increased needs of consumers.

One of the main needs that arises in the information society is related to the achievement of more and richer impressions than tourists expect. These expectations are conditioned by the increased level of education in most industrialised countries, as well as the possibility for people to receive a significantly greater volume of information on virtually a variety of issues.

Today, there is a great variety of specialised tourist activities. Thus, according to the purposes of a tourist trip; business, recreational, religious, sports, educational and educational tourism; hunting tourism; rural tourism; adventure and exotic tourism; ecological tourism; medical and, in particular, healing tourism; as well as the most common type of tourist trips, *i.e.*, cultural tourism.

In the framework of cultural tourism, the following are distinguished:

- based on the type of cultural attractions: historical, architectural, urban environment, music and dance, fine art and literature tourism;
- based on the significance of the cultural component: professional, specialised and accompanying;
- based on the use of cultural resources: tourism related to historical heritage, overview, art tourism, event cultural tourism, creative tourism (related to the personal development of an individual), eco-cultural tourism (emphasising the formation of a new cultural experience of tourists, immersion in a given natural and cultural environment), event cultural tourism and thematic cultural tourism.

Interest in cultural tourism is ignited by the natural human need to

explore new, unfamiliar places and situations, as well as by the tolerance for culture and understanding of others, promoted in most of today's societies. The aforementioned types of cultural tourism are far from exhausting its potential. The extensive study of other cultures and the arrival of new generations brought up in tolerance to the views of others has widened the scope of interest in the various aspects of human culture.

In parallel, the growing competition in the market of tourist services and the increasingly significant importance of tourism in the economies of individual countries create conditions for an even broader development of cultural tourism, new areas that are to be of interest to tourists within a certain country and international tourist trips as well³.

Cultural tourism in the conditions of the information society requires setting up a preliminary information profile of a given tourist destination where cultural tourism is conducted. Although travel companies are not only supposed to inform tourists about certain interesting cultural sights, but also to provide comprehensive, useful and, at the same time, easy to understand and interestingly presented information about the relevant cultural objects or events. Tourists perceive what they are ready to perceive, and the task of the tourist trip organiser is to form a basis for such a type of perception in advance⁴. The preparation of tourists should be carried out not by imposing, but by transmitting it in an easy and convenient way. The category includes elements such as popular science films, the preparation of user-friendly infographics, and a number of other adequate forms of information using modern information technologies.

Modern tourism differs not only in the main aim of tourists, but

³Du Cros Hilary, McKercher Bob. *Cultural Tourism*. 2nd Edition, Routledge, 2015.

⁴Holloway J. Christopher. *The Business of Tourism*. 8th Edition, Pearson Education, 2009.

also in their social and age characteristics.

Thus, children's and youth tourism, family tourism, middle-age tourism and third-age tourism are distinguished.

Tourist trips are also distinguished by the quantitative characteristics of tourists. Individual tourism, small group tourism and general group tourism are differentiated.

The significantly increased possibilities of transport systems suggest a division of tourist trips into seasonal and permanent ones. The latter distinction depends both on the peculiarities of tourist resources in a given destination and on the form of organising tourist trips.

If in the middle and even in the second half of the previous century tourism had relatively individualised qualities, and the standards in this area covered a relatively small part of the volume of services offered, today the majority of aspects of a tourist product are subject to a high degree of standardisation and unification.

Naturally, the current situation guarantees tourists a high degree of security when using tourist services, but at the same time, it reduces the individual attractiveness of the respective tourist destinations.

To restore the attractiveness, the development and use of new tourist products in a given destination is important. These new products can be both independent and complementary to other ones, giving the latter a high degree of individualisation and recognition among other tourist offers.

The difficult situation for the tourism industry that arose in 2020 also necessitates new approaches to the tourism offer. In addition to variety and individualisation, new tourist products have to be flexible, *i.e.*, their implementation has to be possible in different conditions of

the natural and social environment.

1.2. Peculiarities of Gastronomic Tourism and Prospects for Its Development

Feeding tourists is one of the most essential components of a tourist trip. Without it, not a single type of tourist trip can be conducted, as the current state of nutrition for tourists is extremely heterogeneous. In some cases, it is part of the offered tourist products, in others, it is a commitment of tourists themselves. Moreover, organisers and tour operators take care so that tourists are able to provide their meals.

In many cases, the nutrition of tourists in modern conditions is highly standardised by providing dishes that are accessible to all tourists.

Furthermore, eating can also be considered as a separate goal of a tourist activity, related to acquainting tourists with the peculiarities of the culture of a given destination, studied through gastronomy.

Gastronomic tourism is one of the modern types of tourism, and tourists get to know the cultural features of a certain region through its specific and characteristic cuisine. It is the hallmark of gastronomic tourism—not just feeding tourists by offering them more or less standard food and beverages, but offering those foods and beverages that make it possible to get to know the cuisine as an element of the history and culture of a given destination.

National and regional cuisines are directly and immediately connected with history, economy, politics, customs, traditions and legends, as well as with many other components of national and regional culture.⁵ There will be more reflections on the culture of the national and regional cuisine in the next section of this chapter.

⁵Timothy D.J. (ed.) *Heritage Cuisines: Traditions, Identities and Tourism*. London: Routledge, 2015.

Conducting a gastronomic tourist trip involves a system of activities whose purpose is to provide tourists with a significant amount of information about the peculiarities of a local cuisine and an opportunity to directly taste the dishes of the local cuisine in the process of a tourist trip.

Activities included in this system include not only tasting national dishes, but can also be related to getting familiar with the process of preparing the dishes, preparation and use of certain products, as well as a number of other cultural features related to the preparation and serving of relevant food and beverages.

Gastronomic tourism is a flexible type of tourist activity. It can be included as an additional, individualising element of other types of tourist activity, as well as offered as an independent type of activity.

An important feature of gastronomic tourism is that it does not require the use of a certain type of natural resources (except for cases in which a specific variety of gastronomic tourism is offered, requiring the use of certain products grown in a strictly defined period of time). This makes it possible for gastronomic tourist trips to be conducted practically all year round. Gastronomic tourism allows, during its implementation, the activation of a wide range of economic entities, significantly improving the general economic situation in a given region.

Moreover, satisfying the needs of tourists in conducting gastronomic tourism requires extremely high training of the staff engaged in this type of tourist activity. It is the staff that performs the main function in gastronomic tourism, not being a supplement to natural factors used, as is the case with other types of tourist activity.

Conducting gastronomic tourism also requires very good planning.

It is the organisers of the gastronomic tours who set the dynamics

of their implementation, as well as the willingness of tourists to get involved in all the activities provided for in the programme.

Equally important is providing information resources to be used by tourists. The form, time and place of providing the relevant information have to be a matter of professional judgement, with a view to tourists benefiting from taking part in a given gastronomic tour.

In gastronomic tourism, issues related to ensuring tourists' safety also gain a new dimension. Transport, accommodation and health security have to be assured when implementing gastronomic tourism.

However, there is another dimension. It is related to the very essence of gastronomic tourism, namely the application of various food products, which are significantly more specific than the ones usually used when feeding tourists.

In different national cuisines, a number of products, components and spices are used that are dangerous for people with certain diseases. They can cause difficulties in the functioning of receptors, have a psychotropic effect, etc.

In turn, ensuring the health and safety of tourists should be preceded by a significantly more voluminous informational campaign to stimulate consumers.

Implementing such a campaign requires involving a number of specialists who are esteemed by a given target group.

In general, market segmentation is of utmost importance in gastronomic tourism, and each segment conducts an independent and significantly more specialised campaign to promote consumption, as well as forms of communication with potential tourists. The segmentation is carried out on the basis of both the form of gastronomic tourism and the main groups of users interested in this type of tour-

ism.

Among the main groups of tourists interested in gastronomic tourism are the following:

- tourists who want to diversify their tourist trips and consider that getting to know the local cuisine is beneficial;

- tourists who would like to get to know in depth the national culture of the region where their trip takes place and consider the local cuisine as one of the cultural phenomena of interest to them;

- gourmet tourists (connoisseurs and lovers of fine dishes and beverages) who consider getting to know the local cuisine as a worthy object of their interest;

- tourists whose professional activity is directly related to the preparation and/or consumption of food and beverages, aiming to acquire new knowledge on the national and/or regional cuisine in a given area;

- representatives of tourist organisations who want to get acquainted with the practice of gastronomic tourism by drawing ideas from conducting certain forms of tourist service in a given region;

- representatives of other organisations that would like to organise various events by providing their guests with a specific meal.

Naturally, in this case, only the main groups of potential users of gastronomic tourism services are listed.

It should be remembered that organising gastronomic tours is a relatively young area of tourist activity, and therefore, within this type of tourism, various new forms of organising and conducting tourist trips can be used.

Irrespective of the main motives of tourists in participating in a

tourist trip and their belonging to a certain group listed above, a tourist product should be rooted in getting tourists familiar with the national culture through national cuisine. Gastronomic tourism management requires in-depth knowledge of the peculiarities of the reflection of cultural components in the national cuisine.

1.3. Basic Principles of Gastronomic (Culinary) Tourism

As in most types of tourism, gastronomic tourism is based on the general principles on which tourism is created and developed.

Moreover, specific principles of conducting gastronomic tourism can be deduced. They do not replace but complement the principles on the basis of which the tourist activity of other types is conducted.

Some of the principles of gastronomic (culinary) tourism are similar to the principles of other types of tourism but have a specific form of manifestation in gastronomic tourism.

Thus, the main principles considered essential for gastronomic tourism are the following:

- safety of gastronomic tourism

This basic principle, as observed in other types of tourist activity, has acquired a new dimension in gastronomic tourism. It is related not only to the stay of tourists in a certain destination but also to the food and beverages offered to them.

An example of this principle is related to the use of such products that do not carry a risk to tourists who use them. Since the very specificity of gastronomic tourism implies the use of different food products, some far from traditional, such products should be properly tested, knowing their negative effects in advance, especially for people suffering from certain types of diseases. In the event that unde-

sirable or risky consequences do arise from the use of certain foods and/or beverages, gastronomic tourism destinations have to be able to provide tourists with qualified medical assistance.

- concentration on the needs of tourists;

Gastronomic tourism has a wide range of varieties and different implementation options.

Therefore, when organising tourist activities, companies have to be ready to respond to a variety of, including unusual, needs of tourists. In the process of conducting a gastronomic trip, tourists may be ignited by additional interests such as additional training in the preparation of various dishes, additional explanations about the origin of products, etc. The tourism organisation offering this type of tourism has to be ready to meet this wide range of tourists' requirements.

- a high degree of professionalism in the services offered;

Unlike other types of tourist activity, when conducting gastronomic tourist trips, a significantly larger number of highly qualified specialists should be included in the process of providing the tourist service, guaranteeing a wide range of services needed by tourists. It should be taken into account that unlike recreational tourism, for example, in gastronomic tourism, the main emphasis is not so much on natural tourist resources (although they also are of importance), but on historical and cultural resources.

- information security of the tourist trip;

When conducting gastronomic tours, tourists are supposed to have received sufficient preliminary information about the features of the trip, dishes offered, visits to certain sites, historical and cultural features of the cuisine in some of the varieties of gastronomic tourism, opportunity to consult with professionals in the preparation of cer-

tain foods and beverages; to have received preliminary comprehensive information about the products used, etc. It should be taken into consideration that gastronomic tourism is as much tourism of impressions as tourism of information. Thus, many tourists aim not only to get certain impressions, but to learn certain ways of preparing dishes and related facts of the history and culture of a given region.

Information provision of gastronomic tourism does not end with the provision of preliminary information to tourists. In the process of conducting gastronomic tourism, additional sources of information that could interest tourists should be provided.

The principle of concentration on the needs of tourists should also be taken into consideration, *i.e.*, access should also be provided to such information which at first sight may be remote from the original subject.

- systematicity in organising and conducting tourist trips;

This principle in conducting gastronomic tourism can be considered as leading from the point of view of achieving the quality of a certain tourist product. It requires that during the preparation and organisation of a gastronomic tourist trip, each of its elements is synchronised with the others in a way that allows tourists to achieve their goals as fully as possible. In particular, separate elements of gastronomic tourism have to be systematically connected, *i.e.*, tourist logistics, tourist accommodation, the process of getting familiar with food and beverages, historical and cultural specifics of individual dishes and beverages, opportunity for tourists to get familiar process of preparing meals, opportunity to stay in a given cultural environment of the meals, as well as the opportunity to learn about the food products used in the preparation of meals. While observing the principle of systematicity, different tourist preferences and variations in implementing their stays should also be taken into consideration.

It is important to have stable systemic connections between the various organisational structures engaged in conducting gastronomic tourism, as this guarantees the high quality of the tourist product provided.

Compliance with the stated principles is a must for any company that is involved in organising and conducting tourist trips, as their implementation depends on local conditions as well as on the characteristics of the tourist product itself.

1.4. Conditions for Organising and Implementing Gastronomic Tourism

Like any type of tourist activity, gastronomic tourism requires the presence of certain conditions without which its development would be impossible or ineffective.

The conditions for the development of gastronomic tourism include the following:

- presence of rich gastronomic traditions in a given region, not only practically carried out by the population but also studied in detail as part of the cultural and historical heritage;

This is the main resource for conducting gastronomic tourism, as its use is determined by opportunities for joint activities of companies working in the field of tourism, scientific institutions and various organisations engaged in the study of the local cultural and historical heritage. As an essential part of the preparation for conducting gastronomic tourism, an appropriate processing of primary information, being transformed into a product suitable for tourists, should be considered.

- availability or possibility of creating a suitable tourist infrastructure;

At the same time, tourist infrastructure required for gastronomic tourism is significantly wider compared to other types of tourist activities.

In addition to constructing the necessary accommodation, logistics and information infrastructure, gastronomic tourism also requires the presence of suitable establishments in which specific dishes and beverages can be served, as well as the possibility of building an appropriate infrastructure necessary for the acquisition of certain skills by tourists who wish to do so. Although gastronomic tourism does not emphasise the use of natural tourism resources, it cannot fail to use some of them. In this case, however, specific plants from a given region or specific types of domestic animals used in preparing certain dishes and/or beverages should be considered as natural resources. Easy accessibility to all sites included in a given gastronomic tourism destination is essential.

- understanding on the part of the local community and especially on the part of the local authority and business of the benefits of the development of gastronomic tourism in a given region;

Since this type of tourism activity requires a high degree of systemic connection between different economic structures, organisations for studying the history and culture of the region, understanding and acceptance by society of certain ideas are extremely important. It should also be considered that the creation of a sustainable brand in gastronomic tourism requires a synchronisation between social structures, allowing tourists to immerse themselves in the spirit of a given historical era or cultural heritage.

- availability of personnel resources necessary for the implementation of gastronomic tourism;

As already indicated, gastronomic tourism requires availability of a

wide range of highly qualified personnel. They should not only be involved in the preparation and serving of the relevant food and beverages, but also have sufficient competencies in the field of history, ethnography and social culture of a given region.

At the same time, the maintenance of a certain gastronomic tourist destination requires not only availability of personnel at the start of an activity, but also possible replacement and attraction of new personnel to expand a tourist activity.

In turn, there is a need for personnel training centres, preferably in the immediate vicinity of a given tourist destination.

The presence of these conditions is only the necessary minimum on the basis of which gastronomic tourism can be developed, as here we have not considered such essential elements as advertising and conducting specific marketing preparation for implementing a new destination in gastronomic tourism.

1.5. Gastronomy as One of the Forms of National and Local Culture

Eating is such a common process that in practice most people do not pay attention to it, and even fewer associate it with the understanding of a cultural phenomenon. But, this is a deeply mistaken opinion.

In fact, the cuisine of a given region or country reflects all the elements of the history of the respective population, as well as the vicissitudes of its historical fate.

At the same time, a national cuisine concentrates on cultural features dating back from ancient times to the present state of a certain society.

First of all, a local cuisine is a reflection of the level of agricultural skills of the population in a given region, more specifically, the ratio

in the national culture of agriculture seen as purposeful processing and cultivation of food resources and exploitation of resources by this population.

In some cultures (most European cultures can be referred to there), agriculture dominates, which is why the majority of products used in the national cuisines of these countries are a product of agricultural production⁶.

In most cases, either cultivated plant products or re-cultivated animal products are used as products.

In different regions, demonstrating specific breeds of domestic animals whose products have specific qualities arising as a result of purposeful selection over numerous years, or even centuries, is a subject of special pride.

National and often regional cuisines reflect the ancient competition between farmers and hunter-gatherers. In general, both groups have left traces in gastronomic skills, but their ratio in most cases has a unique and idiosyncratic character.

In this regard, individual elements of national and regional cuisines may change depending on changes in the ratio of food extraction through exploitation of available resources or agriculture.

When preparing gastronomic tours, these aspects of culture should find a place in the programme, considering the individual aspects of the relationship between gastronomy and agriculture, depending on the specifics of the tourists.

Food has always been, and to a considerable extent still is, one of the criteria for social division in society.

⁶Johnson, Allen W., and Timothy Earle. *The Evolution of Human Societies: From Foraging Group to Agrarian State*. Stanford, California: Stanford University Press, 2000.

If in the past, the volume of food available to individual people or social groups was of leading importance, while today, the quality of the food products used, as well as the degree of complexity in the preparation of certain dishes, are of essential importance.

In the cultural practice of every people, there are foods and beverages that can be attributed to the food tradition of the ruling strata of society, as well as those that were present on the table of the poorer and even the poorest representatives of a given people.

Both types of food and beverages are of interest in gastronomic tourism, and each of these types is distinguished by its specificity, a subject of tourist interest.

Thus, food and beverages of the ruling classes, as a rule, are distinguished by their sophistication; they use not only available products, but also those acquired through trade in a given region. It is no coincidence that many of the so-called Eastern spices in different historical periods had an extremely high value, and the ability to combine them in different dishes was considered an extremely important and valued art. In conducting gastronomic tourism, serving dishes that have their own social tinge has to be accompanied by a detailed explanation not only of the recipe of a given dish, but also of the peculiarities of its use by the respective classes.

Dishes for the upper strata of the population were often accompanied by the observance of relevant rituals and traditions during their consumption⁷.

During the preparation and conducting of gastronomic tourism, conditions have to be created in which tourists can get familiar with the environment and the use of the relevant foods and beverages.

⁷Chanda, Nayan. *Bound Together: How Traders, Preachers, Adventurers, and Warriors Shaped Globalization*. New Haven: Yale University, 2007.

The possibilities of national and regional cuisines extend beyond the food and beverages of the upper classes. Of interest (in a number of cases it can be considered leading) is the food and drink of the poorer and even the poorest strata of the population.

In this case, the interest is not so much in the refined taste qualities of the respective dishes as the combination of local, traditional products for a given region.

It should be noted that preparing respective dishes followed the principle of high energy content corresponding to the livelihood of the population of the respective region.

Thus, in countries with a colder climate, a different type of fat plays an important role in the food of the poor, allowing full functioning in similar climatic conditions.

In regions with a warmer climate and correspondingly developed agriculture, products with a high vitamin content play an important role.

It should be pointed out that the traditional food and beverages of the poorer strata of the population often have better taste and nutritional qualities and, although not so refined, have passed through numerous tests of national and local culture.

A detailed study of the changes in social stratification that took place during different historical times can be done on the peculiarities of food and beverages. Thus, a gastronomic tourism programme has to reflect these changes, emphasise the factors that have led to them and the general trend in the national or regional cuisine.

National and regional cuisines reflect the changes in the culture of a country and a region in a historical context.

At the same time, none of the existing cultures within human civi-

lization exists independently without the influence of closer or more distant cultures. The interpenetration of cultural elements has long been known and it affects virtually every cultural phenomenon. In this regard, cuisines are no exception to the general rule.

As an example, cuisines of the individual peoples of the Balkan Peninsula can be mentioned.

In practice, they all experience mutual influence, as many of the dishes in the national cuisines are similar and the specifics in their preparation are rather regional than national. A similar situation can be observed in other regions of the world. This is the situation in the Middle East, Latin America, etc.

The mutual penetration of gastronomic models, preparation of individual dishes, and sources of the main products for their preparation are one of the historical markers of the degree of mutual influence of cultures, as well as the interaction of individual peoples with each other.

In order to merge gastronomic skills and reproduce dishes and beverages based on them, a very close interaction between cultures, an intertwining of traditions and behavioral patterns is necessary⁸.

In every nation, and in a number of regional cuisines, numerous influences external to the culture can be found, some of which have the character of a simple rational idea, while others have the character of a sustainable tradition that arose on the basis of common beliefs and way of life.

The movement of different products between different continents and countries has significant historical and, as a consequence, cultur-

⁸Davidov Eldad, Schmidt Peter, Billiet J., Meuleman B. (eds.) *Cross-Cultural Analysis: Methods and Applications*. 2nd Edition, Routledge, 2018.

al significance. Examples include potatoes, corn, and a number of fruits and vegetables.

In turn, product continuity leads to preparing individual dishes and beverages.

The study not only of individual dishes or beverages, but also of the way they are prepared, served and peculiarities of their consumption represent the interaction of cultures within the framework of a single human civilization.

Within the framework of gastronomic tours, these aspects should be widely advocated in a way that links tourists' national cuisines with the local one.

Gastronomic traditions, as any cultural phenomenon, reflect not only the macro trends of the significant impacts of other cultures, but also individual historical events that can change some customs, introduce new ways of preparing or serving food and beverages. Sometimes coincidences or the will of one person lead to developing new dishes that subsequently gain popularity.

In any national or regional cuisine, one can find stories of the use of a certain product by historical figures. It is the power of authority that often directs the preferences not only of individuals, but also of entire social groups.

Food has always been and remains one of the most essential factors for the normal or pathological development of the body.

Today, it is the subject of research by nutritionists, gastroenterologists and numerous other medical professionals.

In the history of each community, food has been associated with a certain state of the body, but acquired not only on the basis of systematic medical knowledge but on the basis of intuitive processes,

the result of which was obtained on the principle of trial and error⁹.

Thus, in traditional dishes, basic knowledge such as the combination of different products in dishes, as well as the effects achieved by them, which cannot always be explained by the nutritional knowledge existing at that time, is laid down.

When getting familiar with a particular national and/or regional cuisine, such knowledge should be demonstrated, as it could be of significant interest to many tourists.

Naturally, in order to present this knowledge, comprehensive information has to be obtained from various sources, including medicine.

The importance of food products for human survival was so essential that food became a bearer of magical powers associated with the main religion of a given region or the relatively underdeveloped local cults.

Thus, using psychotropic substances of different composition and strength in certain dishes intended either for representatives of a certain religious cult, wars or certain social groups (young men and women looking for their marriage partners, for example) is well known.

Many of the specific holidays characteristic of a given region use various dishes and beverages that have acquired the status of compulsory ones for respective holidays or local customs. The use of these dishes and beverages is not accidental; it was obtained as a result of long-term observations of the impact of certain foods on the attitudes and bodies of the local inhabitants and their optimal functioning in specific geographical and climatic conditions.

⁹Kiple, Kenneth F. *A Movable Feast: Ten Millennia of Food Globalisation*. Cambridge: Cambridge University Press, 2007.

In conducting gastronomic tourism, the use of food for ritual purposes, as well as during certain holidays, is of significant interest to tourists.

In this case, organisers of gastronomic tourism have the opportunity to point out the mutual penetration of different cultures in the use of various foods and beverages.

Tourists should be presented with the most complete rituals related to food, as well as their cultural and social significance should be explained.

Peculiarities of gastronomic tourism are related not only to the study of the past, but also to the demonstration of the possibilities of the respective destination in the production of various types of food products created on the basis of modern technologies. These can be technologies of extracting useful substances from certain natural products and their harmless conservation, creation of new products at the expense of the use of biotechnology, and application of new types of packaging materials that allow the preservation of the nutritional qualities of products and beverages for a long time.

In most cases, this aspect of gastronomic tourism is intended for a certain circle of specialists, but with the application of appropriate marketing approaches, it can be of interest to a wider circle of tourists.

Of utmost importance in organising and conducting gastronomic tourism is the uniqueness of the applied technologies, as well as the possibility for tourists to try new products themselves.

The impact of various cultural and historic influences on the creation and application of individual foods and beverages was indicated above. Moreover, food and beverages can be considered as an element of everyday life around which cultural phenomena are formed,

finding their projection in other social and cultural aspects.

Thus, sometimes accidentally made gastronomic dishes create, through their uniqueness, social associations, which in turn build an independent subculture.

Various restaurants serving specific national or regional dishes and beverages have taken central places in literary works of art.

Certain literary characters preferred certain dishes, including unusual and exotic ones. Such types of meals and beverages are also of significant interest as a basis on which to build a suitable tourist product.

Chapter 2

Tourist Product Nature in Gastronomic Tourism and Types of Gastronomic Tourism

2.1. General Conditions in Tourist Product Creation

Each type of business activity is based on the kind and type of product offered on the market. This category encompasses different material objects and different types of services provided to users. It is possible that the product provided is a complex combination that includes both certain items and services accompanying these items.

Tourism as a type of activity refers to the category of services, as the main value for consumers is visiting certain destinations to take their rest there, get treatment or engage in another type of tourist activity. Making tourist services more complex and refined when offered, turns a tourist product into a complex system that includes both a certain type of services and the offer of the corresponding types of products.

A tourist product is supposed to meet certain requirements in order to be offered. They can be summarised as follows¹⁰:

- a tourist product has to be justified;

It means that prior to offering a product, appropriate research has to be done on one or several segments of the tourist market so that organisers make sure that a certain category of tourists is willing to use it, having certain needs not fully met and the offered tourist product can fully meet them.

¹⁰Lew Alan A., Hall C. Michael, Williams Allan A. (eds.) *A Companion to Tourism*. Wiley-Blackwell, 2004.

- reliability;

Prior to offering the relevant tourist product, the organisers of the tourist trip are supposed to make sure that each element of the tourist product meets the applicable requirements for it and its pre-planned elements can be conducted under specific conditions and at a particular destination.

- efficiency;

The efficiency requirement implies that upon the creation of a tourist product, such organisational and technical algorithms have been applied to meet the existing needs of the target tourist group to the maximum extent and at the least cost.

In case the aforesaid requirement has not been met, it cannot be expected that if tourists take rational decisions, there will be a high level of consumption of the corresponding tourist product.

- clarity and simplicity in using a tourist product;

Tourists should be offered a product that is as simple as possible for them to use and does not require additional efforts or means to do so.

Both general and specific conditions, if any, to be met when using the relevant tourist product, as well as guarantees for overcoming potential shortcomings arising from its use, are supposed to be clear to tourists.

- tourist product integrity;

Each tourist product is supposed to be integral, meeting the needs of the relevant category of tourists.

Thus, if a tourist product in the field of cultural tourism is offered, then it has to introduce tourists to the most significant cultural sights related to a specific destination.

When applied to gastronomic tourism, this requirement envisages the possibility for tourists to get familiar with most dishes specific to a given destination, their history and cultural peculiarities directly connected to them.

- flexibility;

This requirement relates to the previous one and implies that a tourist product may include certain variations dependent on the varieties of expectations that a certain category of tourists has when using a specific tourist product. When applied to gastronomic tourism, this requirement envisages the possibility for tourists not only to get acquainted with certain dishes and/or beverages, but also to have the opportunity to prepare a dish and/or drink themselves. This is just an example of flexibility in offering a tourist product in gastronomic tourism¹¹.

Besides the general tourist product requirements, additional requirements can be introduced related to the tourist product nature and the features of the destination where it is offered.

Preparing a certain tourism product is not supposed to be a spontaneous and hasty process. During it, a certain scheme has to be followed which includes the following stages:

- an exploratory stage in which the information necessary and relevant to creating a certain tourist product is collected, concerning both the relevant marketing studies in the interest of tourists, but also studies regarding the possibility of providing certain services and/or products to tourists;

An important element is the study of the socio-economic consequences of the implementation of a tourist product. No less signifi-

¹¹Mallen Cheryl, Adams Lorne J. Event Management in Sport, Recreation and Tourism: Theoretical and Practical Dimensions. 3rd Edition, Routledge, 2017.

cant element of the research stage in creating a tourist product is the analysis of the necessary resources for its realisation.

At the same time, the analysis of the resources should be done while observing the prudence principle.

- a stage of studying the procedures and processes when offering a tourist product;

A tourist product consists of separate procedures and processes to be studied before proceeding to its formation. The quality of the individual processes has to be specified as well as their quantitative distribution in the stages of the offering. It is essential to study the coherence of individual processes within an overall tourist product. It is possible that individual processes have opposite requirements, but these are necessary in offering the overall tourism service. In this case, the managers have to find a way to reconcile them or change the relevant characteristics of the tourist product¹².

The main requirement is to meet the needs of tourists, while making the separate processes easy enough for them to perceive.

Tourist service procedures should also be tested in advance, taking into account the time for their implementation, tourist convenience and the effectiveness of the relevant procedures.

Redundant and aggravating procedures of a tourist product that can create negative attitudes towards the overall product in tourists should not be allowed.

- creating a technical, technological and logistical scheme of a tourist product;

Although a tourist product in most cases has an intangible nature,

¹²Agarwal R. *et al.* (eds.) *The Handbook of Service Innovation*. Springer-Verlag London, 2015.

i.e., this is a service that, in order to be fully implemented, requires an observance of technical and technological order and a high degree of organisation of the logistic processes related to a particular tourist service.

Technical and technological processes include separate procedures that obey, on the one hand, their own, independent internal logic (an internal algorithm), and on the other, the general algorithm of a tourist product.

In each tourist product, not only the efforts of specialists attending tourists are applied, but also a number of material tangible assets, incl. buildings, facilities, numerous IT assets and mechanisms. In the preparation of a tourist product, a certain scheme is followed and applied to the IT assets involved in the implementation of a tourist product.

The technological scheme of a tourist product implies a sequence to separate processes and procedures bound into a whole, as the scheme implies their relatively accurate positioning within a general tourist service. Along with this, the technological scheme also implies the possibility of certain deviations from the preset parameters, since a tourist product can always deviate from the previously planned one¹³.

Of extreme significance is the integration of logistics processes within an overall tourist product. This includes both the main logistics and the additional ones as well as forms closely related to the technological scheme.

- a stage of creating a general algorithm of a tourist product;

Modern complex tourist products require their individual ele-

¹³Collins Kerri Hayden. Handbook on Tourism Development and Management. Nova Science Publishers Inc., 2015.

ments to be highly coordinated with each other so that the overall complex meets the needs of tourists.

The implementation of this action requires the presence of a certain algorithm, preliminary scheme and determination of a sequence of certain actions in the provision of a particular tourist service.

The framework of such an algorithm comprises the entire sequence of actions related to a tourist service, including the problems of logistics and potential options for ensuring the tourists' health¹⁴.

Naturally, such an activity as tourism does not allow setting up a strict scheme and sequence of actions related to a tourist service. Within the framework of a particular algorithm, the relevant norm of variability should be included to reflect the potential differences in the wishes of tourists. The algorithm also has to take into account potential deviations from the desired quality or quantity that may occur for objective or subjective reasons. A general algorithm of a tourist product cannot be built without a detailed study of the procedures and processes and drawing up schemes of the individual elements of the product.

2.2. The Process of Creating a Tourist Product in Gastronomic Tourism

Like any other tourist product, creating such a product in gastronomic tourism includes the same stages that together with this have their own specifics.

a) Preliminary research stage

Creating a tourist product in gastronomic tourism presupposes meeting an essential and an important condition, *i.e.*, the culture of a

¹⁴Kasimoglu M. (ed.) *Visions for Global Tourism Industry: Creating and Sustaining Competitive Strategies*. IntechOpen, 2012.

given region that acquires the status of a tourist destination, characterised by specific cuisine, incl. food and beverages not found in other regions, or in case there are such in other regions, they are characterised by specific, essential features that distinguish them from other similar products.

Most often, the following can be attributed to the category of such characteristic features:

- the origin of the relevant products that are part of the relevant food and beverages;
- specific forms for preparing foods and beverages, which have a significant impact on the taste qualities of the respective foods and beverages, as well as potentially significant qualities defining these foods and beverages as supporting the life of a certain person;
- specific characteristic features of certain foods and beverages in a given region and the connection of their existence with significant moments in the history and/or culture of a given region.

In the preliminary research stage exploring the possibility of developing gastronomic tourism, the study of the availability of tangible material assets for development in a specific region is of essential importance. The material tangible assets consist of providing necessary premises, adapting to the needs of gastronomic tourism, providing logistics, and maintaining the good self-esteem of tourists when using the relevant tourist product. This applies both to the accommodation of tourists (the general elements of the tourist trip) and to the specific ones characteristic of gastronomic tourism. Since gastronomic tourism does not have a seasonal nature, the possibility of using material tangible assets all year round should be analysed.

An important element of the preliminary research when organising gastronomic tourism is the availability of specialists in the field of

preparing the relevant dishes and beverages.

The main emphasis should be placed on the fact that these specialists should be able to use the peculiarities of the national cuisine while providing the necessary quality of the prepared dishes and beverages.

As it is of a higher quality than usual, preliminary tests of the skills of the chefs and support staff should be carried out. It should be borne in mind that their craftsmanship is the core of a particular tourist product.

In today's world, information is of enormous, if not crucial, importance to the implementation of virtually all products and/or services. Therefore, a preliminary study of the implementation of a gastronomic tourism product requires a preliminary study of the possibilities for effective information provision on the product. Possible channels for the distribution of basic and additional information should be analysed, as well as creating a corresponding information field from which potential tourists are to obtain comprehensive information about upcoming trips, their features and advantages.

b) Study of procedures and processes in gastronomic tourism

Gastronomic tourism, as a specialised type of tourist activity, includes procedures and processes that are different in nature. Some of them are general and find their application in all types of gastronomic tourism, while others have specific characteristic features and are used in strictly defined types. The most essential procedures in gastronomic tourism are the following:

- procedures to supply exhaustive information to tourists;

In this case, the information messages that are distributed about the gastronomic tours in various media are subject to verification and testing. The perception, attractiveness of the information, its

structure, completeness, comprehensibility for certain market segments, the degree of memorisation of the information, the connection with other messages in the same distribution channel, competition with other information messages and other parameters of the information that concern specific characteristic features of an offered product of gastronomic tourism are tested.

Procedure research should not be an abstract activity dependent to a significant extent on the subjective judgments of certain individuals. It is essential to evaluate the procedures so that the information is presented in concrete, measurable parameters, preferably with metric values. These metric values should be compared with real sales, and on this basis, a conclusion can be drawn about the effectiveness of a certain information channel.

- procedures for selling tourist products;

As with other types of tourist activity, a particularly important aspect is selling certain tourist packages. Since, in the given case, a specific type of tourism is concerned, an emphasis should be put on checking the effectiveness of the selling procedures specifically for the priority segments. Distribution channels are sufficiently well described in studies on tourism activity, and therefore they will not be presented in detail here. What is important, however, is that the choice of a channel for implementing tourist products corresponds to the general marketing strategy of a tourist enterprise, taking into account the serious competition that exists in the tourist markets.

- procedures ensuring tourist stays and implementation of the essential characteristic features of the programme;

As in any type of tourism, one of the most essential procedures is accommodating tourists.

In the present case, however, accommodation should be tailored to

the peculiarities of gastronomic tourism and, in particular, to the possibility for tourists to fulfil essential parts of the programme, such as:

- familiarisation with the origin of the products used for preparing food and beverages;
- tasting sessions;
- further training of the people involved in the preparation of food and beverages and a number of other procedures included in a tourist package.

A special concern when testing the procedures is that the individual elements of the tourist trip pass without tension, taking into account the peculiarities of a potential target tourism group.

It is also essential to fully comply with tourist procedures, with the logistical possibilities existing in specific conditions. Exhaustive information on the procedures can be collected most fully if a part of the management personally tests their individual elements. It should be borne in mind that in gastronomic tourism, special emphasis is placed on the specific interests of tourists, *i.e.*, in the testing process, their psychological attitudes and, in some cases, the anthropometric characteristics of potential tourists should be taken into account.

- developing and testing potential additional procedures related to a specific tourist product;

As already stated, during the implementation of gastronomic tourism, additional wishes expressed by tourists related to obtaining new information and conducting different procedures during their stay may arise.

In the process of preparing a tourist product, potential additional procedures should be designed and evaluated, and an assessment

should be made which of them can be adopted by the management and which would not bring the expected economic benefit.

Here, as with the previous element, the most comprehensive information can be obtained during the management's testing stage of these procedures.

- establishing permissible deviations in procedure implementation;

Even the best preparation in a tourism activity does not guarantee that the individual procedures of a tourist product will be fully implemented and in a pre-planned manner. It is natural, since tourism involves working with living people, and this always carries certain risks. Therefore, the management should determine marginal deviations from the pre-outlined procedures that would not significantly affect the quality of a tourist product. The deviation limits determined in this way should be well known to the executive staff, and effective control measures should be developed for compliance with the maximum permissible deviations.

The main processes involved in gastronomic tourism are related to informing, preparing and offering food and beverages. The main ones are to be considered, namely:

- the process of getting familiar with the history of a specific type of food or beverage;

This process should not be underestimated in the process of offering gastronomic tourism products.

Tourists do not just look for a way to prepare a certain type of food (an ordinary description they can easily find in numerous sources of information). They look for the history, social and/or psychological context of a particular dish or beverage, its connection with the history of a particular area or a social structure. This is exactly what they should get in the tourism products that they are offered.

Therefore, in the process of implementing a tourist product, familiarisation with the history of preparing a specific dish or beverage has to be carried out in advance, while well-trained personnel have to be envisaged.

Specialists in history, anthropology and regional history can provide substantial help in the preparation of this process. It is important that the content is interesting enough to capture the attention of tourists.

- the process of familiarisation with the products used in the preparation of a certain dish or beverage;

In many of the varieties of gastronomic tourism, an essential part of a tourism product programme is supposed to be familiarisation with certain types of products used in its preparation.

In the programme, sufficient time should be provided for such familiarisation, and the difference between specific products and similar or close ones has to be explained to tourists. A good competitive advantage would be to visit places where the relevant products are sourced. This has to be foreseen in the itinerary and the necessary logistics are supposed to be provided.

- the process of preparing relevant meals or beverages;

This process in gastronomic tourism can vary widely, depending on the specific focus of the gastronomic tour.

It is possible to make it more in-depth, as tourists are given the opportunity to both observe the preparation process and take direct part in it.

It is essential to create conditions in which to demonstrate all stages of the preparation process as well as to provide a historical-cultural context for the preparation of the relevant dishes and/or

beverages.

With some types of gastronomic tours, sufficient time should be provided for tourists or part of them to acquire certain skills in the preparation of food and/or beverages.

All processes related to the preparation have to be pre-tested in order for the tourists to receive a maximum amount of information, and together with this, the process should be integrated into the general concept of a tourist product.

As already noted above, special attention should be paid to ensuring tourist safety. The content of individual substances in food and beverages has to be known in advance, along with the necessary consultations with doctors about the potential negative effects on the health of tourists.

Every tourist participating in a gastronomic tour should be informed in advance about the potential negative consequences and health risks.

- the process of creating a cultural-historical context of gastronomic tourism;

In the process of implementing a tourist product, it should be taken into account that tourists expect not just to prepare certain dishes but also to immerse themselves in the relevant environment related to the dishes and/or beverages offered to them.

Therefore, an essential element of gastronomic tours should be creating an appropriate environment to welcome tourists, as this environment should be related to the characteristic features of a specific gastronomic tour.

However, creating such an environment is not always possible or economically efficient.

Therefore, the process of creating a cultural-historical context should

emphasise the most characteristic features.

Particular attention should be paid to not allowing dissonance in the interior and exterior of the respective premises, to ensure that the accommodation is comfortable and, at the same time, recreates a relevant cultural and historical setting.

c) Creating relevant technical, technological and logistic schemes in gastronomic tourism

Creating these schemes presupposed preparation of a sequence of actions related to creating a relevant tourist product.

Technical activities require preparing a material base which concerns both the accommodation of tourists and the preparation of meals and beverages, the subject of gastronomic tourism. Technical activities have the following sequence:

- determining quantitative and qualitative characteristics of the technical products necessary for a tourist service and implementing activities related to gastronomic tourism;

Here, both the main elements without which the tourist activity cannot be implemented, as well as those that have a supplementary function, should be assessed.

It is of utmost significance to make an appraisal to what extent certain technical solutions can be compensated by improving the organisation of tourist services. Determining quantitative and qualitative characteristics should be based on the possibilities of the business entities to implement a certain type of tourism.

- applying standardisation and safety standards to technical products;

Often, in various publications related to tourism, this element is omitted, due to the premise that this activity is carried out by tech-

nical services.

Along with this, standardisation of technical products is one of the elements of such an essential aspect as guaranteeing tourist security.

Applying norms and safety requirements not only reduces the risk of technical accidents, but also guarantees better positions of the tourist companies when claims are made by tourists, tour operators and insurers.

- preparing to use IT assets and training personnel;

This element is crucial for both the optimal functioning of the IT assets and the overall technological integration. In this case, the management should collaborate with manufacturers in order to effectively use the technique.

Training staff to work with IT assets enables effective use of the technique and reduces potential problems when using it.

Training staff to work with IT assets is of particular importance in gastronomic tourism, given that the ratio between staff skills and IT assets is 60:40 in favour of staff skills.

- maintenance, modernisation and replacement of IT assets;

The acquisition of IT assets should be carried out both in view of their qualities and in view of the possibilities for their maintenance, modernisation, as well as the need for their replacement. Therefore, it is preferable to conclude contracts for supplying IT assets by manufacturers, as when establishing the contractual relations, the issues of maintenance, modernisation and replacement are included as an integral part of a relevant contract. Depending on these three parameters, the value characteristics of the acquired equipment are also determined.

- utilisation of IT assets and ensuring environmental security;

Regardless of the quality of the IT assets, their life has a natural end.

In this case, they have to be removed from the production process, as long as the process does not harm the environment.

It is of particular importance that no parts, woods, lubricants and other substances related to the use of the IT assets fall into the natural environment and create a risk of pollution.

- determining the size and location of the premises intended for implementing gastronomic tourism products;

The examination of this technical element is at the end, since it is directly dependent on the needs of gastronomic tourism, its type, as well as the determination of the other technical parameters of implementing a tourist product. The dimensions of the premises intended for gastronomic tourism should meet both the current expectations of the management and the potential development.

Along with this, a maximum accurate assessment of the needs should be made in view of the high value of the real estate. An essential aspect when choosing premises is compliance with the highest sanitary requirements related to the supply of food and beverages.

In addition, when using the premises intended for gastronomic tourism, the possibility of conducting training in the process of food preparation has to also be taken into account.

The specificity of gastronomic tourism requires extremely good operation of the energy supply systems of the premises, as well as the supply of water to the respective site and its sewage. Ensuring a ventilation system is no less important. The location of the premises in less urbanised areas often requires these systems to be duplicated. The premises should also be located in a way that allows implemen-

tation of logistic elements in providing a tourist product¹⁵.

Technological schemes imply an immediate binding of individual processes and procedures within the framework of gastronomic tourism.

In particular, flow charts refer to three main components which include the above-mentioned procedures and processes. Technological schemes imply not only a unification of procedures and processes but also the use of relevant IT assets. Thus, the main components refer to the following:

- the first component can be defined as creating a conscious aspiration in the mind of the tourist towards taking part in a gastronomic tour;

This implies not only full and high-quality implementation of the procedure to inform tourists, but also the procedure for selling a corresponding gastronomic tour.

From the very beginning of the communication with the representatives of the company offering gastronomic tours, tourists should expect the respective trip and acquire a positive attitude towards its implementation. They have to feel positive that the tourist trip will offer them exactly what they expect.

In particular, the procedure of informing and selling tours should not create excessive expectations in tourists (this is precisely the mistake made by a number of beginners in the tourism business), but should form a positive attitude in them towards the objectively existing conditions in the specific destination.

It is important to note that the strongest dissatisfaction with a tourist trip often arises when the reality falls significantly short of

¹⁵Gallouj F., Djellal F. *The Handbook of Innovation and Services: A Multi-Disciplinary Perspective*. Edward Elgar Pub, 2010.



expectations. This is particularly true in gastronomic tourism, where the perception of the main element—taste—is influenced by both physiological and psychological factors. Taste cannot be considered a purely objective experience, as the perception of ‘deliciousness’ inherently involves a psychological component. Therefore, it is more advantageous for tourists to have modest expectations and then discover that the gastronomic tour exceeds their interests and needs, thereby enhancing their overall satisfaction.

- the second component consists of the classic gastronomic element of the trip;

It includes most of the processes described above. The technological implementation of the second component takes place in the following sequence:

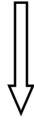
basic knowledge, understanding, and general perceptions of tourists about food and beverages;



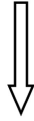
provision of additional information in a clear and accessible form designed to generate interest among the majority of tourists, as this information relates to specific foods and beverages;



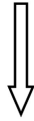
characteristics of the locality, including the peculiarities of the lifestyle and livelihoods of the population in a given region, the relationship between lifestyle and dietary habits, the products used, and how they are grown and prepared;



tasting various dishes and beverages, recording tourists' preferences, and creating conditions for the subsequent consumption of those dishes and beverages that received the most favorable responses;



demonstration of the techniques and procedures for preparing dishes and drinks, which can vary in duration depending on the type of gastronomic tour; additionally, the presentation can range from detailed and professional to more general, depending on the specific focus of the tour;



potential involvement of tourists in the preparation of meals and beverages.

In general, tourist participation is typically restricted to performing specific tasks related to the preparation of dishes. However, in certain types of gastronomic tourism, training programmes are offered in which tourists acquire skills for the complete preparation of meals and some beverages.

- the third component can be defined as a component of preserved impressions;

It encompasses the information that remains with the tourist after the conclusion of the tour. Depending on the specifics of the gastro-

gastonomic tour, a range of approaches can be employed, from providing mnemonic gifts to offering additional information about the cuisine and opportunities to participate in subsequent gastronomic events at the destination.

It is crucial that these approaches are tailored to the characteristics of either groups or individual tourists, thereby emphasising their uniqueness and the significance the host country places on their visit.

Ultimately, the goal of this third component is to leave a positive impression of the tour in the tourist's mind, fostering a sense of the usefulness of the information acquired and an inclination to revisit the destination.

The specifics of this third component will be explored in greater detail in the chapter on marketing and communication with tourists.

As with other tourist products, logistics plays a vital role in gastronomic tourism. While it may not be the central element of the tourist product, its absence would render the realisation of any element of the product impractical.

Logistics generally exhibits an individualised nature. However, its main characteristics can still be identified, including the following:

- preliminary planning of logistics processes aimed at minimising the duration of vehicle and tourist stays and ensuring the complete execution of the main tourist programme;

Adequate time has to be allocated for both the journey and appropriate breaks, as well as for the organisation of the tourists. Attention has to be paid to the specific aspects of gastronomic tourism and any challenges this may pose for tourists.

- selection of appropriate means of transport for the implementation of logistic processes in gastronomic tourism;

The choice of transport has to account for the location, timing, and specific requirements of the journey, ensuring that the means of transport maintains a high level of technical suitability.

- determination of efficient and optimal routes;

It is important to recognise that different types of gastronomic tourism often necessitate frequent movement of tourists, typically aligned with the execution of a specific tourist programme, which requires strict adherence to arrival and departure times. Consequently, routes should be planned in advance and assessed for their quality and efficiency. In addition to the primary routes, contingency routes should be developed to ensure that tourists reach their final destination punctually.

- effective measures for controlling the movement and condition of transport, and ensuring tourist safety;

An obligatory element of logistics insurance is the guarantee of backup options for implementing relevant trips, including opportunities for additional rental of the relevant means of transport from other transport companies.

Coordinating logistics with the primary elements of the tourist product is crucial. Additionally, in gastronomic tourism, where tourists may request additional services, it is important to accommodate these requests. This requires a commitment from transport providers and their personnel to handle such needs effectively.

d) General algorithm for creating a tourist product in gastronomic tourism

In practice, this final stage synthesises all preceding stages involved in the creation of a gastronomic tourism product. The general algorithm can be described as follows:

- formulation of the main subject of the gastronomic tour;

In this phase, the unique offer presented to tourists is defined, including the specific aspects of national or regional cuisine that will be highlighted.

- planning of the resources required to achieve the tour's objectives;

This involves both material and human resources. Material resources encompass all physical assets needed, while human resources include personnel with the necessary qualifications to achieve the tour's objectives.

- determination of the financial implications of material and human resources;

This includes comparing incoming and outgoing cash flows, establishing financial provisions at each stage, and calculating the use of borrowed and equity capital. Additionally, it involves assessing the final financial outcome of the tour's implementation.

- informational, marketing, and advertising provision of the tourist tour;

This element is critically important, particularly in the context of widespread digitalisation and the challenges to tourism activities posed by the COVID-19 pandemic.

This phase involves providing comprehensive information to tourists, identifying and utilising the most effective communication channels, and determining the target audiences likely to be interested in this type of tourism. It includes planning and executing strategies for effective sales promotion and product distribution, setting an appropriate price, and highlighting the unique benefits of the gastronomic tourism product. The advertising campaign has to be customised to align with both the characteristics of the product and the preferences of the target audience.

- synchronising the individual stages of the gastronomic tour and approving their implementation;

During the testing phase, it is crucial to identify critical points of the tour and explore ways to mitigate potential negative impacts that may arise during the trip.

- establishment of a system for comprehensive quality control;

For each component of the tourism product, specific criteria for service quality should be developed. The overall quality control system should also incorporate measures to ensure a high level of safety for tourists throughout the gastronomic tour.

- development of a system for evaluating the effectiveness of the gastronomic tour;

The evaluation of effectiveness should be structured according to the following scheme:

1. satisfaction of tourists with the services provided and their willingness to undertake future trips;
2. comparison of planned and actual quality of the tourist product;
3. assessment of economic efficiency, comparing the planned economic efficiency with the actual results achieved;
4. identification of opportunities for improving the tourist product and economic efficiency.

This algorithm provides a general framework that management should adapt to the specific characteristics of individual gastronomic tours when developing the tourist product.

2.3. Types of Gastronomic Tourism

Gastronomy plays a role in virtually every tourist trip in one form or

another. However, not every expansion of food and beverage offerings during a tourist trip qualifies as a type of gastronomic tourism. A defining characteristic of gastronomic tourism is the focus on the preparation of unique or relatively rare foods and beverages, with tourists' primary attention centred on the nutritional qualities of these specific dishes and beverages.

Considering this key distinction, the types of gastronomic tourism can be categorised into two main groups. The first group includes gastronomy as a supplementary element accompanying other types of tourist products, while in the second group, gastronomy assumes a primary and leading role.

a) Elements of gastronomic tourism complementing other types of tourist products

This category includes the following types:

- gastronomic elements complementing recreational or informative tourist trips;

In many cases, gastronomy enhances cruises, leisure tours, or sea and mountain holidays. For these types of trips, gastronomic elements serve a demonstrative role, aiming to introduce tourists to aspects of the national cuisines of different cultures. Sometimes, the unique qualities of products specific to a particular region are showcased.

- gastronomic elements used in modes of transport for longer journeys;

Specific aspects of gastronomy are incorporated into longer air and rail journeys, as well as certain types of coastal, sea, or river travel. Typically, these gastronomic offerings are used as an additional incentive to encourage travel or as a bonus for particular categories of

customers of the respective transport companies.

- specific gastronomy as an element of medical and wellness tours;

In some types of medical tourism, balneology and treatment, as an additional healing element, specific cuisine is also applied, which has proven its beneficial effect on the body of people in need of treatment. In this option, specific foods containing elements beneficial to health are prepared, and natural means are used for the preparation of beverages beneficial to health (traditional teas, potions, etc.). In a number of cases, this type of gastronomy can have an important meaning, as the gastronomic element can become one of the main ones, if tourists express a desire for a more detailed acquaintance with the preparation of the corresponding foods and beverages.

- situational gastronomic elements of the tours;

Often, with different types of tourism, tourists may wish to get acquainted with individual elements of a national cuisine. A number of travel companies provide such an opportunity by using resources locally for a specific destination. The implementation of this type of activity is efficient enough and leads to a higher degree of tourist satisfaction, but it requires very good coordination between the tourist companies and the local companies for a given destination, as well as local government bodies.

b) Types of true gastronomic tourism

Tourist trips, the main purpose of which is to get to know the specific features of a national and/or regional cuisine, belong to this category. It should also be taken into account that gastronomic tourism, as a relatively young area of tourist activity, is constantly developing, and the types listed below can be supplemented by new varieties. The main types of true gastronomic tourism include:

- event gastronomic tourism;

This type of tourist product involves visiting specific locations during certain times of the year, where events related to gastronomy, winemaking, and other food and beverage activities take place.

Various types of gastronomic festivals and exhibitions, wine exhibitions, the so-called beer festivals (which are often also connected with the offering of various types of dishes), gastronomic competitions, shows and other types of events of a similar nature are involved in this category.

The main target groups for this type of gastronomic tourism are the following:

- individuals preferring specific types of food and beverages, and professionals whose work involves the production of these items; another group are those who, while traveling, choose different food that is not from their cuisine;

The quality of the tourist product in this category depends significantly on the professional execution of the relevant events. Organising event-based gastronomic tourism requires careful advance planning, especially if adjustments to the timing of the events are needed. Typically, the main participants are known in advance, which facilitates a high level of planning for such events.

- restaurant gastronomic tourism;

This variant involves visiting a selection of restaurants renowned for their gastronomic offerings, unique conditions, or historical and cultural significance. A defining feature of this type of gastronomic tourism is the presence of attractions related to the gastronomic skills of the chefs, the distinctive preparation of dishes and beverages, and the specific ambiance created in these restaurants. Examples include tours of renowned Parisian restaurants.

Another variation involves visiting restaurants within famous ho-

tel chains, where tourists can experience specialties from various global cuisines and renowned chefs.

In some instances, restaurant gastronomic tourism may incorporate training elements related to the preparation and serving of dishes and beverages. This aspect often attracts individuals from the restaurant industry who are interested in discovering new ideas and solutions.

- rural gastronomic tourism;

Rural gastronomic tourism involves immersing tourists in the cultural and historical environments from which specific gastronomic practices and traditions have originated.

This form of tourism includes visits to locations where unique plant crops and animal species used in local gastronomy are cultivated. It often features demonstrations of traditional cooking methods in their original contexts. Moreover, this type of gastronomic tourism encourages the direct participation of tourists in the cultivation of plants and animals, as well as in the preparation, serving, and consumption of food and beverages, allowing them to engage with relevant customs and practices.

This type of tourism represents a shift from traditional travel models such as sun-sea-sand (SSS) or landscape-lore-leisure (LLL).

The aspect has increased significantly since the COVID-19 pandemic, since it not only offers a gastronomic component but also provides tourists with an opportunity to understand the cultural nuances of various peoples in their authentic environments, not the artificial or commercialised settings, allowing for a deeper appreciation of socio-psychological and ethnographic aspects of local people.

The development of rural gastronomic tourism is still evolving, and it presents considerable challenges that necessitate collaborative ef-

forts from both tourism industry representatives and local authorities.

This form of tourism has a broad target audience, including both gastronomy specialists and individuals interested in learning more about regional peculiarities of a given region.

Therefore, it is crucial to devise an exceptionally precise communication, marketing, and advertising strategy when developing such tours to effectively reach and engage these diverse target groups.

- educational gastronomic tours;

They represent a specific type of gastronomic tourism aimed at training tourists in specialised establishments with a gastronomic focus. For example, such a training is conducted at the gastronomic school La Cordon Bleu together with the Four Seasons Hotel Georg V.

During the training process, tourists get to know the ways of preparing dishes from different national cuisines; they get information not only about the technical skills of cooking, but also about the ways to convey the specific spirit in the respective dishes. Also an important element of the training is acquiring skills for serving them as well as opportunities to create the appropriate atmosphere characteristic of a certain type of gastronomy. More in-depth knowledge is also mastered about the properties of individual products and the possibilities of achieving certain taste qualities of dishes and beverages. With this type of gastronomic tourism, the target audience is quite specific, as it mainly includes people who have a professional interest in gastronomy, as well as people for whom it is a significant hobby.

In accordance with the target audience, it is also required to find such schools and gastronomic courses that have gained worldwide recognition and can actually give tourists the expected valuable in-

formation. It should be noted that such gastronomic tours cost dearly, therefore they are not affordable to traditional tourism companies, but rather to the ones specialised in the field of gastronomic tourism.

- ecological gastronomic tourism;

This type can be considered as one of the varieties of rural tourism in which the main emphasis is placed on the ways of producing ecologically clean plant and animal products, their storage and specific qualities these products possess.

In particular, tourists get to know the cultivation technology, the ways of organisation and functioning of the respective farms and holdings.

Special attention is paid to protecting products from the negative impact of the factors of civilization. This type of gastronomic tourism is actively developing in France, Germany, England, Switzerland and the USA, which suggests that these are its main destinations. It is promising enough for our country as it requires a new form of organisation of interaction between agricultural producers, local government bodies and tourist enterprises. The target audience of this type of gastronomic tourism is wide enough and includes both professionally oriented specialists looking for additional knowledge and experience in the field of ecological production, and people who are simply looking for a way to unite with nature and break away from high-tech civilization.

- combined gastronomic tours;

These are tourist trips that combine several of the varieties of gastronomic tourism discussed above. The very program of such a type of gastronomic tour implies following the entire gastronomic chain, *i.e.*, from the cultivation of the relevant products to their preparation in various variants, serving them and providing the necessary at-

mosphere for their consumption.

It has to be noted that this type of gastronomic tourism is extremely complicated in the organisation process. A high degree of interaction is required between different business entities located often at a considerable distance from each other and having different, specific requirements.

Along with that, it is also the type of gastronomic tourism from which tourists get the highest degree of satisfaction.

It is also important that in the process of conducting it, there is a high degree of workload for tourists. It is for this reason that this type of tourism is preferred by tourists with sufficiently impressive experience in gastronomic tourism. This should be taken into account when offering relevant tourist products¹⁶.

The forms of gastronomic tourism specified above are among the most developed at the moment.

Taking into consideration that gastronomic tourism is a young area, a substantial enrichment of the mentioned list can be expected in the near future.

One of the directions that can be added to the typology of gastronomic tourism is the following:

- high-tech gastronomic tourism

At first glance, gastronomic and, accordingly, gastronomic tourism can hardly be influenced by the development of technologies from the Fourth Industrial Revolution, which include robotics and artificial intelligence¹⁷.

¹⁶Stanley J., Stanley L. *Food Tourism: A Practical Marketing Guide*. CABI, 2015.

¹⁷Schwab Klaus, Nadella Satya, Davis Nicholas. *Shaping the Future of the Fourth Industrial Revolution*. World Economic Forum, 2018.

After all, dishes and beverages have been created over years, reflecting to a significant extent the long-standing traditions formed under the influence of complex historical processes affecting the respective peoples.

However, when analysing the application of technologies and in particular robotics, bioengineering technologies and artificial intelligence, it can be claimed that they can become the basis of a completely new kind of ultra-modern food system to be developed in specific technoparks.

In turn, precisely these technoparks can become the object of tourist trips in which tourists, on the one hand, get to know the new technological and technical solutions in this area, and on the other hand, acquire additional knowledge that they can subsequently use.

Today, this variety of gastronomic tourism has already started evolving, with companies or technological associations creating organisational and technical conditions for presenting their opportunities not only to the representatives of the relevant scientific field, but also providing them to ordinary tourists¹⁸.

Whether this area of gastronomic tourism will undergo its development depends on numerous factors, which, like most elements of the future, are difficult to predict.

Moreover, we will try to map the main factors on which the development of the relevant new types of tourist products will depend. Among these factors are the following:

a) Progress not only in a technological aspect, but also in the aspect of social organisation and management

¹⁸Johnson N., Markey-Towler B. *Economics of the Fourth Industrial Revolution: Internet, Artificial Intelligence and Blockchain*. Routledge, 2021.

In the history of each of the previous three Industrial Revolutions, this has been one of the main mechanisms for adapting technical innovations to the particularities of the social structures of society that existed at a certain point in time. Although a direct analogy cannot be made, in the process of the Fourth Industrial Revolution, there is an expectation of a gradual catch-up of technical progress by social progress. Accordingly, precisely with the presence of such elements, new types of gastronomic tourism will be able to develop¹⁹.

b) Existence of systematic, economic regulation of technical innovations

Artificial intelligence, as well as robotics, clearly create conditions for such significant changes in the economy, social organisation and people's lives, which were not known in any of the previous Industrial Revolutions²⁰. This will obviously require new models of interaction between business entities, public administration bodies and the individual citizen.

In particular, the public administration bodies will have to conduct regulatory functions in the application of technical innovations, not limiting them, but stimulating the priority development of certain forms that correspond to the interests of society. Quite naturally, it should also affect such an area as gastronomic tourism based on high technologies.

c) Active development of the so-called smart agriculture

As we have already pointed out more than once, agriculture is closely and directly related to food production.

¹⁹Donovan Paul. *Profit and Prejudice: The Luddites of the Fourth Industrial Revolution*. Routledge, 2020.

²⁰Konina N. *Digital Strategies in a Global Market: Navigating the Fourth Industrial Revolution*. Springer International Publishing, 2021.

The introduction of new technologies and models of agricultural production organisation, especially those related to bioengineering solutions, and the development of microbiology and nanotechnology branches in agriculture have a direct impact on the production of products with previously modeled qualities.

Quite naturally, it becomes the basis for the development of new approaches in conducting gastronomic tourism.

d) Possibilities of the tourism sector to assimilate new technologies, as well as to use their development for creating new tourism products

Naturally, this is a condition whose boundaries are wide enough, but still, in the given case, it relates to the development of technologies in the field of gastronomic tourism.

In order to use these technologies prior to their introduction, an appropriate informational background has to be created, aiming at tourists being prepared and actively interested in using the relevant products.

This, in turn, requires prior preparation of adequate business models to allow the incorporation of new technologies.

Despite the difficulties that exist in the process of predicting the future, we can reasonably attempt to look at some of the specific products that can be offered within high-tech approaches to gastronomic tourism.

One of the first varieties is offering fundamentally new products to be purposefully developed on the basis of biotechnology and elements of artificial intelligence.

Products with preset qualities will change the traditional scheme of gastronomy in which a person chooses from the existing tastes and

qualities of food products that best suit their preferences.

With the new type of products, their qualities are set in advance taking into account the needs and wishes of the users.

First of all, foods can contain various combinations of useful substances that are necessary for the body. The difference is that they are to be perceived by the human system of taste receptors in a completely different way, implying a significantly higher degree of absorption by the body.

Practically, all individually necessary substances for the body will be able to obtain taste characteristics that are close to those of a given individual.

Next is achieving such taste characteristics that have not been known.

According to physiology of perception, in most cases, taste receptors perceive a sufficiently limited range of stimuli.

In the case of using new biological technologies, these limitations can be removed as digitisation of taste sensations enables the setting of relevant preferences of the bioengineered food production complexes.

An essential part in the new food production technologies is occupied by the technologies for processing products that previously could not be used for the production of products for humans.

Food reserves, according to a number of scientists,²¹ can be found in the world's oceans.

Recent studies have shown that humans can consume significant parts of the flora and microfauna of the deep-sea regions of the ocean.

²¹Smith Hance D., Suárez De Vivero Juan Luis et al. (eds.) *Routledge Handbook of Ocean Resources and Management*. Routledge, 2015.

Products obtained in this way have significantly better nutritional characteristics compared to the seafood and fish species known today.

Chapter 3

Gastronomic (Culinary) Tourism Marketing

3.1. Common and Different Elements in Gastronomic Tourism Marketing and Other Types of Tourism

Gastronomic tourism marketing is a part and an indivisible element of tourism marketing as a whole.

The two models that define gastronomic tourism within tourism industry have already been discussed above. It concerns quite naturally the marketing model which applies both in gastronomic tourism as a separate product and gastronomic tourism within the framework of other types of tourism.

Accordingly, significant differences can be established when determining marketing strategies and tactics in these two forms. These differences are related to the fact that marketing strategy and tactics have a systemic nature, and in each of these systems, the gastronomic element occupies its specific place.

When the gastronomic element is complementary to the main tourist form, then the marketing strategy and tactics are subordinated in the first place to that model of the tourist trip that is the main one. In this case, a product orientation, price and presentation should be in harmony with the main elements of a tourist trip and are essential.

The focus, in this case, is precisely on tourists' satisfaction with the main elements of a tourist trip, not so much on its gastronomic component.

The main function of gastronomy is to satisfy the needs of tourists

for healthy, tailored food. It does not exclude the possibility that food preparation or its qualities are to be noticed by tourists as, over time, they are to become an independent advantageous element of a given tour.

When it comes to actual gastronomic tourism, marketing should focus on the gastronomic element of a tourist trip.

In particular, the main activities related to product development, distribution, price, communication system and marketing management have to correspond to those gastronomic goals that are to be pursued by the target audience of gastronomic tourism.

The gastronomic focus of a tourist trip implies that in certain periods of the trip and when relevant conditions arise, some of the traditional elements such as a high degree of comfort in places for tourists to stay overnight, speed and accessibility of the relevant tourist sites, etc. can be subordinated to the main goal of tourists, namely getting to know the relevant gastronomic products or processes related to their preparation.

The gastronomic focus of a tourist trip is directly and immediately related to the choice of a target market in which a given company is to take its place.

In particular, the gastronomic focus of a tourist trip determines whether a place is to be occupied in the restaurant service market or in the market of services related to training tourists in certain culinary skills.

It is possible to select the rural tourism market segment through which to achieve the gastronomic focus of a tourist trip (such as when specific and/or unique products involved in the preparation of the corresponding unique dishes are offered). It is essential to determine the dimensional characteristics of the relevant market, *i.e.*,

the opportunity to offer something new to it that fully meets the needs of a certain segment of consumers.

In the process of determining the target market, the possibilities of a tourism company to realise a given product at a certain price, method of communication and procedures should also be assessed.

The gastronomic focus of a tourist trip also implies a much more detailed selection of target groups of users.

It should be remembered that in this case, the main criteria are related to the creation of a potential user profile. It is related to the conduct of in-depth marketing and socio-psychological research.

The reason is that, on the one hand, the gastronomic focus of a tourist trip has an extremely wide range of users and geographical and demographic characteristics, while on the other, its users are grouped in small but closely related segments. The tourist company should choose the segment to which it can offer the product. Moreover, the number of users should correspond to the company's ability to offer a certain tourist product.

Motivations and benefits expected, as well as the psychological attitudes of individual tourists, are of utmost importance in establishing the consumer segment. As gastronomic tourism assumes the presence of relatively small segments of users of a certain product (for example, those who monitor the cultivation of a certain type of product), it is essential to define close, but still different products, where the gastronomic focus of the tourism is observed during travel. In this way, it will be possible to achieve a higher degree of economic efficiency.

It should also be pointed out that in the case of gastronomic tourism, the preferences and attitudes of potential tourists are not as clearly defined compared to other types of tourism, as it is, for exam-

ple, recreational tourism. In many cases, the travel company has to grow its potential customers. It implies creating cognitive models in the minds of a certain group of potential tourists that will help them choose a certain tourist product. Such cognitive models should be aimed at building and closing a kind of consumer circle, namely “dream–search–reservation–experience–memory”.

One of the features of gastronomic tourism marketing is setting up a Marketing Information System (MIS), serving the needs of gastronomic tours.

The main characteristics of MIS in gastronomic tourism are related to the provision of relevant and interesting information to potential users from the relevant segments of the tourism market. As already pointed out in the previous chapters, information about gastronomic tourism products should be significantly more specific and aimed at the specific users.

Thus, when the recipients of information are people without professional interests in the field of gastronomy, special attention should be paid to the history of making certain dishes and/or beverages, taking into account the peculiarities of the history and culture of the relevant group of tourists. For the needs of MIS, not only quantitative, but also qualitative information is needed, which is relatively difficult to verify. Therefore, when ensuring the work of MIS in gastronomic tourism, specialists in social psychology, ethnography, history and psychology of culture should be involved in providing the necessary information to a significantly greater extent.

An essential part of MIS is marketing research corresponding to the information needs²².

Unlike MIS, which is related to other forms of tourist activity, in

²²Атанасова В. Маркетинг в туризма. ФЛАТ, Бургас, 2016 г.

gastronomic tourism, its importance is significantly greater. At the same time, the main subject of the research should be the cultural preferences of the relevant market segments.

Marketing preparation of gastronomic tours requires detailed preparation of both the main and complementary products. It is for this reason that the preferences and attitudes of tourists should be established with maximum possible accuracy.

In most cases, empirical marketing research should establish interest in the relevant segment for certain gastronomic information, the range in which tourists are willing to sacrifice part of their immediate comforts compensated by acquiring of relevant information, what forms of gastronomic tourism are to be positively perceived by certain groups of tourists and what should be the degree of detail tourists expect to receive.

Establishing by empirical methods the preferences of tourists regarding the situational conditions in which gastronomic tourism is conducted is also of utmost importance.

For some gastronomic tourism types, such as event and restaurant tourism, it is necessary to collect very specific information related to the taste preferences of tourists, their psychophysiological motivation and socio-cultural factors.

In the process of research related to gastronomic tourism, it should also be investigated to what extent travel opportunities offered to tourists correspond to the gastronomic focus of tourism, *i.e.*, the high degree of concentration on precisely this aspect of a tourist trip. Quite naturally, some specific aspects related to conducting special types of gastronomic tours, namely rural and ecological tours, are also subject to research.

Unlike other types of tourism, gastronomic tourism gives priority

to exploratory and descriptive studies. It is through them that information relevant to business needs can be acquired. It does not mean that causal studies are not conducted in this type of tourism activity, but as with any relatively new field of activity, exploratory and descriptive studies have a significant priority.

The main technical toolkit in gastronomic research, unlike other types of tourist activity, is observation.

A common method is combining monitoring and surveying, thus obtaining comprehensive information on consumer preferences.

The remaining elements of similarity and difference in gastronomic and other types of tourism are to be considered below in the study of the marketing mix, namely product, price, sales (distribution), as well as in individual types of communication with customers used in the field of gastronomic tourism.

3.2. Branding in the Field of Gastronomic Tourism

In the field of tourism, creating the relevant brand is extremely important.

A brand can be both a separate destination, a hotel chain, medical resources, and specific models of service to tourists, providing them with additional opportunities that are not offered by other travel companies.

A certain brand in tourism can be defined as a complex of opinions, representations, associations, emotions and value characteristics of a certain tourist product, which arises and becomes sustainable in the minds of tourists.

A brand in tourism can also be defined as a mental shell of a certain tourist product, carried by the name, logo, company colours, etc.

Although creating relevant brands is important for all types of

tourism, it is of utmost importance for gastronomic tourism. There the most significant need arises for tourists to recognise a certain type of gastronomic trip, since in one form or another, the component for feeding tourists is present in all types of tourism.

The process of creating a certain brand in gastronomy is a sufficiently complex process that takes into account the entire process of creating a certain dish or drink²³.

The beginning of this process is the specific historically determined application of a certain dish or drink.

Often, in the process of branding gastronomic products, the actual historical process is supplemented by facts that, although not historically confirmed, have been nevertheless reflected in the folklore of a given region in which a dish or beverage originated.

In order to realise the process of branding gastronomic products, targeted actions should be taken to emphasise the advantage of a certain dish compared to others close to it, both in terms of its nutritional properties and its taste qualities.

At the same time, in very rare cases, qualities indicated in the branding process can be measured objectively.

Most often, a product that the majority of consumers believe has certain advantages gets branded, as the attitude does not need additional verification or objective confirmation. The ultimate goal of branding is to create a lasting preference for a particular product and a low degree of willingness on the part of consumers to replace that product with another one.

The process of creating a brand implies a sustainable integration of a certain image in the minds of consumers from an interested con-

²³Chasser A.H., Wolfe J.C. Brand Rewired. Connecting Intellectual Property, Branding, and Creativity Strategy. John Wiley, 2010.

sumer group, as this image can have both rational and irrational roots.

Among the rational roots of a brand are the health-nutritional properties of a product, which are supposed to be in harmony with the lifestyle preferences of the respective group. Thus, the use of a fast food restaurant by a significant part of the population is related to such socio-economic processes as developing an industrial society, in which neither wasting too much time on food preparation nor long-term consumption related to certain traditions is advisable.

Creating brands of certain food and beverages is the basis for creating brands in gastronomic tourism.

However, it should be noted that creating and enforcing these brands is not enough. Within gastronomic tours, a system of brands has to be created that not only refers to a certain dish (or dishes) and/or beverage (beverages). For successful branding in gastronomic tourism, it is necessary to create a system of brands that covers the entire service of tourists, *i.e.*, from the moment of their arrival at a certain destination to the moment of their departure. This can also include the style of serving tourists, certification of their knowledge and skills in the field of gastronomy, style of using dishes and/or beverages, as well as other elements that are included in the relevant tour.

Each brand has to contain the following elements:

- the so-called DNA of the relevant brand;

This is the essence of a brand manifested in its unique characteristics that can be related to unique dishes and beverages, unique conditions in which tourists can consume them, unique products they are prepared from, additional processes of transmitting the secrets of cooking, connection with unique personalities, etc.

- brand platform;

These are the basic elements of a given gastronomic product and tourist service.

In particular, a legend that characterises the uniqueness of a respective product and/or services also applies to the category of the brand platform. The legend provides reliable information in accordance with a certain algorithm, creating lasting traces in the minds of consumers (in this case, tourists).

Based on legends, the specific and actual properties of products or services provided during a gastronomic tour are presented. A brand's platform is called upon to create the corresponding emotional attitudes in users, closely linked to a given sign or symbol of the brand.

- brand positioning;

A brand has to be included in the overall marketing strategy of a respective tourist enterprise and within the relevant system of brands owned by an enterprise. Brand positioning should be consistent both with the overall strategy of a tourism company and with the individual brands whose application is considered reasonable.

The main purpose of brand positioning is to stamp both the qualities of the brand and such attributes as its distinctive sign and/or other sensibly perceived elements in the minds of potential consumers.

- distinctive sign or symbol of the respective brand;

Trademarks and designations, graphic images, slogans, staff outfit and sound elements used as signs or symbols can be referred to this category, and in some cases even certain aromas can be referred to as distinctive signs or symbols (this approach is suitable to be used in gastronomic tourism, as certain dishes are used as a characteristic

feature, namely aromas).

Anything that can be perceived by human senses and clearly enough to be distinguished from other sense perceptions of the same order can be used as a sign or symbol.

- finding suitable forms to offer the relevant brand, as well as to maintain a brand image in the minds of potential tourists;

Each channel of information dissemination has its own peculiarities of perception, as well as its corresponding audience. For each of the channels for information transmission, a suitable information environment must be selected to promote the respective brands²⁴.

The communication policy will be discussed in more detail below, but here it should be noted that brand presentation has to, on the one hand, correspond to the general context of the informational and/or advertising messages, and on the other, be directed specifically to an audience that is defined in the marketing policy as a target²⁵.

Of particular importance is brand demonstration in a relevant context, as the ultimate goal is that, even if not remembering a specific brand or trade name, a positive context is supposed to create a sense of prior knowledge in consumers. Achieving this goal is often associated with a highly professional activity focused on the method of neurolinguistic programming and the use of relevant patterns by the communicator.

- in brand development and its management, the impact of numerous factors should also be taken into account, some of general

²⁴Kelley L.D., Jegenheimer W.D., Sheehan K. Advertising Media Planning: A Brand Management Approach. 4th Edition, Routledge, 2015.

²⁵Iannuzzi A. Greener Products: The Making and Marketing of Sustainable Brands. CRC Press, 2011.

economic nature, while others related to a specific tourist product or tourist destination;

Some factors affecting the brand may be cyclical, while others may occur only once. Also, some factors can be predictable, while others can occur unexpectedly, having a significant impact on the brand. Predicting many factors is possible thanks to using relevant methodologies, while others cannot be predicted even with the use of the most modern methodological and technical means (the impact of the COVID-19 pandemic can be considered as such a factor)²⁶.

However, in the process of brand management, it is essential to plan a certain degree of flexibility for the brand. It implies the presence of the possibility, if necessary, for the brand to change its content within certain limits, meeting the conditions arising under the influence of certain factors.

Thus, after the outbreak of the pandemic in 2020, some restaurant brands began to change their semantic content, as instead of the taste qualities of the offered gastronomic products, the leading importance became safety.

- part of brand management is constant and obligatory consumer preference monitoring;

Consumer preferences change sometimes quickly enough and previously existing brands may no longer meet their needs. In this case, a travel company has to quickly enough ensure a change of the brand or the system of brands in order to fully satisfy these needs.

It should not be forgotten that the basis of any brand is not so much the trademark, packaging or other elements of the image, but

²⁶Chevalier M., Mazzalovo G. *Luxury Brand Management in Digital and Sustainable Times*. 4th Edition, Wiley, 2021.

what specialists in the branding field call consumer insight²⁷.

In the field of branding, the term refers to conscious or unconscious consumer preferences for a certain brand or type of service.

The competition between individual brands, as well as application of various marketing techniques, suggests that the category has been rather dynamic over time. Tourism companies, especially in the field of gastronomic tourism, have to adapt the planning and introduction of their brands to the degree of this dynamic.

Gastronomic tourism is a relatively new field of tourist activity, which is why the creation of new brands is especially important in the field.

Therefore, I deem it necessary to consider a sequence of actions that have to be taken with a view to creating and introducing a new brand in the marketing policy of the tourism company.

The process of creating a new brand goes through four main stages. Although the brand essences differ, the general stages are very similar in their characteristics. We are to briefly dwell on them.

a) The first essential stage in creating a new brand is defining its goals in the overall marketing policy of an enterprise. In particular, it involves the following:

- linking the new brand with the mission of a tourist company and the features of a tourist or gastronomic product that is to be offered;

When creating a new brand, all the features of a tourist product have to be taken into account, which should be reflected in its creation so that the visual, sound or other images remind users of the

²⁷Insight in psychology is understood as a sudden “discovery” or finding of a certain correct solution to existing problems. Weisberg R. W., Alba J. W. An Examination of the Alleged Role of “Fixation” in the Solution of Several “Insight” Problems//Journal of Experimental Psychology: General, 1981, Vol. 110, pp. 169-192.

mission of the respective company.

- integration of a new brand into the overall marketing system of a company;

If a company has not yet created its own system of brands (a complex structure of gastronomic tourism requires the creation of such a system), then the positions of a certain brand in this system have to be determined in advance in a way that simultaneously reminds of the brand and, moreover, becomes an additional incentive for getting to know the rest of the elements of a company's brand system.

- determining the measurable parameters of a brand;

First of all, this is the so-called naming of a certain brand.

Next come its specific visual, audio or other elements that can be perceived by the human senses and measured in a certain metric system. Brand measurement in a certain metric system is required by a variety of modern communication channels, which in turn requires scaling of the respective brand and its adaptation to the used information channel.

- determining the brand state;

An essential element of branding is determining the brand's value to consumers. The importance of distinguishing the brand from competing ones is no less important. This is especially important in the field of gastronomy, which by its very nature is one of the most highly competitive markets. Another element determining the state of a brand should not be forgotten, namely the level of its legal protection against encroachments by competing companies and imitators.

b) Creating a project on preparing a relevant new brand. The activity is specific and includes the following stages:

- analysis of the resources available in the company and necessary for creating a brand;

It should be noted that creating a brand in modern conditions is not a cheap and simple activity. It requires significant financial, material and intellectual resources. A company should make an assessment of the economic benefits of creating a brand when using its available resources.

It can often turn out that creating a new brand is to be a Pyrrhic victory for a company. The balance between required and available resources should be made with a view to maximum caution in giving optimistic estimates of the final result of introducing a new brand.

- determining the responsibilities for creating a brand within a respective company;

Creating a brand is one of the most essential functions within the overall marketing policy of a company, which implies that a relevant management staff should be selected for this aim. Responsibilities of individual managers have to be clearly distinguished, not only and not so much for the sake of accountability, but also for the possibility of making appropriate adjustments to the management team's activities and guaranteeing the creation and functioning of a new brand.

- setting the period for creating and introducing a new brand;

Each action within the framework of the marketing policy has its own period during which it has to be implemented. Its later or earlier implementation may not produce the effects expected from a corresponding action. It also applies to the creation and introduction of a brand. An incorrect period setting can result in the use of significant resources that are not within the expected range.

Also, delaying the introduction of a certain brand may create conditions in which competitors are significantly more active and gain

advantages that reduce the importance of a new brand.

- setting additional conditions and restrictions valid during the creation of a brand;

When creating a brand, one has to take into account the fact that tourist companies operate under the influence of a number of factors not directly related to competitors in a certain economic sector. This applies even more strongly to such a field of tourist activity as gastronomic tourism. It is affected by many of the requirements related to the regulation of catering establishment activities, food market state, taxation of certain activities and a number of other factors. This, in turn, imposes significant restrictions on conducting marketing activities, including the creation and introduction of certain brands. Brand creation management has to consider these impacts by assessing not only the plausibility of their occurrence, but also the systemic impact they would have on a newly created brand.

c) Analysis of the market situation before introducing a new brand

The introduction of new brands cannot be a stand-alone activity. The introduction of the brand is limited to specific goals that the tourism company has in certain markets. Precisely for this reason, market situation analysis is an essential element of the brand introduction process which includes the following elements:

- market analyses related to the field of gastronomic tourism;

Of particular interest in creating and managing a brand is the demand for a specific type of tourist services and demand in the field of tourism in general.

An important aspect that has to be taken into account in the process of brand management is market dynamics and general market trend establishment. Only thus can specific requirements be created for the economic aspect in the application of the relevant brand.

- competitor analysis;

In particular, competitor analysis includes analysis of brands representing competitors' products and services.

In the case of gastronomic tourism, the presence of competing brands should be taken into account both by tourist companies and by other economic entities related to the supply of gastronomic products (restaurants, canteens, other catering establishments, companies offering training in the field of gastronomy, etc.).

An essential element of competitor analysis is analysis of target audiences that competitors work with. The importance of price levels and the pricing process of competitors is of no less impact.

Naturally, while analysing competitors, other evaluation criteria directly related to the essence of their brands are used.

- analysis of a company's target audience;

When creating a new brand, one has to take into account the main social, cultural, and often socio-psychological characteristics of a target audience, as well as the peculiarities of the gastronomic preferences that they have. The dynamics of gastronomic preferences and those factors that have a direct impact on their formation should be established. Within the framework of these analyses, gastronomic behaviour models of target audience representatives should also be established (their preferences in certain periods of the year, peculiarities of their gastronomic preferences during work and rest, impact of various external factors, as well as a number of other features depending on the target audience)²⁸.

d) Brand management strategy

Creating a brand does not complete the effective use procedures.

²⁸Grzesiak M. *Personal Brand Creation in the Digital Age: Theory, Research and Practice*. Palgrave Pivot, 2018.

Like any marketing tool, a brand should be managed and included in other marketing mechanisms. This is of particular importance for such a type of tourist activity as gastronomic tourism. Brand management in this area implies the following:

- development of rules for creating marketing materials and descriptions of the rules for brand management (the so-called brand book).

A brand book is one of the company's official documents that describes the concept of a brand, its attributes, the target audience to which it is directed, positioning of the company and data considered necessary by the management.

In addition, it provides a comprehensive guide to the application of corporate identity, including the use of each corporate element on various media that are used in both advertising and corporate materials.

The purpose of a brand book is to create a complete brand concept that can be perceived by different entities.

- determination of staff in charge of brand management procedures;

Within the management structure of a company, especially if it is a large one, it is reasonable to provide for individual brand management responsibility. As with other sectors of management, the staff in charge of managing the brand has to maintain a balance between rights and obligations that allow them to effectively perform management activities.

- plan development on promoting a brand and its market positioning;

A brand should be included in an integrated system of marketing

communications (IMC), representing the activation of all means of information, with an emphasis being placed on those means that have the most significant distribution in the market segment of interest to the company. A company's IMC is to be discussed in detail below.

However, the main stages of the development and inclusion of the brand in the communications system should be briefly mentioned.

First of all, it is the preparation of the so-called media plan involving determination of advertising campaigns, preparation of advertising materials, selection of media (television, press, radio, outdoor advertising, advertising on the Internet, advertising in social networks, etc.), optimisation advertising, and control over the effectiveness of advertising messages.

No less important is the control over the preparation of advertising materials. The overall effectiveness of an advertising message depends on their quality and the possibility of achieving advantages over competitors.

In brand management in the field of gastronomic tourism, the so-called loyalty programmes, a complex of marketing activities aimed at repeat consumption by customers, are of utmost importance²⁹.

- development of brand effectiveness control procedures;

It is an essential aspect of brand management, which depends on following the dynamics of market changes in accordance with the change of preferences of priority segments, the presence of new competitors or a change in the strategy of existing ones.

Controlling the effectiveness of a brand comprises several stages.

²⁹Young A. *Brand Media Strategy: Integrated Communications Planning in the Digital Era*. Palgrave Macmillan US, 2014.

The first one is measurable brand parameters monitoring (KPI), representing a control tool, thanks to which the work of people charged with brand management, effectiveness of processes and results obtained from the used means of communication are evaluated³⁰.

The next stage of the control over the brand effectiveness is a comparison of the achieved results and the goals set when introducing a brand.

It is essential to compare the extent to which achieved results correspond to the planned ones. Such an approach allows not to reject what has been achieved, but to make corrections in the necessary elements.

The final stage naturally follows from the previous one and is related to the introduction of relevant corrections in the brand management system. These adjustments have to be made in such a way not to significantly damage existing and recognised useful brand management procedures.

3.3. Marketing Mix Peculiarities in the Field of Culinary Tourism

The marketing mix brings together factors that have a direct impact on consumer preference and the opportunities for the successful positioning of the respective company in the market. The marketing mix approach is also applicable in the field of culinary tourism.

The classic marketing mix model includes four main elements, namely product, price, distribution and promotion.

Over time, more and more theories have been built upon this basic

³⁰David Parmenter. *Key Performance Indicators: Developing, Implementing and Using Winning KPI's*. New Jersey, USA: John Wiley & Sons, Inc., 2007.

model, attempting to describe the basic elements of marketing.

One of these attempts belongs to Bernard Booms and Mary Bitner³¹, who created a seven-element model of the marketing mix in 1981. Shortly after, three more were added to the traditional elements, namely people, processes and environmental factors.

The category of people includes participants who are important to maintain their quantitative and qualitative levels.

This is of particular importance for the tourism industry, where personal communication is of utmost importance for obtaining satisfaction from the tourists.

Despite the introduction of new technical means brought about by the Fourth Industrial Revolution, in culinary tourism, the importance of people working with tourists remains, even though their total number may have been reduced. So far, no machine can replace the satisfaction that tourists receive as a result of communicating with professionals in the process of providing a tourist service.

In tourism marketing, one of the essential components is a tourist's receipt of preliminary information and subsequent negotiation of certain processes that should be implemented within a respective tourist trip.

With the advancement of tourist trip individualisation and expansion of tourism and its interaction with different areas, processes determine the quality of a tourist trip and opportunities to compete in the tourism market.

In practice, each type of tourist activity has its own specific proce-

³¹Bitner, M. J. and Booms, H. Marketing Strategies and Organization: Structure for Service Firms. Donnelly, J. H. and George, W. R. (eds.) Marketing of Services, Conference Proceedings. Chicago, IL: American Marketing Association, 1981.

dures whose quality and strictness when followed make it possible to build the corresponding quality hierarchy for a given type of tourist activity. Culinary tourism is no exception in this regard.

Moreover, in this type of tourist activity, primary and secondary procedures cannot be separated. Each of them is important to tourists to receive a quality product.

The physical environment in the broadest sense is essential for conducting a tourist activity.

First of all, it refers to the natural environment without which the majority of tourist services cannot be conducted. Tourist residences, presence or absence of certain amenities, and the provision of the relevant infrastructure, be it transport or information, are also of essential importance.

The physical environment is no less important in culinary tourism. The availability of conditions for preparing certain meals or beverages, availability of the relevant products or possibility of their delivery determine both the perception of a tourist product and the overall evaluation of a tourist trip.

The seven-element model of the marketing mix in tourism enables a more complete assessment of the position of relevant companies in this field, and naturally, a complex assessment of marketing opportunities takes into account the specific requirements for a relevant type of tourism activity.

The seven elements applied to culinary tourism marketing are presented below.

3.3.1. Features of the Product in Culinary Tourism

As has already been indicated, each type of tourist activity has its own characteristics, affecting the elements of the respective types of

tourism. This mostly refers to a product in tourism as a leading element of the marketing mix in this area.

It is a product in tourism that determines the remaining three elements of the marketing mix, since in tourism a product is, as a rule, complex in nature, which quite naturally has its impact on the price, the place of supply and the consumption promotion, as well as on the management of personnel and processes³².

In this sense, culinary tourism is no exception. Definitions of culinary tourism products are diverse, and a significant part of them are mainly descriptive in nature.

Therefore, I consider it necessary to give a definition of culinary tourism, which, although subject to criticism, still corresponds to the essence of a product in this type of tourist activity.

A product in culinary tourism is both the meals and beverages themselves, as well as elements that complement the process of their preparation and consumption. These elements are harmoniously connected both with the practical side of cooking and with the cultural and historical heritage of the population of a given region. The systemic connection between these elements creates a unique tourist experience for users.

The main elements of a product in culinary tourism refer to the following³³:

a) One of the most essential characteristics of a product in culinary tourism is its authenticity

When planning and developing a product, it should be taken into account that authenticity should not only apply to dishes and bever-

³²Dasgupta D. *Tourism Marketing*. Dorling Kindersley, 2011.

³³Holloway J., Humphreys C. *The Business of Tourism*. 10th Edition, Pearson Education, 2016.

ages, but also to all elements of culinary tourism.

A product, as with other objects of marketing, has to be distinguishable from other products of the same category, and even minor advantages of some of the product's elements have to be emphasised and presented as a form of impact on the overall product system.

b) High degree of creativity in the development and presentation of a product

The main interest of the majority of tourists interested in culinary tourism is to get a unique product, the basis of a unique experience during the tourist trip.

Creative approaches should include a unique combination of the entire set involved in the provision of the culinary product, namely culinary events, unique gastronomic routes, detailed study of the history and modern manifestations of culinary-related processes and actions, provision of additional items and souvenirs related to culinary, acquisition of a new unique experience by tourists and a number of other elements.

It is important to get a unique product that can generate positive emotions in tourists.

c) High degree of product segmentation

Meal and beverage preparation is a process that has many aspects and is directly related to practically all layers of national or regional culture. That is why culinary tourism consumers of products look for what is to satiate their interest to the greatest extent.

As already stated, culinary tourism is of interest to different social groups; some of them simply diversify their tourist trips, others strive for new taste sensations, while some seek to acquire certain skills during a tourist trip.

Therefore, while planning and developing a tourist product, it has to be oriented precisely towards that category of users who, at a specific time, have the most serious importance for realising a product (it has also to be taken into account that conditions in tourism are very specific in time and place, and this in turn requires focusing attention on a group relevant for a given moment in time).

At the same time, even a certain product should have its modifications oriented to a specific group of users. Each specific group and subgroup under certain conditions and individual tourists should receive the type of product that best meets their expectations.

d) Product information field creation and digital marketing active implementation

Practically every product on the market today has to have a certain information field. Without it, it remains outside the most active information exchange, and the number of users who are to be interested in it is so small that it would not guarantee the profitability of its implementation activities.

Of even greater importance is the information field in the field of tourism where tourists have to expect certain experiences related to a tourist trip.

The field of culinary tourism, to a great extent, requires designing and introducing such an information field about a product. It should be built on the basis of the cultural algorithms within which culinary tourism functions (the issues of cultural algorithms are to be considered in more detail in the next chapter)³⁴.

The information field of a product has to cover all connections and contexts in which a relevant culinary tourism product is involved.

³⁴Dixit Saurabh Kumar (ed.). *The Routledge Handbook of Gastronomic Tourism*. Routledge, 2021.

Naturally, when targeting the most significant segment, the algorithms most significant to it should also be applied.

e) Tourist product as a result of inter-institutional interaction

Even today, many tourist products are relatively rarely the result of actions of just one organisation. In most cases, a quality tourist product can only be created as a result of a direct interaction between different institutions, having a different form of ownership and a sector of actions in the national economy.

It is obvious that this trend will continue, and the successful implementation of a tourist product will directly depend on the degree of integration of individual structures in creating a tourist product.

The realisation of a tourist product in culinary tourism directly depends on the degree of integration.

The integration affects both the technical essence of the product (delivery of various products, offering products in specialised premises, provision of personnel, etc.) and the possibility of taking into account the attitude of the tourists to a product.

Thus, holding a certain event related to culinary tourism has a significantly more positive response from tourists when it is accompanied by a cultural or recreational programme, as well as when it is related to an additional exploration of the cultural heritage of a given region.

Quite naturally, when implementing such a project, it is necessary to include structures from both the local government and various types of entrepreneurial structures from a given region.

Chapter 4

National Cuisine

Before proceeding to the substantive examination of individual national cuisines, we should dwell on the terms used, as well as the factors that have an impact on the formation and development of national cuisines. Understanding these features allows not only for an analysis of the current state of national and/or regional cuisines, but also for the possibilities for their development in subsequent periods of time.

Of essential importance for understanding national cuisines are the psychological aspects related to the traditional foods and drinks of a certain region.

Therefore, this section will also analyse some aspects of psychological features related to eating patterns and their impacts on tourism.

4.1. Definition of National Cuisine and Main Factors That Have an Impact on Its Formation

National and regional cuisines represent historically established sets of customs, rituals and habits related to the use of food products and drinks, their consumption and the respective traditions linked to nutrition.

The formation of national and regional cuisines is not a one-time act that is unchanged over time.

National cuisines change by adapting to a greater extent to the needs and characteristics of the population in a particular area and a certain time. Over time, the recipes of individual dishes are improved,

certain elements are dropped from them, replaced by others more effectively applied at a specific period of time.

The cuisines of different peoples are directly dependent on the accessibility and suitability of certain products for culinary processing. And the availability of such products is directly dependent on the animal and plant world of certain, dominant species in a given continent, as well as in the individual regions of the respective continent.

This feature gives rise to the division of cuisines into European, Eastern and American cuisine. In each of these groups, divisions exist that are associated with the dominance of certain products, the availability of natural resources, and the historical influences certain peoples have experienced in their culture.³⁵

Thus, in the cuisines of the peoples of Europe, different, often contradictory trends are found.

The foundation of the culinary art of the continent was laid in Ancient Greece, and later, this art was transferred to Ancient Rome, spreading farther to other countries on the continent.

There are significant differences between the cuisine of the peoples of southern Europe and the inhabitants of the northern latitudes of the continent.

If southern European cuisine is more temperamental due to the widespread use of spicy dishes, numerous spices and various aromas, then the traditional dishes of the peoples of northern Europe are characterised by restraint, simplicity in preparation and higher calorie content of individual dishes.

Eastern cuisines also have very similar characteristics, along with significant differences based on the regions the respective cuisines

³⁵Fernández-Armesto Felipe. *Near a Thousand Tables: A History of Food*. Free Press, 2002.

originate from.

Thus, the cuisines of the Middle East, Arab and some North African countries, as well as some Balkan countries, have similar characteristics, such as rice, mutton, various dairy products, fruits and vegetables, as well as a wide variety of pasta and pastries. Traditional Far Eastern cuisine also offers various dishes of rice, vegetables, meat, as well as various types of fish products. Along with this, this cuisine also suggests a wide variety of significantly more exotic dishes prepared from representatives of the fauna inhabiting the respective regions. Products that are difficult to accept for representatives of other continents are often used as products.³⁶

For instance, Chinese and Japanese cuisine, as well as the cuisine of other peoples of the region, involves the use of special breeds of dogs, poisonous fish and a number of other products, which we will consider below.

Of particular interest are the cuisines of African peoples. Their development has been influenced by both a number of local traditions and customs for using food products imported from other continents. Thus, in the countries of North Africa, national cuisines have much in common with those of the Mediterranean countries.

A characteristic feature is that a number of traditional dishes get different names and serve as models in another local national cuisine.

In the traditional dishes of the countries of East Africa, a number of familiar products can be found, and at the same time, they are prepared and served in a more specific way that takes into account the peculiarities of the lifestyle of the local peoples.

Significantly more specific models exist in the dishes of South Af-

³⁶Wang Q. Edward. *Chopsticks: A Cultural and Culinary History*. Cambridge University Press, 2015.

rica. The numerous migrants inhabiting this part of the continent unite the traditions of various cuisines from different parts of the planet with the dominant models of European cuisine. Moreover, the combinations of individual dishes and methods of preparation are so specific that familiar samples acquire new taste qualities. To this should be added the use of both local and spices brought from other regions.

The cuisines of the peoples of North and South America have their own specific features. They are determined by the history of the peoples of these two continents and the peculiarities of their development over the past centuries.

Thus, the cuisines of North America are dominated by the cuisines of the United States and Mexico. The cuisine of the United States contains numerous dishes reflecting the traditions of the peoples whose emigrants formed the basis of the American nation. In practice, these are the cuisines of European peoples, which have also undergone the corresponding transformation. It is aimed primarily at rationalising the preparation of dishes without affecting their nutritional qualities.³⁷

Mexican cuisine is distinguished by a high degree of spiciness of dishes, addition of local spices and various vegetables due to the fact that the transformed traditions of the Aztecs and Incas have been widely represented in the national cuisine.

The traditional cuisines of South America are significantly closer to the traditions of the local population. However, the influence of migrants from Europe is also noted, although traditional European recipes undergo serious changes due to the influence of local traditional culinary approaches.

³⁷Clarkson Janet. *Food History Almanac: Over 1,300 Years of World Culinary History, Culture, and Social Influence*. Rowman & Littlefield Publishers, 2014.

Brazilian cuisine should be mentioned as the main cuisine of South America. It contains many dishes in the preparation of which beans play an important role. An example of this is feijoada, a dish of beans with various types of meat.

Even the aforesaid brief description of regional cuisines shows the significant diversity that exists in the world of cooking. And this is no coincidence. National cuisines are formed under the influence of several main factors, namely:

- peculiarities of the climatic and geographical conditions of the respective region or individual country, including flora and fauna;
- diversity of different ethnic groups and their culture;
- peculiarities and diversity of religious denominations;
- history of socio-economic and political development of the respective country or region;
- support of public authorities for traditional culture.

Climatic and geographical conditions determine the types of vegetation that grow in a particular region and, accordingly, those used as food products.³⁸

Along with this, climatic and geographical characteristics also imply the possibility of habitation of certain animal species and fish species that could be used by the inhabitants of the respective territory. Climatic and geographical conditions also determine the needs of the inhabitants' organism for certain foods, as well as their caloric content or saturation with vitamins.

Thus, the northern peoples need significantly more calories to maintain their existence in the harsh conditions of the local nature.

³⁸Albala K. *Food: A Cultural Culinary History*. Course Guidebook. Chantilly, Virginia: The Teaching Company, 2013.

The presence of high temperature and humidity in the Far East requires the thermal treatment of various dishes in order to ensure their safety for use. Another type of impact of the natural environment should be taken into account. It is related to the structure and dimensions of the places where dishes are prepared and where eating is traditionally carried out.

In the process of offering the tourist product in gastronomic tourism, special attention should be paid to the influence of natural conditions as a factor in the formation of the respective specific national or regional cuisine. This provides an opportunity for additional understanding of its essence, as well as the features of preparing individual dishes and drinks.

The presence of different ethnic groups in a given region or country also determines the characteristics of the national cuisine.

As I have already indicated, the process of creation is dynamic and depends on the influence of the peoples who inhabit the respective territory. This is especially important when a significant part of the country's population is made up of migrants or large, compact groups.

We have already mentioned the influence of these groups in America, but similar examples can be found on the European continent.

Also important is the presence of different ethno-cultural groups among the main people of the country.

For instance, classical Bulgarian cuisine integrates taste preferences and elements of food and drink preparation that are characteristic of the Proto-Bulgarians, Thracians and Slavs. These elements form the main taste framework in which the national cuisine develops. The taste framework implies the use of certain products for the

preparation of dishes, which form the characteristic features of the national cuisine over the course of generations. The confirmation of certain preferences over generations provides the basis for the taste pattern, which enables a person to determine a dish as tasty or not tasty.

Of great importance for the formation of national cuisine are also the religious views adhered to by the main population of the respective territory. Religion is a leading factor in the culture of a given society, which factor is manifested even in those representatives of the respective community who adhere to the norms of the specific denomination to a lesser extent.

Nutrition is a natural and important element of the national culture of different peoples.

Accordingly, the implementation of a cult (the materially effective elements of the respective religion) has a direct impact on the products used in the national cuisine, as well as the method of their preparation.

Thus, in the traditions of the Proto-Bulgarians, Slavs and Thracians (representing the basis of the Bulgarian nation), significant changes occurred as a result of the adoption of Christianity.

Thus, in the national cuisine, the place of vegetable dishes and fish dishes is expanding, and at the same time, horse meat dishes have left the framework of the national cuisine. The reason for this is that the Christian religion implies fasting, *i.e.*, a period in which the use of local products is significantly limited or prohibited.

Judaism, as well as Islam, prohibit the use of certain foods. Thus, in the Jewish religion, the use of pork is prohibited and the use of foods prepared in compliance with certain rules (the so-called kosher food) is assumed.

Islam also prohibits the use of pork, and in certain periods of the year the use of specific products is envisaged.

The national cuisine of China from a confessional point of view is a synthesis of Taoism, Buddhism and Confucianism. Each of these religions imposes its own requirements for food in the respective region of the country.

Thus, Taoism assumes that its adherents should adhere to the so-called Taoist diet, which not only involves limiting the use of certain foods, but also accompanying the eating process with specific rituals, refraining from certain thoughts during eating, and performing certain actions that precede and follow the intake of food.

Buddhism practically implies a vegan diet. The basis for this is the religious view based on the Tharmic concept, which requires non-violence towards all living things. Accordingly, Buddhist cuisine uses mainly plant foods. At the same time, veganism in its Buddhist version is very different from what is implied by the term in Europe.

Thus, in the version of the Buddhist diet, plants such as potatoes, carrots, onions and garlic are not eaten. The reason is that it leads to the death of these plants. The basis of the cuisine is rice, as well as other grain products.

Although Christianity is the most democratic in terms of national dishes, it also imposes certain requirements related to nutrition.

Thus, religious traditions prescribe abstinence from certain foods in specific periods of time, which in turn actively stimulates the creation of a specific cuisine that is used in the corresponding period.

Also, specific religious holidays imply the use of specific dishes, which, by virtue of tradition, should be consumed in a corresponding period of time.

At the same time, the Christian religion is maximally liberal towards the use of various foods and drinks.

Another feature of the cuisine of Christian countries should be noted. Unlike other religions, Christianity significantly adapts its dietary requirements to the peculiarities of the climate and even to the seasonality of agricultural activities.³⁹

4.2. National Cuisines of Africa

4.2.1. General Characteristics

In West Africa, culinary options are associated with the use of rice, poultry, fish, vegetable oils and a significant amount of fruit. A wide range of dishes made from bananas can be found in Uganda and Burundi. As a rule, this is a mash of bananas or dishes made from pieces of banana, shaped depending on national traditions. There are dishes with bananas combined with other products, such as ham and banana omelette, fried bananas, etc. A significant variety of sauces are also offered to banana dishes, some spicy and giving a unique taste to the dishes.

The coastal countries of West Africa have different variants of cuisine. In these regions, seafood dishes prevail, along with which fruits such as citrus fruits, bananas and pineapples are actively used. Walnuts and cocoa are also used in the cuisines of these peoples. Dishes made from millet, sorghum and African potatoes are also quite popular. In this region, bread is made from cornmeal.

Some exotic dishes are also common in the region. They are made from shellfish, turtles and snakes. Along with this, dishes with rather exotic names such as “kankika”, “okayoto”, etc., are also widespread in other parts of the world. Ingredients, in particular, a combination

³⁹Labensky S.R., Hause A.M. On Cooking: A Textbook of Culinary Fundamentals. 2nd Edition, Prentice Hall, 1998.

of vegetables and fruits with various sauces.

The cuisines of South, Central and North Africa are significantly similar to many dishes of the Middle East. The reason for this is the adherence to common Islamic traditions, which impose certain rules on the diet.

Thus, meals in many of these countries are held in the second half of the day, and the use of alcohol and a number of other substances is prohibited.

However, it should be noted that in these regions of Africa, natural and geographical factors have a serious influence on national cuisine. Thus, the closer certain peoples live to the deserts, the poorer their national cuisine is.

Despite the differences between Islamic Arab and African countries, there are a number of common features in their cuisines, which manifest both in the use of similar products and in the methods of preparing food.⁴⁰

In the countries of North Africa, the most preferred meat included in the preparation of many dishes is mutton. Chicken meat is mainly used in the preparation of soups. Vegetables are used both as a side dish to meat dishes and as an independent dish in the form of various salads with rich sauces.

Coffee is used as the main drink, and water is flavored with pom-eranian tree extract.

In the dishes of Equatorial Africa, goat, zebra and zebu meat and chicken are used as the main component. Vegetables are also used, but in significantly smaller volumes.

⁴⁰Winget M., Chalbi H. *Cooking the North African way*. Lerner Publications Company, 2004.

The menu of most establishments, especially those that are oriented towards visiting foreign tourists, includes fish dishes. They are mainly prepared from river fish, as sea fish are relatively rare.

The spices used in the preparation of traditional African dishes are mainly hot, and the further south the dishes are, the hotter the spices used.

The cuisine of most African peoples is somewhat simpler in its preparation compared to Arab cuisine. Priority is given to porridges in which various elements are added, starting with fish, meat and fruits and ending with certain exotic delicacies such as crocodile eggs, live termites, turtles and snakes.

4.2.2. Features of the Cuisine in Individual Countries

In Algeria, tomatoes, potatoes, onions, legumes, and peas are used a lot. Almost all dishes from both meat and vegetables are supplemented with black pepper and various spices. Oil is used as the main fat in the preparation of dishes. Among cereals, wheat is widely used. In Algeria, various sweets are used, and the variety is really great. Most sweets are prepared with a significant amount of sugar.

Fish and other seafood occupy a major place in the cuisine of Angola, Tanzania, Congo, Zambia, Uganda, Kenya, Cameroon, Gabon and Somalia.

In Congo and Gabon, the preparation of sea pike is especially popular, with various spices used in this process, which makes the taste of the pike quite diverse.

In all countries of Equatorial Africa, the most prestigious dish is termites. The way they are prepared is different. Starting from wrapping them in banana leaves and boiling them to combining termites with camel meat.

The category of delicacies in this part of Africa includes snakes, lizards, turtle eggs and the turtles themselves, as well as some parts of crocodiles (in particular, their tail and entrails). As a specific drink, baobab fruit juice is used, which is combined with sweetened water, as this combination is a wonderful tonic drink.

The basis of the cuisine of Guinea, Ghana and Senegal is dairy products, to which rice, corn, millet, cassava, and durum are added in national dishes. Depending on the country in which the dishes are prepared, fish, meat and fruit are added to them.

In addition, a significant amount of fish is consumed in these countries, and sharks are offered as a delicacy. Shark parts are preserved and undergo various types of additional processing. Buffaloes are used as a source of meat, as well as some representatives of the local fauna.

The national dishes of Madagascar use products that are difficult to find in other parts of the world. Many dishes are prepared from parrots, as well as various local marine inhabitants.

Small squirrels of a local species, called maquio, are used as a delicacy.

Another type of delicacy in Madagascar is akoho—a specific type of Malagasy rooster, the meat of which resembles the taste of a wild duck. Vegetables and specific sauces created by local cuisine are used as a side dish for meat and fish dishes.

In the former British colonies in Africa, English cuisine prevails, while in South Africa local culinary products exist and are gaining increasing popularity.

Thus, in Namibia, Botswana and Mozambique, one of the most popular dishes is biltong. Beef is marinated in a mixture of sugar, salt and saltpeter, and the meat is placed in a cowhide for several days,

and then smoked. Dishes are also prepared from mutton, antelope and gazelle meat.

In practice, meat is consumed three times a day, with different parts of the animals being used for different meals.

Local cuisine also uses numerous fruits such as mangoes, bananas, oranges, pineapples and grapes.

Local pastries use various spices, giving them a unique taste that is difficult to achieve anywhere else. Thanks to the specific sauces, bean salad has a special quality.

In the national cuisines of Nigeria, Mali, Mauritania, Niger, Chad and Sudan, dates occupy a significant place, with more than 70 types used in the preparation of dishes. Bread (kkubo et tmar) is made from the soft fruits. Dried dates are used as preserved foods, which are taken on long journeys. Of course, the variety of dishes in these countries is not limited to date dishes. Large bread rolls—takulu made from a mixture of flour, millet and baboa fruits also find their application. Red pepper or local cheese can be added to this.

Meat also finds its place in the cuisine of these countries. Mutton, camel, beef and antelope meat are used. An essential part of the dishes is the use of milk. Most often it is part of porridges made from flour and millet, in which milk and butter are added in addition to milk.

In these countries, travelers can also try soup, which uses cheese.

Chicken and fish are used relatively rarely, and for their preparation, as a rule, national recipes are not used, but rather those that are quite common in Europe.

Ethiopia, as well as a number of other tropical regions, is characterised by the use of numerous spices, which make national dishes

quite spicy.

Obviously, this general pattern of national cuisines is associated with the prophylactic effect of spices, as well as their preservative properties, especially in conditions when other similar procedures would be extremely difficult due to climatic conditions.

As a daily food in Ethiopia, porridge is used, as well as pancakes made of dough. Representatives of the local fauna are often used as food.

In particular, these are lizards, some snakes, turtle eggs, as well as the entrails of crocodiles. Some of these representatives of animal species are prepared according to special recipes and can be defined as high gastronomic specialties.

As a special delicacy prepared for especially important guests or in connection with especially solemn occasions, an elephant's foot is.

In the first stage of preparing this dish, the foot is kept in special plants, after which the foot is baked in the ground for several hours. Dishes with a specific taste are also prepared from the plant called bananier de bru. Bread with a completely unique taste is made from its seeds.

The harsh conditions of Africa imply not only peculiarities in the preparation of food, but also the accompaniment of the eating process with various rituals.

In many regions of Africa, it is believed that the traditions associated with the intake of food are as significant as the eating process itself. The intake of food is often associated with various magical properties that it acquires under the influence of the relevant procedures.

The offering of the product in gastronomic tourism in African

countries is closely linked to the study of the traditions and customs of the peoples whose cuisines are offered to tourists.

In particular, the product of culinary tourism includes both familiarisation with the technology of preparation and elements related to the procurement of certain products.

In some cases, participation in hunting is offered as part of the tourist product.

Places where tourists can get acquainted with the peculiarities of African cuisine are also of great importance for the development of gastronomic tourism. They allow the tourist to fully immerse himself in the time from which the respective dish was taken.

Three approaches can be identified to provide an appropriate environment for presenting the national cuisine.

The first is related to the presentation of authentic models of the environment in which eating took place over the centuries.

The second model presents a certain period of the relatively recent past, which for one reason or another can be noted in the history of the respective people, and the third approach allows for the presentation of stylised conditions, which, however, meet the most modern requirements for comfort.

The Blue Lay Hotel Restaurant can be attributed to the first option. This is one of the most famous restaurants in Lalibela (Ethiopia). The restaurant is made in the form of a tikul (traditional Ethiopian hut), as the owners' goal is to demonstrate to guests the most basic elements of the people's way of life. The floor of the restaurant is covered with freshly cut grass, and guests can get acquainted with culinary delights using mesob (traditional tables woven in the shape of baskets).

Another example of following a certain historical period is the *Restaurante Costa do Sol* located in Maputo (Mozambique). Created before the 1940s, it has changed relatively little to this day. Its Art Deco facade takes the restaurant's guests to the period of late colonial Africa. Most dishes are prepared in the same way as they were when the restaurant opened. The exterior of the establishment meets the standards of the period of its creation, and the staff, although not so fast in fulfilling orders (this also hides one of the secret charms of the restaurant), is always ready to share the methods of preparing certain dishes, as well as the history of their creation and their modern appearance.

Another form of serving dishes can be observed in the *Citadel View Restaurant* located in Cairo (Egypt). The restaurant is located in one of the large parks of Cairo, "Al Azhar". Its interior is in the form of a neo-Fashimid palace, but the external form is the only thing that reminds one of the ancient history of the country.

Traditional Egyptian dishes are prepared using the most modern technologies, while at the same time preserving those flavors that were characteristic of past historical periods. The wonderful conditions in which guests eat (air conditioning, maintaining a certain humidity, music and lighting) create the feeling that they are in a fairy tale. This feeling is complemented by the approach in which certain dishes are served in the appropriate clothing from the period when the dish was created.⁴¹

4.3. Cuisines of the Middle East

The Middle East is the region where the sources of most of the modern civilizations in the world are concentrated. This is also the region

⁴¹Spivey Diane M. *The Peppers, Cracklings, and Knots of Wool Cookbook: The Global Migration of African Cuisine*. State Univ of New York Pr., 1999.

where history and modernity are intertwined in complex systems of traditions and the most modern approaches to the realisation of various elements of human existence. Quite naturally, this should also be attributed to the issues of culinary art and their use for the needs of tourism.

It is in the countries of the Middle East that the symbiosis between national culture and national cuisine is most clearly distinguishable and manifests itself in full force in this type of systemic connections.

4.3.1. Iranian Cuisine

Even against the background of the common ancient culture in the region, special attention from the point of view of national history should be paid to today's Iran. This is essentially the cradle of modern civilization, where, along with Africa, there are the first data on the emergence of modern man.

The first traces of settlers in the territories of modern Iran date back to 36 thousand years ago, when the Neanderthal man disappeared, and in his place came the Cro-Magnons belonging to the Baradost culture (an archaeological culture of the Early Paleolithic in the region of the Zagros Mountains located on the border between modern Iraq and Iran).

The ancient history of Iran also includes one of the oldest world civilizations—the Median, which arose in the 7th century BC.

A century later, this civilization was replaced by the Persian, previously located in Khuzestan.

Even during the time of Cyrus the Great, Persia, although not yet reaching its power, united a number of peoples under its rule. When the Persian state reached the peak of its power under Darius I (522-486 BC), Persia stretched from Egypt to India, and more than

80 peoples were under its rule.

The territory of present-day Iran does not lose its significance in the Islamic period of the country's development.

From the period of the formation of the Umayyad Caliphate through the rule of a number of dynasties, the state of the Seljuks, Sanjar and Khorezmshahs, the Mongol period and the Huleguids to the establishment of the Constitutional State and the modern stage of the country's development, the beginning of which was marked by the Islamic Revolution of 1979, the interaction and intertwining of the historical paths of a number of peoples who formed the population of today's Islamic Republic was observed on the territory of the country.

Despite a number of difficult trials, Iran has always been a country of traditions and respect for its own and foreign culture.

The rich history of the country inevitably gives its reflection in such a significant aspect of culture as national cuisine.

Moreover, the combination of the perceived culinary traditions of different peoples becomes the basis on which the traditions of national cuisines and other peoples of the region are built. The dishes of Persian cuisine represent the basis on which culinary approaches are built, and the traditional trade relations of Persia include some of the culinary models in the traditions of peoples located geographically distant from Persia, and in particular, they become the basis of some of the European cuisines.

The recipes of Persian cuisine can be divided into two main categories—those that have been preserved in practice since ancient times and those that have arisen in more recent times based on practical expediency and the formation of the tastes of the population in the country.

Despite the fact that some recipes originate from ancient times, they are still used in the traditional cuisine of Iran, combining the simplicity of their preparation with their extremely valuable nutritional qualities. This category includes ancient palace recipes. In most cases, these are meat dishes prepared with a rich assortment of different sauces that give the dishes a specific taste.

For example, the recipe for the preparation of aromatic Persian goulash is still used today. Its specificity is determined by the addition of cinnamon, pomegranate fruits, and mint.

The category of dishes from ancient cuisine can also include ways of preparing food from various fruits and vegetables using a combination of those that have undergone and those that have not undergone the appropriate heat treatment.

The use of fruits is completely natural, taking into account the ancient legends associated with the glorification of the famous Persian orchards.

Persia is one of the oldest countries supplying the world with various spices. Particular attention in the national cuisine is paid to the use of saffron, cardamom and cinnamon. Among these three spices, saffron is of leading importance.

Dishes from traditional Persian cuisine are associated not only with the mastery of the preparation of main dishes, but also with the side dishes associated with them. Rice is considered the main side dish in Iran. Its preparation is associated with special skills and differs from one master to another.

Unlike the use of rice in the cuisines of other nations, Iranian rice is boiled not in water, but in milk. Saffron is necessarily added to the milk, and it is this combination that gives the rice a unique taste. Cooking rice in milk does not exhaust the variety of cooking options.

The following types of rice are also widely popular:

- chelu;

This is steamed rice. The crunchiness of this type makes it especially popular with children.

- polov;

This rice is prepared using a technology that is close to the previous one, but includes a significantly larger number of components.

- kamek—rice with a bitter-sweet taste;

A similar rice is used in traditional guilanya dishes.

- dates;

This type of rice is prepared using almost the same technology as kamek, but the steam is retained in the rice, which makes it juicier.

Practically no meal in traditional Iranian cuisine can be completed without various types of bread.

The classic types of bread include:

- nan-e-barbari;

This is the thickest and densest bread used in Iranian cuisine. It is usually oblong in shape.

- nan-e-lavash;

Thin and crispy bread can be offered in a round or oval shape.

- nan-e-sangak;

This is a whole grain bread that is prepared according to a traditional recipe that involves baking it on stones.

- nan-e-taftoun;

A thin, flexible bread that is usually baked in a round shape.

The main dishes of Iranian cuisine include various types of soups, such as kalepache soup. It is prepared from a sheep's head, legs and internal organs. Of the spices, only lemon juice is used. The meat is cooked for more than 12 hours, which makes the meat tender enough, and the broth thick.

Traditional soups also include dizi soup. It is made from mutton, beans, potatoes, onions and tomatoes. Unlike the previous soup, numerous spices are used in its preparation.

Of the main dishes, the dish fesenjan is of interest. It is made from chicken baked in a special sauce made from walnuts and pomegranate. This dish is usually served with saffron rice or pilaf.

A mandatory element of traditional Iranian cuisine is gorme sabzi. It is a dish in which vegetables, beets, stewed beans and pieces of meat are mixed. This dish is served for lunch or dinner, and for breakfast, gorme kuku is prepared, which contains the same elements, but without meat.

It is impossible not to mention the preparation of the traditional Iranian kebab within the framework of traditional Iranian dishes. It is prepared from beef or mutton and served with chopped vegetables.

In many areas, there are their own traditions for the preparation of kebab, and unlike other traditional Iranian dishes, the technologies for its preparation are constantly being improved.

Traditional Iranian kebab can be attributed to both classic dishes of Iranian cuisine and modern ones. Its popularity in the country is very high, and it is served both in prestigious restaurants and in fast food establishments.

Even the most cursory listing of the varieties of kebab shows the

popularity of this type of dish in the country. The main types are:

- Kebab kubideh is prepared from minced lamb or beef and is previously mixed with parsley and onion. Kebab is cooked on the grill;
- zhuzhe kebab, which is pieces of chicken, cooked on the grill with various spices added. This type of kebab is considered one of the most popular in modern Iran;
- kebab barg made from pieces of lamb, chicken or beef marinated in a special marinade and cooked on the grill;
- kebab torsh also includes marinated meat cooked on the grill. The marinade itself is more specific, which is made from crushed walnuts, pomegranate juice and oil. Torsh kebab is typical of the Gilani and Mazandaran provinces;
- kebab bakhtiari, which is made from a combination of pieces of lamb fillet (in some cases, veal fillet is also used) and chicken breast;
- chenje, which is the Iranian version of kebabs.

The Middle East is famous for its sweets. In many countries, baklava, halva, lokum, etc., are offered. But in Iranian cuisine, there are also specific dessert dishes, one of which is sholezard. The dish can be compared to a pudding, which is, however, made from Iranian rice with saffron, sugar syrup, rose water and cardamom. The dish is eaten cold and walnuts are added to it.

Traditional Iranian drinks such as sherbet cannot be missed. Traditional sherbet is made from fruit puree, sugar syrup, honey and saffron. After freezing at low temperature, the sherbet mixture is whipped until foam is obtained and then served.

Historical dishes in Iranian cuisine are harmoniously complemented by dishes that, while preserving their historical roots, are prepared in modern conditions and can be attributed to the category

of full-fledged modern dishes.

Soups retain their first place in both traditional and modern Iranian cuisine.

One of the most popular soups in Iran is ash-e-reshte. This soup is loved by everyone, from young children to elderly people of respectable age. The soup is thick and aromatic. It is prepared from lentils or beans, fresh spinach and thin pasta. The spices (which are important for the soup) are added depending on the tastes of the consumers, as well as on which region of the country this soup is prepared in. This soup is popular not only in Iran. It is found in the cuisine of countries such as Armenia and Azerbaijan.

Popular soups include chole soup. This is a thick soup with meat, bulgur, rice, walnuts, as well as numerous spices that give a specific taste to the different regions of the country.

The ash e anar soup, which is prepared with pomegranate, should not be missed. Bozbash is a local soup in which several types of fowl, onions, other vegetables and many spices are added to the meat.

Lentils are also present among the soups loved in Iran. It is very thick and numerous spices are used in its preparation. It is called ghazane.

The love of Iranians for soups, as well as the desire for their own creativity in this regard, leads to the emergence of a soup that allows for a retreat from established recipes. This is the chole kalamkar soup.

The name itself means a soup of many products, in which case the chefs have the opportunity to choose such products that meet their visions and, of course, the tastes of consumers.

Modern salads in Iran are usually prepared from fresh vegetables,

oil and lemon juice. More specific salads that may attract the attention of tourists are:

- Torshi salad, which is a traditional pickled vegetable;
- Shirazi salad, which can be classified as a traditional dish in the country, made from chopped cucumbers, tomatoes and onions with the addition of the specific Abgureh oreo and a small amount of lemon juice. The salad was created at the end of the 19th century in Shirazi, located in southern Iran. In the summer, the salad is used as a separate dish, and in other periods, together with meat dishes or rice;
- Borani salad, which is a traditional Iranian salad made from spinach and a number of other ingredients mixed with yogurt;
- Mast o Hiar salad, which is also prepared using yogurt mixed with cucumber, mint and garlic;
- Zeytun Parvarde salad, consisting of olives mixed with pomegranate paste, walnuts and garlic.

We have already mentioned the traditional desserts of Iran. Of course, their full diversity can only be perceived on the spot.

In addition to specific sweet desserts, such traditional Eastern dishes as halva and baklava are also widely distributed in Iran. Iranian ice cream—bestani has a specific taste and is highly popular. It is made from milk, eggs, rose water, saffron, vanilla and walnuts. A specific variety of Iranian ice cream is ab haviz bastani. It contains carrot juice and ice cream, and specific spices are added to this mixture.

Iranian eating traditions differ significantly from the habits of Europeans and the New World. The desire to eat in a hurry is not traditional in Iran. Each of the three meals, namely breakfast, lunch and

dinner, is approached seriously.

Iranian breakfast is more abundant. It consists of several types of bread to which butter, honey and various sweets are added, as well as spices according to the preferences of the breakfasters. They also use various semi-ripened cheeses, as well as an abundance of fruits. An omelet is often added to all this, and it is served with various spices. Breakfast is accompanied by drinking sweet tea.

Iranian lunch most often includes various dishes of rice and meat.

In public catering establishments, various types of kebabs are an obligatory element of lunch. Of course, the lunch menu does not do without a wide variety of Iranian soups. Dug, one of the varieties of ayran, is used as a lunch drink.

Dinner is no less high-calorie than the traditional Iranian lunch. It again includes rice and meat dishes, and fish dishes are often added to them.

The evening menu includes a number of vegetables and fruits. The evening menu gives real culinary experts the opportunity to demonstrate their skills, which is mainly related to the use of various combinations of spices.

Today, Iranian cuisine is a matter of national pride with good reason. Iran is actively promoting the development of culinary tourism, so today tourists can not only get acquainted with the national cuisine as consumers, but also adopt some of the methods of preparing national dishes.⁴²

4.3.2. Arab Cuisine

Despite the differences that exist in the cuisines of different Arab

⁴²Najmieh Batmanglij. *Food of Life: A Book of Ancient Persian and Modern Iranian Cooking and Ceremonies*. Washington, D.C.: Mage Publishers, 1986.

peoples, they have many common features, which are expressed in the use of similar or similar products, as well as in the methods used for their preparation. Among the products that can be considered traditional for Arab cuisine, various types of meat such as lamb, mutton, goat meat and beef should be mentioned. Various vegetables are also actively used. Beans and rice are actively used both for the preparation of main dishes and as a side dish to the corresponding meat dishes.

Fish also occupies a serious place in the national cuisine, especially in those countries that directly border the sea. Eggs can also be used both for the preparation of main dishes and as an element of other dishes. An important place in Arab cuisine is also occupied by various types of yellow cheeses.

Another significant feature of Arab cuisine is the use of a wide range of spices.

In particular, these are onions, garlic, oil, olive oil, various types of black and red pepper, as well as a number of aromatic herbs.

Food in traditional Arab cuisine undergoes mandatory heat treatment, and this applies mainly to those dishes in which meat is involved in the preparation. Most likely, this is related to the peculiarities of the climate, which implies the extremely rapid development of microorganisms, especially in such products as meat and fish. Food is prepared at a sufficiently high temperature—around and above 300°C. At such a temperature, the meat acquires a tender crust and, when mixed with the appropriate spices, has incredibly good taste qualities.⁴³

The diet of many Arab people is different from that of Europeans. It includes two meals.

⁴³Nasrallah Nawal. *Annals of the Caliphs' Kitchens*. Brill, 2007.

A hearty breakfast in some countries is followed by only one more meal—lunch (dinner), which in some cases takes place at sunset. This is also related to the peculiarities of the climate and, above all, to the extremely high temperatures that are observed in most of these countries during the day.

As with the national cuisine of Iran, various soups are particularly popular in the Arab world. They are prepared from meat, beans, rice, peas, pasta, potatoes and other products. Practically, each soup has its own range of spices.

A common side dish for meat dishes is bulgur, which is prepared in the same way as in our cuisine.

Bulgur can also be used as an independent dish, for example, in Saudi Arabia bulgur is often served with yogurt.

Bulgur in Saudi Arabia also serves as a ceremonial dish, as in this function it is shaped like a pyramid and drizzled with fat. Finely chopped pieces of chicken can also be added to it. Fruits are widely distributed among the inhabitants of Saudi Arabia. Among them, dates are an absolute favorite. Dates can be fresh or dried, and can be an obligatory element of both the morning and evening meals. They are even made into a paste that is sufficiently resistant to climatic influences and can be preserved for a whole year.

An essential part of the national cuisine of Yemen is various meat and rice dishes. An obligatory element of the dishes is helba, a condiment reminiscent of the Balkan “lyutivka” of hot peppers, mustard and various spices. The most favourite is the dish of lamb, rice, raisins, almonds and spices. Despite the fact that Yemen supplies coffee to many countries in the world, the Yemenis themselves consume it relatively little. The national drink is gishr. In taste, this drink resembles something between tea and coffee. It is usually served in small

pots. It is served with sugar and herbs.

The favorite national dish of Iraq is pilaf, which is made from rice, lamb, as well as a number of additives, including raisins, figs and almonds.

The category of favorite dishes that have a national flavor of preparation should also include Iraqi stew.

It differs from the one we are used to in our national cuisine in that it is prepared with much more spices and is significantly hotter than ours.

In Iraq, coffee is widely consumed, which is consumed without sugar (to feel its taste), but with the addition of saffron and ground nutmeg. Iraqis usually dilute yogurt with water.

Syrian traditional dishes contain meat. It can be lamb or beef. The meat is used to make the national dish kuba, which is balls made from the meat in question, to which a number of spices are added, giving the kuba an incredible taste. Kuba can also be made from fish.

In the national cuisine of Syria, as well as that of Iraq, stew is widely used.

Various vegetables such as olives, tomatoes, peppers, etc., are also widely used. Certain dishes are also prepared from stewed vegetables.⁴⁴

Tea and coffee in Syria are approximately equally widespread.

The traditions of Syria also include the preparation of a wide variety of cheeses, which are usually served with fruits or vegetables.

One of the features of Algerian national cuisine is that fish and fish

⁴⁴Salloum Habeeb, Salloum Elias Leila, Salloum Muna. *Scheherazade's Feasts: Foods of the Medieval Arab World*. University of Pennsylvania Press, 2013.

products are as common there as meat. The most popular among fish are sardines and tuna.

The national cuisine of Egypt has a number of dishes that are taken from the national cuisines of the many peoples who, in one way or another, were present on the territory of the country.

Thus, it has borrowed dishes from the Turks, Arabs and Lebanese. This category also includes meatballs and various types of kebabs, halva and baklava, and malahabija, a Mamluk dish consisting of rice boiled in milk to which rose water is added, as well as many other dishes found in different nations.

Along with this, there are a number of dishes that can be attributed to the category of purely Egyptian. One of them is the Egyptian tahini, which is a sesame puree with added oil. Tahini is served at the very beginning of lunch. It is followed by a salad made from various types of fresh vegetables, and these in turn are followed by hot dishes. The latter include the following: ful medames, which is boiled several types of local Egyptian beans, or tarab—a dish made from lamb or beef stomach filled with meat and cooked in the oven. At the end of the lunch, various types of pickles are served, which can rightly be defined as one of the favorite dishes of the Egyptians.

Among the most popular dishes of Egyptian cuisine, one should mention Egyptian beef, in which the pieces of beef are marinated in advance, then fried and finally baked in an oven.

Cairo lamb, which is a lamb shoulder, is first fried and then stewed.

Grilled fish, in which the fish is first cut into slices, various spices are placed in them, and then the fish is fried on the grill. Shakshuka—an omelette in which meat and tomatoes are added.

Molokheya—chicken puree soup in which spices, garlic, potatoes, peppers, tomatoes and carrots are added;

Kib-da—lamb or beef liver with rice, which is placed in a pancake;

Kushari—finely chopped pasta with lentils and onions;

Cairo chicken—pre-marinated chicken is boiled, then smeared with honey and placed in a hot oven for a very short period.

Various infusions and teas from hibiscus are considered a truly national drink.

Lebanese national cuisine is characterised by a variety of vegetarian dishes, the use of a significant number of spices, the use of beans, fresh fruits and vegetables, as well as fish. Meat is used much less often, and lamb is preferred among them.

Popular dishes include baba ganoush—eggplant caviar.

Dolma—a dish made from vine leaves, cauliflower and eggplant.

Kibi—small meatballs made from bulgur and meat.

Labni—a dish made from homemade cottage cheese and olive oil.

Lyulya kebab—kebabs cooked on a skewer.

Mu tabal—mashed potatoes made from roasted eggplant and sesame paste.

Lebanese cuisine is also distinguished by the fact that it offers a significant number of salads. Typical salads include:

- beetroot caviar;

Boiled beets are grated, sugar, oil, and lemon are added to them. All this is boiled and stewed, then cooled and decorated with apples.

- Arabic tomato salad;

Tomatoes are cut into small pieces, arranged on a plate, salted, and olives and onions are added to them.

- Algerian peppers;

The peppers are chopped raw, noodles, onions, salt and pepper are added to them.

- banana salad;

The bananas are cut into two halves, then cut into thin strips. Celery, apples and tomatoes are added to them.

Most soups in Arab cuisine are prepared in meat broth. The peculiarities of the cooking technology are that the meat is first fried as a whole piece, then poured with cold water and boiled. Vegetables, peas, beans, etc., are added to the strained broth.

After serving, several chopped pieces of meat are added to the soup. The following soups belong to the category of these soups:

- soup with beans, meat and rice;

The meat cut into larger pieces is fried, then poured with cold water, then boiled. The broth is strained and beans are added to it. Then rice, tomato paste and onions are added to the almost finished soup. After serving, two pieces of meat are added to the soup.

- soup with lamb;

Potatoes, peas, onions and tomatoes are added to the lamb broth. Before the soup is finished cooking, garlic is added. When serving the soup, finely chopped green onions are added.

- green bean soup;

A broth is prepared from the meat, to which potatoes, onions, tomatoes and canned green beans are added. Various spices are added when serving.

A characteristic feature of the preparation of natural meat dishes

in Arab cuisine is that the meat is first fried in a hot, dry frying pan, and only then fried in a frying pan with fat. As a side dish, fried potatoes or rice with tomatoes and onions are usually offered. As an example of such dishes, the following can be cited:

- fried meat in Arabic;

The meat is cut into medium-sized pieces, pounded and marinated for 1 - 2 hours, adding citric acid, vegetables, black pepper and salt. Then, it is fried in a hot frying pan without fat, and then, in a frying pan with fat. When the dish is served, the meat is poured with lemon juice and sprinkled with green onions. As a side dish, fried potatoes or boiled rice seasoned with finely chopped and fried onions and carrots are used.

- Arabic stewed meat;

The meat is cut into large pieces, not pounded, salted, pepper and other spices are added, and the meat is marinated for 1 - 2 hours. Citric acid and vegetables are added. The procedure is carried out as in the previous dish; pre-fried tomatoes, onions and garlic are added. The meat is stewed over low heat until it becomes soft. To a certain extent, the meat prepared in this way resembles the meat in Caucasian dishes, but the specific Arabic spices create a feeling of a different taste. The stewed meat is served with a side dish of rice seasoned with tomatoes, saffron and fried onions. In some Arab restaurants, the dish is served with fried potatoes.⁴⁵

4.3.3. Afghan Cuisine

Afghanistan has a unique culture that has preserved its independence and relatively weak influence from external influences for centuries. The cuisine of Afghanistan also has its own specificity, alt-

⁴⁵Khan Yasmin. *Zaitoun: Recipes from the Palestinian Kitchen*. Bloomsbury Publishing, 2019.

though in many of its elements it is close to the cuisines of other Middle Eastern nations.

Afghans enjoy eating lamb, especially when it is cooked on a skewer.

One of the country's national dishes is rice mixed with corn porridge, which is served with aromatic spices and various local herbs. An obligatory element of the Afghan table is various types of cheeses and yellow cheeses.

Traditional bread that exists in other countries and is prepared in industrial volumes is rare in Afghanistan. Large cakes made from wheat flour are more often prepared at home.

Afghanistan is also famous for its oriental sweets, as well as numerous fresh and dried fruits.

The leading national drink in the country is tea.

One of the national delicacies is the round cake called gas. It is made from cane sugar, pistachios, almonds and flavored with oil from various flowers.

There are 37 varieties of grapes in Afghanistan. A huge variety of juices are produced from them (Afghanistan is an Islamic country, which implies abstinence from alcoholic beverages). Some of them are in natural form, while others undergo additional processing or are carbonated.

Afghans are convinced that kefir is one of the factors for prolonging human life, and therefore many different types of it are produced in the country.

Although Afghanistan generally adheres to the traditions of the East, the country still adheres to the principle of three meals a day.

Unlike Arab countries where breakfast is quite plentiful, in Af-

ghanistan it is more in line with European traditions and consists, as a rule, of tea and a significant amount of sweets—pastries, cakes, as well as numerous candied fruits. Lunches and dinners are quite hearty, with meat, rice, and other processed and fresh vegetables.

The use of fruits is an important complementary element to both lunch and dinner. Some of the traditional Afghan dishes are listed below:

- shurpa;

This dish can be compared to a version of soup, but at the same time, it has its own specificity. Grated onions and tomatoes are used for its preparation, which are fried in advance. The meat is cut into small pieces and added to the mixture. All this is fried for about 15 minutes, stirring regularly. Before serving, the pieces of meat are removed and served separately from the broth.

- osh;

This is noodles with beans, meat, and curdled milk.

- Afghan meatballs;

Finely chopped beef, onion, green pepper, garlic, salt, and chili pepper are mixed. The mixture is boiled for 30 minutes, after which it is made into oval balls, which are roasted on a skewer. They are additionally fried on a grill until they acquire a light brown color, then served.

- palau e shahi;

It is prepared from meat, rice and vegetables. Initially, the meat, onion and garlic are mixed. After a slight browning, the mixture is taken out, and a base of carrots is placed in a special cauldron on which the mixture of meat and onion is placed. It is sprinkled with pistachios and garlic. A significant amount of rice is placed on top of

this and poured with water. It is boiled until the rice absorbs the corresponding amount of water.⁴⁶

4.3.4. Israeli Cuisine

The history of the Jewish people is both ancient and new. This dialectical feature of history and the modern state of the people and their culture has a direct impact on the Jewish national cuisine.

Israeli cuisine is extremely diverse and in an amazing way combines the past and present of the culinary art of the people. The reason for this is the fact that modern Israel was created mainly by immigrants. All of them brought into their taste preferences part of the history of their coexistence with other peoples. Therefore, the national cuisine of Israel combines the Ashkenazi cuisine of immigrants from Eastern Europe and the Sephardic cuisine to which immigrants from the Middle East, Spain and the countries of the Mediterranean adhere. This means that in one way or another, modern Israeli cuisine experiences the influence of Moroccan and Indian, Russian and Ukrainian, Arab and Chinese, Bulgarian and Turkish, American, Yemeni and Uzbek cuisines.

This allows the cuisine to be significantly more diverse and to combine both Ashkenazi and Sephardic traditions embodied in certain common dishes.

Such a dish, for example, is cholont. This is a traditional Jewish dish that is consumed on Saturday (the so-called Shabbat dish). It is prepared from meat, vegetables, cereals and beans. Cholont is cooked in a pot that is placed on the stove on Friday evening, and the dish itself is ready on Saturday, when for religious Jews there is a ban on any

⁴⁶Lilia Zaouali. *L'Islam a Tavola*. Gius. Laterza & Kigli S.p.a., Roma-Bari, 2004.

work.⁴⁷

Religion also has an important impact on culinary habits.

Thus, the preferences of a number of Israelis are directly influenced by the rules of *kashrut* (kosher) and *shita* (rules for killing animals), which have to comply with the *halakha* (traditional Jewish law, which prescribes norms and rules of behavior, including those that directly relate to the possibility of eating). A brief description of the kosher rules looks like this:

Regarding meat and fish.

The Torah allows the eating of those mammals that meet two criteria—to be ruminants and to be cloven-hoofed. This means that goats, sheep, deer and roe deer can be used for food. However, pork, horse, rabbit and camel meat are prohibited.

Regarding birds, the *halakha* contains a list of 24 birds that are prohibited for consumption. The good thing is that most of them are rarely present in culinary recipes anyway. This applies to owls, ravens, magpies, cuckoos, etc.

However, traditional kosher cuisine includes chicken, duck, goose and turkey meat.

Meat in the kosher tradition also has to meet two more requirements. It must not contain the blood of the animal, and no pain has to be caused to the animal.

Practically all predators are prohibited for use, along with all types of reptiles, amphibians and insects.

Interestingly, honey is considered kosher, although bees do not fall into this category.

⁴⁷Marks Gil. *Encyclopedia of Jewish Food. A Cookbook*. Houghton Mifflin Harcourt, 2010.

Fish in Jewish tradition must also have two main characteristics: scales and fins. This requirement makes catfish, sturgeon, eel and seafood (crabs and shrimp) unsuitable for kosher food. Caviar is permitted if it is obtained from permitted species of fish.

Regarding plant food, there are two main requirements. This food must not contain poisons in any part (potatoes, tomatoes, plums, apples fall into this category), and must not contain insects.

Outside of these restrictions, most fruits, vegetables, and grains are recognised as kosher. There are also certain requirements regarding the cultivation of plant foods, but they are beyond the scope of our description.

The use of animal fats, flavorings, and flavoring additives is unacceptable for kosher food.

With regard to dairy products, the rules are relatively simple. All products obtained from kosher animals are permitted. Thus, milk and eggs are permitted. Mixing dairy and animal products is absolutely prohibited⁴⁸.

An additional standard exists for baking the so-called Jewish bread (pat Israel). Its preparation has to be carried out by selecting and determining certain types of plants, and a Jew must be involved in the process of preparing Jewish bread.

Ashkenazi cuisine brings a number of dishes to the Israeli national cuisine. Many of these dishes are well known to the national cuisines of European nations, and at the same time, their Israeli version contains a number of different additions that allow us to talk about their national specificity. The dishes of the national cuisine in its Ashkenazi version can be attributed to:

⁴⁸Rosenblum Jordan D. *The Jewish Dietary Laws in the Ancient World*. Cambridge University Press, 2016.

- gefilte fish;

It can rightly be considered a national Israeli dish, which can also be considered one of the “modifications” of European approaches to preparing fish.

For its preparation, fish skin is taken, which is stuffed with minced meat and fillet of the same fish. The stuffed fish is boiled and served cut into pieces. As a rule, gefilte fish is prepared from larger breeds of river fish.

As an addition to it, boiled potatoes, fish broth or boiled potatoes with carrots, beets and horseradish are served.

- chicken soup;

In general, the Israeli version of the dish differs very little from the version that is well known to us and many other European national cuisines. The differences consist of the size of the pieces of chicken meat, the thickness of the broth (in Israel, its thicker version is preferred), and the spices that are added to the soup.

- regen pear;

This is essentially a dish that is well known in various European cuisines as aspic (a type of dish that is known in our country as pachka). The peculiarity of the Ashkenazi version of the dish is that gelatin is not added, and thickening is achieved through a thicker broth brought to the state of a jelly-like mass and the addition of pieces of meat.

The meat is usually chicken, and in some cases beef. It can be served both as a main course and as an appetizer. Either horseradish or sauerkraut is used as a garnish.

- meat or fish pate;

This dish is well known in European cuisines, and it is there that

we will make a detailed description of it. However, it should be noted here that the difference between Israeli and European meat pate is that it is made with a significantly wider range of meat, including pork, while the Israeli dish is significantly more limited in choice.

- forshmak;

This is a specific Israeli dish, which is prepared from herring as the main product and potatoes, cream and onions. The parts of the dish are fried together and black pepper is added to them.

Forshmak can also be significantly richer. It can also be added to parts of meat or chicken, as well as cream, cheese or mushrooms. In the classic Jewish table, forshmak serves as a sufficiently high-calorie appetizer.

- matzebray;

This is an appetizer of matzah. Matzah is a type of thin, round bread that is made from unfermented dough and whose use is permitted during the holiday of Pesach (on this holiday, it is forbidden to use any food that includes any leaven).

When preparing the dish, milk and eggs are added to the matzah and this mixture is cooked in a pan. Apples, mushrooms and various cheeses can be used as fillings.

Matzebray can be both a main course and considered a dessert when sugar and cinnamon are used in its preparation.

- kugel;

This is a classic dish of Ashkenazi cuisine, which is reminiscent of European casserole or pudding in its qualities.

Kugel is popular enough that it has both classic and additional recipes for preparation.

Classic kugel is made from macaroni, goose fat and an egg, which is poured on top of the mixture. Kugel is cooked in the oven.

Along with this classic recipe, kugel can also be prepared from meat, beets, semolina with cherries, and various fruit additives. Accordingly, kugel can be used both as a main dish and as a dessert, if the kugel is sweet.

The Sephardic cuisine bears the marks of those regions from which the main part of the migrants come. These are the countries of the Middle East, Spain, the Iberian Peninsula, and the Balkans.

Some of the Jews who migrated to Israel from our country also belong to the Sephardic. Accordingly, the cuisine that they “bring” to the common Israeli cuisine bears the marks of the cuisines of those peoples with whom they lived. Among the main dishes that are derived from the Sephardic tradition are:

- couscous;

This dish is quite common both in the Middle East and in the Balkans. Initially, it was prepared from millet, but today it has been replaced by semolina. As a main course, couscous can be prepared with meat, fish or turmeric.

When preparing vegetarian couscous, grapes, oshaf and walnuts are used. This type of couscous is called mesfuf and is offered mainly as a dessert.

- mafrume;

This dish is typical of both Israeli and North African and Levantine cuisines. It is potato meatballs stuffed with minced meat, which are baked in tomato sauce. The preparation process is relatively easy (of course, with certain skills), which is why mafrume is used both as an everyday dish and as a festive dish.

- shakshuka;

The dish is prepared from eggs baked in a sauce of tomatoes, chili peppers, onions and spices. This dish is also typical not only of Israeli cuisine, but also of the cuisines of most Arab countries.

- khrayme;

The dish is fish stewed in a spicy sauce. The creators of the dish are the Maghreb countries, from where it was taken—from Israeli cuisine. Hrayme is prepared from fish fillet, fish broth and vegetables, among which there are necessarily at least two types of peppers, one type of which is hot, tomatoes, onions, as well as a number of spices that can give a specific taste to the dish.

Hrayme is necessarily served with bread, as this allows for a certain neutralisation of the hot sauce.

Hrayme can be consumed both hot and cold, which is why it is defined as one of the dishes prepared on the eve of Shabbat (the holiday Saturday).

- janhun;

This is a dish made from unleavened puff pastry containing flour, water, sugar and salt. The dough is cut into thin strips, spread with margarine and braided into tight rolls.

Janhun is prepared at a relatively low oven temperature, and the preparation process itself is quite lengthy. The finished janhun has a brownish color and a sweetish taste. As a rule, it is served with a boiled egg or tomato and onion sauce.

- sambusak;

This is a fried or baked dough with a filling consisting of potatoes, onions, peas, meat and chicken. Sambusak can be prepared in various

shapes, but the triangular shape is considered classic.

Sambusak is usually served with various sauces that meet the wishes of consumers.

Israeli culinary traditions are not only rich enough, but they are also constantly being enriched. Tourists can get acquainted not only with the preparation of traditional Jewish dishes, but also with local approaches to preparing such traditional European dishes as pizzas, soups, etc. In Israel, everyone can find something suitable for their own taste, as unlike many other countries, in Israel, each chef strives to bring something of his own to the already well-known dish.

In Israel, one can learn specific recipes for preparing food, but also a very important culinary approach—putting the customer’s tastes first and adapting the dishes to that taste.⁴⁹

4.4. European Cuisine

The best-studied and richest are the cuisines of the peoples of Europe. Obviously, this is due not so much to the “specificity” of the continent as to the fact that research in the field of history, including gastronomic history, in Europe is the earliest and has the highest degree of development.

The countries of Europe were the earliest to start using gastronomy as a tourist resource. That is why the diversity of European cuisines is extremely large.

In this study, those national cuisines that have, to a greater or lesser extent, acquired their brand status, not only on a national but also on an international scale, will be analysed.

⁴⁹Newhouse Alana (ed.). *The 100 Most Jewish Foods: A Highly Debatable List. A Cookbook*. New York: Artisan, 2019.

4.4.1. The Cuisine of Italy and France

Italian cuisine was formed over the course of several centuries, and this process was directly influenced by the development of the cuisines of neighboring peoples, as well as by the possibilities for using certain food resources.

The United Italy itself appeared a little over 100 years ago, and this circumstance suggests that the national cuisine accumulates in itself the traditions of Ligurian, Milanese, Sicilian, Neapolitan, Calabrian and other cuisines.

Like the country itself, the national cuisine of Italy can be conditionally divided into northern and southern. As a main difference between the two cuisines, the use of different spices in the preparation of the same dishes should be noted.

The cuisine of Tuscany, more than any other Italian cuisine, strives to preserve the essence of each product that is used in the preparation of the corresponding dishes. Italians themselves often call Tuscan cuisine minimalist, since it does not pay special attention to the appearance of dishes, but emphasises the taste of the main component that is put into the corresponding dish.⁵⁰

Thus, when preparing the classic dish of Tuscan cuisine bistecca fiorentina, the use of spices should not block the taste of the beef used in the preparation.

Moreover, the steak that is used is selected extremely precisely; it is of a specific, local breed, as the animal is slaughtered at a certain age, exceeding which creates a risk of losing the taste of the steak. Tuscan cuisine hardly accepts the preparation of meat in the oven or grill. The preparation of beef and pork, which are the basis of Tuscan cuisine, is processed on charcoal, as each family tries to demonstrate

⁵⁰Andrews Rob, Belford Ros. The Rough Guide to Italy. Rough Guides, 2011.

its skills to the neighbors.

But at the same time, the preparation of these dishes is associated with the observance of certain individual traditions that require the selection of a specific type of meat or part of an animal.

Of course, Tuscan cuisine cannot be limited only to local dishes. The culinary fame of Tuscany is also ensured by the significant variety of bean dishes, which can be prepared both as a main course and as a supplement or side dish to other dishes.

Tuscany also produces the world-famous “prosciutto”, whose name is gradually becoming generic. They are used in Tuscan cuisine and seafood. Caciucco is a fish and seafood goulash.

Despite all this diversity, if you ask the locals what their main dish is, the answer will undoubtedly be that these are the various types of bread and olive oil.

The varieties of bread in Tuscany are extremely numerous. Some types contain meat, other vegetables, and still others are used as additions to dishes and, above all, to the rich variety of soups.

In the summer, for example, the popular soup is the Papa soup, which is a soup served with tomatoes and a special type of hard bread.

The traditional cuisine of Sicily is influenced by the 3000-year history of the island. Sicily was colonised by the Phoenicians, Greeks, Romans, Arabs and Normans, and then experienced six centuries of Spanish colonisation. Each of these peoples brought something from the plants they used for food, as well as their specific forms of eating, which built the present-day gastronomic tradition of the island.

Thus, the Greeks brought wine and olives to Sicily, and they are also considered the creators of the famous “ricotta” cheese.

The Romans forced the inhabitants of the conquered island to

grow wheat.

Accordingly, thanks to this, Sicily became famous for its Sicilian bread, which is prepared with the use of numerous additives in the flour.

The Arabs began to plant citrus plants and introduced Sicily to eggplants, which later became one of the symbols of Sicilian cuisine. The Arabs are also credited with the appearance of the first palm trees, as well as watermelons, sugar beets and jasmine.

According to historians, the Arabs are also the ones who introduced pasta, ice cream and marzipan.

The Spaniards brought potatoes, tomatoes and chocolate from the New World to Sicily. Of course, the use of the gifts of the sea is also not lacking. Thanks to the huge variety of sea fish, the traditional cuisine of Sicily abounds in antipasti (representing a kind of seafood appetizers).

Unlike other regions of Italy, in Sicily at least five types of such snacks are offered before the main lunch menu.

The cuisine of Venice includes a variety of dishes, but its basis is still rice dishes, polenta, vegetables, fish and various types of poultry. The variety of fish is quite natural, and in this regard, not only is the variety of products observed, but also the use of different ways of its preparation. The variety of poultry dishes is also significant. Turkey, chicken, pigeons, and a significant variety of sea birds are used. There are different types of polenta. It is an Italian dish made from cornmeal, which to some extent resembles the Bulgarian national dish kachamak. In Venice, many types of polenta are offered, with one part being harder and the other softer, the latter resembling porridge to a certain extent.

Risotto is another popular dish in Venice. It is a rice dish to which

various additions of fish, poultry, beef and vegetables can be added.

Also, in the tradition of Venetian cuisine, various rice soups are prepared, which are distinguished by a high degree of density.

When considering Italian cuisine, it is mandatory to consider such national dishes as pasta, pizza and lasagna.

At the same time, it should be noted that these national dishes, although they are quite popular in the country, can be classified as adapted Italian cuisine. This applies not only to the cuisine of Italy, but also to most national cuisines, in which traditional dishes are rather specific and today are not particularly popular, mainly due to the requirement for special preparation and more specific products used for their preparation.

Thus, pasta, the love of Italians for pasta, is reflected in their preference for pasta, although this dish originally appeared in China, where pasta was made from rice.

The first mention of pasta is in Boccaccio's "Decameron", and today the variety is extremely large, but in many cases, not only the national taste, but also the taste of other peoples is taken into account.

"Rigatone" pasta is considered traditional for many regions of Italy. "Angelotti" pasta is a pasta with relatively little meat, the main part of which is made up of dough. It is it that provides the basis for the "ravioli" that appeared later. The rich variety of cheeses, according to the taste preferences of modern Italians, is inseparable from pasta.

Pizza can rightly be considered one of the international symbols of Italy. Indeed, Italians love the dish that made them famous, and it is available in different versions throughout Italy. Although about 200 variations of pizza are known, this does not prevent the constant creation of new variations that are maximally adapted to the taste needs of consumers around the world. Historically, pizza is a food for

the poorest segments of the Italian population, as it allows the use of numerous and specific products and the use of those products that the chef has at a particular moment in time.

The basis of the popularity of this dish is the pizza Margherita, made in Naples in 1889, associated with the name of Queen Margherita, wife of King Umberto.

During their visit to Naples, the High Couple wanted to have this particular dish prepared for them. The famous Neapolitan “pizzaiolo” (pizza master) Raffaele Esposito took up the task. Among the options he proposed, the queen chose the pizza that had the colours of the country’s national flag and contained tomatoes, mozzarella and basil.

One of the most essential components of pizza is the preparation of the dough. It should be rolled out with your hands, not with a rolling pin, because according to pizza masters, only in this way can its quality and the possibility of its use for the preparation of pizza be felt. The use of certain cheeses is no less important. At least two of the following cheeses are considered a mandatory element of every pizza: camoscio doro, crema di formaggi, mozzarella, gargonzola dolce.⁵¹

Social psychologists who have studied the characteristics of modern Italians believe that two of the dishes present in the national cuisine are associated with the most important things in life for every Italian. Pasta is associated with home and family, and pizza with friendship and love.

French cuisine has always stood out among the cuisines of Europe. To a large extent, this is due to the place that France has occupied in the history of the continent, but at the same time, a significant reason for this is the very attitude of the French to the process of cooking

⁵¹Capatti A., Montanari M. *Italian Cuisine: A Cultural History*. Columbia University Press, 2004.

and consuming food. The reason for this is also the fact that the French have always treated cooking and eating as an art, and not simply as a process of satisfying a person's physiological needs. Perhaps this is why French terms such as "restaurant", "omelette", etc. are steadily entering the world gastronomic lexicon. The history of French cuisine began 1400 years ago when the world's first cookbook was written, which included mainly oriental recipes that French chefs learned from the Moors.

French gastronomy received its real triumph in the 17th century under the court chefs of Louis XIV. The court kitchen then consisted of more than fifty chefs and other support staff. Over time, French cuisine passed on its cooking methods to other cuisines in Europe. Thus, thanks to its high standards and, to a significant extent, against the background of the overall French culture, French cuisine became a model for imitation by other nations in Europe.

French cuisine, although quite conditionally, can be divided into three main parts:

- regional cuisine (cuisine regional);
- common French cuisine (cuisine bourgeoise);
- and refined French cuisine (haute cuisine).

The division of cuisines is quite conditional, since the attribution of certain dishes to the corresponding cuisine is not always accepted in other regions.⁵²

An example is the Burgundian meat in Paris, which is considered a regional cuisine dish, and in Burgundy itself as a common cuisine.

The regional cuisine of the southern French provinces (Provence, Languedoc, the Basque Country, Gascony) is based on the active use

⁵²Davis Hillary. French Comfort Food. Gibbs Smith; 6th Printing Edition, 2014.

of a variety of spices and their various combinations, as well as the fairly abundant use of onions and garlic. The use of such a number of spices makes regional dishes extremely spicy.

The Alsatian regional cuisine, in turn, is distinguished by the high energy content of its dishes. The use of meat in most of them, as well as a side dish of vegetables with numerous spices and sauces, makes the dishes of this cuisine extremely high-calorie. Added to this is the use of wine in the process of cooking dishes and a significant amount of animal fat.

The coastal regions of France are famous for their variety of fish and numerous seafood. In these regions, there is a huge variety of methods for preparing fish, not only as dishes based on specific types of fish, but also as combinations of different fish, which are used in the preparation of various fish pastes.

The common French cuisine includes such dishes as steak, julienne, soups-purees, an exceptional variety of omelettes and pates. Moreover, in each region, different sauces are used in the preparation of dishes.

According to culinary analyses, French cuisine has the greatest variety of sauces.

According to summarised data, the total number of French sauces reaches 3000, which is claimed by the French culinary experts not to be the limit of their capabilities.

Refined French cuisine originated in the Renaissance era, as the dishes included in this cuisine are highly improved versions of traditional dishes.

As one of the most striking examples of this cuisine, the famous frog legs can be cited. They are prepared from a special breed of frogs,

and their preparation contains a number of secrets related to the processing of the meat, so that the final product can be compared to the taste of the most tender chicken.

Another unique French dish is snails with garlic sauce.

In this case, both the method of preparation and the products have their own specific national origin.

No less famous is the “coc-a-vin”, *i.e.*, rooster cooked in red wine. The preparation of this dish is considered a real challenge for chefs, as the preparation is particularly complicated by the processing of the meat, as well as the time spent on the individual stages of preparation.

Froiss-gras, which is a foie gras pâté, can also be attributed to one of the symbols of refined French cuisine. The technological procedures for its preparation are difficult enough in themselves, and the products necessary for its preparation are also special.

Geese of a special breed are used for the pâté, and they are fed a strictly defined diet.

Ratatouille can be attributed to both refined French cuisine and the country's regional cuisine. Prepared from peppers and eggplants, ratatouille has a number of its own varieties prepared in the individual regions of France.

The variety of desserts in refined French cuisine is also serious. Dishes in this category include fondue, which is a chocolate or cheese dish prepared by melting in a special container called a caquelon and cooked over an open fire.

Truffles are considered the dessert of true aristocrats. Their preparation has long “overcome” the borders of France, but it is believed that French masters are capable of preparing truffles in a specific

way.

Crème brûlée has also gained wide international fame, and here too, French fine cuisine preserves a number of secrets that give the dish made in France a particularly refined taste.

This category also includes crepes, which are crispy pancakes that originated in Brittany. They are often served with various sweet creams. Afternoon meals are usually accompanied by traditional French pastries made from delicate dough.

One of the features of French cuisine is the use of wines, cognacs and liqueurs in the process of preparing a variety of dishes.

In this case, alcoholic beverages are subjected to a process of prolonged boiling, as a result of which the alcohol evaporates, and the remaining substance gives the dishes a unique taste and aroma.

In addition, wine and other alcoholic beverages are widely used in the preparation of a wide variety of sauces.

Various spices are also widely used in French cuisine. A common case is the combination of traditional vegetable spices and those that can be defined as sufficiently exotic on the European continent.

An expression of the importance that the French attach to gastronomy is that a significant part of the dishes bear not only the names of the places where these dishes were created (this can be defined as a world practice), but also the names of certain famous people. In most cases, these are the creators of the respective dish, as is the case with the Béchamel sauce bearing the name of its creator, who was famous not only for being one of the best financiers of France from the time of Louis XIV, but was also one of its best chefs. But the dishes get their names not only thanks to their creators.

For example, the Sybiz soup bears the name of a famous French

general Sybiz⁵³.

4.4.2. English Cuisine

England is a country of established and recognised traditions preserved in the field of cooking as well, although the influence of the cuisines of other nations is also felt in the country. The process is significantly influenced by the presence of many immigrants who bring their culinary traditions to the country.

Nature has endowed Great Britain with a rather harsh climate, but despite this, its hardworking people manage to develop all the areas of agriculture the climate allows.

Wheat, oats and other grain products are grown on the island. Among the vegetables grown are various types of cabbage, potatoes, turnips, beans, etc. Apples and plums are grown as well.

In Scotland, wild fruits and numerous grass products used in national dishes are of great importance in the national cuisine.

The hilly terrain and numerous wastelands suggest the presence of a large number of birds, a significant part of which is used as food.

If in the field of agriculture in different regions of Great Britain, there are relatively similar characteristics based on similar climates, then in culinary traditions and preferences, this difference is significantly more significant.

Thus, in Scottish and to a greater extent in Irish cuisine, traditions that originate from Celtic cuisine are preserved. Scottish cuisine is influenced by the traditions of Norwegian, French and English cuisine.

⁵³Branget Françoise. *French Country Cooking: Authentic Recipes from Every Region*. Arcade, 2015.

The specific, purely English cuisine can be described as restrained, even to a certain extent ascetic. It includes less bread and a more serious use of meat and fish.

Along with this, there are also many different salads and appetizers. Among them are cabbage salads, salads in which fish occupies an important place, as well as various salads, combinations of local vegetables.

The English also accept various soups, a significant place among which is Irish fish soup prepared from sea fish, onions, potatoes and tomatoes. Also popular is the soup made from beef and cheese, as well as cabbage broth, which is a soup made from meat, flour and cabbage.

Among the main English dishes are fillet of halibut with mushrooms, baked mackerel, roast beef with flour, as well as a number of other meat and fish dishes.

The traditional preparation of meat in English cuisine requires that it retain its natural color, which often defines such meat as unprocessed by heat treatment. Tea can be regarded as the main English drink.⁵⁴

Scottish cuisine is to a significant extent one of the few cuisines that make an attempt to preserve its Celtic identity.

If in the process of preserving political independence, attention is focused on limiting English influence, then in terms of preserving “culinary independence” the situation is quite different.

In this case, Scottish cuisine suffers from “friendly influences” formed mainly under the influence of French and the conglomerate of Western European cuisines.

⁵⁴Hill B.W. *Cooking the English Way*. Lerner Publications Company, 2003.

The basis is a process that has been taking place over the last 200 - 250 years, when this “Western European” conglomerate was formed. Its basis is the mutual penetration and influence experienced by the cuisines of France, Germany, Switzerland, Belgium, the Netherlands, Austria, Luxembourg, Denmark and even England.⁵⁵

To a significant extent, the culinary traditions of these countries include similar dishes, with only some secondary elements bearing national characteristics.

In contrast, countries on the “periphery” of Europe, such as the Balkan nations, Spain and Portugal, as well as countries in Northern Europe, have managed to preserve their culinary identity to a certain extent.

In Scotland, preserving culinary identity involves trying to do everything “upside down” to English traditions.

Thus, if in England the preference for meat is towards pork and buffalo, then in Scotland there is a strong preference for mutton.

If in England the meat is “undercooked”, then in Scotland the meat has to be “very well done”.

If in England porridges are in most cases exceptions determined by the economic situation of the respective families, then in Scotland porridges are part of the national cuisine.

Irish cuisine has been a cuisine of meat and dairy products since ancient times.

Given the geographical location of Ireland, it is quite natural that a rich variety of seafood is also present in its national cuisine.

However, the main part of the national cuisine is based on the

⁵⁵Fitzpatrick Joan (ed.). *Renaissance Food from Rabelais to Shakespeare: Culinary Readings and Culinary Histories*. Ashgate Publishing Limited, 2010.

breeding and use of cattle, and in particular cows, as food. Of course, this does not exclude dishes from sheep, goat, pork and horse meat. In this regard, pork is the most exquisite Irish dish that is prepared. However, cows retain their priority due to their economic efficiency. In the summer, they give “white meat” (as they call it in Ireland), *i.e.*, cheese, milk, various types of cheese, and with the onset of the autumn season, cows are the source of the actual meat products.

In terms of preparing the main dishes, Irish cuisine is relatively simple. It consists of soups (one of the most popular is with the status of a national dish cock-a-leekie), and the Irish stew is considered the main dish. The recipes for its preparation are very different, as the main components—onions and potatoes—are complemented by some herbs that grow in the country.

4.4.3. Cuisines of Germany, the Czech Republic and Hungary

A) German Cuisine

If we try to give a general description of German cuisine, it can be stated that it is high-calorie, hearty and simple in its preparation. It should be added that German cuisine is also quite diverse, which is caused both by the size of the country and by the fact that historically it was fragmented into different regions.

This also results in significant differences in the methods of preparing food, as each region has its own peculiarities in preparing the relevant local dishes.

Thus, in the southern and southeastern parts of the country, the main dishes consist of various broths and soups, bacon, pork with beans and potatoes.

Rye bread is also preferred in this part of Germany.

In the eastern regions of the country, various porridges and buck-

wheat bread are offered as a local culinary landmark.

In the central regions of Germany, in addition to the traditional meat for Germans, a significant variety of potato dishes are also offered.

Germany is a country that is widely known around the world for its sausages, salamis, bratwursts, and smoked meats. In practice, each region of the country has several recipes for preparing these dishes, with the main differences being in the method of production (variations in the size of the minced meat, and in some cases, the pieces of meat in the respective sausages), as well as the amount of ingredients included in the respective sausages. Most of the meat used is pork, but this does not mean that veal is not used either. There is no shortage of beef dishes.

Traditionally, breakfast and dinner in Germany include certain types of sandwiches, which are extremely diverse due to the use of unique combinations of sausages and cheese, as well as different types of pâtés.

Another element of German cuisine should not be overlooked, namely fish. It is also prepared according to different recipes, and the high level of development of canned fish production in the country should be noted. Modern technologies combined with preserved old recipes allow for the production of a wide variety of canned fish products.

It is important to note that in German cuisine spices, especially spicy ones, are used extremely sparingly and are usually part of recipes for making sausages. Their independent importance is quite weak.⁵⁶

⁵⁶The German Cookbook: A Complete Guide to Mastering Authentic German Cooking. Random House, 1965.

B) Hungarian Cuisine

Relatively little is known about the oldest dishes of the old, traditional Hungarian cuisine. More complete information about the national cuisine is available for the period after the 15th century.

During this period, dishes from different parts of Europe began to actively enter the cuisine of Hungary.

The most serious, of course, is the influence that Hungarian cuisine receives from Western Europe and in particular from the court cuisine of France, Spain, the German principalities, etc.

Along with this, the cuisines of such countries as Türkiye and some of the Middle Eastern cuisines also have their impact on the national cuisine of Hungary.

Despite these serious influences, the Hungarian national cuisine “supplements and adapts” them, as a result of which are the creation of unique national dishes, which rightfully gained world fame.

Among the main dishes of Hungarian cuisine, the following should be mentioned:

- goulash

This is perhaps one of the most popular and recognizable dishes of Hungarian origin. It is prepared from beef, onion, red pepper and other spices.

There are many types of goulash in Hungary, and in different regions, there are also peculiarities of its preparation and added spices

- the dish paprikash is also very famous (the name became popular and spread to other countries). It is made from chicken or pork, mushrooms, onions and spicy paprika.

- langos

They are baked from stretchy dough on a plate and served with various fillings and sauces. Langos can be attributed to one of the traditional Hungarian dishes;

- Hungarian sausages, among which we should mention çabai made from pork, bacon, garlic and spicy spices, gyulay popular in the Gyulay region, cherkes made from pork, beef and a number of spices. It should be noted that in terms of sausages, the obvious influence of German cuisine is felt, and at the same time, the individual types of sausages have their own, specific taste and characterise the individual regions of the country.

When talking about Hungarian cuisine, Hungarian desserts cannot be ignored. They are mainly dough-based, with the dumplings “somloi” and “kurteška kalach” being particularly popular.

Hungarian wines are also widely popular worldwide.⁵⁷

C) Czech Cuisine

The first more detailed historical data on the development of Czech cuisine were established in the 11th century. The ancestor of Czech cuisine is the dining tradition of the Slavic tribes inhabiting the country.

In the Middle Ages, the national Czech cuisine was actively influenced by German, Austrian and Polish cuisines. The influence on Czech cuisine is also obvious from Hungarian cuisine.

It is no coincidence that meat has been widely popular in Czech cuisine for a long historical period. Also, one of the traditional Czech dishes is goulash.

In the 19th century, under the influence of German and French

⁵⁷Venezs József. *Hungarian Cuisine: A Complete Cookery Book*. Budapest: Corvina Press, 1977.

modern cuisines, Czech cuisine began to acquire its modern forms. Despite the perceived influence of foreign cuisines, Czech cuisine has its own specificity, which is largely determined by regional differences.

Thus, South Bohemia is characterised by a huge wealth of fish dishes, among which we should mention carp—fish fillet stewed with butter and onions, cabbage charlotte—celery stuffed with a mixture of cheese, eggs and spices, charlotte—apple and cinnamon cake.

North Bohemia is a region in which mushroom growing is actively developing. This implies the preparation of various soups and pastes in which mushrooms are abundantly used. It is also a region of active vegetable production, which is reflected in the inclusion in the menu of various types of salads, stewed vegetable dishes and a number of other dishes.

Moravia is distinguished by its rich rural cuisine, as well as its widespread wine production.

Thus, it is there that you can find dishes such as *tredle* (small rolls with sugar and walnuts), *kulaida* (a type of meat goulash with onions and peppers), *signets* (a pastry made from breaded eggs, kvass and flour), *smazený syr* (a fried and breaded cheese served with a vegetable salad) and many others.

The region of the capital Prague can be described as a true gastronomic paradise. The enormous wealth of diverse dishes is determined both by the historical influences that many cuisines of European countries have had, and by the presence of a mixture of its own diverse dishes.

Among the traditional dishes of the region, one should mention *trodlo* (a traditional flatbread with various types of filling), *svorný koljano* (roasted pork knee with a crispy crust) and of course tradi-

tional dumplings.

The variety of salads, from potatoes to other vegetables, is impressive.⁵⁸

4.4.4. Spanish Cuisine

Spanish cuisine is one of the most widespread and “influential” national cuisines. The reason for this is that Spanish cuisine has been influenced by various peoples and cultures, from the primitive Celts and Phoenicians to the Moors and the colonisation of America.

The period of the Roman Empire also had an important impact on Spanish cuisine. Each historical era and each nation has left a certain mark on the history of the development of Spanish cuisine.

A serious change in Spanish cuisine occurred in the 15th century after the Great Discoveries, when new products and food additives began to be imported into the country from the newly discovered colonies.

Spanish cuisine belongs to the category of Mediterranean cuisines, which generally emphasise vegetables, fruits and seafood.⁵⁹

However, meat dishes occupy an important place in Spanish cuisine. For example, until the 20th century, the main fat used in Spanish cuisine was animal fat. Only closer to the middle of the last century did vegetable fats such as oil and olive oil begin to be actively used.

According to many researchers, Spanish cuisine cannot be considered as a single cuisine.

According to them, it is rather composed of 17 different cuisines.

⁵⁸Atkinson Catherine, Davies Trish. *The Practical Encyclopedia of East European Cooking*. London: Lorenz Books, 1999.

⁵⁹В. Харрис, Дж. Ньютон. *Испанская кухня*. Москва, Евробукс, 2011.

They point out that what unites Spanish cuisine are oil, garlic, spices and wine. Everything else is different in each region of the country. The explanation for these differences is both the extremely fertile land and the historical upheavals that have taken place in different regions of the country.

The Atlantic coast is famous for its soups and sauces, which amaze the imagination not only with their diversity, but also with their taste qualities.

Among the entire variety of Spanish cuisine, Basque cuisine is considered the most exquisite.

It uses both seafood and fish, as well as various types of meat. This can be seen in the pincho dish, which is a slice of bread on which seafood or meat is placed.

It should be noted that Basque chefs say that each pincho is unique and unrepeatable.

Cantabrian cuisine also includes a rich variety of fish and seafood dishes.

In contrast, Asturian cuisine is famous for its fabada—a dish of local white beans to which crispy bacon and several types of sausages are added, which give it a unique taste.

Galicia is famous for its seafood, particularly pulpa a feira, which is a cooked octopus prepared according to a special recipe and goes through numerous stages of processing.

The variety of seafood does not mean that Galician cuisine abandons meat.

So, no less famous are the pork legs prepared in a unique way, in which the addition of various spices adapts the dish to the tastes of the consumer.

Dishes from Aragon can be defined as the “gourmet of Spanish meat cuisine”. The meat is prepared in a variety of ways, combining both the famous ancient methods of preparation and the latest technologies.

A review of the cuisine of Aragon cannot be done without mentioning the Teruel ham, which is distinguished by its delicate texture.

Another example of local culinary thought is the dish migas made from dried bread and baked local products (most often different types of sausages and hams) to which peppers and onions are added.

A gourmet delicacy is Lomo de orza, which is a dish of pork prepared in a special way.

The cuisine of Catalonia originated in the Middle Ages, incorporating both local traditions and influences from the cuisines of countries such as southern France and Italy. It combines a rich variety of seafood, meat dishes, vegetables, fruits and spices.

Of particular importance to Catalan cuisine are four main sauces: sofrito (made from garlic, onions, tomatoes and other vegetables), samfaina (tomatoes, peppers and eggplant), picada (garlic, vegetables and almonds). In Catalonia, various types of soups with fish and seafood are popular, as well as the preparation of various vidones in combination with potatoes, vegetables, etc. The Catalans do not forget about meat products, and primarily pork is used for the preparation of dishes, but veal and chicken are not “forgotten”. The combinations of meat products depend, to a large extent, on the sauces and spices used in the dishes.

In Andalusia, where the best oil in Spain is produced, a significant part of modern cuisine is focused on preparing dishes in a deep fryer. Vegetable salads, which are also added to the famous oil, are also quite popular.

Typical dishes of Andalusian cuisine include *cochido*, the Murcian meat pie, and a number of rice dishes.

The cuisines of Castile and Extremadura are considered in culinary terms as the “bakery zone”. Here can be attributed “*cochinello*”, which is a traditional dish made from tender pork according to a special recipe. To this category should also be attributed “*corrido a la tumba*”, which is a dish of finely chopped beef, baked with onions, garlic, tomatoes and numerous spices. Usually, this dish is served with potatoes.

Segovia is known for its tender pork, and Burgos is known for its roasted lamb. A popular dish in Salamanca is roasted oxtail. The cheeses and curds of this Spanish region are widely known. The Madrid region is famous for its *cocido*—a soup made from chickpeas and offal, as well as a number of sausages prepared according to special recipes.

Spanish cuisine can serve as an example of a truly international cuisine, which includes not only the heritage of the population of the respective regions, but also those culinary skills that travelers from the respective areas of the country have acquired.⁶⁰

4.4.5. Cuisines of Russia, Belarus and Ukraine

A) Russian Cuisine

Russian national cuisine is distinguished by an extremely wide variety of dishes, and in a number of cases, they can be considered as extremely incompatible, but nevertheless they are present in the traditions of national cuisine. The reasons for this specific diversity lie both in the historical features of development and in the extremely wide territory that the country has occupied for a long time. Tradi-

⁶⁰Néstor Luján, Juan Perucho. *El Libro de la Cocina Española, Gastronomía e Isteria*. Tusquets Editores, 2003.

tional Russian cuisine reflects the cuisines of many peoples; the habits that they have partly remain in this cuisine, and partly are rejected by the broad strata of the population. We should not forget the period in which the Russian Empire began to be widely open to the culinary traditions of Europe. This influence is felt even in the traditional dishes of Russian cuisine, which acquire a “new reading” in their international performance.

The peculiarities of Russian cuisine go through several stages:

-ancient Russian cuisine is based primarily on agricultural production, typical of the Slavic tribes that inhabited the territories of present-day Central Russia, Ukraine and Belarus. It is from this that the great diversity of baked goods and cereals arises. There is also a rich variety of types of bread and various porridges that are used by the rural population and the poorer strata of the population of large cities. The upper classes, however, widely use both the variety of cereals and different types of meat. Various dishes of fish and seafood are also widely represented.⁶¹

At the beginning of the 18th century, Peter I carried out reforms that concerned not only the state apparatus and the military organisation of the state, but also such elements as national cuisine and the use of certain cultural models. The experience of European countries, primarily the Netherlands, Germany, England and France, began to be actively attracted. This also concerned the methods of preparing dishes in the national cuisine. Elements such as heat treatment of food began to be used more and more widely, and the foundations of conservation methods were laid. During this period, the development of the Russian sugar industry also began. It was this, combined with traditional Russian baked goods, that became the basis of confectionery.

⁶¹ Величко Е.М., Ковалев Н.И., Усов В.В. Русская народная кухня. Москва, Агропромиздат, 1992.

In the second half of the 19th and early 20th centuries, Russian cuisine developed very actively. It was during this period that those dishes began to appear that today make Russian cuisine widely known throughout the world. At the same time, the process of penetration of the cuisines of individual peoples of the Caucasus, Central Asia and the Far East into the national cuisine of Russia was observed. The method of preparing dishes also changed. If the Ancient and Medieval Russian cuisines operated with sufficiently large quantities of food products prepared simultaneously, then the 19th century was the century in which the individual and smaller volume of food prepared for a predetermined number of people was finally fixed.

Gradually, European traditions also entered the process of preparing dishes. The traditional Russian stove was replaced by cooking tools that had more in common with those in Europe than with those traditional for the country.

The next stage in the development of Russian cuisine was the so-called Soviet stage. In it, the dominant importance was no longer the taste qualities but the caloric value of the food. During this period, the canning industry and the production of semi-finished products in the country were actively developing. This also led to the rationalisation of the food products used. Despite the general direction of the national cuisine, individual chefs continued to experiment with the use of different food products, creating different types of salads using vegetables, fish, seafood, canned pork and many others.

The last stage of the development of Russian cuisine is the one that is still relevant in modern Russia. It can be defined as integrative, as it revives a number of old recipes from the Middle Ages, combining them with modern foods (mostly imported) and semi-finished products, as well as the development of modern ways of preparing food.

Among the main Russian dishes that reflect the specifics of Russian

cuisine, the following should be mentioned:

-borscht; This is perhaps the most famous Russian soup, made from red beetroot, cabbage, potatoes, carrots, onions and meat. It is usually served with sour cream;

-pilaf; It can be attributed to traditional Russian dishes, although its “origin” is from Central Asia. It is made from rice, meat (chicken, pork or beef), and potatoes. Onions, carrots and spices are added;

-golubtsi; They are grape rolls filled with a mixture of minced rice and spices. They are stewed in tomato sauce and served with sour cream;

-pirozhki; Small stuffed pies that can be filled with various fillings such as: meat, cabbage, mushrooms or eggs. Pirozhki are baked in the oven or fried in a pan;

-pelmeni; Small stuffed dough balls, similar to ravioli. Usually, the filling is a mixture of minced beef and pork, onions, spices, as well as appropriate spices determined by the filling. Pelmeni are usually served with sour cream or butter;

- herring under a fur coat; A classic Russian appetizer, consisting of layers of grated potatoes, chopped carrots, grated egg, onion, chopped herring and mayonnaise. The layers are stacked on top of each other, which creates a unique taste of the dish;

-vareniki; These are stuffed dough dumplings, resembling pelmeni, but usually larger and made from soft dough. The filling can be made of potatoes, processed cheese and various fruits.⁶²

B) The National Cuisine of Belarus

⁶²Похлёбкин В.В. Национальные кухни наших народов. (Основные кулинарные направления, их история и особенности. Рецептура). Москва, Легкая и пищевая промышленность, 1983.

Like the Russian national cuisine, the national cuisine of Belarus reflects the historical development of the country and the influences it experiences from its immediate neighbors, as well as from those peoples with whom it has indirect contact. The predominantly flat relief of the country, the presence of black earth soils and significant forest areas also determine the ancient elements of Belarusian cuisine.

Belarusian cuisine has similar features, on the one hand, with Russian and Ukrainian cuisines, and on the other hand, certain similarities can be noted with the cuisines of such countries as Poland, Lithuania and Latvia.

Thus, the influences in the eastern and western regions of the country are of a different nature. Moreover, frequent wars and disasters lead to a high degree of internal mobility of the population, and this in turn determines the fact that sometimes in geographically close areas, the peculiarities of the cuisines are significant.

Another factor also influences the differences in Belarusian cuisine. This is the religious division of the country. The peasantry (which constituted the bulk of the country's population before the development of industry) mainly professed the Orthodox faith and observed the traditions that were characteristic of the Slavs who lived in the respective regions. The nobility (the ruling class) professed Catholicism and in its traditions and habits was closer to the neighboring Catholic peoples—Poles, Lithuanians and Latvians. This circumstance could not but affect the peculiarities of the national cuisine. Thus, if the poor strata of the population, practically until the beginning of the 20th century, adhered to the culinary traditions formed in the 13th-14th centuries, then the ruling classes used elements of modern European cuisine, and at the same time used some of the culinary traditions of the peoples located in close proximity.

These peculiarities created an obstacle to the formation of a unified Belarusian cuisine, which managed to form as a unified one only at the beginning of the previous century.⁶³

The main characteristics of the cuisine that has formed are based on folk traditions, and at the same time, in certain elements, they use the culinary habits and features of the western part of the country. Although individual dishes are influenced by the cuisines of other nations, in their essence they can be defined as carriers of national identity. Thus, many of the national dishes of Belarus include potatoes, which are prepared in different ways and become part of various national dishes. Along with this, potatoes are one of the “latest” vegetables in Europe, but nevertheless, they have become part of the national cuisine of the country. This category should include:

-draniki, which are one of the most famous Belarusian dishes. These are potato pancakes fried in a pan until they are covered with a golden crust. They can be served both with sour cream and with a special sauce;

-Belarusian meat. This can be defined as one of the traditional main dishes in the country. It is made from beef or pork, which is stewed with onions, carrots and spices until it becomes very soft and pleasant to the taste. It is served with mashed potatoes or draniki;

-maharaika. This is the national soup of Belarus. It is made from different types of meat, potatoes, onions, carrots and other vegetables. The soup is thick and nutritious;

-kalachi. One of the dishes that has a relatively ancient origin and its “siblings” can be found in the cuisines of Russia and Ukraine. These are bread rolls, which, depending on the region of the country,

⁶³Василенко З.В. (ред.) Белорусская кухня. Минск: Ураджай, 1993.

can be sweet or savory. Sweet ones are baked with fruit puree or cheese, and savory ones are filled with mushrooms, meat or cabbage.

Drinks in the country also have their own characteristics. For example, kulaga is common in the national cuisine—a traditional Belarusian drink made from dried cranberries. It has a sweet taste and is regarded as a refreshing drink.⁶⁴

C) The National Cuisine of Ukraine

Among the Slavic cuisines, Ukrainian is the one that has the most serious world fame. Some of the dishes of this cuisine receive serious fame far beyond the borders of both Ukraine itself and the borders of the Slavic peoples. Some of the dishes, such as borscht, vareniki, etc., are well known, practically on the five continents. Moreover, they are not confined to the diasporas, but are loved by the majority of customers, regardless of where they are offered. The reason for this is both the significant emigration from Ukraine and the wealth of tastes that Ukrainian cuisine can offer.

This cuisine itself was formed and separated from the cuisines of neighboring peoples relatively late—towards the middle of the 18th century, and its full-fledged formation was completed only in the 19th century. Before that, there were separate dishes that were characteristic of the regions of the country, but they were strongly influenced by the cuisines of neighboring peoples, especially Belarusian and Polish cuisines.

An important reason for the relatively late emergence of national cuisine is that the territory of the country has always been an object of interest from its neighbors. The numerous wars and the high level of migration they caused also do not allow for the full and independent formation of national cuisine.

⁶⁴Лазерсон И.И. Белорусская кухня. Москва, Центрполиграф, 2005.

In each of the regions of the country (which were under the administrative control of Austria-Hungary, earlier Poland, the Russian Empire, the German states, etc.), it creates its own version of national cuisine, without the individual cuisines having a direct “touch”, on the basis of which a common, national cuisine could be created.

An interesting feature of Ukrainian cuisine is that it experiences influences on itself not so much according to the traditional algorithm of influence, which provides that the influence of the cuisines of the countries located closest to the respective country is the strongest. Contrary to this rule, Ukrainian cuisine has the least influence from Russian cuisine (despite territorial proximity), and not even from Polish cuisine (with which there is also territorial proximity), but from the cuisines of such countries as Germany, Austria, Hungary, the Czech Republic and many others. For example, Ukrainian cuisine is strongly influenced by Turkish cuisine (so one of the dishes of Turkish cuisine, called *dush-var*, was “reborn” into the Ukrainian dish *vareniki*). From German cuisine, Ukrainians adopted some of the methods of preparing sausages, in particular, finely chopping meat, mixing it and subsequently using it in sausages.

Despite numerous influences, Ukrainian cuisine is still completely original. The originality of Ukrainian cuisine is associated with the frequent use of such products as pork, especially bacon, beets, and a variety of pasta, which are present in almost every Ukrainian dish. Thus, the types of bacon that are known to Ukrainian cuisine are more than 50. There are about 12 ways of preparing beets and their “inclusion” in various dishes. Another feature of Ukrainian cuisine is the specific processing of food products. As an example, one can cite the combined heat treatment of a significant number of components of the dish, and at the same time, there is one main element of the dish that dominates over the others. In this regard, one can cite Ukrainian *borscht*, in which the main product is beets, but in addition to it, 20

more elements are added to borscht. Moreover, none of them “detracts” from the taste of beets, but only emphasises and enhances it.

The diversity of Ukrainian cuisine is large enough to make its comprehensive analysis possible, but we will still characterise the main dishes:

-borscht. This is a popular Ukrainian soup made from fresh beets, carrots, onions and other vegetables. Borscht is prepared, if possible, with meat and mushrooms. It is usually served with sour cream;

-vareniki. These are classic Ukrainian dumplings made from dough and various fillings. Classic vareniki are filled with mushrooms, cabbage, potatoes or cheese. They can be served with sour cream or butter;

-sausages. These are salamis made from small pieces of meat. The meat can be in different combinations, which gives the sausages specific taste qualities. The specific taste is also determined by the various herbs that are added to the meat. The meat is air-dried and is quite durable;

-kartoplyaniki. These are pancakes that are made from grated potatoes, eggs and flour and fried in a pan. This dish is often used as a complement, but it can also have an independent meaning on the table. The dish is widely known in many European countries and is on the menu of some of the most prestigious European restaurants;

-ratatouille. This dish is also quite popular in many European countries, but it is particularly popular in France. Some of the best French gourmet restaurants offer it on their menus. The dish is made from roasted or stewed eggplants, zucchini, peppers and tomatoes. Basil and rosemary are added to them.⁶⁵

⁶⁵Braichenko O., Hrymych M., Lylo I., Reznichenko V. Ukraine: Food and History. Kyiv: O. Braichenko, 2020.

4.4.6. Balkan Cuisine. Cuisines of Türkiye, Greece and Serbia

The cuisines of the Balkan peoples are, to a significant extent, interconnected, and they often use dishes that are similar in their characteristics. As with many other peoples, the reason for this is the common historical past, which (such as events, periods, participating peoples) has connected the peoples of a relatively small geographical area and has made it possible to create a cuisine that is similar in both its taste and nutritional qualities.

It should also be noted that the cuisines of the Balkan peoples have reflected the culinary traditions of many great empires that in one way or another have been present on the Balkan Peninsula and have influenced the local peoples. Therefore, among many of the Balkan peoples, certain dishes are similar both in content and in method of preparation, but have different names.

A) The National Cuisine of Türkiye

The formation of the Turkish national cuisine began even before the formation of the state. The primary foundations of Turkish cuisine can be found in the gastronomic traditions of the Turkic, nomadic tribes in Asia. From them, Turkish cuisine adopted the methods of processing meat, the use of dairy products, including the preservation of dairy products for a long time.

In many areas of the later Ottoman Empire, there are traditions of agriculture, which inevitably affect the use of flour and various pasta products. Baked and fried dishes, consisting of a dough shell and a corresponding meat filling, find their original sources precisely in the traditions of the peoples who were later included in the Empire.

The true development of Turkish cuisine occurred in the years of the heyday of the Ottoman Empire. Two main reasons for such rapid

development can be identified: on the one hand, this is the inclusion in the Empire of various peoples from three continents—Europe, Asia and Africa, and on the other hand, this is the presence of fertile land on which a variety of plants and significant quantities of livestock can be grown.

An interesting fact is that in the Ottoman Empire, the mutual penetration of different cultures was actively encouraged, and part of this penetration was the stimulated interaction between peoples in the gastronomic sphere. Moreover, the approach was as rational as possible; they chose those dishes that were most suitable and healthy.

The main requirement was the observance of the gastronomic traditions of the main religion—Islam, as well as the development of their own traditions, based on the common cultural “product” created in the Empire.

At the same time, the traditions of a certain nationality were not given “priority”; instead, the ways of preparing food that were most applicable and effective for a given region were taken. This is what allows the Turkish national cuisine, while preserving its own appearance, to integrate the traditions of different peoples and adapt its national cuisine to the requirements not only of the country, but also of a number of European countries.⁶⁶

Turkish cuisine, as a rule, is spread by the diaspora in the respective country and very quickly finds its supporters outside it. Obviously, this is due to the rationality, speed of preparation and the healthy nature that this cuisine has.

Among the most common Turkish dishes, the following should be mentioned:

⁶⁶İşin P.M. *Bountiful Empire: A History of Ottoman Cuisine*. London: Reaktion Books, 2018.

- kebabs: kebabs are one of the most popular and famous Turkish dishes, and they have “won” their fans not only in modern Türkiye but also in many other countries. These are local products made of beef, chicken, lamb or pork, which are cooked on a grill or coals. There is a wide variety of kebabs: shish kebab, döner kebab, adana kebab, etc. Depending on both the locality and the wishes of the individual master, various spices and sauces are added to the kebabs;

- Manti: This is a type of traditional Turkish dish, which consists of dough balls stuffed with a mixture of meat and spices. It is steamed and usually served with sour cream or a special sauce;

- Chicken shish: An extremely popular dish both in Türkiye itself and in countries with a large Turkish diaspora. It consists of pieces of chicken meat that are strung on a skewer and cooked on a grill or charcoal. The dish is usually served with bread, salads and various sauces;

- Dolma: Dolma also belongs to the category of traditional Turkish dishes and is grape or other leaves stuffed with a mixture of meat, rice and spices;

- Baklava: Baklava is made from thin layers of fine dough, covered with a mixture of nuts and sugar syrup. It is characterised by its sweet taste. This Turkish dessert is widespread both in the Balkans and in many other countries;

- Iskalid köfte: This is another traditional Turkish dish that is made from raw, finely chopped beef or lamb, to which special spices are added. It is served as a cold appetizer and is complemented by mint, onion and lemon;

- Iskembe chorba: This is one of the most famous Turkish soups, made from beef stomach. It has a very specific taste and is served with ground black pepper, onion and vinegar.

B) The National Cuisine of Greece

Greek culture is the foundation of European civilization and its gastronomic aspect is no exception. It was the traditions of Greek cuisine that became the foundation on which the cuisine of the Roman Empire was built, and subsequently, on this basis, the cuisines of other European countries arose.

It was in Greece that the first cookbook was published. This happened in 320 BC.

The cuisine of Ancient Greece was based on three main elements: wheat, olive oil and wine. These three components are still called the "Mediterranean triad". In Ancient Greece, meat was used relatively rarely. The specific climate and mountainous terrain of the country suggested much better opportunities for raising sheep and goats than for raising cattle.

Unlike meat, fish was present on the menu of practically all regions of the country. Quite naturally, different ways of preparing it also developed, and to this day, Greek fish cuisine occupies one of the first places in the world culinary rankings.

In the long history of the country, Greek cuisine has absorbed a variety of influences, of course, one of the strongest was the influence of the Ottoman Empire, which enslaved the country for a long time. It was from Turkish cuisine that the ways of using a variety of spices, as well as their combination with different dishes, entered Greece. It was also from the Ottomans that the Greeks learned many of the ways of preparing various meat dishes.

After its liberation, Greece began to actively absorb the influences of various European cuisines. Moreover, from the beginning of the last century, the gradual combination of national cuisine and the development of tourism in Greece began. That is why even today, tour-

ists cannot imagine visiting Greece without visiting Greek taverns and trying the dishes of Greek fish cuisine and salads.

The preparation of even relatively elementary dishes is accompanied by the creation of the so-called “quasi-historical mythmaking”. Thus, for each dish there is a certain story, the authenticity of which can be questioned, but undoubtedly, it makes it possible to remember the taste of the respective dish, as well as to preserve in the memories of the tourist, the visit to a certain Greek destination. The main dishes offered by Greek cuisine are the following:

- Moussaka: This is a classic Greek dish, although a number of other peoples also have claims to it, including the Bulgarians. It is prepared from layers of baked potatoes, eggplants, minced lamb or beef and bechamel sauce.

- Souvlaki: The dish is prepared from baked skewers of marinated pork, chicken or lamb, which are served on wooden skewers. Often served with bread;

- Dolmades: It is made from stuffed vine leaves, which can be prepared with a topping of rice, parsley, mint, onion and lemon juice. Dolmades is a typical Greek side dish, and at the same time it can also serve as an appetizer;

- Grilled squid: Fresh squid, marinated with spices and lemon juice, which are grilled or fried until golden brown. There are also many fresh vegetable salads to accompany this dish;

- Sea bass: A fresh fish specialty, prepared on the grill or in the oven with butter, lemon and spices. It is usually served with fresh vegetables;

- Horiatiki salad: A classic Greek salad, the ingredients of which include: tomatoes, cucumbers, onions, olives, feta cheese and butter.

Served with fresh lemon juice and basil.

The national cuisine of Greece also includes the dish *gyuvech*, which is prepared generally in the manner known in most countries in the Balkans.⁶⁷

C) The National Cuisine of Serbia

The history of Serbian cuisine dates back several centuries. The cuisine gained popularity and fame in the region before the Middle Ages. The main components of this cuisine are: meat, dairy products, vegetables, fruits and bread.

Since ancient times, various spices have found their place in the dishes that belong to Serbian cuisine. Among the most popular is black pepper, combined with various other spices and herbs.

Before the Ottoman rule, Serbian cuisine was strongly influenced by Bulgarian cuisine. It was from her that the methods of preparing various meat dishes, the rich variety of the use of various dairy products, including yellow cheeses and cheeses, “passed” into Serbian cuisine. Also, Bulgarian cuisine provided the basis for the use of various combinations of vegetables and their proper heat treatment, as well as the ability to combine vegetables and meat. It is no coincidence that a number of dishes of Bulgarian and Serbian cuisine have practically the same names.

Naturally, the cuisine of the peoples of the Ottoman Empire also had a strong influence on Serbian cuisine. Thus, from the Turks, the skills of preparing various sweet pastries, *baklava*, etc., passed into Serbian cuisine. To this day, they are favorites of the country’s population.

⁶⁷Dalby Andrew, Dalby Rachel. *Gifts of the Gods: A History of Food in Greece*. London: Reaktion Books, 2017.

After its liberation, Serbia actively began to adopt a number of aspects of European culture, including in the field of cooking. One of the obvious influences on Serbian cuisine is Hungarian cuisine. In particular, it was from there that it adopted the skill of preparing dishes in which pork fat is actively used.

Serbian cuisine is significantly enriched by Russian, French, German, Austrian and other culinary traditions.

Here are some of the main, typical dishes of Serbian cuisine:

- Čevapčeta: This dish is small kebabs made of pork and/or beef. It is usually served with bread and the corresponding salads;

- Pljeskavitsa: The pljeskavitsa is larger and is also made from pork or a mixture of pork with veal or beef. It is served with bread called lepinja or the corresponding salad and garnish;

- Prosciutto: This is a dried meat that has a lot in common with the Italian prosciutto;

- Sarma: One of the traditional dishes for Serbia (as well as for many Balkan nations, including Bulgaria), and in Serbian cuisine, sauerkraut leaves stuffed with pork or a meat mixture are most often used, with rice, onions and spices added to the minced meat. Sarma is boiled in tomato sauce;

- Ajvar: Ajvara is a spicy appetizer made from roasted red peppers, peppers, eggplants and spices;

- Karadzjordjeva schnitzla: It is a classic Serbian dish made from thinly sliced fillet of beef, which is rolled and breaded with cheese, eggs and a special breading mixture. It is then fried and served with plum sauce⁶⁸.

⁶⁸Сербская кухня. Шаг за шагом. Москва. Медиа Инфо Групп, 2013 г.

4.4.7. The National Cuisine of Bulgaria

Bulgarian cuisine is one of the most ancient in the Balkans, and in its infancy it inherited the traditions of the three main ethnic components that formed the Bulgarian nation: Thracians (the oldest ethnic group), Slavs and Proto-Bulgarians.

Each of these groups brings its own elements to our national cuisine, and they often begin to unite, creating new ones based on dishes from different groups that meet the tastes of more than one group. Thus, many of the techniques related to the processing of food products came from the Thracians, as well as the skills to combine them. From the Slavs, the habits of agriculture and the preparation of various dishes came to the national tradition, with the use of flour, as well as the preparation of porridge. From the Proto-Bulgarians (who were mainly a nomadic people), primitive preservation methods were applied in culinary practice, which were applied to both meat products and dairy products. It was then that the first elements of the preparation of secondary products from milk appeared—butter (salted butter, which could be stored for a longer time), cheese and yellow cheese.

From the three nation-forming components came the habits that have remained in our national cuisine to this day, to the addition of healthy herbs and herbal mixtures to food products. Some of these traditions of our cuisine were subsequently inherited by the peoples who had direct contact with us.

Before the fall of our country under Ottoman rule, traditional Bulgarian cuisine was represented by dishes of meat and vegetables, some of which were used raw, etc., after undergoing various methods of heat treatment. A characteristic feature of Bulgarian cuisine was its seasonality in the choice of products used in dishes.

In summer and autumn, a rich variety of natural fruits and vegeta-

bles was present. During the winter months, they were limited to a minimum, and at the same time, primitive methods of preservation were used, through which fruits and vegetables could be used as additions to various meat and fish dishes.

The traditions received from the Proto-Bulgarians, related to the preservation of meat, provided the basis for the production of various types of sausages—lukanki, sudzhuks, nadenitsa. The methods of salting and drying were also applied—the preparation of sheep and goat pastrami, salted bacon, salted fish, etc. In this regard, the old Bulgarian cuisine has a significant contribution, since it was on the basis of our cuisine that the aforementioned methods were subsequently used by such peoples as Serbs, Greeks, Hungarians, Germans, etc.

The fruits were preserved by drying them in the sun after preliminary cutting.

In winter, more caloric foods were consumed—meat, lentils, beans, bulgur, corn flour, pasta, lard, etc.

In the spring, the diet was dominated by early leafy vegetables (nettle, lovoda, lapat, sorrel, spinach, styr) and fresh meat (lamb, fish, crabs, snails, mussels, etc.).

In traditional cuisine, products with lower water content (cereals, legumes, meat from older animals) were boiled.

Traditional for our national cuisine is the combination of fresh or sour milk with certain types of products. It had both technological and medicinal justification, since during certain periods of the year, dairy products can correct the changed ratios of the necessary nutritional ingredients. When preparing meat dishes with legumes, milk (fresh or sour) was rarely used, but dishes prepared with spinach were necessarily consumed with yogurt, nettle was cooked with

fresh milk, etc.

The Turks and Greeks had the most serious influence on the development of our national cuisine.

Under the influence of the Turkish national cuisine, the “heavy red roast” with a lot of fat, spicy dishes (most likely under the influence of Arab and African cuisines), kebabs (orman-kebab, cholmek-kebab), casseroles, sherdenchetas, damar, moussakas, as well as heavy sweet desserts such as melibi, baklava, sutlyash, pilaf, lokum, balsujuk, halva, kadaif, ashur, etc. appeared. Some names such as mehana, hanche, hambar, sech, shish, kayma, shkembe, kyufte, kaymak, chickpeas, yufka, meze, oshaf, belgur, güzleme, etc. have also remained from the Arab-Turkish influence. We have also inherited suzdruma and tarator from the Turkish national cuisine.

What culinary skills our people received from their southern neighbor Byzantium, and later Greece, is quite difficult to determine. According to the linguistic traces, certain conclusions can be drawn, such as words of Greek origin, such as pan, pirustia, grill, table, mussels, sprout, olive oil, chestnuts, etc., have acquired citizenship. Southern fruits such as lemons, pomegranates, and chestnuts have also been traced back to Greece.

After the Liberation from Ottoman oppression, French cuisine had a great influence on the Bulgarian national cuisine. The leaders of this were wealthy Bulgarians. On the other hand, a large part of the chefs in the Palace, foreign legations and larger restaurants were French.

Under the influence of British cuisine, steaks, pies, cakes, as well as the so-called English breakfast, appeared in Bulgarian cuisine.

As a legacy of the Italian national cuisine, we have the names of a number of foods, food products and dishes such as salami, salsa, sarfalati, and salad. The names cinnamon, brine, cake, marinade, pota-

toes, cauliflower, spaghetti and many others are also of Italian origin.

As a reflection of the influence of the German national cuisine, the names *Liberkez*, *schnitzel*, *bacon salami*, *ham*, *strudel*, *muffin*, *glaze*, etc., have remained in our country.

Russian influence began in Bulgaria even before the liberation, mostly thanks to Bulgarian emigration to Russia. From Russia, the national cuisine received *mustard*, *borscht*, *smoked fish*, *black caviar*, etc.

The influence of Czech cuisine is more modest. However, it is important that it was through the Czechs that the spread of potatoes began in our country.

Other peoples have also had an influence on our cuisine. For example, we have adopted *carnaceta* and *kozunak* from the Romanians.

The Christian religion has also had a significant influence on culinary traditions. For example, fasting on Wednesdays and Fridays, the long Christmas, Easter, and Theotokos fasts. As a result, a number of lean foods appeared, such as porridge with vegetables, *plakia*, and lean casseroles. On the other hand, special dishes were prepared for special holidays, such as St. George's lamb, St. Nicholas' carp, mutton sacrifice for Trifon Zarezan, rooster for Petrovden, etc.⁶⁹

It is also necessary to consider some of the main types of national dishes, which have been used in both the past and today, and find their application in our national cuisine.

First of all, soups and broths should be noted, which are of great importance both due to their nutritional qualities and due to their relatively mass preparation. Our national soups are distinguished from soups in European cuisine by the characteristic way of combin-

⁶⁹Петров Л., Джелепов Н., Йорданов Е. Българска национална кухня. Земиздат. София. 1978 г.

ing food products and their heat treatment: while in the European tradition it is carried out for each product separately, in our tradition the heat treatment of all products is carried out together. Our soups can be prepared both from vegetables only—such as: spring soup, three-knot soup, soup of lapat, sorrel, etc., and with the participation of meat: folk soup (from veal or beef, shank, tomatoes, onions, carrot roots and parsley leaves). Soups made only from meat—tripe soup, chorba pacha, etc. are also popular in our cuisine.

Our cuisine also includes porridges in which flour is used not as a spice, but as a main food product. The variety of porridges is due to the difference in their nutritional value and taste and the additional products used. Thus, nettle porridge, which can also be prepared with the addition of walnuts and eggs, nettle porridge in the rustic style (prepared with dried nettle, butter, flour, walnuts and crackers), sauerkraut porridge and a number of others are well known.

Plakias occupy an important place in our national cuisine. This is a type of dish in which the coloring, aromatic and flavoring substances of the products are extracted only by boiling—without prior frying. Onions and red pepper are usually not placed in plakia, since the aromatic and flavoring substances evaporate quickly when they are not fried in advance. The aromatic and flavoring qualities of plakia are complemented by other products—lemon, garlic, tomatoes, etc., which give it a more special appearance, taste and aroma. The lack of frying determines the better taste qualities of plakia in the cold state in which it is served. Plakias are prepared from vegetables, legumes, mollusks, fish and poultry. Among the plakias, the following are famous: lentil plakia, mushroom plakia, snail plakia, mussel plakia, fish plakia with walnuts and many others.

Stews are dishes in which the coloring, aromatic and flavor elements of the products are extracted by frying and subsequent boiling.

Onions and red pepper are an essential part of the composition of the stew, since it is through them that the relevant substances are best extracted. Stews are usually served hot. Our cuisine includes spinach stew, leek stew, rice and cabbage soup, celery stew, and pork kavarma.

Combination dishes are also present in our cuisine. This group includes dishes in which individual products are subjected to preliminary heat treatment, and finally subjected to the same type of treatment. According to the type of general treatment, they are: boiled and stewed, fried and baked. This category includes: imambayalda, meatless chumlek in a pot, prunes with leeks and rice, borania, crabs with rice, buttercup chicken, etc.

Stuffed vegetables and other products. In these dishes, vegetables are stuffed with meat or other products, and they are subject to subsequent joint heat treatment. This category includes: stuffed tomatoes and stuffed peppers, stuffed zucchini and other suitable vegetables.

Meatballs, despite their popularity, have a significant variety in Bulgarian traditional cuisine. They are prepared from different types of meat or a mixture of meat, with various additives being added to the mixture. Thus, Bulgarian cuisine is familiar with beef meatballs with leeks, yuvarlak meatballs and a number of others, and when preparing the meatballs, there are differences, including the place of their preparation.

Bulgarian cuisine is also familiar with different types of moussaka, the dish being prepared from meat and vegetables or only from vegetables. This category includes moussaka with eggplant, moussaka with beef and pork, etc.

A casserole is a type of dish in which the flavors of the products are extracted as in plakias without frying or as in stews with frying, and

all the products are baked together. They are prepared from vegetables or from vegetables and meat. Typical of Bulgarian cuisine are the following: meatless Thracian casserole, pork in casserole, hunter's casserole, casserole with beans and many others.

Bulgarian national desserts are distinguished both by their product composition and by the method of their preparation. They contain more carbohydrates and relatively less protein and fat. Mostly starch desserts are prepared: rice and semolina with milk, malebi, halva; vegetable and fruit pies (spinach, cabbage pies, lobodniki, pumpkin pies, apple pies), heavily sweetened pies, baklava, burma byurek, low-fat and protein pastries: tutmanitsi, pogachi, mlinove. Bulgarian national desserts are characterised by the naturalness of their products and the use of few, but most appropriate spices⁷⁰.

Concluding the overview of the Bulgarian national cuisine, we should note that the rich history of Bulgarian people, the rich culinary traditions, as well as the good training of personnel in the field of culinary art, create significant potential for the development of gastronomic tourism.

These opportunities are far from being exhausted by the preparation of national dishes in the relevant taverns. They can be expressed in the offer of joint products between culinary tourism and cultural, rural or sports tourism. Moreover, these new tourist products can be carried out both within Bulgaria and can unite tourist products of other countries in the Balkans.

4.5. The Cuisines of the Countries of the Far East and India

The cuisines of these countries were formed significantly earlier,

⁷⁰Шишков Г., Вучков С. Български национални ястия. Профиздат, София, 1959 г.

compared to the national cuisine of Europe and even compared to the national cuisines of the countries of the Middle East.

The cuisines of these countries represent a kind of symbiosis of historical, geographical and cultural factors that form their national culinary identity. Many of the dishes in this cuisine have a unique character and are not found in other regions of the world.

One of the main historical factors that allowed the formation of specific Far Eastern cuisines is that for millennia, the countries of the region have maintained their existence, and in them, regardless of the nature and impact on the population of historical circumstances, they have all been accepted and integrated into a single system. Denial of facts or elements of history is not characteristic of these peoples. They perceive positive and negative influences as sides of a single historical process, which is equally significant for their identity.

As with almost all peoples, a significant influence on the formation of national culinary traditions is exerted by the dominant religion in the respective region. The multi-confessional nature of most countries in the region also affects the peculiarities of their national cuisines. Thus, a direct consequence of this multi-confessional nature is the lack of “rejection” of one or another tradition, which has, as a natural consequence, the construction of a complex and adaptive system of national cuisine.

The cultural traditions of the peoples of the region emphasise the emphasis on the human person, and the culture of most peoples of the region is as liberal as possible, allowing for a wide variety of different views, understandings, and orientations of the psychological and cultural model. This is also reflected in the national cuisine. The cuisines of the countries under consideration are characterised by an extraordinary variety of dishes. Far Eastern cuisine also has one characteristic feature: most of the dishes of this cuisine can be classi-

fied as traditional, and at the same time, they can be quickly adapted to the tastes of a variety of consumers. Another important feature of Far Eastern cuisine is the approach that “combines the incompatible” from the point of view of the taste characteristics of dishes in other regions of the world.

Although each country in the Far East has its own unique national cuisine, in this presentation, we will analyse three main cuisines in this region. These are Chinese, Japanese, and Korean cuisines. It is the cuisine of the peoples of these countries that, to a greater or lesser extent, becomes the basis for the development of the culinary skills of other peoples of the region⁷¹.

4.5.1. The National Cuisine of China

Chinese national cuisine is an amazing combination of science and art. This symbiosis allows national cuisine to create the maximum degree of diversity, which is based on a certain, historically conditioned approach to the preparation of dishes. Many national dishes have their “roots” in ancient times—4 - 5 millennia BC. The high degree of diversity, the ability to use different products to prepare similar dishes, allows Chinese cuisine to be simultaneously accepted as one of the phenomena of national traditions and, at the same time, to satisfy the taste needs of people who live far from the traditional areas of the peoples of China.⁷²

The reasons for such popularity are both historical and cultural, and to a certain extent, they are also determined by the peculiarities of religions and their combination, which we observe in China. Unlike other countries and regions, in the history of China, there are certain

⁷¹Dürschmidt Jörg, Kautt York (eds.) *Globalized Eating Cultures*. Palgrave Macmillan, 2018.

⁷²Höllmann Thomas O. *The Land of the Five Flavors: A Cultural History of Chinese Cuisine*. Columbia University Press, 2013.

historical events that have had their direct impact on the national cuisine. Among them are:

a) The period of the Seven Kingdoms (3rd century BC) and the period of the Times of Troubles (17th century). Although there is a long time between the two periods, they have a similar impact on the cuisine. Both periods are associated with uncertainty, internal conflicts and instability. This significantly limits the possibility of using fresh products and requires the development of conservation mechanisms. In particular, during this period, the salting and smoking of various products is actively developing; thus, they can be preserved for a sufficiently long time.

b) The historical period of the Ming Dynasty (13th-14th centuries). It was then that one of the main national drinks—tea, began to “leave” the territory of China and gradually began to become an object of international trade. This was also the period during which the various aspects of the tea ceremony developed. During this period, the consumption of food and drinks began to go beyond the “perimeter” of satisfying physiological needs and became a “carrier” of various complex cultural traditions.

c) Period of the Qing Dynasty (17th century). Then, Chinese cuisine began to experience the active influence of the culinary traditions of other peoples, particularly the Manchurian and Mongolian culinary traditions. Without replacing the national Chinese traditions, they supplemented them by introducing new methods of preparing meat (an example of this could be the preparation of Peking duck), as well as the preparation of some dishes that were national dishes supplemented by new elements (an example of this could be Shanghai soup with dumplings).

d) The period of the development of Chinese sea voyages. This was the period of Admiral Zheng He (15th century). Travel made it possi-

ble to establish connections between China and other countries, which also affected China's acquaintance with new food products that were suitable for growing in the country. This category of new products includes potatoes, tomatoes, corn and some spices. Chinese cuisine did not copy the patterns of preparation of these products, as was the case with other nations, but included the products as a natural addition to numerous national dishes.

The history of Chinese cuisine is measured in millennia, with the individual stages of its development being interconnected and passing into one another. Although a clear distinction between these stages is quite difficult, historical literature nevertheless distinguishes the following stages:

- Ancient Chinese cuisine. The origins of Chinese cuisine can be traced back to ancient times, when the people inhabiting present-day China began to use the products available to them for cooking. The first dishes of ancient cuisine included rice, fish and meat, which were cooked over an open fire. Of great importance was the very early discovery of such methods of food preservation as salting and smoking many products. The methods of preserving dishes also have their origin in ancient Chinese cuisine, through the use of various natural products such as individual tree species, leaves, etc. It should be noted that even ancient Chinese cuisine paid special attention to the healthful qualities of food, and in practice, Chinese cuisine is to a significant extent integrated with ancient Chinese folk medicine;

- Influence of Empires and change of dynasties. The change of rulers from individual regions of China contributed to the development of culinary art. This influence was expressed in the formation of various regional cuisines, such as Cantonese, Sichuan, Shanghai and a number of others. Competition between regions led to constant competition in the methods of preparing food, for which different,

precise variants of heat treatment were used. The use of specific spices, ways of combining different foods and traditions related to serving food were important for the unique qualities of regional cuisines. During the period of the change of dynasties, the distinction between imperial and folk cuisine also arose. In the imperial cuisine, such dishes as shark fins, several types of snakes, preserved eggs, swallow nests and a number of other special and required dishes were used. Folk cuisine was extremely unpretentious and rationally organised, mainly including vegetables and rice;

- Influences of external factors and self-isolation. From the middle of the 15th century and practically until the beginning of the 19th century, two, at first glance, contradictory factors influenced the Chinese national cuisine. On the one hand, this is interaction with other cultures, and on the other hand, this is the self-isolation of the country. From other cultures, Chinese cuisine adopted the use of new products, new spices, as well as the use of new types of food processing. The voyages of Chinese sailors were accompanied by another trend in the domestic political life of the country. Relative isolation began, with the voyages of foreigners being significantly limited. These two trends led to a higher degree of originality of Chinese cuisine, and on the other hand, they allowed the dishes of this cuisine to quickly adapt to the tastes of its consumers;

- Technologicality of national cuisine and preservation of the main national traditions. Today, Chinese cuisine is known practically all over the world, and this also applies to countries that have their own centuries-old culinary traditions. The reasons for such a spread and success of Chinese cuisine lie in the fact that, on the one hand, it is sufficiently high-tech, which makes it possible to prepare significant quantities and reduce the cost of a unit of production, and on the other—that the healthy nature of Chinese cuisine allows it to be used by the widest possible range of consumers. An important aspect of

modern Chinese cuisine is that it represents a kind of symbiosis between the sublime imperial cuisine and Chinese folk cuisine. The result of this is the ability to prepare dishes with quite unusual taste qualities, which, at the same time, are prepared from relatively easily accessible components⁷³.

Although such a division is conditional in nature, the technology of preparing dishes from Chinese national cuisine goes through four main stages: preparing raw products, cutting products, heat treatment of products and serving dishes.

Preparing products is an important stage in preparing food. It is at this stage that the ingredients are formed and the taste qualities of the dishes are set. Some of the products are used in the condition in which they are delivered, while other products are previously marinated or salted.

An essential part of preparing dishes is their cutting. In most dishes, food is cut into very small pieces or filleted extremely thinly. According to Chinese culinary experts, the shape of the pieces largely determines the quality of further processing of the products and, accordingly, what taste qualities they will possess.

Most products used in classic Chinese dishes undergo various forms of heat treatment. In Chinese cuisine, it is based on two main principles: the first of them is strict control over the temperature at which the dishes are prepared and the second is the separate heat treatment of the elements of the dish. It is precisely thanks to the observance of these two principles that the unique taste qualities of a number of dishes are achieved. At the final stage of the heat treatment of the dishes, spices are added to them, thus, on the one hand, they are harmoniously integrated into the dish itself, and on the other hand, they retain their qualities.

⁷³Flaws Bob. *The Tao of Healthy Eating*. 2nd Edition, Blue Poppy Press, 2008.

Serving dishes is also important for the meal itself, according to Chinese cuisine. Thus, it is essential not only to place the food on the table, but even to arrange the individual elements of the dish on the plate. The dish should be harmonious not only in taste, but also in shape and even in color. According to the tradition of national cuisine, closely related to national, traditional medicine, in this way, harmony is achieved when eating food, and the consumer receives a positive attitude during the meal. Foods are selected in such a way that most of the dishes are soft enough. Solid foods occupy no more than 1/4 of the total amount of dishes. The meal usually begins with a cup of tea and ends with soup. The dishes are served in common dishes, from which each of the participants at the table takes their respective portion.

Among the main dishes of Chinese cuisine should be mentioned:

- Fried rice (chao fan). It is made from rice, eggs, vegetables and various additives such as fish or meat;
- Fish soup (tang). Chinese fish soup is a popular dish, especially in the northern regions of the country. It is made from meat, fish, seafood and various spices;
- Fried salmon with soy sauce (chiu yu hei). It is fried, crispy pieces of salmon cooked with ginger and garlic;
- Hong Kong caramelised duck (beifeng). This dish is roasted duck with caramel. It is considered one of the most exquisite dishes;
- Hotpot (huoguo). This is the Chinese version of hot soup, in which the various components, such as meat, fish, vegetables and mushrooms, are cooked directly in the hot broth before serving.⁷⁴

⁷⁴Li Zaigui, Tan Hongzhuo. *Traditional Chinese Foods: Production and Research Progress*. Nova Science Publishers, 2009.

4.5.2. Japanese National Cuisine

Japanese cuisine should be defined as an art that expresses harmony, restraint and symmetry. It is famous for its simplicity and purity of taste. The main components of Japanese cuisine are: rice, fish and seafood, as well as fresh vegetables.

The history of Japanese cuisine has a number of unique features, but it is, to a significantly greater extent, compared to Chinese cuisine, influenced by external influences, particularly by the influence of Chinese and Korean cuisines. The cultural code of the samurai, as well as the country's religion, in particular Shintoism and Buddhism, also have an impact on culinary traditions.

The influence of Buddhism on national cuisine began to become most evident during the Nara era. The prohibition of meat consumption is one of the foundations of Buddhist teachings, which in turn led to the development of vegetarian cuisine in Japan, and in particular the development of various dishes based on tofu, soy and vegetables.

The country's contacts with China, especially during the Yayu and Edo periods, were of great importance for the development of Japanese cuisine. At that time, Japanese cuisine absorbed new products and methods of cooking, and a number of dishes appeared, such as udon and tempura, which arose on the basis of cultural interaction with China⁷⁵.

The period of isolation of Japan (mid-17th–mid-19th centuries) also contributed to the development of national cuisine, thanks to which unique culinary solutions such as sushi emerged, which could be prepared only from national products.

At the end of the 19th century, Japan was again opened to the

⁷⁵Buckley Sandra (ed.). *Encyclopedia of Contemporary Japanese Culture*. Routledge, 2001.

world, and new products began to enter the country, including sugar, meat and milk. This gave the opportunity for Japanese cuisine to diversify, combining both national and elements from other countries.

The history of Japanese cuisine is divided by historians into seven main stages:

- The Jomon era (10,000 BC-300 AD). During this period, cuisine was quite primitive and was based on gathering and hunting. This is the period in which the first signs of rice culture began to appear;

- The Yayu era (300-710 AD). As we have already noted, this is the stage of Chinese influence on Japanese cuisine;

- Nara era (710-794 AD). This is the era associated with the advent of Buddhism and the diet associated with it. Vegetarian cuisine has become significantly more widespread, showing respect for the lives of all living beings. Special methods of preparing food are created that allow the creation of sour dishes without the use of fish and meat;

- Heian era (794-1185 AD). During this period, changes occur in Japanese cuisine. This mainly concerns the methods of preparing rice. It becomes more suitable for making sushi. This era is also characterised by the appearance of dishes using soy sauce, as well as the development of methods of salting and smoking fish and seafood;

- Kamakura era (1185-1333 AD). During this period, the cultural influence of China on Japanese cuisine increases. New, significantly more sophisticated methods of preparing and shaping dishes are being developed, as well as a significant part of the ceremonies associated with eating;

- Edo period (1603-1868). The Edo period is a time of peace and stability in Japan. This, in turn, contributes to the development of gastronomy and its improvement in all strata of society. The culture

of fast food arises. This is also the period in which the Japanese restaurant industry is actively developing. The tea ceremony is being improved and acquires its modern forms;

- Modern Japan (19th-20th centuries). With the beginning of trade and the opening of Japan to international influences, new products and culinary technologies appeared in the country. With new products and modern ways of preparing food, traditional Japanese dishes are changing and being adopted as tastes by other nations.⁷⁶

Among the most important dishes of Japanese cuisine are the following:

- Sushi. This is perhaps the most famous dish of Japanese cuisine. It is prepared from pieces of fish, seafood, rice, and a number of other additives. Sushi is served with soy sauce, wasabi (a hot spice made from horseradish);

- Sashimi. These are fresh fish or seafood that are served without preparation. Sashimi, like sushi, is usually served with soy sauce or wasabi;

- Tempura. This dish is fried in batter, vegetables, seafood or meat. Thanks to frying in a special batter, the dish becomes crispy and light and is often served with sauces, a significant part of which is based on dashi or radish;

- Ramen. This is a fairly popular Japanese dish consisting of pasta cooked in pork or chicken broth. The second part of ramen consists of toppings consisting of eggs, nori seaweed, onions and meat;

- Udon. This dish is made from Japanese wheat flour noodles. Udon can be served in hot broth, or in a special soy sauce-based sauce⁷⁷.

⁷⁶Von Verschuer Charlotte. *Rice, Agriculture, and the Food Supply in Premodern Japan*. Routledge, 2017.

⁷⁷Weston R. *Cooking the Japanese Way*. Lerner Publications Company, 2002.

Chapter 5

Cultural Algorithms of Gastronomic Tourism

5.1. Need for Algorithmic Knowledge in the Field of Culture and Tourism

Since the beginning of the 21st century, scientists have discussed the emergence of new approaches to already known areas of human activity. However, the outcome of these changes can be felt by people living today.

Not only the technical means for implementing certain activities are changing, but also the overall approaches to their implementation. Many areas of human activity, usually considered an untouchable territory of the humanitarian sciences, are opening up for the entry of mathematical models not only in the collection of empirical data (a process observed since the 1950s), but also in presenting fundamental elements of the relevant areas.

In modern conditions, another process is also observed, namely gradually intuitive approaches are beginning to find their place in the natural science fields, as these areas of human activity consider such models as a leading potential for the development of creative research directions.

To a significant extent, these processes are based on the widespread use of electronics in a variety of areas of human activity, from research in the field of fundamental science to the application of electronics in the process of administrative service to citizens.

Moreover, modern digital technologies (collecting, storing, processing, searching, transmitting and presenting data in electronic

form) have entered the inner, mental life of individuals. Many people today are no longer able to imagine their everyday life without a constant flow of information.

Modern research shows⁷⁸ that the digital information flow has not only a positive impact on certain activities, but also often creates difficulties, the inability of both individuals and entire social structures to cope with the information they receive, to effectively process it and to obtain the expected outcome.

One of the main reasons for the negative impact of information is the lack of effective methodologies for its processing and practical use.

In this regard, the problem concerns cognitive processes based on algorithmic models. It is precisely algorithmic models of operating with information that allow for full, unified and purposeful processing of arbitrarily large volumes of data. Thanks to algorithms, the information flow acquires its orderliness and makes it possible to extract not only the initially set goals, but also to significantly expand the cutting effects of information flows. An important aspect of algorithmisation is that thanks to this methodology systematic connections between data of a different nature can be established, as their synthesis is presented in a standardised and therefore comparable form⁷⁹.

In fact, the application of algorithmic models is not a novelty in didactics, educational systems and general theory of knowledge. It is no coincidence that the very concept of algorithm is attributed to the prominent Asian scientist Al-Khwarismi (780-850 AD).

What is new is that today algorithmisation covers such areas that

⁷⁸Jordan J.M. *The Rise of the Algorithms: How YouTube and TikTok Conquered the World*. The Pennsylvania State University Press, 2024.

⁷⁹Verguts Tom. *Introduction to Modeling Cognitive Processes*. MIT Press, 2022.

would have been inaccessible to it 30 - 35 years ago.

Algorithmisation is the basis of modern electronics built on the so-called binary principle and, accordingly, it is the basis of all processes related to the application of digital technologies. For the implementation of the various functions of electronics, structuring of commands subordinated to a certain result, *i.e.*, the use of algorithms, is of fundamental importance.

If, in the second half of the 20th century, electronics, and later the entire volume of digital technologies, were subject only to specialised skills, then the transition of these technologies into everyday lives of individuals, the easier and faster application of the relevant technical devices, creates conditions under which the system for interaction with digital technologies (creating algorithms and managing them) becomes part of the daily life of almost every person living in the conditions of modern post-industrial societies.⁸⁰

Gradually, starting from 2008-2012, the continuous expansion of the volume of digital technologies creates conditions for a new socio-psychological climate characteristic of most countries in the world.

People not only use algorithms to solve an increasingly wide range of technical tasks, but their thinking begins to adapt constantly to them and the thought process is already becoming significantly more dependent on algorithmic approaches even in those areas that in the past were an exclusive territory of intuitive cognitive processes.

Often, the process of algorithmisation causes at least some anxiety, especially in senior age category due to the dissonance with the thought process they had in earlier periods of time.

⁸⁰Chabert J.-L. (ed.). *A History of Algorithms: From the Pebble to the Microchip*. Springer, 1999.

Not entirely unfounded concerns arise, related to the uniformity of thought activity implemented according to algorithmic models, as well as those caused by the risk of a high degree of manipulability taking place in an algorithmic model implementation.

Difficulties also arise due to the existence of previous cultural models that differ significantly from the so-called algorithmic culture.

This term defines a specific type of modern culture in which people's views, ideas, goals and behaviour are shaped by algorithmic systems that influence their consciousness.

The adoption of algorithmic culture occurs when transactions of both individuals with themselves and those related to the immediate and more distant social environments are reflected through the prism of algorithmic systems⁸¹.

At the same time, algorithmic culture cannot be considered as an independent phenomenon. Rather, it is a methodology for organising information arrays within a certain cultural model, significantly more unified and standardised compared to traditional cultural models.

The main problems that arise in the application of algorithmic culture are related precisely to the translation of traditional cultural phenomena into a unified language. The unconventional nature of such a task is the main reason for the non-acceptance of the algorithmic approach by a number of social communities.

The very concept of culture implies the entire diversity of human activity in its various aspects, as well as the ways in which a person realises the processes of self-expression and self-knowledge.

At individual level, culture implies the entire diversity of habits

⁸¹Kumar S., Raja R., Tiwari S., Rani S. *Cognitive Behavior and Human Computer Interaction Based on Machine Learning Algorithms*. New York: Wiley-Scrivener, 2022.

and skills accumulated by an individual in accordance with existing generally accepted social norms. The concept also includes forms of manifestation of human qualities, such as character, competencies, habits, skills and knowledge.

Due to the extremely broad scope of the category, understanding of culture has always been associated with intuitive knowledge, significantly determined by group, and, in some cases, individual understandings.

In turn, algorithmic culture considers individual cultural algorithms, paying relatively little attention to their individual manifestations. It establishes general patterns as a connection between systematically similar phenomena, their arrangement and their systematic impact on society and the individual.

An essential aspect of algorithmic culture is cause-and-effect relationship establishment between individual elements of culture.

The phenomenon of national cuisine is an inseparable and important part of every national culture⁸².

In this study, various aspects of the interdependence between the overall phenomenon of culture and the corresponding national cuisine were examined.

I am about to make a generalised analysis of national cuisine as one of the essential subsystems of national culture and the possibilities for using algorithmic approaches both for the needs of culinary tourism and, in particular, in the process of developing innovative products, whereas in the processes analysing the opportunities for developing national cuisine in our country.

Algorithmisation allows not only an analysis of already existing

⁸²Coeckelbergh M. *Self-Improvement: Technologies of the Soul in the Age of Artificial Intelligence*. Columbia University Press, 2022.

phenomena of national cuisine and their connection with past periods of the development of national culture, but also their integration into new conditions, into new products or research opportunities.

Based on this study, modern big data systems provide opportunities for predicting taste preferences and developing new food products.

As I have already indicated, algorithmic culture enters all areas of human activity. In this sense, tourism cannot be left out of this process.

The most indicative are the data specified in the Goya Protocol⁸³ dedicated to tourism activity. It defines a roadmap in which the main directions for the development of tourism activity in the coming years are indicated.

Among the directions for the development of sustainable tourism, at least three are indicated, closely related to the processes of algorithmisation of tourism.

These include digitalisation, systemic interactions of tourism and destination management.

Digitalisation relates to all aspects of a tourism product, starting from receiving preliminary information by tourists to the ongoing knowledge about a relevant tourist destination visited by them⁸⁴.

Naturally, digitalisation also affects all logistics processes, regardless of their complexity and implementation period.

⁸³Goa Roadmap for Tourism as a Vehicle for Achieving the Sustainable Development Goals. Annex to the Outcome Document and Chair's Summary of the G20 Tourism Ministerial Meeting held at Goa, India, on 21 June 2023.

⁸⁴International Labour Organisation (2022). Technical Meeting on COVID-19 and Sustainable Recovery in the Tourism Sector. TMSRTS/2022/8, meeting held on 25-29 April 2022, ILO, Geneva, p. 3

In accordance with these process parameters, the possibility of full use of technical means is also assumed, both by tourism activity organisers and from the point of view of consumers.

The implementation of the process of full use is based on the creation, introduction and informed use of a wide range of algorithms related both to the offer of relevant tourism products and to the relevant destinations.

The purpose of algorithmisation is, on the one hand, to ensure easier individualisation of tourism products, while on the other, to allow creativity on the part of companies developing tourism products.

Systemic interactions in the field of tourism also cannot be implemented without the introduction of relevant elements of algorithmisation.

The reason is the essential characteristic of these systemic interactions, envisaging close cooperation of businesses with state and local government bodies, local communities and non-governmental organisations. These structures have been using algorithmisation models for a long time, which in turn requires the tourism industry to use adequate approaches that guarantee full interaction between systems.

The specific needs of tourism and the specific forms of interaction require a special algorithm that meets both the needs of tourism and the goals set by the relevant structures in the destinations in which it develops.

Destination management, allowing for faster adaptation to the changing needs of tourists, is also related to the creation of management models formed on algorithmic principles.

First of all, it is related to the rapid change of individual products, their adaptation to the conditions in which the tourism activity is implemented.

In practice, every tourist destination that needs to maintain its market position should have a set of algorithmic solutions that can be applied in different market developments.

Destination management should have alternative goal vectors that would be applied without serious disruptions in the management process.

In turn, the formation of these goal vectors requires the use of various algorithmic models adequate to such elements of marketing as informing consumers, promoting sales and, extremely important in the conditions of today's tourism business, allowing to guarantee a high degree of security for tourists.

Finally, I have to point out the specific importance of algorithms in the field of culinary tourism.

National cuisine itself is a focus of various cultural algorithms discussed below.

However, culinary tourism does not simply introduce national culinary traditions. It offers a fully-fledged tourist product in which various expectations of tourists should find expression. And this means that, on the one hand, it has to correspond to the algorithms of the systems it is directly interacting with, while on the other, it has to follow an independent system of algorithms enabling the presentation of full-fledged products of culinary tourism.

A brief analysis provides grounds to argue that today's algorithmisation in tourism, and in particular in culinary tourism, cannot be considered as a fad, but as a necessity that allows for maintaining

competitive positions in this area. It is through algorithmic models that new opportunities arise for the development of more advanced and competitive products in this type of tourism activity⁸⁵.

Along with it, it is precisely the high degree of algorithmisation that allows for achieving sustainability in this type of tourism, as various social structures and groups in the relevant destinations are involved in implementing tourist products.

5.2. The Algorithmic Culture System

5.2.1. A System of National Culture Algorithms

Despite a variety of forms, in each national culture, certain dependencies, essentially not random in nature, can be established, however, typologically attributed to a certain category.

The basis of the relevant algorithms of culture are common factors that similarly affect the bearers of culture and, as a result, give rise to similar elements of the national culture.

Thus, similar factors give rise to such elements as language, interaction models between members of the relevant society, traditional models of behaviour, peculiarities of perception of moral values, traditions and customs and their peculiarities, and a number of other phenomena.

Moreover, the historical periods, forms of expression, as well as the consequences of individual elements of cultural algorithms are different, but have the same impact on the overall formation of the national culture.

This shows that in the formation, analysis and forecasting of the

⁸⁵Aldieri Luigi, Choudhry Taufiq (eds.). *Innovation: Research and Development for Human, Economic and Institutional Growth*. ITexLi, 2024.

national culture, only one, strictly defined algorithm cannot be used⁸⁶.

Many algorithms are involved in the formation process, united in an algorithmic system. Moreover, this algorithmic system is self-organising, as the main attractors (*i.e.*, those elements that direct the process of self-organisation of the system) can be different. Thus, under certain conditions, the leading importance may be the natural-climatic attractor leading to a priority of the natural-landscape algorithm, in others, it may be the socio-historical attractor, which in turn puts historical or religious algorithms in the first place, as well as the combination between them.

In the process of development of society, individual algorithms of culture or even groups of such algorithms may show systemic contradictions, reach a state of bifurcation, requiring either a termination of the system's operation or a new quality achieved by a system fully able to satisfy the needs of society.

Therefore, the algorithmic system undergoes its development as individual algorithms are built and replaced, while the existing basic ones undergo certain changes.

The algorithms of cultural development have certain characteristics that determine their place and importance within the national culture at a certain point in time.

Some of the most significant characteristics of algorithms are the following⁸⁷:

- Stability or variability of algorithms and algorithmic system;

Within the framework of national culture, there can be both algo-

⁸⁶Bertacchini Enrico, Bravo Giangiacomo. *Cultural Commons: A New Perspective on the Production and Evolution of Cultures*. Edward Elgar Publishing, 2012.

⁸⁷Airoldi M. *Machine Habitus: Toward a Sociology of Algorithms*. Cambridge: Polity, 2022.

rithms sufficiently stable in nature, and variable ones, significantly dependent on emerging external changes.

If stable algorithms are mainly associated with phenomena that are significant for social life and the psychological state of the individual, then variable algorithms include cultural elements associated with momentary elements of culture, such as certain elements of the technological culture of society, changing quite quickly. In accordance with the stability or instability of algorithms, such a characteristic may also be possessed by corresponding algorithmic systems included in the cultural model. Changing stable algorithmic systems becomes significantly more difficult, as this requires serious pressure from society. Unstable algorithmic systems allow rapid adaptation to changing environmental conditions, which makes them no less significant than stable algorithmic systems.

- Complexity of algorithms;

This characteristic shows the degree of complexity of algorithms and their participation in various interaction schemes. As a rule, complex algorithms include cultural elements related to many aspects of the life of society. One of the complex cultural algorithms is that of national cuisine.

Systemic interrelationships between the cultural algorithm of culinary traditions and a number of other stable complex algorithms of culture will be shown below. This is, naturally, just one of the examples. It should be noted that the high degree of complexity of algorithms is not always associated with noticeable cultural phenomena. Often, complexity is expressed in objects to which representatives of society are well accustomed.

- Directionality of algorithms;

In practice, each algorithm, as well as each system of algorithms,

has a certain directionality expressed in the influence of a certain attractor, *i.e.*, a subset that attracts the corresponding system.

Thus, most algorithms of modern culture are under the influence of certain attractors, as in some cases they may have a prominent and understandable character, and in other cases there is ambiguity of the attractor and, accordingly, the directionality of the algorithms.

5.2.2. Landscape Culture Algorithm

In the history of every person, there has been a geographical zone, which is the place of their habitation. Even if the place is subsequently changed, it leaves its imprint in its culture.

The main reason for such a connection is the impact of the landscape on the formation of certain cultural phenomena. These impacts are realised regardless of the geographical region in which the respective culture develops.

The landscape creates its own specific algorithm, implying rules and schemes on the basis of which people belonging to the respective society perceive the world around them and adapt their behaviour in order to more fully interact with the world.

The way in which an individual person, individual social groups and society interact with the essential components of the natural environment has its reflection on cultural phenomena, which at first glance have nothing to do with the surrounding natural environment. We are to consider the main components of this influence:

a) Climate

Climate can be defined as a leading factor in the development of cultural phenomena. The reason is the diverse impact it has on other components of nature, as well as on man as a specific biological species, the only one that has an impact on the natural environment

through its activity.

Thus, the climate has a direct impact on the relief, the development of flora and fauna in the respective region. To a significant extent, the characteristics of the climate have an impact on the process of soil formation, and consequently, on the relief of the area. Climate is the main factor for the development of a certain flora, and, as a consequence (based on food chains), and fauna of a certain region.

A more detailed analysis of the interaction of natural factors goes beyond the scope of this study and can be followed in more detail in the relevant literature⁸⁸.

For us, however, the importance of climate for the lives of those people who inhabit a given region is much more significant. The effects of climate have many aspects that are related both to the neurophysiological characteristics of people in the respective region and to the resulting characteristics of socio-psychological and cultural phenomena.

Climatic features of a given place can impose preferences on people for both collective and individual existence. In many climatic zones, survival would not be impossible without the joint efforts of a community that inhabits them.

In other conditions, severely limited resources impose the need for independent existence or such in a relatively small social group (family).

In turn, the aforementioned features imply forms of communication most appropriate for specific conditions. It is reflected in language, forms of non-verbal communication, and the presence or absence of an active emotional component in the process of communi-

⁸⁸Нам К. Антропогенни ландшафти. София: Унив. изд. Св. Климент Охридски, 2020.

cation. This is one of the reasons (naturally, not the only one) for the differences between the inhabitants of the northern (cold) and southern (warm) regions of the planet. Communication and the development of language is one of the qualities of man, distinguishing them from all other creatures of nature, but the features of language in many cases are directly influenced by the presence of certain climatic features. The impact is not a direct one, it is mediated by the need for the development of specific economic forms possible in specific climatic conditions. Over time, the need for a joint activity, as well as its forms, creates conditions for the emergence of certain language forms.

Climatic features also have their impact on various social components. Such are traditions, customs, social roles and structures of society. It is realised through a mechanism common to all peoples, regardless of the place of their habitation, which assumes that in the process of development of a society, natural phenomena are given properties. It is the giving of these properties (the period of deification of natural phenomena) that builds the foundation on which customs and traditions are created and confirmed. They are essentially a reflection of rational observations of the natural environment, leading importance being given to the climatic characteristics and the adequate reaction of people related to achieving the most beneficial forms of activity.

Social roles and structures of society should also adapt to climatic features.

Depending on the characteristics of the climate and other natural elements, the function of an individual and the qualities expected of them acquire specific forms sufficiently stable over time, regardless of the technological changes that occur in society.

One of the functions of social roles and structures in a given society is the establishment of cultural norms in all their forms—from the

culture of the family environment to the culture in the work collective, the method of production and management.

b) Relief

Along with the climate, the relief of a relevant locality or country also has a significant influence on the development of individual cultural algorithms. To a large extent derived from the climate, the relief also has an independent significance for the formation and consolidation of the elements of culture.

First of all, the relief determines such an essential element for the development of the human community as the flora and fauna of the region. They historically determine the livelihood of the population and, above all, the possibilities for its nutrition. The flora and fauna are also of significant importance for the formation of culinary traditions in the region.

The relief also has a direct influence on such an important factor from a historical and social point of view as the accessibility of the region and its possibility to interact with other regions and, accordingly, with other cultures. Rivers, mountain ranges, plains and other elements of the relief determine the transport possibilities of people for interaction. The significance of the relief is a factor in the existence of communication even today with a significantly higher level of development of technology and transport possibilities.

And in earlier historical periods, the significance was more serious and largely predetermined the opportunities and attitudes of those living in a given region towards communicating with other cultures and perceiving them.

An essential element of the impact of the relief is also the population's attitude to mobility, the willingness to change their habitat or to seek ways to ensure their existence in local conditions.

The indicated elements reflect on the structure of society, the importance of individual social groups and their position in the social hierarchy. The impact of the relief is also established on such cultural elements as customs, observations of natural phenomena and their transformation.

According to some studies in the field of psychophysiology and cultural anthropology, one of the elements related to the relief and climate, namely sunlight, has an impact on the emotional sphere of man⁸⁹. This impact has a long-term nature, stable over time, which in turn gives rise to various peculiar phenomena of both culture and socio-psychological characteristics of the population.⁹⁰

In turn, socio-psychological features are transferred to the customs, traditions, and forms of interaction between representatives of a particular people. This is the basis on which the ideas of closed, cold or warm and open peoples are formed.⁹¹

c) Aboveground (flora and fauna) and underground useful resources

As elements of the algorithms of culture, the flora and fauna of a particular region have a significantly more direct impact on cultural phenomena.

The most vividly presented participation is related to determining the livelihood of the population in the respective region. Thus, vegetation implies the possibility of implementing certain activities in agriculture, and the presence of relevant animal species implies the possibility of both animal husbandry and, in earlier periods of time,

⁸⁹Rosman Abraham, Rubel Paula G., Weisgrau Maxine. *The Tapestry of Culture: An Introduction to Cultural Anthropology*. AltaMira Press, 2009.

⁹⁰Kockelman Paul. *The Anthropology of Intensity: Language, Culture, and Environment*. Cambridge University Press, 2022.

⁹¹Kockelman Paul. *Language, Culture, and Mind: Natural Constructions and Social Kinds*. Cambridge University Press, 2010.

the development of hunting in the respective region. These features are the reason for the development of specific habits, the implementation of behavioural models adapted to the conditions of the region and, accordingly, the emergence of specific customs, beliefs and traditions.

With the beginning of the industrial era, plant and animal species, as well as relevant resources, predetermined the creation and improvement of what sociological models call industrial behavioural models.

As industrialisation progresses, humanity begins to use a number of resources that some researchers refer to the so-called fuel economy.

Initially, this is coal, later it is oil and natural gas, and the near future outlines the priority use of rare earth metals.

The location of industrial centres in close proximity to raw material sources sets new cultural algorithms for the population living in the relevant regions. Thus, new technical solutions reduce the importance of traditional cultural phenomena and significantly increase the importance of integrative industrial culture.

In regions where natural data allow the development of innovative, high-tech production, the traditional landscape begins to change rapidly, as anthropogenic factors begin to play a leading role in it, having a significant impact on the culture of the relevant settlement.

Concluding the analysis of the landscape algorithm in culture, its importance for the development of cultural algorithms should be indicated.

- First of all, the landscape algorithm is the factor through which the identity of the population in a relevant region is formed;

Climate, relief, the presence of above-ground and fossil natural resources to a significant extent predetermine psychological and socio-psychological characteristics of the population.

On this basis, primary cultural phenomena related to small social groups arise, which subsequently spread to larger groups and to the society as a whole.

Ultimately, the landscape algorithm forms identity, *i.e.*, the set of ideas, beliefs and sensations that individuals have about themselves, including values, preferences, gender identification, social roles, ethnic and cultural affiliation, as well as other characteristics determining the properties of the personality.

- Determination of cultural orientations;

If within the framework of the landscape algorithm of culture, identity is based primarily on defining events from the past, then cultural orientations make it possible to anticipate the most likely development of certain cultural phenomena in the relevant region. Although the importance of such elements as climate, relief, or vegetation, for example, has decreased with the development of technology, the previously formed mechanisms of culture that have acquired the meaning of an algorithm continue to exert their influence and determine the probabilities that may be present in the cultural traditions of a particular social group.

The elements of culture accumulated over the centuries create the framework into which certain technical, technological and organisational solutions fit or cannot fit.

Thus, although indirectly, the landscape algorithm of culture predetermines the degree to which the society in a given settlement will adapt to technical innovations and in this way, they will influence the preservation of its originality. This, in turn, directly affects the ability

of the population to accept cultural models different from theirs and, accordingly, to be open to the peculiarities of other cultures and communities.

That is, the elements of the landscape algorithm of culture have an impact on the degree of readiness for the development of tourist hospitality.

- Forming the image of the country;

For tourism, as well as for a number of other economic activities, it is important what image of the respective country, settlement or region will be formed in the process of communicating with other communities.

Quite naturally, in this case, the landscape algorithm acquires leading importance. The reason for its leading importance is determined by the fact that the primary perception of the region is based on the perception of the natural environment and, in particular, the climate and landscape of the respective region. On this basis, the algorithm of the perception of all other specific signs begins to be built, namely, the peculiarities of the behaviour of the population, the perception of the historical specifics of the region, etc. The landscape algorithm binds these elements into a single system, which to a significant extent predetermines how to convey the presented positive elements of the culture of the population, and to limit the presentation of the negative ones.

5.2.3. Historical Culture Algorithm

History can be considered as a sequence of events and facts, some of which have a completely regular nature, while others at first glance seem like random events.

The systematisation of these facts, their inclusion in a single sys-

tem built on the basis of logical connections can be defined as one of the main essences of the historical algorithm.

Within the framework of pure historical science, a common fact is the different interpretation of the same facts depending on how the algorithm of their analysis is built and what is the main attractive link towards which the interpretation of the relevant historical facts is oriented. When historical algorithms are considered as the basis of certain cultural phenomena, then in this case, the possibility of different interpretations of historical facts and circumstances is relatively limited. The reason for this is that cultural phenomena are built over a long time, and at their base are fundamental processes of history, the impact of which can hardly be reconsidered on the basis of another algorithm for analysis.

The arrangement in the historical algorithm distributes historical events according to two main criteria. One is related to the scale of the impact of a certain historical fact, and the other is the durability of the consequences of the respective historical fact in the history of a specific locality, country or region.

Based on the historical algorithm, conclusions can be drawn about the dynamics of cultural processes that have operated in the past, operate at the time of analysis and those that will have a decisive importance in the future.

When describing and studying historical events for the needs of the historical algorithm in culture, periodisation may differ from that which is characteristic of pure historical science. Of course, this does not mean the denial of certain historical facts, but the inclusion of those of them that have the most essential importance for culture. The reason for such a difference is that not every significant historical fact has a direct impact on the formation of cultural phenomena.

As a rule, those of them that leave their traces in cultural phenomena have the property of processes, *i.e.*, are continuous in time and relatively rarely can be specifically dated and tied to a specific event. The main elements of the historical algorithm of culture are considered below.

a) A process of classification of stages in the historical process and determining its significance for the formation of cultural phenomena

The history of a certain country or territory can be represented in the algorithm model as a grouping of certain events on the time vector. Accordingly, the sections of this vector located nearby form the periods of historical development.

As I have already indicated, among them there may be both extremely significant phenomena and events that do not have a special weight in the formation of the conglomerate of facts in more distant sectors of the time vector.

Several characteristics of events from the respective historical periods are important for the formation of the cultural model of society that exists today:

- First of all, this is the distance of the respective conglomerate of events and facts from the point of modernity, *i.e.*, the place on the time vector that marks modernity;

In general, the further a given historical period is from the point of modernity, the weaker its impact on certain cultural phenomena. However, this cannot be considered as an absolute rule, but only as an initial element of the algorithm. To determine the cultural significance of the respective historical period, the remaining components of the historical algorithm have to be taken into account as well.

- Relative significance of a certain conglomerate of events for the development of society;

Some historical events, despite their important significance for a particular historical period, do not transfer their charge to the further development of society or do not form certain cultural phenomena.

Others can be considered as relatively insignificant from the point of view of the historical period, but they lay the foundation for a certain process, which subsequently formed important historical phenomena for the population that remained in significantly later historical periods.

- Degree of connection with future historical periods;

Regardless of the importance of a certain historical event in a given historical period, it may have a varying degree of connection, both with future historical events from subsequent periods, and with the formation of stable elements of culture. The study of the algorithmic of connections with subsequent historical periods can often be determined both by logically justified elements and by random factors that have no direct relation to historical algorithms (such as various natural and climatic factors, factors related to religious features, and a number of others)⁹².

The circumstances and events at each historical stage have their reflections on individual groups of cultural phenomena.

Thus, on technical and technological culture, in most cases, the peculiarities of more recent historical periods leave their reflection, and on such cultural phenomena as traditions and customs—earlier periods in time.

b) The process of formation of national, regional and local traditions. Historical algorithm and language

⁹²Kuukkanen J. (ed.). *Philosophy of History—Twenty-First-Century Perspectives*. London, New York, Oxford: Bloomsbury Academic, Bloomsbury Publishing Plc, 2022.

From the point of view of historical algorithmics, traditions and customs should be considered as schemes for social interactions, which are formed on the basis of the positive experience that society acquires. The formation of the schemes of these interactions does not occur immediately. They are the product of long-term and systematic processes that take place in a certain historical period. The degree of positive impact also determines whether it will be transferred in the form of certain traditions in later historical periods.

The formation of traditions is relatively rarely based on a single fact or even on a single historical process.

As a cultural phenomenon, tradition arises on the basis of a combination of different historical algorithms, as they rarely coincide in the formation of different traditions.

However, in practice, every tradition, every custom within a certain culture has its own historical algorithm, which determines not only their emergence, but also their preservation over time.

The historical algorithm formed at different stages of the history of society directly affects the formation of language and speech in the respective region.

There are different concepts for the development of language, the discussion of which goes far beyond the scope of this monograph, but here it should be noted that one of the approaches to the emergence and development of language is precisely the historical approach.

Historical algorithm reflects on such features of language as the degree of informativeness, the possibility of presenting emotional or cognitive elements, the development of complexity in the transmission of immediate information, as well as deep semantic features reflected in culture.

In turn, the impact of historical algorithms on the language to a

certain extent implies the possibility of realising the potential of the population in new historical conditions in the perception of new cultural phenomena to which can be attributed the forms of social organisation, the readiness to adopt new technological and technical solutions, etc.

Historical interaction with other peoples, regardless of its sign for the national culture, also gives its direct reflection on the structure of the language and even on such elements as individual words that are perceived by other languages⁹³.

c) Acculturation as a reflection of historical algorithmics. Acculturation is a process of merging the cultural elements of different peoples. On this basis, new algorithms of culture arise, which in turn are based on the historical algorithms of the development of the people

The process of acculturation is based on its own algorithmics, which, although quite conditionally, can be defined as the impact of historical and social factors.

Historical algorithmics establishes cause-and-effect relationships between the sequence of events of a certain historical period or several such periods and the manifestation of a certain element in the culture of the relevant social groups demonstrating similar or close cultural phenomena.

Historical algorithms that have an impact on the process of acculturation can be based both on the sequence of sufficiently significant historical events (such as the conquest of a certain territory, victory or defeat in significant military conflicts, etc.) and on those that do not leave such bright traces in history (such as trade relations, interaction between ethnic or religious groups, etc.).

⁹³Mitrovic B. *Materialist Philosophy of History*. Lexington Books, 2020.

The study of culture is related precisely to the establishment of cause-and-effect relationships that lead to the realisation of the process of acculturation, revealing the essence of these influences and, ultimately, their impact on the phenomena of culture.

5.2.4. Religious Algorithm of Culture

The importance of religion for the formation and contemporary state of a given culture is almost as great as the importance of national history or the natural environment in which a given community exists.

Each world religion receives its own form of expression in the respective culture, on the one hand preserving its basic characteristics, and on the other hand influencing the cultural and, above all, spiritual environment of the respective society, but it itself changes under the influence of the formation of the respective cultural phenomena.

In this section, an analysis will be made of the algorithmic (such as sequence and cause-and-effect relationships) of the impact of religion on cultural phenomena.

The religious algorithm of culture includes the following elements:

a) Religion as the foundation of culture and social regulation

Religion in most societies is the first form that introduces the process of regulating a wide range of relations, starting from social stratification and ending with regulatory functions within the family.

Moreover, the regulatory mechanisms introduced by religious norms attract the functions of the absolute (God, the higher power), and through this mechanism, the regulatory mechanisms become sufficiently stable and encompass the majority of the cultural forms of

society.⁹⁴

Stable social regulations, interacting with other forms of cultural algorithms, begin to shape those elements that can rightfully be defined as a system of values in a given society.

At certain moments, religious regulatory norms may conflict with the traditional norms existing in a given society.

But even in the presence of such contradictions, religion continues to influence the formation and affirmation of values and the criteria for their observance.

Moreover, religious norms continue their action even in those historical eras in which the phenomenon of the influence of the absolute is no longer so dominant, and society begins to be based on non-religious models of social regulation.

As I have already indicated, religious norms are among the most stable regulatory norms of society (more stable regulatory effect is only given to regulatory mechanisms determined by natural factors), and this predetermines the need for the adaptation of new regulatory norms to older, but sufficiently stable ones. This is precisely the mechanism through which regulatory social norms are transferred from religion to culture. Even societies where the main view is atheism perceive religious norms as informal regulators of relations in society. And these regulators determine both the current state of culture and the main paths for its development⁹⁵.

As an example, one can cite the dominance of Protestant norms in many societies of Western Europe, which through the mechanisms of labor, innovation and utilitarian orientation, become the basis for the

⁹⁴Hinnells John. *The Penguin Handbook of the World's Living Religions*. 3rd Edition, Penguin Books, 2010.

⁹⁵Clarke P.B. (ed.). *The Oxford Handbook of the Sociology of Religion*. Oxford; New York: Oxford University Press, 2009.

creation of Western European technological culture. Similar examples can be found in any religion. The manifested forms of religion can be found in a number of areas that at first glance are far from the sphere of ideas. This can be observed in the attitude and forms of labor, the understanding of the relationship between the material and the spiritual as leading values in human life, the peculiarities of the stratification of society, the attitude towards others and the readiness to protect one's society. To a significant extent, the relations and restrictions established by religion determine the attitude towards creativity and its individual forms.

In the previous sections, I have already mentioned the important role that religious norms play in the formation of national cuisine and its specific characteristics.

To understand the cultural algorithm of the population, as well as the trends of its development, one has to take into account the peculiarities of religion, but also the impact of society on the forms of expression of religious views. In this sense, the impact of religious algorithms is both direct and reverse, *i.e.*, the culture of the respective people imposes its own peculiarities on the confession of a particular religious denomination.

b) Religious rites as cultural events

One of the most frequently manifested forms of the impact of the religious algorithm on culture is the transition of religious rites into cultural events that are important for a given society. Having originally arisen as forms of realisation of the religious cult, holidays, customs, and solemn days begin to acquire a purely social significance, as following these traditions marks the belonging of a given individual to the corresponding society. Uniting people in common rituals, they create their own specific socio-psychological atmosphere, which is of great importance for maintaining the social identi-

ty of the individual.

Thus, many religious rites become the basis for social and family interaction accompanied by corresponding traditional forms of behaviour.

In this case, however, religious forms are relatively quickly transformed into mechanisms relevant to society, which are related to the protection of one's own cultural values and the possibility of finding cultural identity in different historical periods.

In this case, both direct and inverse relationships can also be established between religious algorithms and cultural phenomena. Becoming part of family traditions, religious events and traditions become individualised for a particular family, and with its growth (the natural process of transition from the initial to the extended family) the traditions also receive their individualised form. Over time, taking into account the process of improving social relations, a purely religious rite loses its original form, and often its confessional affiliation, and is transformed into the corresponding form of a cultural event.

c) The impact of the religious algorithm on literature and art

As a product of culture, literature, and the arts, they contain many elements of religious algorithms. The influence of this algorithm is expressed in two main forms. On the one hand, it has a direct impact on works of art, and on the other hand, it is an impact mediated through other phenomena.

The direct form of the impact of the religious algorithm is relatively well studied.

A number of works that rightly belong to the category of classical ones basically contain religious plots reflecting the interpretation of the respective religion in the national culture.

Of course, this does not mean simply recreating the relevant confessional elements. Each of the plots has its own author's understanding of the essence of religious norms and the algorithmic of behaviour, relationships and values prescribed by them. Each work of this category also reflects the understanding of the content of religious norms characteristic of the respective time. They perceive the main element of religious algorithmic, and along with this, the relevant artistic fluctuations characteristic of a particular culture are also often found. Often, these fluctuations constitute the main value of a particular work.

The mediated form of the impact of the religious algorithm on literature and art is expressed in setting the value characteristics of these works, which is to a significant extent based on religious norms and regulations. Even when the subject matter of the relevant works is not directly related to religious norms, the positions from which the authors present events, facts and processes are influenced by those parameters that are embedded in religious values.

The mediated form of the impact of the religious algorithm is of essential importance for the analysis of works of art from different eras, and the analysis of the transformation that the similar value system undergoes during different stages of the historical development of society.

d) Impact of the religious algorithm on the process of education

In scientific, as well as in practical pedagogy, the processes of training (as the acquisition of knowledge and practical habits) and education (as the transmission of social skills that are based on the values and traditions of society) are considered as two mutually related, but still independent processes.

Accordingly, one of them depends on the degree of knowledge that

has accumulated in society at a certain point in time, and the other on those moral standards that dominate in society both at a specific point in time and those that have a sufficiently stable character over time.

Accordingly, the algorithm of upbringing is significantly influenced by the peculiarities of the religious algorithm of culture. Its reflection can be found in such elements of the upbringing process as determining the nature and boundaries of relations between educators and recipients, the degree of freedom in various social roles that take place in the process of upbringing, the degree of subordination of the personality to social standards, the ratio of the social and the personal in the formation of personal characteristics, as well as in a number of other elements of the upbringing process⁹⁶.

5.2.5. Socio-Psychological Algorithm of National Culture

The socio-psychological algorithm determines, on the one hand, the framework of interaction between the individual and society, and on the other hand, the effects that they have on those participating in these interactions. Interactions and mutual influence between social structures of different levels and the human personality form the unique features of national identity.

Analysis of the socio-psychological algorithm of culture shows that this algorithm includes the results of the impact of all the algorithms considered above, and at the same time, it cannot be considered simply as a mechanical sum of these characteristics. They are transformed under the influence of existing conditions, as well as under the influence of factors external to the socio-cultural system.

The culture of a people has a two-sided and stable impact on a

⁹⁶Kampakis S. *Predicting the Unknown: The History and Future of Data Science and Artificial Intelligence*. Apress, 2023.

number of social institutions such as the education system, the political system, the conceptual vision of the development of society in the coming years and even decades, the national legal system and a number of other social structures⁹⁷.

In turn, these social structures have their impact on the national culture, on the one hand, acting through the mechanisms of public governance, and on the other hand, by giving a certain importance to the relevant value orientations and the choice of relevant ideals in society.

The mechanisms of public governance also determine the degree to which the impact of other cultures on the basic culture of society is allowed. To a large extent, the support or rejection of another cultural model or its national transformation is also determined by the impact of social regulators.

It should be noted that some of these two-sided impacts can be defined as completely natural based on the impact of historical algorithms of culture, while others are established as a result of momentary events that are integrated into the social structure of society and have a long-term subsequent impact on it.

The characteristic of the socio-psychological algorithm of national culture consists of the following elements:

a) The relationship between the collective and individual beginnings in national culture

Among the predicative elements of the socio-psychological algorithm of culture, one stands out, which, by its importance, to a greater or lesser extent, determines the impact of the others. This element

⁹⁷Smith Peter K., Fischer Ronald, Vignoles Vivian L., Bond Michael H. *Understanding Social Psychology Across Cultures: Engaging with Others in a Changing World*. 2nd Edition, Sage Publications Ltd., 2013.

is the ratio between the collective and individual beginnings in national and regional culture.

It should be noted that both elements are present in every culture, but the ratio between them is extremely specific.

Moreover, within one people, differences in this indicator can be observed.

According to social psychologists, these differences are associated both with the specific history of the country or region and with the peculiarities of the conditions in which the relevant community exists.

The manifestation of this ratio cannot be established by certain material, clearly distinguishable signs.

To establish the priority model, appropriate socio-psychological studies have to be carried out. These efforts are fully justified, since it is this ratio that predetermines the dominance of traditional norms, the degree of adoption of technical and social innovations, the attitude towards other cultures as a whole, and the interaction of different cultures in the same society⁹⁸.

The first component of the socio-psychological algorithm of culture largely determines the way in which the entire algorithm will operate. Depending on the priorities of the collective and individual beginnings, the remaining elements of the algorithm are arranged. This element has its impact on such components as social adaptation, the perception of other cultures and the rational or irrational approach to them, the degree of emotional reaction, as well as the interpretation of certain events or facts.

In longer historical periods, the ratio between the collective and

⁹⁸Valsiner Jaan (ed.). *The Oxford Handbook of Culture and Psychology*. Oxford University Press, 2012.

individual beginnings can change. This can be observed when society is affected by such significant factors as the change in the technological development of society, active external influence, the change in the religious orientation of society (not only the transition from one denomination to another, but also the introduction of atheistic views as fundamental) and a number of others.

However, it should be noted that such a change is realised over the course of at least three generations, which leads to a change in the remaining algorithms of culture.

b) Social perception

Perception is one of the fundamental elements of the socio-psychological algorithm of culture, which is a process of obtaining information through the sensory organs of a person, as well as through the reflection in the consciousness of the individual of certain social phenomena or processes.

The development of the sensory organs in a person is realised under the influence of two elements.

On the one hand, this is the achievement of physical (naturally given) opportunities for obtaining information from the senses, and on the other hand, the dependence of the sensory organs and their priority on the priorities of the society in which the individual lives.

If the first element depends on the level of biological development of the individual himself, then the second is largely determined by the priorities of the social groups that are significant for the individual⁹⁹.

Thus, in some cases, the leading importance is given to relationships, actions, traditions in the family, which in turn implies an active

⁹⁹Decety J. (ed.). *The Social Brain: A Developmental Perspective*. Boston: The MIT Press, 2020.

perception of precisely these aspects of social reality.

In other cases, these may be certain professional or confessional groups, and then attention and active perception are directed precisely to these aspects of social reality. In some societies, perception may be determined by norms accepted for the entire society.

In many cultures, there are certain restrictions on the perception of certain external influences. This refers to the so-called taboo in the perception of certain facts.

Although they are perceived by the human senses, their meaning is not perceived in a particular culture.

In other cases, the same sensory perceptions have different cultural meanings (this is the case, for example, in the perception of the color black or white in different cultures).

It is quite natural that social perception also gives rise to different behavioural consequences that manifest themselves in different cultures.

That is why, within the framework of the socio-psychological algorithm of culture, it is important to know the peculiarities of perception, as well as the specifics of its situational manifestations. This applies to all phenomena of culture, but it is of leading importance in the field of national cuisine and food traditions.

c) Social interpretation

Within each nation, and in many cases also in regional cultures, there are independent models of interpretation of facts and processes occurring both in society itself and in social systems external to it.

Social interpretation is defined as a process of understanding and analysing the information received, as the peculiarities of this process are directly dependent on the knowledge, views, values, and

historical experience generally accepted by society.

Within a given society, there may be unified models of interpretation, as well as those that differ depending on the region, the social status of the relevant group, and the ways of interaction of this group with other groups in society.

The model of interpretation may also depend on the object itself.

Thus, in certain cultures, the process of eating is not only the process of satisfying physiological needs, but is also a carrier of additional social information, which provides information about the status of a certain individual in society, communication opportunities, as well as many other social dependencies.

When studying the culture of a given destination, the process of interpretation should be considered as fundamental for the adaptation of tourists to the local culture, as well as the adaptation of the local community to the conditions for active tourist activity.

Understanding the interpretation of social and cultural phenomena should relate both to the process itself and to the interpretation as part of the socio-psychological algorithm for analysing culture. The latter implies understanding the interpretative mechanism in the context of the other elements of the algorithm, as well as the presence or absence of hidden or obvious contradictions with them¹⁰⁰.

In modern conditions, the increasing importance of information technologies in all areas of life, the interpretative mechanism is further complicated.

Now not only the specific cultural phenomenon is subject to appropriate interpretation, but also the information framework that is created for it. Very often, it is what provides initial information to the

¹⁰⁰Aronson E., Wilson T.D., Sommers S.R. Social Psychology. 10th Edition, USA: Pearson Education, Inc., 2019.

tourist and prepares his perception of the information from the cultural product itself. Therefore, when preparing the tourist product, the analysis of the possible interpretation should occupy a significant place.

d) Emotional reaction from the perceived cultural phenomenon. The emotional component is involved in practically every human activity, as emotions are one of the main factors (along with cognitive-logical structures) for the formation of behavioural reactions

The emotional reaction is a natural consequence of perception and interpretation, which in turn depends on several basic elements:

- Biological aspects and neurophysiology;

These characteristics are deeply individual and could hardly be predicted in advance without conducting in-depth research.

- The personal experience of the person;

Although this aspect can also be quite difficult to predict, it is possible within certain limits.

Prediction possibilities can be based on the basic characteristics of the target group, as in most cases the members of such a group have similar characteristics in individual experience.

- Level of emotional intelligence and empathy;

To a large extent, these characteristics also have an individual character, as a number of elements of national and regional culture can also be decisive for them.

- Cultural context;

This element has a direct impact on emotional reactions and can be predicted on the basis of values, traditions, existing social restrictions that are characteristic of the representatives of the respective culture.

The presence of subcultures to which individuals belong is also of significant importance for the cultural context.

- Social norms;

Having their impact on perception, social norms also have as their object the establishment of regulatory mechanisms regarding emotional reactions.

Social norms are relatively easy to predict, proceeding from the fact that these predictions are based on certain cultural standards characteristic of certain population groups.

- Impact of the media and mass culture;

The media and mass culture have a direct impact on emotional reactions. It is determined by the emergence of an emotional context, which includes cultural objects as a subject of social evaluation and discussion, which the individual perceives as generally valid.

In parallel with this open context, the media and mass culture can also have a hidden impact related to a certain emotional perception of cultural objects.

Forecasting emotional reactions is of essential importance for the organisation of tourism activities because it implies, on the one hand, the emergence of needs for the study of a certain cultural phenomenon, and on the other hand, the possibilities for adapting local communities to tourism activities¹⁰¹.

e) Social adaptation

Social adaptation is one of the two synthetic elements of the socio-psychological algorithm of culture, which in practice organises and directs the effects of the other elements of the algorithm. Social

¹⁰¹Asma Stephen T., Gabriel Rami. *The Emotional Mind: The Affective Roots of Culture and Cognition*. Cambridge, MA: Harvard University Press, 2019.

adaptation is a process of adaptation to cultural norms and traditions reflected in the interaction with representatives of other cultures.

Social adaptation includes the following elements:

- Perception of other cultures as equal to one's own. This is a fundamental process of adaptation, which does not imply a reduction in the importance of one's own culture, but rather acceptance of other cultures as equally significant for their bearers as one's own culture;

- Perception of basic social roles different from one's own. This implies a significant wealth of social roles, the possibility of their being replaced in the processes of social communication, as well as acceptance of other social roles manifested in another culture. Thanks to the perception of roles, a high degree of social dynamics is ensured, and along with this, rational behavioural decisions are reached in the process of intercultural communication;

- Overcoming conflict situations and stress. Often, intercultural interaction is accompanied by stressful situations, which in many cases can lead to the emergence of conflicts. The reason for this is the different expectations caused by the difference in cultural models and the lack of effective models of self-regulation of the personality. It is the creation of such mechanisms that is the basis for overcoming stress and cultural conflicts. Predicting the presence of such a mechanism is quite difficult, but predictions can still be made based on past experience;

- Integration into social groups including representatives of different cultures. One of the basic functions and at the same time signs of a high degree of social adaptation is the participation of individuals in groups with representatives of different cultures. On this basis, a new understanding of not only foreign culture, but also one's own is built, taking into account the strengths and weaknesses of individual

cultures, without emotions influencing this opinion;

- Transition from acceptance to active interaction of representatives of different cultures. This transition in understanding other cultures and the benefits of cultural interaction is often quite difficult from a psychological point of view, but its results justify the emerging difficulties. It is primarily associated with placing the rational above emotions, as it requires a certain development of emotional intelligence and awareness of the usefulness that it has. Averaging success in this regard is unlikely, as the individual psychological qualities of the individual are of great importance for its success¹⁰².

The process of intercultural interaction is a systematic process, requiring from the participants a higher degree of awareness, tolerance, and flexibility.

The implementation of this intercultural interaction is the final element of the implementation of the algorithm of culture, therefore, at first glance, it may have less importance for tourism activity. However, this is not so. It is the implementation of the individual elements of intercultural interaction that gives tourism activity that element of sustainability that is sought by both modern forms of tourism and the supposed forms of tourism in the future.

The process of intercultural interaction includes the following elements¹⁰³:

- Knowledge of the language. Language is not only a means of transmitting certain information, but also an expression of cultural values and norms. In the process of intercultural interaction, language has to be linked to immediate cultural phenomena, reflecting

¹⁰²Haynes P. *Social Synthesis: Finding Dynamic Patterns in Complex Social Systems*. New York: Routledge, 2017.

¹⁰³Lustig Myron W., Koester Jolene. *Intercultural Competence: Interpersonal Communication across Cultures*. 6th Edition, Boston: Pearson, 2010.

the peculiarities of social relations and roles;

- Nonverbal communication. As with verbal forms, in nonverbal communication in the process of intercultural interaction, the leading importance should be the meaning of the individual element within the framework of the overall system of culture.

Within the framework of tourism activities, the most significant importance is the emotional nature of some nonverbal elements, as well as the high degree of risk of taking some elements as offensive. The reason for this is that within different cultures, there are non-verbal forms that are similar in their perceived nature, which, however, can have completely different meanings;

- Cultural norms and values. These are the rules that regulate behaviour in a given society, and in fact they can differ significantly, depending on the hierarchical position that the individual occupies, when performing various social roles.

Deep knowledge of cultural norms and values is an extremely long process. Therefore, especially for the needs of tourism, one has to know in sufficient depth those of them that have a leading importance for a given society at a certain point in time. It should be borne in mind that during different historical periods, different norms have different weight within society;

- Ethnic identity. It is defined as an awareness process of individuals of their belonging to a certain ethnic group. In practice, the awareness of this form of identity is present in all people, but its degree is extremely different. In some cases, it is a dominant factor of culture, and in others, it gives way to other social elements, such as belonging to the family, religious or professional community.

Often, contradictions can also arise between the large social group (that is, ethnic identity) and belonging to a professional or religious

community (respectively, professional, religious or other identity). In this case, the choice of preference, as a rule, is directly dependent on an individual history of a person, as well as the current life goals related to social communities¹⁰⁴;

- Religious beliefs. We have already discussed the importance of religion as an essential element of any culture, having a direct impact on both moral norms and the direct behaviour of the individual.

In the practice of the impact on cultural interaction, two models of the impact of religious beliefs can be traced. In the first model, there is acceptance of others, the admissibility of other religious views and cooperation between representatives of different faiths. It is this model that is embedded in most modern mass religions and is an essential factor in the development of cultural interaction. The other model is of religious antagonism, in which the dominance of certain religious norms is perceived as the basis of interaction with representatives of other cultures. This model is a very serious and often insurmountable obstacle to the possibility of developing cultural interaction.

A number of factors influence the level of cultural interaction. The most significant, from the point of view of tourism activity, are:

- Education and upbringing. They play a key role in the formation of ideas about others. The higher the educational level and the freer and broader the form of generally accepted educational models, the easier it is to perceive the culture, history and customs of other peoples;

- Economic factors. Economic relations between individual countries, their depth and comprehensiveness, stimulate intercultural in-

¹⁰⁴Ross Lee, Nisbett Richard E. (eds.). *The Person and the Situation: Perspectives of Social Psychology*. 2nd Edition, Pinter & Martin, 2011.

teraction, even in the presence of certain barriers existing between individual countries. Leading importance among economic factors are: freedom of trade and investment, the degree of openness of financial instruments of individual countries, freedom and degree of protection of foreign investments and the use of labor migration in economic relations;

- Political situation. In each country, the political situation can both stimulate intercultural dialogue and limit it. Conflicts on the political scene, the presence of isolationist attitudes in political parties, can prove to be a significant obstacle to cultural interaction. Accordingly, the attitude towards international political cooperation, the rationality and openness of the political process are a significant incentive for the development of interaction between cultures;

- Media and communication technologies. Modern means of mass communication make the process of intercultural interaction significantly easier and adaptable to various forms of this interaction. The impact of distances and administrative factors is significantly reduced, and practically every individual can find in the global information space the realisation of their interests. Along with this, information and communication technologies hide a number of risks that are associated with the possibility of manipulating the opinions of a practically unlimited number of people. Similar risks exist for intercultural interaction, which can undergo the corresponding distortions and exploitation of false information arrays.

The analysis of some of the basic algorithms of culture is an essential element of constructing tourist activities. But in it, as well as in the process of studying culture, the need for algorithmisation arises, allowing for a higher degree of adaptability to the conditions of the modern information space.

In the second part of this chapter, the algorithm of modern and

promising culinary tourism will be examined.

5.3. Culinary Tourism Management Algorithm

5.3.1. The Need to Use the Algorithmic Method in Managing Culinary Tourism

Like practically all types of tourist activities, culinary tourism encompasses a sufficiently wide spectrum of activities that can hardly be predicted at first glance due to the nature of human intelligence allowing for a wide variety of variants of activities.

Moreover, today there is a need to introduce the principles of algorithmisation in the management of processes related to the provision of services in the category of culinary tourism. In fact, this is not just a modern contemporary trend, but a necessity without which culinary tourism (as well as other types of tourist activities) cannot correspond to the increased needs of consumers (tourists) and the constantly complicated schemes for managing processes and activities as a whole.

The importance of algorithmisation in culinary tourism lies in the following:

- The possibility of achieving sustainable development of this type of tourist activities;

Thanks to the systematic approach and analysis of many aspects directly related to tourism, better management as a whole and management of the environmental component of tourism are achieved, a more significant effect of tourism activity for the respective destination, both as natural resources and as opportunities for the development of human potential in the respective settlements.

An essential element of understanding sustainability of culinary tourism is its ability to be maximally flexible in order to adapt to the

rapidly changing requirements of tourists and the possibility of offering tourist products with different content.

Sustainable development implies giving priority to preserving the natural environment in which a tourist activity is developed. By algorithmising the processes in this tourist area, a constant and active inclusion of the environmental component in the process of planning, creating and implementing a tourist product is achieved.

No less important is sustainable development for maintaining national and regional culture. Algorithmisation is a significant factor in this regard, as thanks to the coordination of the algorithms of culture and the algorithm of tourism, the positive effects on the national culture are sufficiently sensitive.

The positive impact of tourism on local communities is similar, as well as in the process of overcoming the contradictions that often arise between the interests of tourism companies and these communities.

In this case, there is also a coincidence of the algorithms of development and pursuit of common goals.

- Adaptability of culinary tourism to information and communication technologies, as well as to artificial intelligence and robotic technologies;

As already mentioned above, both information technologies and artificial intelligence technologies operate primarily through certain algorithms. Therefore, algorithmisation in the management of culinary tourism allows for technological adequacy of this process. The benefits of adequate use of technologies relate both to management, advertising, marketing and communication with potential and real tourists, as well as to the creation of fundamentally new products in the field of this type of tourism activity, which without these tech-

nologies cannot be developed and implemented (for example, the use of artificial intelligence in the process of demonstrating and acquiring culinary skills, the use of augmented reality when visiting certain places, the participation of tourists in improving the quality of culinary routes, etc.).

Algorithmisation becomes the basis of a process related to the transfer of part of the functions in servicing tourists with automated systems, without this process negatively affecting the quality of service and the degree of satisfaction of tourists.

The main goal is to achieve more complete satisfaction of needs, as well as to increase the flexibility of the services offered in order to achieve a high degree of personalisation of services.

- Improving strategic and operational management, as well as the possibilities for managing network systems in the field of tourism;

One of the common difficulties facing strategic management in culinary tourism is related to the need for clear goal setting based on data from the external environment and an adequate assessment of the potential of the enterprise.

Rapid changes in the interests of consumers (tourists), as well as dependence on numerous external entities dynamic in their development, are the basis for the adoption of incorrect goals, which quite naturally leads to incorrect and unfavorable decisions.

Algorithmisation of activities allows for significantly more accurate planning, subordinating resources not only to a specific goal, but to several such goals, as well as taking into account the dynamics in the development of partner structures and the impact on the activities of the tourism company. The presence of a common algorithm of activity allows for a sufficiently fast and adequate change of the goal, in which case the change in the individual elements of management is

subject to a common logic and can be significantly better controlled. The collection of strategic information becomes a fully realised goal, as this allows for a full screening out of truly significant information from that which reflects short-term and unimportant data.

A significant benefit of algorithmisation can also be established in the field of operational management.

In particular, it concerns the ability to coordinate and systematically unite the vectors of action of the individual structures involved in creating and implementing a tourist product in culinary tourism. It is achieved by each of the structures involved in the creation of the product having a common idea of what actions should be taken to achieve both the general goal (which, as a rule, is of interest to the leading company) and the goals set by the individual structures involved in the process.

Thanks to the process of algorithmisation and structuring of the thinking process, through its application, a long-term effect is achieved, which applies not only to one or another element of the participating structures, but is spread over all those involved in the process of creating the product.

This practically allows network structures to function in the field of culinary tourism, the unification of which is associated not with the application of a cybernetic (in which the direction of actions is determined by commands given from top to bottom within the management vertical), but a synergistic method (in which actions are determined by independent decisions of the structures participating in the organisation, their decisions, which are united by a common goal within which the interests of the individual structures are also taken into account).

Network structures in modern conditions allow for much better

competitiveness of the tourism industry, as well as a high degree of resistance to various adverse external influences.

- Improving the educational element in the offered tourist services;

As we have already repeatedly pointed out, culinary tourism provides not only passive perception of certain actions or events, but also active participation of tourists in a number of cases.

It is obvious that the application of the principle of a high degree of individualisation of services is to significantly strengthen the educational element, regardless of whether it directly affects culinary skills of tourists or is related to acquiring new knowledge in the field of culture.

A feature of the educational process within the framework of culinary tourism has to be noted as well. It is difficult to plan, since the desire of tourists is often determined on the spot, and it applies to both the content and the duration of the process.

Active use of modern educational tools is required, sufficiently flexible and adaptable to the needs of students with different levels of preparation and different expectations for the process.

In order to implement the educational process in the conditions of extremely active application of modern technical means, the algorithmisation of education is one of the main elements on which it can be constructed.

Thus, thanks to algorithmisation and, above all, the use of the relevant algorithms of culture, a tourist can be exposed to the basic laws that function in determining the nature of a given phenomenon, including phenomena related to culinary art.

Subsequently, tourists can independently master the technical components of food preparation, using both widely distributed databases

and those prepared by the relevant tourist company.

5.3.2. Basic Elements in the Culinary Tourism Algorithm

Like most algorithmic processes in tourism, culinary tourism consists of several main stages. Each of them has its own internal logic of actions that build it, and it is this set that builds the algorithm of culinary tourism.

However, before we begin to consider the individual stages and their components, it should be noted that there are two main characteristics of the algorithm of culinary tourism.

5.3.2.1. Vectorisation and Routing

This category includes vectorisation and routing used within the culinary tourism algorithm.

Thanks to vectorisation and routing, the degree of analyticity in the process of forming the specific culinary tourism algorithm is significantly increased, as well as the prediction of favourable and unfavourable factors that have an impact on the implementation of a specific tourist project.

Vectorisation considered in the context of culinary tourism is work with spatial, economic and socio-psychological data through which objects and processes related to culinary tourism are described.

Thanks to vectorisation, relatively accurate modelling of objects and processes involved in the provision of a tourist product is carried out.

An essential feature of vectorisation is that modelling can take into account the interests of not only the main company providing a tourist product, but also of the other entities involved in the creation of this product. This is precisely what enables the companies involved

in the provision of a tourist product not to limit their own capabilities, while at the same time realising their participation in the relevant tourist product.

The use of vectority in the culinary tourism algorithm allows for the delineation of a relevant corridor in which the results of the activities of both the main company and other enterprises participating in the production of the product can move.

Thus, the synergy of vectority can also be applied in situations where certain deviations from the initially planned ones occur.

Vector data can be relatively easily adapted to different scales of participating companies, systems and applications in space. This is essential for culinary tourism in the realization of the product, in which companies with different systems, ownership and forms of management participate.

No less important is the detailing also present in the vectorisation process. Thanks to it, conditions are created in which each element of the tourist product can be adapted in the most perfect way to the general meanings of the vector, which was chosen when compiling the culinary tourism algorithm.

Routing is the process of optimally linking a given process in the spatial transition from one point to another in space.

Tourism activity, in general, and in particular, culinary tourism, are closely and directly linked to certain spatial objects. In this regard, routing allows each element of the culinary tourism algorithm to be directly linked to certain points in space.

The routing process allows for:

- Creating appropriate conditions for implementing individual elements of the culinary tourism algorithm by creating a suitable at-

mosphere from the point of view of the environment for the perception of tourists;

- Reducing the adverse effects of external factors on the process of providing a tourist product. Routing allows for achieving maximum synchronisation between individual elements and, above all, between the environment in which a tourist product is implemented as well as its essential characteristics;

- Maximally strict determination of the boundaries of changes in which variable possibilities of the elements of the culinary tourism algorithm can be implemented. When implementing routing, there is an opportunity to choose environmentally appropriate approaches;

- Significantly increasing the degree of personalisation of a tourist route corresponding to the provision of the requested tourist product. Thanks to routing, the preferences of tourists related to the peculiarities of the logistics of the routes, as well as the total time they plan to spend on implementing the individual elements of the algorithm, are taken into account.

5.3.2.2. First Algorithm Module: Significant Information Analysis

The first module of the culinary tourism algorithm performs two main functions that significantly determine the further elements of this algorithm. This is an analysis of consumer preferences and attitudes and an analysis of the resources a tourism company has to create a relevant tourism product.

A) Tourist preferences and attitudes analysis

Culinary tourism is directly dependent on the understandings, preferences and attitudes in the field of cuisine that target groups of interest to the tourism enterprise have. Studying them is one of the important goals in the process of preparing a tourist product and the overall activity of providing services in the field of culinary tourism.

In the process of analysis, both modern trends and existing traditions in the field of cuisine have to be taken into account.

The following elements are to be taken into account:

- The presence of a cultural model in the field of nutrition;

It includes both traditional models of nutrition and existing model trends in this area, dietary models of the relevant groups and the presence of certain attitudes towards changing existing models of nutrition.

Of great importance is the study of the impact of the relevant cultural models on the habits in the field of nutrition in separate groups.

- The place of cuisine in the life model of relevant target groups;

For different categories of consumers, nutrition occupies a different place in the spatial-temporal model of behavior. Accordingly, it depends on whether a target group will prefer just a tasting, which will be accompanied by other elements of a tourist product, or will show interest in the process of preparing the relevant dishes and drinks. Here, cultural, national, religious, group and age differences between the target groups should be taken into account.

- The strength of interest that the target groups may show in the relevant elements;

It is necessary to create a digital or close to digital model of preferences, which will be taken into account in the process of forecasting and planning a tourist product. There are numerous methodologies that solve this task, and the choice of the appropriate one among them is of great importance.

- Determination of significant information sources that target groups use to obtain information related to nutrition, food preparation and the acquisition of products necessary for this purpose;

- The degree of readiness of the target group representatives to change the models adopted by them in the field of nutrition and dietetics, as well as the main factors that may influence this choice.

When collecting this data, the characteristics of the target groups in terms of cultural model, gender, age, and characteristics of work and lifestyle have to be taken into account.

B) Establishing connections between tourist preference data and general trends formation

The collection of data on the preferences and attitudes of tourists does not exhaust the process of obtaining the necessary information in the formation of a tourist product.

Of great importance is the establishment of the mutual dependence of this data, as in some cases permanent synchronous or asynchronous connections can be established, and in other cases cause-and-effect connections between the individual data sets can be established.

A mandatory element is not only the establishment of statistical dependencies, but also the establishment and verification of logical ones. No less important in this regard is the importance of determining the main reason for one or another type of preferences.

It has to be established whether they are due to some momentary trends or have the character of a permanent cultural phenomenon, which can find its explanation through various algorithms of culture.

The establishment of general trends should also be accompanied by the determination of the permissible deviations from the meanings of the trends determined within the framework of the study.

C) Obtaining primary information and forming databases

Depending on the size and capabilities of travel companies, they can use both research conducted by other companies, statistical data (both publicly available and those prepared specifically for the travel company), and conduct their own surveys of consumer attitudes.

The selection of information is of great importance in terms of its reliability and relevance to activities related to culinary tourism.

In the process of gathering information, the main efforts should be focused on permanent sources that provide unified forms of information subject to appropriate processing.

Despite their higher cost, independent research conducted to a significantly greater extent meets the specific needs of culinary tourism and is preferable, even when their conduct is organised by more than one tourism company.

In this sense, the creation and full-fledged functioning of company associations in the field of culinary tourism, to which structures outside the tourism industry can be attracted, including public administration bodies, is of great importance.

One of the significant tasks that is directly related to the information provision not only of tourism, but also of all other economic activities is the full integration of artificial intelligence (AI) in the activity in order to increase efficiency and improve economic results.

One of the important components of the integration of AI in the activity is the creation and management of large databases (LBD). It is precisely towards the formation of such databases that the collection of primary information within the first module of the algorithm should strive.

When collecting and preparing for processing primary data, the seven main characteristics of the LBD should be taken into account,

namely:

- volume;
- speed of collection (velocity);
- and variety.

In addition, essential characteristics of the modern stage of the collection of LBD are the presence of four characteristics:

- veracity;
- data viability (viability);
- data value (value);
- variability of the included data (variability);
- as well as the ability to visualise data (visualisation)¹⁰⁵.

D) Analysis of the tourism company's potential to meet the needs of potential consumers

Within the first module of the culinary tourism algorithm, an analysis of the existing resources that the company can invest in activities to meet the needs of tourists should be made.

In particular, the financial, material, technical, organisational and communication resources that the company can use in its development in different conditions are subject to analysis.

Analysis of financial resources is the subject of management accounting and financial planning, as these areas are beyond the scope of this monograph.

However, it is necessary to indicate the main elements that should

¹⁰⁵Min Chen, Shiwen Mao, Yin Zhang, Victor C.M. Leung. *Big Data. Related Technologies, Challenges, and Future Prospects*. Springer, 2014.

be taken into account by professionals in the indicated areas:

- The wide range of desires of tourists and the corresponding wide variety of tourist products and their variations.

In turn, this requires the availability of financial resources to ensure this diversity;

- A significant number of contractors are involved in the production of the relevant tourist product. This implies a significant number of settlement operations that have to be performed on time;

- A high degree of risk of loss of a significant number of materials arising from the nature of culinary tourism.

This accordingly requires allocation of provisions to comply with both regulatory requirements and the specifics of production;

- A significant number of settlement operations with tourists and strict monitoring of the implementation of payment processes between them and the company, as well as between tourists and contractors.

Material resources are one of the essential components of culinary tourism.

In this case, their quantity and especially their quality are of particular importance. These two parameters also significantly determine the quality of the tourist product itself.

In the preparatory module of the algorithm, an analysis of the individual markets related to the supply of the relevant products has to be conducted, as well as their change over time. The possibilities for acquiring relevant material resources have to be directly compared with the financial capabilities of the company, and unless present, models have to be developed in which the procurement of the relevant products would be possible.

The quality of material resources used is of essential importance. This applies to the entire, fairly wide range of buildings used, which has to meet the relevant hygiene requirements, from the equipment and devices used to the relevant products. Moreover, some of the material resources are relatively difficult to certify in terms of quality due to their specific characteristics.

In this case, the leading importance is to ensure consumer safety, which cannot be “sacrificed” under any circumstances. In this case, the specific characteristics of tourists should also be taken into account (presence of allergies to certain diseases, taking into account the weaker compared to adults organism of children and the elderly, etc.).

Technical resources are related to the need to use various latest generation technologies within the framework of culinary tourism.

Companies are supposed to have access to such technologies, and it has to be on a permanent basis, taking into account a wide range of preferences that tourists have.

In particular, the level of technologies has to be no lower than the level that is traditional for the relevant target group of tourists.

However, a feature of technical resources also has to be taken into account. They should not be an end in themselves for a tourist organisation. Each technical element is supposed to solve two main tasks. To satisfy specific requirements of tourists and to be a significant factor in improving the economic results of a tourist company. This is a particularly relevant problem in today’s conditions, when certain technical innovations are often applied without it being sufficiently clear to the company’s management what tasks the technical innovation solves.

Organisational resources are also an essential part of the resources

that have to be used by a tourist enterprise operating in the field of culinary tourism.

This category in the given monograph includes human resources, as well as specific forms of interaction between individual employees implemented in the process of providing the tourist service.

The personal qualities of the employees in the company, their immediate commitments, as well as the presence of potential that can be useful in providing the tourist service have to be taken into account.

As a rule, this potential is missed in personnel management, and it is essentially extremely significant. Its importance is determined by the significant diversity and variability in modern gastronomic tourism.

Often it is the potential that allows, on the one hand, the specific employee to receive the maximum degree of satisfaction from his own activity, and the company to receive the maximum benefit from his activity.

In modern tourism, staff satisfaction is of particular importance since it is a human quality that is the basis of harmonious relations between staff and tourists.

However, a tourist product depends not only on the personal qualities of one or several employees in the tourist company. The assessment of tourists is complex, and therefore is based on the interaction between individual employees. In organisational resources, the possible forms of such interaction, the options that exist for its implementation, as well as the potential and difficulties of such interaction have to be assessed. Inter-group interaction within the tourist company is important, not only interpersonally but also in general. Each of them's contribution to the process of serving tourists has to

be assessed. Based on the high degree of dynamics in culinary tourism, an important element of the company's organisational resource is the ability of individual divisions, as well as the entire company, to self-organise in response to changed operating conditions. The higher the degree of self-organisation, the higher the degree of sustainability and, accordingly, the higher the organisational resource of the company.

Information and communication resources are the last, but not the least important element that should be assessed within the framework of the implementation of the culinary tourism algorithm. These resources are related not only to the availability of modern technology, but also to the ability to present an information product that meets the needs of tourists from the moment of information about the relevant tourist trip to the moment of receiving feedback after its completion.

The preparation of such a product requires in-depth knowledge of the specifics of the target group, as well as the ability to provide the relevant information products.

In this case, the peculiarities of the national culture, the educational level of the target group, specific information priorities, and the use of verbal forms that meet the needs of the target group should be taken into account.

One of the mandatory requirements of modern tourism is constant communication provision to tourists, *i.e.*, they are supposed to have access to the entire range of modern communication means regardless of where they are, and the duration of their use should not be limited.

Moreover, in the process of communication provision, tourists have to be placed in conditions that are at the level of the traditional

ones for a specific target group, and it is desirable that the actual conditions be significantly more comfortable.

5.3.2.3. Second Algorithm Module: Creating the Ideal Tourism Product

Planning a tourist product is a rather complex process, but nevertheless, it is implemented within the framework of specific planning and can undergo changes depending on environmental conditions.

The second element of the culinary tourism algorithm is the determination of the ideal tourist product. This process involves not just creating the possible but also predicting the optimal parameters of the product. This is related to the cognitive mechanism of optimisation, which is applied both within the framework of management forecasting, and can be set as a determining factor in a number of products that can be attributed to the category of artificial intelligence.

It should be clear that the ideal tourist product cannot be achieved in reality.

Its task is to set the goal for the management of the tourist organisation, as the aspiration should be a higher degree of approximation to the specified parameters.

In the processes of optimisation of activity, the presence of such a goal as the ideal tourist product allows not to lose orientation when working with each of the indicators of activity.

In the process of using artificial intelligence systems, the presence of an ideal product sets the current optimisation algorithms that are applied to individual activities and technical means.

In the process of forming the ideal tourist product, several stages are passed, which are in fact the individual elements of this product.

In particular, the formation of the optimal parameters of tourist

satisfaction, the optimal parameters of financial results, the optimal parameters of the synergy effect for the national and regional economy, optimal parameters in the field of culinary arts, optimal parameters in the field of cultural heritage realisation, optimal parameters in the satisfaction of local communities, optimal parameters for the development of sustainable tourism, as well as many others that depend on the specific features of a tourist product and, accordingly, the ideal tourist product.

When modeling the ideal tourist product, an important task is to achieve harmonisation of the individual optimal elements.

Thus, it is necessary to predict the way in which two such parameters would be optimised, such as the optimisation of tourist satisfaction and the optimisation of the financial results of the enterprise.

When optimizing both parameters, one of these options is likely to be chosen. Modeling the ideal tourism product selects the best solution (of course, this may not happen).

At the same time, modeling in the ideal tourism product prepares the management to solve similar tasks.

Another important feature of modeling the ideal tourist product is determining the permissible fluctuations (deviations) of individual parameters. Those critical elements for the supply and perception of a tourist product are determined, which will significantly reduce its ideal characteristics. In this way, it becomes possible to assess the real deviations of the parameters of a tourist product, which will be “freed” from the optimisation process, but will correspond to the real data reported by management.

5.3.2.4. Third Algorithm Module: Determination of the Cultural Algorithms Attracted within the Tourism Product

In the previous section, some of the algorithms of culture were con-

sidered. A tourist product in culinary tourism should be built on them.

As an element of the cultural code of the population, cuisine can be considered as an element of each of the cultural algorithms. Of course, it is best for tourists to be familiar with all aspects of cuisine as part of the cultural algorithms. Unfortunately, this is not possible even with the use of modern information and communication technologies. There simply will not be time for such a complete presentation of cuisine within the relatively limited time of a tourist trip. That is why, even within the framework of the ideal tourist product, emphasis should be placed on one or a maximum of two cultural algorithms within which cuisine is considered.

The choice of which of the cultural algorithms to serve as the basis on which a tourist product is built depends first of all on the characteristics of the target group of tourists, and depending on this, the priorities reflected in the relevant cultural algorithm are determined.

The next element that determines this choice is of course the availability of sufficient capacity, as well as the availability of relevant resources through which the national cuisine can be presented in the context of the relevant algorithm.

In this, the leading importance is precisely the availability of a corresponding intellectual resource to be invested in the relevant tourist product. The two elements have to be harmoniously combined, as in the absence of such a harmonious combination, both the intentions of the tourists and the implementation plans that exist in the relevant tourist companies may remain unrealised.

The landscape algorithm of culture often performs the function of a “router” and can also be a leading one in some types of culinary tourism. This is especially clearly visible when it comes to choosing

specific products from which the relevant dishes are prepared.

The elements of climatic impacts, the special conditions under which the used plants and animal species develop are considered in detail in the relevant tourist products. The analysis of flora and fauna as specific conditions under which local cuisine develops is also completely natural.

The historical algorithm of culture is among the most frequently used algorithms within which culinary tourism is included. This is determined by the fact that thanks to it, each element of the national cuisine can be closely linked both to the periodisation in the history of the state or settlement, and to individual historical events. It is in the field of culinary art that the historical algorithm of culture can acquire specific dimensions, to present to tourists a comparative analysis of the development of national cuisine in different historical periods. At the same time, the historical algorithm allows for relatively easy perception of the individual elements of national or regional cuisine by presenting the genesis of certain techniques in the preparation of food and drinks.

The popularity of the historical algorithm of culture is also motivated by the fact that acculturation allows tracing the close connection of regional cuisine with the cuisines of other countries and peoples. This not only improves the perception of information, but also creates an additional positive attitude in tourists.

The religious algorithm of culture should be considered as an algorithm that should be aimed at a strictly defined category of tourists, and in particular at those who profess the relevant religion. Therefore, the use of this algorithm should be sufficiently precise, taking into account the effects of other factors.

This algorithm may be more suitable in cases where it comes to

specialised types of tourist trips, and the culinary component is considered as an additional to the main element of the trip. Most dishes from national and regional cuisines experience in one form or another the impact of religious traditions and the peculiarities of the respective religion. This applies not only and not even so much to the restrictions and prohibitions on the consumption of certain foods and drinks during a certain period of time, but mainly to the ways and peculiarities of preparing individual dishes and drinks, as well as to the customs associated with the preparation of such traditional dishes. The schematisation of cultural traditions that are based on religious ones imposes these peculiarities.

However, the extent to which tourists' attention will be directed to these aspects during the culinary tour depends on the characteristics of the tourists themselves.

Although the socio-psychological algorithm of culture is not directly related to the culinary heritage of the respective community, it can also create a specific context for culinary tourism.

Unlike the previous algorithms of culture, here the emphasis is not on the products used in dishes and drinks, and not so much on the approaches to their preparation. In this case, the main emphasis is placed on the environment in which the consumption process is realised, the social interpretation of the eating process, and the connection of the eating processes with certain socio-psychological elements when eating food.

This algorithm connects nutrition and certain dishes as a phenomenon of culture, with the reaction that is perceived as socially acceptable in a given society. On this basis, a number of features of national culture can be revealed, to create the necessary psychological climate for the perception of additional information related to culinary traditions.

5.3.2.5. Fourth Algorithm Module: Ensuring Interaction between the Tourism Company and Local Government Structures and Other Local Organisations and Communities

It has been repeatedly emphasised that the implementation of culinary tourism cannot be implemented in isolation from the various local structures that would ensure both the resource completeness of a tourist product and the overall perception of the trip by tourists.

It is essential to ensure interaction between the tourist company and other organisations that are important for the quantitative and/or qualitative parameters of a tourist product, which is not based on mutual interest of a long-term nature.

Therefore, the tourist company has to conduct preliminary studies on the problems facing organisations in the region in order to have a higher degree of flexibility in implementing various forms of joint activity.

Without contacts with local structures, the sustainable development of the tourist business as a whole is practically impossible, and this applies to culinary tourism to an even greater extent.

It is precisely with the presence of such a type of cooperation that the protection of the natural environment can be ensured to the greatest extent, as well as the development of local communities and their economic opportunities can be stimulated.

Although in each specific case the choice of partner, the forms and degree of interaction with the tourist company depend on the specific conditions, some functional dependencies can still be determined within the framework of the algorithm.

Thus, the closest interaction should be carried out with the catering establishments located in the region. In some cases, it is they

who can take on the main part of the culinary presentation, when this is related to the preparation of specific dishes and drinks, the use of specific products or the provision of an authentic environment for the realisation of the tourists' meals. This type of interaction should not be an end in itself, but should be closely linked both to the main algorithm of culture and to the features of an offered tourist product.

At the same time, when routing a tourist trip, the attention of tourists should not be concentrated solely on a specific establishment. It can be an essential element of it, but should not exhaust the service offered to tourists. Interaction with the establishment should be harmoniously integrated with other elements of a tourist trip, as the main control over the product offering should be retained in the tourist enterprise.

It is possible that within a certain product, interaction can take place between several external catering establishments, as routing options should again be under the control of the tourist enterprise.

When organising such interaction, the possibility of individualisation of tourists' preferences should also be taken into account, as interactions are carried out with several catering establishments.

The next significant counterparties of the tourist company should be local or state authorities, as well as relevant organisations under their leadership.

The importance is related not only to the regulatory functions of the authorities, but can also be actively used by the tourist company when creating part of the general or personalised tourist product.

It is precisely to the structures of public authority that such structures as museums, management of local or national natural landmarks and a number of other elements are subordinate.

Therefore, tourism companies have to make efforts to establish long-term and effective forms of interaction with them. One of the most popular and most effective forms is the creation of public-private partnerships, as the subject of their activity can be very different depending on the interests of both parties.

An important factor in building a full-fledged tourism product, as well as in creating its various variants related to individuality, is maintaining close contacts with the non-profit, non-governmental sector in the respective destination. It is precisely such forms of cooperation that provide an opportunity to diversify the tourism product with various elements, which often may not be directly related to the culinary theme.

At the same time, they enrich the program, supplement the information in accordance with the used algorithm of culture, and at the same time create sustainable positive attitudes in the local population towards tourists.

Important for the full implementation of tourist trips is also the maintenance of close contacts with individual unstructured communities in the respective region.

In addition to providing the necessary comfort for tourism, these communities can also be a source of knowledge and skills directly related to the cuisine of the region. They are often much more original than structured communities and organisations and are of greater interest to tourists.

This is, for example, the case with the skills of preparing dishes in some of the regions of Italy, where individual families keep their own specific culinary “secrets”.

A specific but important component of the tourist company’s relations is the relations with religious communities in the region.

Within the framework of culinary tourism, relations with these communities have to be based on mutual respect, and this in turn implies that they cannot have such a broad character as in relations with other communities.

Contacts have to be also assessed in advance, choosing those forms in which there is the least degree of risk of an adverse turn in relations with staff or tourists.

Along with this, with a correct assessment of the target audience and finding an appropriate form, the results can be very positive.

In particular, this applies to the religious component of the cuisine, the use of specific products grown by the respective community and the attraction of the religious component in the preparation of dishes and drinks.

With properly established relationships, there is a very high probability of expecting repeat consumption by tourists.

5.3.2.6. Fifth Module Algorithm: Formation of an Information Space for a Tourist Product

The current state of information technologies and, above all, the importance of information for modern man give reason to speak not of support through information for the realisation of the product, but of the formation of such an information space, which is the basis for the consumption of one or another product.

This can be fully justified in the field of culinary tourism.

Therefore, one of the most important stages in the practice of this type of tourism activity is the creation of the corresponding information space.

The concept of information space defines the environment in which units of information of interest to a given person or group of people

are disseminated using the entire available spectrum of means for its transmission.

The spectrum of these means is quite wide—from personal contacts of a person within a certain social group to the means of social networks and other mass media¹⁰⁶.

In different social, age, professional and religious groups, the information space is formed by different information sources.

Moreover, each source has a different degree of participation in the formation of the information space.

The main criteria by which information sources should be evaluated are the following¹⁰⁷:

- Degree of trust in the respective source of information;

The higher the audience's trust in the respective source, the more significant it is in the formation of the information space. In this case, a distinction has to be made between the degree of trust and the degree of positive attitude towards the respective source.

It is entirely possible that the general attitude towards the source may be negative, but the degree of trust in the respective source is sufficiently high.

- Applicability of the information from the respective source to the current problems facing the individual or target group; The more significant the information is for solving specific problems, the more significant it is within the general information space. The information has to have direct relevance for solving the problem, as its recipients will make efforts to constantly update and supplement it.

¹⁰⁶Signer Beat. *Fundamental Concepts for Interactive Paper and Cross-Media Information Spaces*. Books on Demand GmbH, 2017.

¹⁰⁷Eigen M. *From Strange Simplicity to Complex Familiarity: A Treatise on Matter, Information, Life and Thought*. Oxford University Press, 2013.

- Authority of both the source and the information carrier;

This means that authority can be a characteristic of both the information carrier and the source that uses the respective carrier.

Authority, especially when it is based on dominant social norms, is a significant factor in the greater importance within the information space of the individual and the social group.

As Milgram's experiments also show¹⁰⁸, the power of authority can even "surpass" many of the moral norms existing in individuals.

- Understandability and applicability of information;

The qualitative characteristics of the information from the relevant source are of great importance. This implies that the recipients of the relevant information first of all understand the information received, as well as that this information is directly applicable to the living space of the recipients.

The higher the degree of these two indicators, the more important the relevant source is in the information field of the individual or group.

- Cognitive synergy of the relevant information source; The cognitive processes of each person have qualities that are related to the model of perception, processing and retention of information. Units of information that are easily integrated into the existing cognitive model are perceived as more significant compared to those units that go beyond the framework of this model.

Accordingly, sources of information that use a cognitive model familiar to the individual and the group have significantly greater importance for the information field.

¹⁰⁸Dunn D.S. Research Methods for Social Psychology. 2nd Edition, Wiley, 2012.

- Emotional acceptability of information;

Although the formation of the information space of the individual and the group is primarily a conscious cognitive process, the importance of emotions, especially in some mass media such as television, is no less important for the priority of information channels in the formation of the information space.

Those information channels that set an emotional background with that of the recipients are considered more significant and serious.

Of course, preliminary information about the emotional background is practically impossible due to the high dynamics of emotions, but still, especially in groups, relatively reliable predictions can be made.

- Cultural compatibility with the main content of the information source;

The understanding of cultural compatibility suggests that those sources of information whose cultural model is as close as possible to the cultural model of the recipients are of greater importance for the formation of the information space.

Thus, it is the relevant cultural models that enable new information to be fully integrated into the knowledge system of the recipients, allowing them to use the relevant information as effectively as possible.

The construction and maintenance of a complete information infrastructure is of great importance for the construction and smooth functioning of the information space.

This type of infrastructure consists of the following elements:

- information centers;
- information systems;

- knowledge and data repositories;
- modern and effective means of communication;
- and hardware and software tools that are as suitable as possible for the relevant recipients¹⁰⁹.

In order to achieve the goals that information in a given information space has, all elements of the information infrastructure have to be activated. This is what has to be taken into account when building the information space of a given product.

5.3.2.7. Sixth Algorithm Module: Actual Realisation of the Tourism Product

Ideally, the actual implementation of a tourist trip means precisely following the predetermined stages related to the implementation of a tourist product.

It has to be implemented within the limits defined as permissible deviations from the ideal tourist product.

In practice, however, pre-planning in the field of tourist activity is rarely implemented within the limits of what is permissible.

The deviations are significantly wider than those observed in the field of industry, trade or mining.

The main reason for this is that the idea of a tourist product created in the minds of tourists and the real form of this product differ significantly. Even conducting research related to establishing the preferences of tourists cannot guarantee complete information about them.

It should be noted that the higher the degree of specialisation of

¹⁰⁹Dade-Robertson M. *The Architecture of Information: Architecture, Interaction Design and the Patterning of Digital Information*. Routledge, 2011.

the tourist activity, the higher the degree of discrepancy between the expectations of tourists and the real tourist product. This quite rightly applies to the field of culinary tourism.

That is why, from the very beginning of the practical implementation of the trip, it is important for management to establish the degree of correspondence between tourists' expectations and the actual tourist product.

In this case, it is appropriate to divide it into three main categories:

- tourists who have confirmed their expectations of the offered product;
- tourists partially satisfied with the offered product;
- and tourists are completely dissatisfied with this product.

The consequences of the discrepancy between tourists' expectations and the actual tourist product have certain consequences:

- There is a need to develop substitute forms that are within the organisational capabilities of the tourist company in order to adapt a tourist product to the requirements of tourists. As we indicated earlier, such an opportunity has to be provided for in the previous modules of the algorithm by setting the relevant parameters and creating the relevant organisational capabilities.

It is in this case that partnership relations with other organisations are of great importance.

For example, expectations from a certain restaurant may significantly differ from its actual capabilities.

A tourist company has to be able to replace it with another within the program, such as the selected restaurant providing all those elements of a tourist product that are provided for in the travel pro-

gram;

- The need to provide financial and material resources to ensure the replacement of elements of a tourist product, as well as the refusal of tourists from certain elements of the product;

Each change brings its own corrections to the financial and material provision. A tourist company has to provide them within the limited response time.

- The need to adjust the overall product scheme;

Each tourist product is made up of various components included in the time segment of a tourist trip.

Changes that may occur in order to satisfy the needs of tourists bring the corresponding adjustments to the overall time and route arrangement.

When implementing this change, the integration of individual elements of a product, as well as the coordination between the implementation in time and the load experienced by tourists, has to be maintained.

The problems that arise in the process of product realisation can also be of a purely objective nature. This category includes all the elements that are significant for implementing a tourist trip, but are beyond the ability of either a tourist company or tourists themselves to influence.

This category includes the following:

- Economic problems arising independently of the will of both the tourist company and the tourists;

They can be of a very different nature, *i.e.*, from problems in the field of monetary circulation and credit institutions to massive prob-

lems with the supply of fuel, materials or technologies.

Problems that arise in the field of energy can also be attributed to this category. It is this category of means of production that is of particular importance for culinary tourism. At any moment of a tourist trip, tourism management has to have the necessary resources to overcome the economic difficulties that have arisen.

But resources are not the only aspect in overcoming economic difficulties.

An important element is also the willingness of management to respond adequately to the emerging difficulties.

- Problems caused by natural factors and phenomena;

As in most types of tourist activity, natural factors are of great importance in the field of culinary tourism.

Moreover, to a certain extent, a much larger number of natural disasters are important for this type of tourism.

For example, if for recreational tourism a drought in a certain year has no direct and immediate significance, then for culinary tourism it can have serious consequences related to the lack of certain types of products.

The emergence of problems related to natural factors is perhaps among the most serious in the field of tourism.

The main concern of management in this case is the preservation of the life and health of tourists, which in turn requires sufficiently fast and effective interaction with the relevant rescue services in the region.

- Problems caused by political and legal factors;

Political factors, as a rule, develop with a certain dynamics and can

be taken into account in the process of tourism supply. But options are also possible in which political events arise suddenly, having a negative effect on the conduct of tourist trips. This may include conflicts of different nature and intensity, the so-called “trade wars”, the emergence of restrictions for tourists from certain countries and a number of others.

Management should take into account the likelihood of such events and be ready to take the relevant risks and determine the relevant alternatives.

The legislative process in different countries can also be a factor that creates difficulties for tourism activities. The adoption of new legislative acts is not always clear and precise.

Innovative approaches in legislative regulation may not be accompanied by adoption of relevant by-laws, which creates a legal vacuum in regulating individual activities, which affects tourism adversely. This is especially true in the field of culinary tourism, where regulatory mechanisms are of a different nature and affect different areas—the supply of food products, public catering, tourist activities, etc. The management of a tourism company is supposed to be able to respond adequately and in accordance with the current local legislation when relevant problems arise.

One of the most serious problems that can arise when conducting any tourist trip is the problem of preserving the health of tourists.

In the post-pandemic period, this aspect of tourism has gained particular importance. It applies to all types of tourist trips, and in the case of culinary tourism, it has its own specific dimensions, as here the risks to tourists significantly increase. They apply not only to the direct activities of the tourist company, but also to all forms of cooperation with other individuals and enterprises that find their

place in the process of the actual implementation of the tourist trip. The reason for the wider spectrum is quite clear, *i.e.*, significantly wider use of food products, beverages and their combinations.

Therefore, ensuring the health of tourists has to be reflected in a number of processes that are to be present during a conducted tourist trip. I will consider the main ones, namely:

- First of all, medical facilities have to be provided and function on a permanent basis in the region where a tourist trip is taking place;

The presence of medical facilities is implied, providing the entire spectrum of medical care: from traditional for tourism minor health problems to the provision of highly specialized medical care.

Naturally, the infrastructure cannot be located within a tourist site, but relevant medical facilities have to be ready throughout the active tourist season, with a certain capacity reserved for tourists.

- Ensuring the necessary medical logistics;

This element has to be present at every moment of a tourist trip, not only within the main routes, but also on the complementary ones, which are often used by tourists or can be assumed to be used within the framework of culinary tourism (often in culinary tourist trips, tourists are interested in catering facilities that are further away from the main tourist sites).

- The presence of medical and support staff necessary for serving tourists;

In this case, both the general rules for ensuring the health of tourists and the specific features of culinary tourism have to be taken into account.

Depending on the specifics of culinary products, the relevant specialists should be involved to provide tourists with the necessary as-

sistance.

- Ensuring the necessary procedural training when providing medical care;

This implies the presence of clear algorithms according to which individual employees should act in the event of problem situations.

The main emphasis here should be on understandable and simple procedures that should be known to both the tourists themselves and the service staff.

The actual implementation of a tourist product can and should be one of the important sources of marketing and technical and technological information for the management of the tourist enterprise. This applies to all types of tourist activity, and together with this, applied to culinary tourism, this rule acquires specific aspects.

First of all, the source of such information is direct communication with tourists.

Despite today's opportunities for forecasting and planning in tourism, it is tourists who are the source of information that has to be considered.

Accordingly, in order for this source to be used effectively, the staff have to have the capabilities for such a type of work with tourists that will most fully reveal the existing potential.

Any suggestion or remark received from tourists is important, considering that today tourists can practically be independent "media" that disseminate information about the destination. Even negative reviews should be carefully studied, as management should not be limited only to their opinion, but should also accept the suggestions that they can give.

As already mentioned, culinary tourism is built on the principle of

network management. This means that in the creation of new and improvement of existing tourist products, tourists themselves can also have an active participation.

Naturally, it is a relatively rare phenomenon, but still it should not be underestimated in the practice of management.

The next, but not less important place as a source of information for the tourist company is its own staff. They work in close proximity to both tourists and other elements of a tourist product in the conditions of the environment, the contractors of the tourist company, and others.

Therefore, the proposals that come from the staff can be considered by the management from a “bird’s eye view”.

The staff is aware of the reactions of tourists, the emotional and cognitive charge that arises (or does not arise) when perceiving individual stages of the tourist trip.

The approach to employees should go beyond the established administrative standards.

Often, employees who have entered one position can discover their abilities to perform other tasks, as in the new area they can be significantly more effective.

Last but not least, the group that can accumulate benefits for the tourist company is the contractors and social communities at the destination. They often have a significant number of ideas that relate to individual elements of the tourist trip, can be extremely useful in satisfying the emerging desires of tourists, as well as provide information on the basis of which unique tourist products can be created that can give significant advantages to the tourist enterprise.

When working with local communities and contractors, the enter-

prise should pay special attention to those who have linked their existing system with the conduct of tourist trips. This connection should be stimulated both through organizational methods and through methods of economic impact.

Contacts between the management of contractors and the enterprise should be carried out on a permanent basis, and the maximum number of management levels should be involved in this process. Attention should be focused on two main directions:

- Development of new tourist products with the active use of communities and contractors, the creation of interconnected elements of the tourist product, striving for synchronous improvement of the quality of service to tourists;

- Increasing the overall attractiveness of the destination both in culinary tourism and in other types of tourist activities. Management should not forget that the principles of sustainable tourism require increasing the attractiveness of the destination as a whole, as well as the preservation of natural complexes in it.

5.3.2.8. Seventh Module of the Algorithm—Documentation, Analysis and Forecasting

The completion of the tourist trip is not the end of the management algorithm. The last module is no less important than the previous ones, and in some respects, it can be considered more significant.

The first element of this module is the documentation of the tourist trip (the completed stay of a certain group related to the logistical algorithm of the tourist trip).

Each element of carrying out a tourist product has to be sufficiently well documented, in which case different approaches can be used—from fixing a certain precedent to standardized assessments obtained on the basis of previously prepared standard reports re-

flecting the passage through the individual stages of the realization of the tourist product.

Of great importance in the documentation process is the adequacy of documented information, its relevance, and relation of the information received with specific stages of carrying out a tourist product. Moreover, the documentation process should not represent an additional burden for the personnel engaged in this activity.

To a significant extent, in modern conditions, documentation can be implemented through the use of electronic computing and communication equipment, for which the necessary resources have to be allocated.

In particular, it is essential to provide the necessary hardware systems that can record the necessary information in the required volume and without disrupting normal work.

Documentation can relate both to the activities of the relevant structures (for example, documenting the volume of products used in the preparation of various dishes, energy used, accuracy or variability of the recipes used, etc.) and to record the perception of tourists. Such a variant of documentation allows for comparison of survey data and objective documentation of the reaction.

The importance of this process is great, as it allows for differentiation of preferences.

For example, objective data can be obtained on the perception of the atmosphere in a given catering establishment and the perception of the food and drinks served to tourists.

An essential aspect of documentation is chronometric documentation, allowing for fixing the sufficiency or insufficiency of the time allocated in the tourist program for individual elements of the tourist product.

Chronometric documentation makes it possible to significantly improve the perception of the tourist product, to determine more effective approaches to organising time in the individual phases of implementation.

The next important element of this module is analysis. It has to be carried out primarily on the basis of objective information.

Unfortunately, in the process of implementing a tourist product, it is not always possible to operate with objective data. Often, assessments are based on the subjective opinions of tourists or staff.

In this case, for the needs of the analysis, it is appropriate to use the so-called cross-referenced data, *i.e.*, those common elements that are noted in data of different nature and source.

Of course, an important element of the analysis is such verified data as are obtained from the accounting system, as well as from technical and statistical data related to the activities of the enterprise.

It is essential for the management of an enterprise to establish whether certain processes are developing synchronously or have different periods of manifestation while carrying out a tourist product.

It is also important to analyse whether the processes are developing in the same direction or are opposite in nature.

For example, how improving the quality of service in a catering establishment will affect tourists' evaluation of both the establishment and the tourism product.

Thus, under certain conditions, increasing the level of luxury may be accompanied by increasing the assessment of tourists.

In this case, we will be talking about the movement of parameters in the same direction.

However, it is possible that increasing the level of luxury of the establishment will not only not have a positive effect on the tourists' assessment, but will even worsen it. Then we are talking about a reverse direction in the processes.

Based on analysis, conclusions can be drawn about the cause-and-effect relationships characteristic of certain processes, the mutual connection of the processes or the lack thereof.

Financial analysis has a number of its own regularities, observed by the relevant specialists, but in a number of cases, the result of a tourist product has to be compared with the data contained in the financial analysis. It is on this basis that a conclusion can be drawn about the economic feasibility of carrying out a product.

An important aspect in the analysis is also assessment of the extent to which carrying out a tourist product is due to processes internal to a company or to external ones.

It should be seen what the dominant influence is on the development of a certain process, an element of the tourist product.

At a certain stage of implementation, internal processes are of great importance, while at another stage—external processes. They have to be identified in order to create the most reliable forecasts.

An important stage of the analysis of the implementation of the tourist product is the conduct of the SWOT analysis. It can be both general and concerned with individual stages or processes in the implementation of the product. Each of the elements of this analysis, *i.e.*, strengths and weaknesses, opportunities and threats, has to be examined in detail and compared with the data of other analyses that management has deemed necessary.

The final process within the eighth module is forecasting. It covers both the possibility of implementing existing tourist products and the

possibility of creating and implementing fundamentally new ones.

When forecasting the improvements of existing products, the widest possible range of opinions has to be taken into account, with those that are negatively disposed towards them having priority. It is precisely when refuting negative opinions that characteristics can be established that are as close as possible to the real ones.

In view of the specifics of culinary tourism, when predicting changes in existing products, the opinion of specialists from other companies who are directly involved in the process of product implementation should be taken into account as much as possible.

The local population as a whole and local communities are also important, as they can suggest a number of solutions or protect themselves from possible adverse consequences.

The main direction in improving a tourist product should be its functional suitability and increasing the importance of its safe use by tourists.

It is important to note here that when modernising an already existing tourist product, a significant mistake can be made. In the effort to give tourists the highest quality product, including everything modern that has been accumulated in the practice of tourism, management includes new functional, technical-technological, transport and other types of innovations.

In this case, managers often do not take into account characteristics of a target group, the entire set of conditions in which a tourist trip is carried out, as well as the general balance of time available to tourists.

The main conclusion is that when predicting the modification of a tourist product, one should not lose sight of the fact that a tourist trip is a synergistic process, which implies the coordination of all its ele-

ments.

When forecasting a new tourist product, several points have to be taken into account:

- First of all, it has to be clarified what needs of tourists the new tourist product will satisfy;

This means that it should not be considered on its own, but should be oriented towards specific needs.

- When building the model of a new tourist product, it has to necessarily undergo testing, as the test verification of a product has to be both in its entirety and testing of individual, significant elements for the entire product;

- When compiling forecasts related to the implementation of a new tourist product, at least two opposing points of view have to be considered, thus avoiding both excessive praise of a new product and excessive criticism of it;

- When forecasting a new product, special attention has to be paid to its system of connections with both the environment and the socio-economic conditions in which a given tourist product will be introduced;

- A mandatory element when forecasting a new tourist product is a study of the risk-benefit ratio. Here, too, the broadest possible approach should be applied in order for such a ratio to be as reliable as possible.

Forecasting in the field of culinary tourism, and tourism in general, should not be limited solely to conducting tourist products.

The wide range of goods and services, as well as the dependence on numerous factors, require that forecasting affect many elements of the environment in which the company operates and which can

directly or indirectly have an impact on the essence of its activities.

First of all, it is necessary to take into account the processes in the economy that take place not only in the region where the tourist sites are located, but also in those regions the main target groups of tourists come from.

Forecasting events in the economy should be located in time, *i.e.*, short-term, medium-term and long-term economic processes should be forecasted. In the process of forecasting, the impact on tourism of both individual economic factors and their totality should be examined.

Economic processes are not the only ones that are subject to forecasting for the needs of culinary tourism. No less important are socio-political processes, as well as processes in the field of culture. To a significant extent, these elements are the basis on which the preferences of tourists, the readiness of local structures and the population to receive tourists and to integrate their economic, social and psychological activity into the process of tourist service are modeled.

Forecasting socio-political processes should also be carried out in a long-term, medium-term and short-term perspective. These processes can have both a positive and negative impact on culinary tourism, and at the same time, it is important to assess the “strength” of their influence. On this basis, the management of the enterprise has to determine its adequate reaction, which should be consistent with both the direction of the relevant processes and their influence.

Changes in culture are significantly slower than in the economy or social sphere. But their influence on all spheres of human life is significantly stronger and more comprehensive. In the process of forecasting changes in cultural characteristics, it is necessary to first identify the current trends, and only then to predict the impact on

tourism activity.

It should be emphasised that today tourism occupies an important place in both the economy and the culture of the regions where tourist trips are made.

Therefore, changes in the cultural environment can be predicted not only in terms of the impact on tourism, but also with a view to tourism activity as an element of these changes. That is why forecasting in the field of cultural changes should be carried out in the form of proactive actions of the tourism industry. To achieve it, contacts within the framework of culinary tourism with local cultural communities can be activated.

Conclusion

To conclude this monograph, the author would like to emphasise that the present study on culinary tourism is only the first step in the process of developing this type of tourism product.

Apparently, a significant number of studies will be needed to determine the potential of individual regions in Bulgaria as well as the opportunities for cross-border cooperation in the field of culinary tourism between the Balkan countries.

Clearly, new in-depth studies will be needed to allow creating a sustainable tourism product that would be sufficiently competitive compared to established gastronomic destinations. It will be necessary to analyse the entire set of local cultures as well as to build appropriate relations between tourism companies, local authorities and local communities in different regions of Bulgaria.

Future researchers will have to operate in completely new technological, and as a consequence, organisational and technical conditions.

Mass application of AI and robotics will require new approaches both to the study of the relevant object and to the applied management models in tourism and, in particular, culinary tourism.

One of the first challenges in this regard is mass application of AI, actively entering both the process of marketing and communication with consumers, in the field of calculations and offering the tourist product.

Full application of AI in any field, including in the field of tourism, requires three main elements, namely:

- Hardware;

This condition provides for the supply of the relevant objects with two types of devices.

On the one hand, these have to be sensors that provide the necessary information to form large databases, and on the other, manipulators that can replace human labour in a number of areas.

Additional difficulties related to hardware support in tourism may arise from the fact that tourism, unlike industrial production, cannot be completely subordinated to electronic devices. The presence of humans in tourism will retain its importance, and according to a number of specialists, it will even increase its importance within the overall tourism product.

Therefore, hardware support has to be integrated within the framework of the tourist trip so that it does not lose its warmth and humanity, and this is what will increasingly interest tourists.

Hardware support has to be convenient and secure, with a view to its safe use in different variants of tourism products.

- Respectively, software support;

Systems that function within the framework of tourism have to be appropriately adapted to the capabilities and preferences of tourists. This means that software support should not be oriented towards engineers for whom software support may be sufficiently complex.

For the needs of tourism, software has to meet the needs of the target groups that will benefit from it.

In this case, it is quite possible to use several types of software to be applied to the same technical systems. This requires both very good staff training and significant costs.

But it should be noted that whatever the costs, attracting new tourists is a goal that would fully justify such costs.

The spread of the Internet will require rapid adaptation of software to a number of external devices that tourists will use. Therefore, software has to be as adaptable as possible to most systems that exist in the world.

- Accumulation and constant maintenance of large databases;

For the needs of culinary tourism, a wide range of data is needed, which is related not only to potential tourists but also to the capabilities of the staff and the partners of the tourism company.

One of the characteristic features of large databases (namely, they are used in artificial intelligence) is their continuous filling and establishment of increasingly perfect interconnections between the individual data modules.

At the same time, a very serious problem is the constant protection of this data and the prevention of the possibility of its use for purposes outside of tourism or manipulation in a way that will lead to incorrect management decisions.

In high technologies, completely new opportunities for the development of entrepreneurial activity can be discovered.

In particular, such opportunities can be provided by the so-called "smart cities".

As research in this direction shows, a fully "smart" city can be a relatively small settlement (researchers believe that the optimal population of a fully "smart" city can be approximately 20 - 25 thousand people).

This suggests that a number of events related to culinary tourism can be organised within the "smart city", as high technologies will

allow for the creation of fundamentally new opportunities for gastronomy.

It is obvious that the integration of culinary and other types of tourism will continue.

In this case, the creation of the corresponding new brands will depend on the characteristics of the region, its history and development features. Forecasting such opportunities is an important element of the activities of specialists in the field of culinary tourism.

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