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DOI: 10.5937/turpos0-50177

UDK: 004:640.4
005:640.4

EXPLORING THE CULINARY LANDSCAPE: A LITERATURE REVIEW ON GASTRONOMY AND WINE TOURISM

ISTRAŽIVANJE KULINARSKOG PEJZAŽA: PREGLED LITERATURE GASTRONOMSKOG I VINSKOG TURIZMA

Abstract: *With a focus on the dynamic intersections of gastronomy, wine, and gastronomy tourism, a wide range of books, articles, and papers published from 2014 onwards have been examined for this literature study. Through the utilization of prestigious academic journals, business magazines, and scholarly books, this research aims to document the most recent advancements, perspectives, and patterns influencing the food scene. The paper makes use of synthesis and analysis techniques. Furthermore, author was able to compare works, research, and studies about wine tourism, gastronomy in general, and gastronomy and wine tourism thanks to the comparative and deductive methods. By casting a wide net over the scholarly landscape, encompassing diverse disciplines such as anthropology, sociology, hospitality management, and tourism studies, this literature review aims to capture the multifaceted dimensions of wine and gastronomy tourism. Through this interdisciplinary approach, this study unravels the complex interplay of cultural, economic, and social factors that shape culinary practices, wine appreciation, and travel experiences around the globe.*

Key Words: *Gastronomy, wine, gastronomy tourism, wine tourism, sustainability, tourism.*

Apstrakt: *Sa fokusom na dinamičke preseke gastronomskog, vinskog i gastronomskog turizma, za ovu literaturu je ispitan širok spektar knjiga, članaka i radova objavljenih od 2014. godine. Kroz korišćenje prestižnih akademskih časopisa, poslovnih časopisa i naučnih knjiga, ovo istraživanje ima za cilj da dokumentuje najnovija dostignuća, perspektive i obrasce koji utiču na scenu hrane. Studija koristi tehnike sinteze i analize. Pored toga, autor je bio u mogućnosti da uporedi radove, istraživanja i studije o vinskom turizmu, gastronomiji uopšte i kulinarskom turizmu zahvaljujući komparativnoj i deduktivnoj metodi. Bacajući široku mrežu na naučni pejzaž, obuhvatajući različite discipline kao što su antropologija, sociologija, hotelijerstvo i studije turizma, ovaj pregled literature ima za cilj da obuhvati višestruke dimenzije gastronomskog, vinskog i gastronomskog turizma. Kroz ovaj interdisciplinarni pristup, ova studija otkriva složenu interakciju kulturnih, ekonomskih i društvenih faktora koji oblikuju kulinarske prakse, uvažavanje vina i iskustva putovanja širom sveta.*

Ključne reči: *Gastronomija, vino, gastronomski turizam, vinski turizam, turizam.*

Introduction

The fusion of gastronomy, wine, and gastronomy tourism embodies a rich tapestry of cultural heritage, sensory exploration, and economic significance (Amaral et al. 2016). As global interest in culinary experiences continues to burgeon, understanding the intricate interplay between these elements becomes paramount. From the historic vineyards of Europe to the vibrant street food markets of Asia, gastronomy serves as a gateway to cultural immersion and sensory delight (Beltrán et al. 2016). Wine, with its diverse varietals and terroirs, embodies the essence of tradition and innovation, offering a profound glimpse into the terroir and craftsmanship of each region. Concurrently, gastronomy tourism has emerged as a burgeoning sector, attracting travelers seeking authentic culinary experiences and a deeper connection with local communities (Çalışkan & Yilmaz, 2016). In this contemporary era, gastronomy, gastronomy tourism, and wine tourism stand as pillars of exploration, offering avenues for cultural exchange, economic growth, and personal enrichment. Gastronomy, with its fusion of taste, tradition, and innovation, transcends mere sustenance to become a celebration of identity and heritage (Zrnić et al. 2023). Through the lens of gastronomy tourism, travelers embark on immersive journeys, guided by their culinary curiosity to savor authentic flavors, connect with local communities, and forge meaningful memories. Similarly, wine tourism has emerged as a dynamic force, weaving together elements of terroir and tradition, inviting enthusiasts to traverse scenic vineyards, engage with winemakers, and indulge in tasting experiences that reveal the unique character of each vintage (Colombini, 2015; Crespi-Vallbona & Mascarilla-Miró, 2020). Together, these realms form a tapestry of experiences, inviting exploration and discovery while fostering sustainable practices that honor the land, the people, and the cultural heritage embedded within (Cunha, 2018).

This literature review embarks on a journey to unravel the nuances of gastronomy,

the complexities of wine culture, and the dynamic realm of gastronomy tourism (Drašković, 2016). Through a comprehensive examination of existing research and scholarly discourse, this paper aims to illuminate key themes, emerging trends, and critical insights shaping the culinary landscape. By delving into the depths of gastronomic traditions, the artistry of winemaking, and the transformative power of culinary tourism, this review seeks to provide a holistic understanding of the multifaceted realm where culture, commerce, and creativity converge. Through an extensive exploration of scholarly literature (Google Scholar, Research Gate, Elsevir, Academia and Google Books) this review aims to shed light on the evolving landscape of gastronomy, wine, and gastronomy tourism. By synthesizing findings from various disciplines such as tourism studies, hospitality management, anthropology, and cultural studies, this paper endeavors to offer valuable insights for academics, industry practitioners, and policymakers alike. As we embark on this intellectual odyssey, let us unravel the intricacies of taste, tradition, and tourism that define the culinary mosaic of our world.

Literature review of gastronomy and wine tourism

Numerous studies have highlighted the substantial economic contributions of gastronomy and wine tourism to destinations worldwide. Research by Knollenberg et al. (2021), underscores the role of food and wine experiences in enhancing destination competitiveness and generating revenue streams through increased tourist spending. Similarly, Tafel (2021) emphasize the economic multiplier effects associated with gastronomic and wine-related activities, including job creation, infrastructure development, and the stimulation of local businesses.

Beyond economic impacts, gastronomy and wine tourism play a pivotal role in preserving and promoting cultural heritage and fostering social interactions. According to Park et al. (2023), culinary and wine experiences serve as conduits for cultural ex-

change, allowing tourists to engage with local traditions, rituals, and culinary practices. Moreover, research by Duxbury et al. (2020), highlights the role of gastronomic events, festivals, and food markets in nurturing community identity and social cohesion within destination communities.

Understanding consumer motivation and preferences is essential for developing effective gastronomy and wine tourism strategies. Studies by Kyriakaki et al. (2016), delve into the factors influencing tourists' choices of gastronomic and wine destinations, including the pursuit of authenticity, culinary diversity, and sensory experiences. Additionally, research by Carvalho et al. (2021), explores the role of food and wine tourism experiences in shaping travelers' perceptions and memories of a destination.

In recent years, there has been growing attention to the sustainability dimensions of gastronomy and wine tourism. Scholars such as Santini et al. (2013), examine the environmental impacts of food and wine production processes, advocating for sustainable practices to mitigate resource depletion and environmental degradation. Furthermore, research by Rachão et al. (2019), explores the concept of responsible gastronomy and wine tourism, emphasizing the importance of ethical sourcing, community engagement, and cultural sensitivity in destination development.

The landscape of gastronomy and wine tourism is continuously evolving, shaped by changing consumer preferences, technological advancements, and global trends. Recent studies by Schimperna et al. (2021), explore emerging trends such as culinary tourism digital platforms, virtual wine tastings, and experiential dining concepts. Looking ahead, there is a need for further research into the long-term sustainability and resilience of gastronomy and wine tourism in the face of environmental, economic, and social challenges.

In addition to their economic contributions, gastronomy and wine tourism play a pivotal role in enriching the social and cultural

fabric of destinations. These forms of tourism offer opportunities for travelers to immerse themselves in local traditions, rituals, and culinary practices, thereby fostering cross-cultural understanding and appreciation.

One aspect of the social significance of gastronomy and wine tourism lies in their ability to create meaningful connections between visitors and local communities. Research by Graham (2021) suggests that culinary experiences often serve as catalysts for interpersonal interactions, allowing tourists to engage with local residents, chefs, and artisans. Through shared meals, cooking classes, and food tours, tourists gain insights into the cultural significance of food and wine within a destination, forging bonds that transcend linguistic and cultural barriers.

Moreover, gastronomy and wine tourism contribute to the preservation and promotion of culinary heritage and gastronomic traditions. By showcasing local specialties, traditional cooking techniques, and indigenous ingredients, destinations can celebrate their unique culinary identity and heritage (Zrnić et al. 2021). For instance, food festivals, farmers' markets, and culinary workshops provide platforms for local producers and artisans to share their knowledge and expertise with visitors, ensuring the transmission of culinary traditions from one generation to the next.

Furthermore, gastronomy and wine tourism serve as vehicles for cultural exchange and dialogue, fostering mutual respect and appreciation for diverse culinary practices and food cultures. Travelers are increasingly seeking authentic and immersive experiences that allow them to taste, smell, and savor the flavors of a destination. This quest for authenticity drives tourists to explore off-the-beaten-path eateries, street food markets, and family-owned wineries, where they can engage with local foodways and traditions firsthand.

Overall, the social and cultural significance of gastronomy and wine tourism extends beyond mere consumption to encompass experiential learning, cultural exchange, and



community building. By embracing the rich tapestry of food and wine cultures, destinations can create memorable and transformative experiences that resonate with travelers and contribute to the sustainable development of tourism.

Gastronomy and wine tourism represent dynamic and multifaceted components of the tourism industry, with significant implications for destination development, cultural exchange, and economic prosperity. By recognizing the interplay between food, wine, culture, and tourism, policymakers, industry stakeholders, and researchers can work collaboratively to harness the potential of gastronomy and wine tourism as drivers of sustainable and inclusive tourism development.

Review findings

The research conducted for this literature review draws upon a comprehensive selection of papers, articles, and books published from 2014 onwards, focusing on the dynamic intersections of gastronomy, wine, and gastronomy tourism. By sourcing materials from esteemed academic journals, industry publications, and scholarly texts, this study endeavors to capture the latest developments, insights, and trends shaping the culinary landscape. Through a meticulous examination of literature spanning the past decade, this review aims to provide a contemporary understanding of gastronomic phenomena, wine culture, and the evolving realm of gastronomy tourism. By prioritizing recent publications, we ensure that our analysis reflects the most current perspectives and scholarly discourse surrounding these interconnected domains.

From seminal works exploring the cultural significance of food and wine to empirical studies examining tourist behavior and destination management strategies, the literature surveyed encompasses a diverse array of perspectives and methodologies. By synthesizing these sources, we aim to offer a nuanced and comprehensive overview of the multifaceted dimensions of gastronomy,

wine, and gastronomy tourism in the contemporary era.

Furthermore, by focusing on publications from the past decade, we ensure that our analysis reflects the latest insights and developments within the field. From groundbreaking research articles exploring the sensory dimensions of gastronomy to insightful industry reports uncovering consumer trends in wine tourism, each source contributes to a rich tapestry of knowledge that informs our understanding of contemporary gastronomic phenomena.

Through rigorous examination and critical synthesis of these diverse sources, we aim to provide a nuanced and comprehensive perspective on the intricate relationships between gastronomy, wine, and gastronomy tourism. By elucidating the connections between food, culture, and tourism, this research seeks to contribute to the broader discourse surrounding culinary tourism, while also providing valuable insights for practitioners, policymakers, and academics alike.

Through accurate research and critical analysis, we endeavor to contribute to the ongoing dialogue surrounding these pivotal topics, advancing scholarship, and informing practice within the realms of hospitality, tourism, and cultural studies.

The study uses methods of analysis and synthesis. Additionally, the method of comparison and deductive method enabled the authors to compare works, research and studies on the topic of gastronomic tourism, wine tours and gastronomy in general. Based on abovementioned review, Table 1. shows literature focusing on gastronomy and wine tourism.

Conclusion

This literature review serves as a foundation for further research and discourse, fostering a deeper understanding of the multifaceted dimensions of gastronomy, wine, and gastronomy tourism. Through collaboration and exchange of knowledge, we endeavor to enrich our understanding of these interconnected realms, ultimately contribu-

Table 1. Literature on gastronomy and wine tourism published between 2014 – 2024

Title	Authors	Journal/Book	Year
Slovenian wine stories and wine identities: from the heritage and culture of wine-to-wine tourism. In Wine and identity	Gačnik, A	Routledge	2014
Wine and tourism.	Peris-Ortiz, M., & Del Río Rama, C.	Springer	2016
Food tourism development in wine regions: perspectives from the supply side.	Duarte Alonso, A., Martens, W., & Ong, J. L. T	Current Issues in Tourism	2022
Image, events cape, satisfaction and loyalty: a case study of a wine tourism event.	Goncalves, O., Camprubí, R., Fons, C., & Solonandrasana, B	International Journal of Event and Festival Management	2022
Wine tourism as an opportunity for tourism development: examples of good practice in Slovenia	Kerma, S., & Gačnik, A.	Journal of international food & agribusiness marketing	2015
The “worlds approach” to gastronomic tourism: The case of wine tourism in Japan.	Wang, C.	The Routledge Handbook of Gastronomic Tourism	2019
Gastronomy and wines in the Alentejo Portuguese Region: Motivation and satisfaction of tourists from Évora. Wine and Tourism: A strategic segment for sustainable economic development	Amaral, R., Saraiva, M., Rocha, S., & Serra, J.	Springer International Publishing Switzerland	2016

Source: Author`s reserach

ting to the advancement of scholarship and the sustainable development of the culinary sector. It is clear that gastronomy and wine tourism is essential to the advancement of travel. Traditional approaches can provide the opportunity to apply strategic methods to communicate the excellence, diversity, and distinctiveness of regional goods and cuisine as culinary tourism develops. As a result, planning to establish development policies and produce culinary tourism goods is seen as crucial for tourist locations.

Based on the literature review presented on gastronomy and wine tourism, it is evident that these sectors play a significant role in destination competitiveness, economic growth, cultural preservation, and social interactions. The studies highlighted in the paper emphasize the economic contributions of gastronomy and wine tourism, including increased tourist spending, job creation, and infrastructure development. Additionally, the role of these experiences in preserving cul-

tural heritage, fostering social cohesion, and promoting community identity is underscored.

Consumer motivations and preferences are crucial in shaping effective gastronomy and wine tourism strategies, with factors such as authenticity, culinary diversity, and sensory experiences influencing tourists' choices of destinations. Moreover, the sustainability dimensions of gastronomy and wine tourism are gaining increasing attention, with a focus on advocating for sustainable practices to mitigate environmental impacts and promote responsible tourism.

The interdisciplinary approach of the study contributes to a holistic understanding of the complex interplay of cultural, economic, and social factors in culinary practices and wine appreciation. By synthesizing findings from various disciplines such as tourism studies, hospitality management, anthropology, and cultural studies, the paper offers valuable insights for academics, industry

practitioners, and policymakers alike.

In conclusion, the literature review on gastronomy and wine tourism provides a comprehensive overview of the multifaceted dimensions of these sectors in the contemporary era. Through rigorous analysis and critical synthesis of diverse sources, the study sheds light on the intricate relationships between food, culture, and tourism, offering valuable insights for advancing scholarship and informing practice within the realms of hospitality, tourism, and cultural studies. This research contributes to the ongoing dialogue surrounding gastronomy and wine tourism, highlighting their pivotal role in shaping travel experiences, cultural exchange, and economic development worldwide.

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