



The Rise of Gastronomy Tourism: A Systematic Literature Review

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Abstract. The study of gastronomic tourism has experienced growth in the tourism industry in recent decades, and there has been an increasing number of tourists who travel mainly to experience the food and related culture. In addition, more and more destinations are using local cuisine as a differentiating feature in marketing a destination. This article presents an overview of research trends in gastronomic tourism and marketing. The aim is to identify research related to gastronomic tourism based on scientific productions published in the last five years based on the Scopus scientific database. This article uses a systematic literature review approach. The results of this article summarize studies related to current trends in gastronomic tourism topics and identify gastronomic study topics that are still limited as potential future research. The research classified topics on gastronomic tourism publications as tourist development and experience, recognition and promotion of local gastronomy, innovation, technology and market intelligence and image and position.

Keywords: Gastronomy Tourism, Marketing, Systematic Literature Review

1. Introduction

In recent years, the growth of special interest tourism has increased, where the motivation is the desire to indulge existing interests in new or known locations or develop new interests in new or known locations. Like activity-based tourism, special interest tourism can be an entire holiday focus or a way of spending a day or two during a vacation [1]. Gastronomic experiences are increasingly becoming a significant driver of tourism flows worldwide as they allow tourists to get to know the local culture and traditions of the places visited [2]. The gastronomic experience has boosted the hospitality and tourism gastronomic experience, attracting the attention of many hospitality and tourism companies and encouraging the development of regional tourism. Gastronomic tourism experiences require visits to food-themed events and festivals, primary and secondary producers, cooking classes, restaurants, and places where food tasting is the prevailing travel motivator [3].

The relationship between gastronomy and tourism has been studied from several dimensions. This article specifically identifies research on gastronomic tourism and determines its contributions and conceptual gaps. In line with the aims of this research, this study also attempts to answer the following questions: 1. How has the development of publications on gastronomic tourism been in the last five years? 2. What are the most studied topics related to gastronomic tourism? 3. What are the research topics in gastronomic tourism that are still limited in the study?

By systematizing existing knowledge in an area of study and identifying emerging trends and gaps in existing knowledge, a substantial contribution can be made to progress, and an updated field perspective is provided. Therefore, the most important motivation of scientific research is fulfilled, expanding knowledge and projecting internal and external understanding of activities to improve, in this case, gastronomic tourism.

2. Method

The method used in this research is a *Systematic Literature Review* (SLR) to identify, evaluate, and interpret research results relevant to a particular research question, topic area, or phenomenon of concern [4]. [5] *Systematic Literature Review* (SLR) examines past literature studies by formulating a transparent, organized, and replicable procedure with every step of the learnable and understandable process being synthesized. There are several advantages of using a systematic review over a formal assessment.

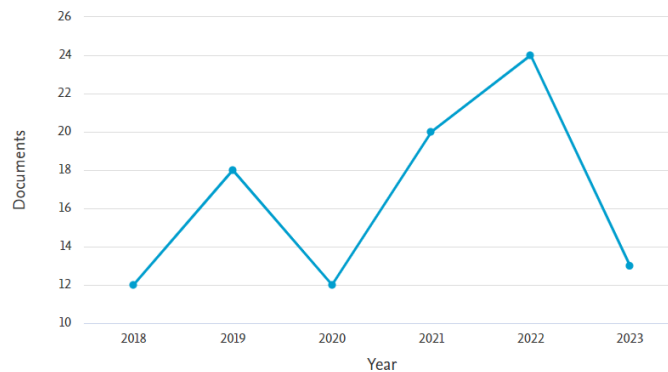
Given the many studies and approaches around gastronomic tourism, this study uses tertiary sources from publications indexed in a *peer-reviewed literature database*, namely, Scopus, as a search tool. This literature study was carried out with the qualifications of the selected articles, namely having a research focus on gastronomic tourism marketing. Based on these criteria, the author searches articles specifically with the following search criteria: *Gastronomy*, *Tourism*, and *Marketing* in titles, summaries, and/or keywords published between 2018 and 2023.

The results obtained from Scopus produced 99 documents, with the types of documents in the form of scientific articles, books, book chapters, doctoral theses, and conference proceedings. To ensure suitability and to focus on the information source, the search results are filtered again. Documents are filtered by limiting the criteria to "scientific articles" and "full text available" (*open access*). The result is that the total number of documents identified for analysis in this study was 29 scientific article documents with a research time interval of 5 years.

3. Results and Discussion

Figure 1 shows the number of published documents related to gastronomic tourism in the last five years. The results show that from 2018 to 2023, there has been a consistent increase in the number of publications related to gastronomic research. Although there has been a decline in publications related to gastronomic tourism in 2020, this is likely due to the COVID-19 pandemic, which has hit the whole world and affected various sectors of people's lives. However, the number of scientific journals related to gastronomy will increase again in 2021 and 2022.

Figure 1 Number of Documents in Gastronomic Tourism 2018-2023



Furthermore, the study found the percentage of publications related to gastronomic tourism issued by subject area. The large number of gastronomic tourism articles published in various subject areas reflects the complexity of conceptualizing gastronomic tourism. The growth of studies on gastronomic tourism shows the need to see the development of gastronomic studies, not only from a thematic point of view but also from an evolutionary point of view. It shows that the topic of gastronomic tourism can be studied in various fields of science.

Then, to answer the second question regarding what topics have been studied the most or have become trends in gastronomic tourism publications in the last five years. As previously explained from the 99 documents collected. After re-sorting, there were 29 scientific articles, which were then analyzed. The result is that some topics/themes have been studied the most in research on gastronomic tourism, their contributions, and the development of their publications.

3.1 Gastronomic Tourism as an Instrument for the Development of Tourism Destinations

The authors examine gastronomic tourism as a vital instrument for destination development [6]; [7]. This publication reveals that gastronomic identity is considered a strategic resource for destinations [7]. Besides that, research conducted [6] found that one way to attract tourists is to plan an area as a gastronomic destination. Among recent publications, case studies of gastronomic tourism are identified as a component of

development in specific destinations [8], as well as research by [9] found that restaurant quality is more important than quantity in relation to gastronomy-tourism and Michelin-starred restaurants are a strong attraction for foreign tourists. Then [10], it was confirmed that the quality of the gastronomic experience and accommodation experience, accompanied by several sub-dimensions, significantly impacts tourist satisfaction.

Several topics in gastronomic tourism publications are tourist development and experience, recognition and promotion of local gastronomy, innovation, technology and market intelligence and image and position. Authors who reviewed this research highlighted that eating is a highly stimulating recreational experience and, consequently, a strong motivation to travel [11]; [12]. Attractive gastronomic marketing has an amplifying effect capable of influencing activities other than tourism and affecting satisfaction with destinations [13]

Writers researching this topic have focused on recognizing the potential of specific areas regarding facilities to connect visitors to the essence of a destination through local produce and the gastronomy, traditions, and historical components it brings. Amidst the needs identified is the promotion and development of gastronomic tourism activities to contribute to the assessment and preservation of a region's culture, intangible heritage, memory and identity. The most significant contribution of this line is that gastronomic tourism can be used as a tool to add value to local production and develop local [14]. Therefore, culinary production is an asset of high tourism value thanks to its transversality implications. It brings different experiences and approaches to residents and the environment.

Technology implementation is a significant challenge, according to [15]; its proper use provides a competitive advantage when accessing various sources of information. Admittedly, gastronomic tourism has been visualized thanks to social media/[12]. The study [12] reveals that innovation in culinary tourism experiences can also increase visitor awareness and motivation to explore tourism. This study highlights the link between gastronomy and tourism as the basis for imaging a region. The potential of gastronomic tourism to increase the attractiveness of a destination is analyzed, where culinary destination image and memorable gastronomic experience positively influence tourist behavioural intentions [16]. Several authors highlight the value of consumer perceptions. In the past, food was often seen as a necessity rather than an attraction. This perception has changed over the last two decades as food has become an essential link between people, place, culture, identity and tourism [17].

4. Conclusion

This study shows a significant growth in scientific studies focusing on gastronomic tourism. This research is expected to complement other literature reviews that analyze bibliometric results, data, and unique publication sources or focus on specific gastronomic tourism topics. So far, the authors found four identified research topics to be the most studied. These results also reveal that gastronomic tourism is a complex activity requiring constant research attention. From this SLR review, it was also found

that several authors studied gastronomy with a multidisciplinary approach. Then, it cannot be denied that this SLR review has several limitations, such as only indexing literature from one database, namely Scopus, since the analysis of the study is also limited to articles in English with *open access criteria*. Even so, the authors hope this paper can direct further research on gastronomic tourism.

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