Typology of Gastronomy
Tourists and Tourism

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I hereby declare that the work submitted is mine and that where I have made use of another’s work, I have attributed the source(s) according to the Regulations set in the Student’s Handbook.

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Abstract

This dissertation was written as part of the MSc in Sustainable Development at the International Hellenic University.

The dissertation examines the typology of gastronomy tourism and tourists with regard to Ukraine and especially the city of Odessa, having great prospects of development in this field of tourism.

Based on a literature review and research using experimental methods, such as survey through questionnaires, SWOT analysis, Made mapping and the method of Focus groups, it has been found that the development of gastronomic tourism in this destination is possible, subject to a number of urgent measures. A special emphasis should be placed on the specific and unique Odessa cuisine having a history and a long tradition. Nine gastronomic tours in the Odessa region have been proposed and developed in detail.

Gastronomy tourism is a rapidly and successfully developing industry contributing important part to the national gross product. One of significant subjects of studies in the field of gastronomy tourism is its typology. Besides, not very much is known about peculiarities of gastronomy tourism and tourists in specific destinations like Odessa, my native city. The main objectives of the study in the dissertation were:

- To define the typology of gastronomy tourism and tourists in Odessa region based on literature review and research results;

- To analyze the state of gastronomy tourism in Odessa region;

- To outline prospects of further development of gastronomy tourism in Odessa using different research methods and obtained results.

Main features of Ukrainian and Odessa gastronomic tourism have been studied by the method of questionnaires survey, Focus groups method, SWOT analysis and Mind mapping. Two Focus groups were composed of local tourism professionals and experienced Odessa tourists to figure out a typology of Odessa tourists and outline urgent measures for the future local tourism business reform with the gastronomic
orientation. Useful results have been obtained by SWOT analysis and Mind mapping for strategic planning of the successful development of gastronomy tourism in Odessa. Nine specific gastronomy tours have been proposed and designed considering multinational character of Odessa cuisine, such as Odessa, Ukrainian, Jewish, Bulgarian, Bessarabia, and Greek Cuisines, as well as Wineries of the Odessa region, Fishing with Tasting, and Odessa Markets. Further research by applying quantitative methods, increasing a number of respondents in the samples, with precise research questions and hypotheses is needed for fundamental restructuring of gastronomy tourism business in Odessa.

I would like to express my gratitude to my supervisor, Prof. Evangelos Christou, for his support, patience, and encouragement. His advice was essential to the completion of this dissertation. I would like also to thank the Erasmus Mundus EFFORT project for funding my studies and for giving me the opportunity to meet so many interesting people.

Keywords: typology, gastronomy, tourism, tourist, culinary

Anastasiia Sorokina

25th January, 2016
Preface

“Knowledge of the world is the decoration and the food of the human mind” (Leonardo da Vinci).
## Contents

**ABSTRACT** .................................................................................................................................................. III

**PREFACE** .................................................................................................................................................... I

**CONTENTS** .................................................................................................................................................. 1

**INTRODUCTION** ........................................................................................................................................... 3

**CHAPTER 1. LITERATURE REVIEW** ............................................................................................................ 5

1.1. **WHAT IS GASTRONOMY TOURISM?** ................................................................................................... 5

   1.1.1. *Definition of gastronomy (culinary, food) tourism* ........................................................................... 5

   1.1.2. *Segmentation approach to gastronomy tourism* .............................................................................. 6

   1.1.3. *Gastronomy tourism types and resources* ..................................................................................... 7

   1.1.4. *Gastronomy tourism in different countries* .................................................................................. 8

1.2. **WHO ARE GASTRONOMY TOURISTS?** ............................................................................................. 10

   1.2.1. *Typology of gastronomy tourists* ................................................................................................. 10

   1.2.2. *Motives of gastronomy tourists* ................................................................................................... 12

   1.2.3. *Needs, wants and demands of gastronomy tourists* ................................................................... 14

1.3. **TYPES AND CHARACTERISTICS OF GASTRONOMY TOURISTS** .................................................... 16

   1.3.1. *Demographic types and characteristics of gastronomy tourists* ................................................. 16

   1.3.2. *Psychographic types and characteristics of gastronomy tourists* ............................................. 17

   1.3.3. *Behavioral types and characteristics of gastronomy tourists* .................................................... 20

1.4 **GASTRONOMY TOURISM IN UKRAINE** ............................................................................................... 23

1.5 **GASTRONOMY TOURISM IN ODESSA** ............................................................................................... 25

1.6 **OBJECTIVES, RESEARCH QUESTIONS AND HYPOTHESES** .......................................................... 26
# CHAPTER 2. METHODOLOGY

2.1. **FOCUS GROUPS METHOD** ............................................................................. 28

2.2. **SWOT ANALYSIS** ..................................................................................... 29

2.3. **SURVEY QUESTIONNAIRES** ................................................................. 30

2.4 **MIND MAPPING** ....................................................................................... 31

# CHAPTER 3. RESULTS AND DISCUSSION

3.1. **FOCUS GROUPS** ....................................................................................... 33

3.2. **QUESTIONNAIRES SURVEY** ................................................................. 34

3.3. **SWOT- ANALYSIS** ................................................................................ 37

# CONCLUSIONS

......................................................................................................................... 45

# BIBLIOGRAPHY

......................................................................................................................... 47

# APPENDIX

.......................................................................................................................... 1

APPENDIX1 ........................................................................................................ 1

APPENDIX2 ....................................................................................................... 9

APPENDIX3 ....................................................................................................... 10

APPENDIX4 ....................................................................................................... 11

APPENDIX5 ....................................................................................................... 13

APPENDIX6 ....................................................................................................... 15

APPENDIX7 ....................................................................................................... 23

APPENDIX8 ....................................................................................................... 26

APPENDIX 9 ........................................................................................................ 36

APPENDIX 10 .................................................................................................... 37
Introduction

Consumption is an essential aspect of the tourist experience. Tourists would like today not only to see and hear, but also to "feel the taste" of the place that they visit. That is why food becomes now an important way of accessing different cultures, allowing a person to feel this "other" not only intellectually, but also on the sensory level. Local food is the main attribute of a destination place, adding to the overall feeling of tourist impressions (Richards, 2002; Shenoy, 2005). It makes food an integral part of tourism consumption and production, increasing its role in the successful development of the tourism industry. More and more tourists want to eat food that highlights the heritage and culture of the place where they are.

Gastronomy tourism in many countries is a rapidly and successfully developing industry contributing important part in the national gross product. Food has gradually shifted from being a support to tourism to being an essential reason to visit a destination. According to Henry (2013), the following data characterize the gastronomy tourism market size: 71% of all US travelers; 74% of all Canadian travelers; and 53% of UK tourists.

One of important subjects of studies in the field of gastronomy tourism is its typology in general and the gastronomy tourist in particular. In this direction a lot has been done by such known scientists as Hjalager, 2002; Everett & Aitchison, 2008; Kivela & Crotts, 2006; Richards, 2002; Scarpato, 2002; Smith and Xiao, 2008 and many others. In relation to gastronomy tourism they discussed definition of this term, segmentation approach to gastronomy tourism markets, gastronomy tourism types and resources, features of gastronomy tourism in different countries. As for the gastronomy tourists, the main questions were related to their motives; needs, wants and demands of different segments; demographic psychographic behavioral types and characteristics of gastronomy tourists.

The level of the general scientific knowledge in the field of gastronomy tourism is rather high. However, not very much is known about peculiarities of gastronomy tourism and tourists in specific countries, especially in those where gastronomy tourism is still
in the underdeveloped state. One of such countries is Ukraine and more specifically the city of Odessa, my native city where I was born and live.

The main objectives of my study are the following:

- To define the typology of gastronomy tourism and tourists in Odessa region on the basic of the information available in the literature and the results of the research.
- To analyze the state of Ukrainian tourism and that in Odessa region.
- To outline prospects of further development of gastronomy tourism in Odessa.
- To develop and propose several most suitable gastronomy tours in Odessa region.
- To perform socio-demographic segmentation of Odessa tourists considering their general preferences regarding food when they travel for pleasure.

Corresponding research questions and hypotheses have been formulated and studied in detail. I do hope that my work will add a small piece of knowledge to understanding what to do for successful development of gastronomy tourism in Ukraine and in Odessa region.
CHAPTER 1. LITERATURE REVIEW

1.1. What is gastronomy tourism?

1.1.1. Definition of gastronomy (culinary, food) tourism

The word “gastronomy” is difficult to define, and the term became overloaded with time (Richards, 2002; Santich, 2004). Term “culinary” is often used as a synonym of “gastronomy”, but the former describes region's foods and give rise to the distinctive “cuisine”. Hence, the term “gastronomy” should be used to represent food and culinary.

Food is not merely important in dealing with hunger, but is also a significant component of the travel experience (Quan & Wang, 2004). To express interrelation between 'food' and 'tourism' many phrases were used, such as 'culinary tourism', 'food tourism', and 'gastronomy tourism' (Ignatov & Smith, 2006). The definitions of the terms by different authors are shown in Table 1.1.

Table 1.1. Different definitions of gastronomy (food, culinary) tourism

<table>
<thead>
<tr>
<th>Author /year</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Long (2004)</td>
<td>It is an experience of food or food ways other than one's own.</td>
</tr>
<tr>
<td>Hall &amp; Mitchell (2006)</td>
<td>Food tourism as a visitation to primary and secondary food producers, food festivals, restaurants and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivation for travel.</td>
</tr>
<tr>
<td>Ignatov and Smith (2006)</td>
<td>Culinary tourism is tourism trips during which the purchase or consumption of regional foods (including beverages), or the observation and study of food production (from agriculture to cooking schools) represents a significant motivation or activity.</td>
</tr>
<tr>
<td>Xiao and Smith (2008)</td>
<td>Culinary tourism is any tourism experience in which one learns about, appreciates, or consumes branded local culinary resources.</td>
</tr>
<tr>
<td>Green and Culinary tourism is the pursuit of unique and memorable eating and</td>
<td></td>
</tr>
</tbody>
</table>
The most exact definition, in my opinion, is that of Xiao & Smith (2008).

The term “culinary tourism” was first used by Dr. Long in 1998. She stated that “culinary tourism is about food; exploring and discovering culture and history through food and food related activities in the creation of memorable experiences” (Long, 2005).

According to Kivela and Crotts (2005), definitions have two common points: 1) people travel for the purpose of tasting the food and beverages of a region, 2) determination to have unique, distinctive and memorable experiences. According to this, as was noted by Santich (2004), the center of gastronomy is not the food and drink itself, but "how, where, when and why of eating and drinking".

1.1.2. Segmentation approach to gastronomy tourism

The segmentation process covers either the aggregation of individual travelers in groups or dividing the market into discrete segments (Middleton, 1994; Morrison, 1996). It allows to better understand needs and wants of each segment and thus to design products effectively for granting needs and wants. Market segmentation also aids in optimizing marketing activities and getting profitability (Swenson, 1990).

Middleton and Clarke (2001) list seven main ways to segment tourism markets: purpose of travel; buyer needs, motivations, benefits sought; buyer behavior; demographic, economic, geographic, psychographic, geodemographic profiles; and price. Table 1.2. summarizes the segmentation categories typically identified in the literature (Middleton, 1994; Wilkie, 1994; Morrison, 1996; Ignatov, 2003):
Table 1.2. Categories of segmentation bases

<table>
<thead>
<tr>
<th>Category</th>
<th>Types of the variable</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sociodemographics</td>
<td>Age, gender, education, income, marital status, occupation and employment status, religion, race, nationality</td>
</tr>
<tr>
<td>Geographic</td>
<td>Location of residence</td>
</tr>
<tr>
<td>Psychographics</td>
<td>Benefits wanted, attitudes, values, personality characteristics, opinions, motivations, lifestyles</td>
</tr>
<tr>
<td>Behavioral</td>
<td>Activities, user status, frequency of use, types of information sources and distribution channels used</td>
</tr>
</tbody>
</table>

Any segmentation approach has its drawbacks. For example, demographic segmentation does not explain reasons why people travel (Morrison, 1996), while psychographics alone does not provide information on access to tourists. Psychological and behavioral variables explain consumption behavior and satisfaction with products and services (Wilkie, 1994; Morrison, 1996). Psychographic segmentation (motives, lifestyles, opinions, benefits sought, attitudes, values) add strength to consumer profiles that cannot become known by demographics (Hall & McIntosh, 2000). In this relation the most important are motivations, lifestyles, and trip characteristics.

1.1.3. Gastronomy tourism types and resources

A typology of gastronomy tourism was proposed by Hjalager A-M (2002) who defined “four orders” of gastronomy tourism, reflecting complexity in the food value chains:

1) Original development. The building up of gastronomy tourism within the existing economic structures, collaborative networks and knowledge base.

2) Horizontal development. Adding steps in the production process and integrating suppliers backwards and forwards, but only in the material part of the production chain.

3) Vertical development. Developing and adding analogous services elements to the material provision of food.

4) Diagonal development. Developing the knowledge base of the gastronomy experience and creating ‘intelligent’ gastronomy clusters in the economy.
Munsters (1996) offered a typology of culinary tourism resources that combines attractions and events into three forms of products (festivals, shows, and culinary exhibitions), as shown in Table 1.3

<table>
<thead>
<tr>
<th></th>
<th>Attractions</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Buildings</td>
<td>Food and wine festivals</td>
</tr>
<tr>
<td></td>
<td>- A cheese factory, a brewery or winery</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Local restaurants; internationally much-admired restaurants</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Farms and farmer's markets</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Parks and gardens</td>
<td>Consumer shows</td>
</tr>
<tr>
<td></td>
<td>- Vineyards</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Museums</td>
<td>Culinary exhibitions</td>
</tr>
<tr>
<td></td>
<td>- A food or beverage-related museum</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Routes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Wine or gourmet routes</td>
<td></td>
</tr>
</tbody>
</table>

Smith & Xiao (2008) also described a typology of culinary tourism resources. The typology consists of facilities, activities, events, and organizations. Facilities are wineries, breweries, farmers' markets, food stores, food-related museums, restaurants; land uses, wine and food routes, and gourmet trails. Activities are attending cooking schools, participating in wine tastings, and reading of food literature. The events are shows highlighting food products and cooking equipment. Organizations include restaurant classification systems and associations of food professionals.

1.1.4. Gastronomy tourism in different countries

The state of gastronomic tourism in different countries is significantly different as a result of their geography, climate, history and culture. The national cuisine is one of the important factors for attracting foreign tourists, since national features and traditions are preserved in the culinary arts of the people. For many tourists, the national cuisine is very entertaining element of the tour. Tourists participating in gastronomic tours mostly are not interested in the technology of dishes preparation, but are more
interested to get unusual facts about culinary history of the region. The leaders in this segment of the tourist market are France, Italy, Switzerland, USA, China, Japan, and South Africa.

Destination's gastronomy in Asia is available year-round, any time of day and in any weather (Richards, 2002). Hong Kong's cuisine is famous for its exotic fusion of Eastern and Western flavors along with a variety of culinary delights (Kivela & Crotts, 2005, 2006). Singapore is considered a food capital of Asia. Major factors affecting Japanese food culture are geography, history, climate, and religion.

Canadian tourism has an image of "natural" attraction. Stewart et al (2008) suggest supporting successive wine and culinary tourism in the Niagara region.

In European countries, the image of France has always been related to food and wine. In Italy food policies and traditions give a high priority to freshness and allow consumers controlling food to a much larger extent than in Denmark (Hjalager & Corigliano, 2000).

As an example, seven gastronomic tours are indicated in the Table 1.4 with a list of main foods attracting travelers (7 best routes, 2015)

<table>
<thead>
<tr>
<th>Place</th>
<th>Foods</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tuscany, Italy</strong></td>
<td>Fish dishes, sausages and flour products, vegetable dishes. Florentine steak is cooked from pieces of young bulls. Tuscan wines (Ornellaia, Masseto, Sassicaia).</td>
</tr>
<tr>
<td><strong>Provence, France</strong></td>
<td>Sandwiches with lettuce, slices of tomato, anchovies, eggs and kapersama. Stewed meat (lamb, rabbit, chicken). Herbs: thyme, rosemary, basil, tarragon.</td>
</tr>
<tr>
<td><strong>Piedmont, Italy</strong></td>
<td>Risotto, scrambled eggs, pasta with truffles. Gorgonzola cheese with red wine. Salted anchovies, pickled peppers, potato dumplings. Wines (Barolo, Martini)</td>
</tr>
<tr>
<td><strong>Catalonia,</strong></td>
<td>Meatballs, rabbit with snails, chicken with chocolate, frikando, tur-</td>
</tr>
</tbody>
</table>
Spain

key stuffed with plums. Seafoods. Piccadilly sauce (garlic, parsley, toasted almonds, nuts).

Amsterdam, Netherlands

Beer (Amstel, Heineken, Bavaria). Wines. Gouda cheese, Maasdam, Old Dutch, Beemster, cheese with truffles, young garlic and cumin.

Tbilisi, Georgia

Skewer, satsivi, chickens tobacco, chikhirtma, chakhokhbili. Cheese boiled in milk, roasted on a spit, soaked, pounded, flavored with oil and spices. Wines.

Marrakech, Morocco

Tagine (meat or fish with vegetables, nuts, dried fruits, spices). Couscous prepared from golden barley with stewed meat and vegetables. Tea ceremony.

1.2. Who are gastronomy tourists?

1.2.1. Typology of gastronomy tourists

Several typologies have been invented in an attempt to categorize the 'gastronomy tourists' (Cohen & Avieli, 2004; Enteleca, 2001; Hjalager, 2002; Mitchell & Hall, 2003). All of them have parallels with Cohen's (1979) five-point typology. Everett and Aitchison (2008) constructed a table (Table 1.5) comparing Cohen’s tourist typology (Cohen, 1979), an academic food tourist typology (Mitchell & Hall, 2003), and Enteleca (2001).

Table 1.5. Correlation between tourist type, interest level and potential for facilitating regional sustainability (from Everett & Aitchison, 2008)

<table>
<thead>
<tr>
<th>Typologies</th>
<th>Research findings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cohen (1979)</td>
<td>Tendency to pay more for local food</td>
</tr>
<tr>
<td>Mitchell &amp; Hall (2003)</td>
<td>Food related activity (restaurants, farmers markets, local sales)</td>
</tr>
<tr>
<td>Enteleca Research (2001)</td>
<td>Cultural transmission and education</td>
</tr>
<tr>
<td></td>
<td>Potential for facilitating regional social-economical sustainability</td>
</tr>
</tbody>
</table>

-10-
<table>
<thead>
<tr>
<th>Existential Experimental</th>
<th>Gastronome</th>
<th>Food tourists</th>
<th>High</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experiential Diversionary</td>
<td>Original foodies</td>
<td>Interested purchasers</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td>“Tourist” foodies</td>
<td>Un-reached</td>
<td>High</td>
</tr>
<tr>
<td>Recreational</td>
<td>Familiar foods</td>
<td>Unengaged</td>
<td>High</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Laggard</td>
<td>Low</td>
</tr>
</tbody>
</table>

The term 'food (gastronomy, culinary) tourist' is usually applied to describe the relationship between tourist and his food-related activities. Gastronomy tourists can be classified as one of four types in terms of their level of interest in local food (Mitchell & Hall, 2003):

- Gourmet tourists;
- Gastronomy and cuisine tourists;
- Culinary tourists;
- Rural / urban tourists.

From a marketing perspective, gastronomy tourists may be segmented in the three different types (McKercher et al, 2008) from highly involved in food activities to less committed.

Ignatov & Smith (2006) divided culinary tourists in the following three segments:

- Food tourists,
- Wine tourists,
- Food and wine tourists.

Hjalager (2003) offered a phenomenological model of culinary tourism experiences. The model of tourism and gastronomy lifestyles shows tourist attitudes and prefer-
ences for food and beverage according to four categorizations of the gastronomy tourists:

- Recreational,
- Existential,
- Diversionary,
- Experimental.

These categories were then described in short by Kivela & Crotts (2006). The *recreational* gastronomy tourists are conservative. They do not like foreign foods. They like eating together. Food-related entertainment is limited to watching without participation. For *existential* gastronomy tourists, food consumption does not only satisfy hunger, but it means gaining knowledge about the local or regional cuisine and destination's culture. They prefer special restaurants "where only the locals eat". They visit farms, participate in cooking classes, visit cheese makers and go fishing with professionals. They buy products for taking home. For *diversionary* gastronomy tourists, food and beverage must come easily, and there must be plenty of it. Quantity is essential for them rather than haute cuisine. They dislike exotic foods. For them eating and drinking is a way of getting together with friends and enjoying life. For *experimental* gastronomy tourists, food and wine styles form a part of their image and prestige. They look for smartest restaurants offering chic service. They are trying new ingredients and new ways of preparing food. Designer glassware, and cuisine devices are their souvenirs.

According to Ignatov (2003), the culinary tourists are mainly females in their mid-forties, highly educated with above average incomes; travel mainly in the summer months; accompanied by a spouse/partner (no children).

1.2.2. Motives of gastronomy tourists

A motive is an internal factor that arouses, directs, and integrates a person's behavior (Iso-Ahola, 1980). Motives are the starting point that launches the decision process.

Motivational factors can significantly affect tourist food consumption. Food itself can be the main motivation to travel (Hall & Mitchell, 2001; Hjalager & Richards, 2002;

- Physical motivator,
- Cultural motivator,
- Interpersonal motivator,
- Status and prestige motivators.

Food can be a physical motivator since eating is a physical act involving sensory perceptions. Food can also be a cultural motivator, because tourists through a local cuisine are experiencing a new culture. It might serve as an interpersonal motivator, because new social relations are created through meals taken on a holiday. Finally, tourists can explore foods that do not exist at home, so this can be for some a status and prestige motivator.

Tourist motivation holds close psychological and physiological aspects, because travel is expected to satisfy different levels of needs, such as psychological (intrinsic, personal, and interpersonal rewards) and physiological needs (food, shelter, safety, health, and fitness) (Mak et al, 2009; Witt & Wright, 1992). Fields (2002) proposed that motivations affecting food consumption can be regarded as multi-dimensional. For example, Kim et al. (2009) identified nine motivational factors underlying the consumption of local food:

- Exciting experience,
- Escape from routine,
- Health concern,
- Learning knowledge,
- Authentic experience,
- Togetherness,
- Prestige,
- Sensory appeal,
- Physical environment.
Mak et al (2012) suggested that the motivational factors can be categorized into five main dimensions:

- Symbolic,
- Obligatory,
- Contrast,
- Extension,
- Pleasure.

The symbolic dimension refers to the motivators that signify the symbolic meanings of food consumption, and includes factors such as explore local culture, authentic experience, prestige and status (Mak et al, 2011). The obligatory dimension reflects the essentiality of food consumption, and includes health concern, and the physical need for sustenance. The contrast dimension denotes the motivation to seek contrast from the tourists' daily routine experience (Quan & Wang, 2004), and includes exciting experience and exploring new food. The extension dimension refers to the motivations to seek food experiences that extend the tourists' daily routine. Finally, the pleasure dimension covers the motivations to seek pleasure from the food experience, and includes sensory appeal and togetherness.

According to Crompton (1979), travel motivations involve push and pull factors. Push motives are needs causing a person to feel disproportion that he can overcome through a tourism experience. The intrinsic motives often include run away from the daily routine, relaxation, exploration, and social interaction (Crompton, 1979; Moulin, 1985). Some individuals travel for social recognition, self-esteem, learning, and novelty (Kim & Lee, 2002). Pull (external) motives include cultural and natural attractions, special events or festivals, and other entertainment opportunities (Kim & Lee, 2002).

1.2.3. Needs, wants and demands of gastronomy tourists

While planning destination’ activity, events and other tourism products, organizers should consider needs, wants and demands of touristic segments and groups formed according to these variables.
Maslow (1943) developed a hierarchy of human needs as a pyramid-shaped model with five layers, as follows:

- Physiological needs (such as hunger or thirst),
- Safety and security, including shelter;
- Social needs, love and belonging;
- Esteem, the need to be accepted and valued by others;
- Self-actualization.

Pearce (1995) applied this model to the case of tourism and combined it with the tourist’s experience. He proposed five layers of holiday motivations:

- Relaxation (rest <> active)
- Stimulation (stronger emotions)
- Social needs (family, friends)
- Self esteem (self development through cultural, nature or other activities)
- Self-realization (search for happiness)

The motives to travel are based on a given need. A series of travel needs and motives exist simultaneously in most people. However, members of the same group can satisfy different personal needs.

Being a not obligatory part of life, wants go ahead of needs and depend on them. Sometimes there are contradictions between wants and needs. Demands, in their turn, are a step ahead of wants. When a person wants something and has the ability to get it, then the wants can be converted to demands.

Often used term “tourism demand” was explained by Pearce (1995) as “the relationship between individuals’ motivation to travel and their ability to do so”. Cooper (2004) defined demand as "a schedule of the amount of any product or service that people are willing and able to buy at each specific price in a set of possible prices during some specified period of time".

Buhalis (2004) identified three main types of demand, namely, actual, suppressed and latent demand. Actual demand comes from tourists who are involved in the
actual process of tourism (Nelwamondo, 2009). The suppressed demand is created by two categories of people who are unable to travel due to circumstances beyond their control (“potential demand” and “deferrable demand”). The third type is latent demand, for example, demand for either tourist accommodation, or a tourist service at a specific destination. One of the most common demands is for accommodation.

1.3. Types and characteristics of gastronomy tourists

1.3.1. Demographic types and characteristics of gastronomy tourists

Demographic factors include age, gender, marital status, education level, occupation, and income to reflect the socio-economic and demographic status of a tourist. They are important variables in explaining variations in food consumption in different contexts. For example, Khan (1981) argued that owing to diminished taste and olfactory sensitivity, older people display different food preferences than younger persons. Bourdieu (1984) emphasizes that difference in food preferences is related to social class. For example, middle-class individuals who are rich in 'cultural capital' cultivate 'taste' for exotic and foreign foods to maintain distinctiveness.

Sociodemographic characteristics affect differently all sides of tourist’s activity, approaches and behavior and are discussed in the corresponding parts of the review. As an example, the comprehensive survey (Flash Eurobarometer 392, 2014) was designed to explore a range of aspects regarding holidays in EU countries. It appeared that in Estonia (41%) and Malta (39%), culture including gastronomy was the main reason for going on holiday. However, only 11% of people in Greece and 13% in Poland went on holiday for cultural reasons. A review of the socio-demographic data showed that:

- Results do not vary much between men and women.
- Age seems to influence the reasons to go on holiday.
- Better educated respondents mentioned nature (34%), culture (29%) and city trips (26%) among their main reasons for going on holiday.

Respondents holidaying in their country were aged 55 and over (61%) and were not working (61%). Respondents holidaying in an EU country were aged 15-24 (59%), were
more educated (56%), or were self-employed or employees (57%).

The socio-demographic data show that people who travelled at least once in 2013 were aged 15-39 (75%); had the highest education levels (78%); lived in a large town (74%), and were employees (81%).

In more details the demographic characteristics are described in the paragraph 1.1.2. “Segmentation approach to gastronomy tourism”.

1.3.2. Psychographic types and characteristics of gastronomy tourists

Plog (1974) suggested five psychographic personality types: psychocentric, near psychocentric, midcentric, near allocentric, and allocentric. The general characteristics of psychocentrics were defined, as follows (Plog, 2001):

- Less adventuresome and exploring;
- Cautious and conservative;
- Restrictive in spending income;
- Prefer well-known brands of consumer products;
- Have a high tendency towards revisit intention once they are satisfied.

Allocentrics were defined as follows (Plog, 2001):

- Curious about and want to explore;
- Make decisions easily;
- Spend income readily;
- Chooses new products rather than sticking with popular brands;
- Seeks new destinations on a continuous basis.

Plog suggested that tourists' personality characteristics are determinants for travel patterns and preferences (Plog, 2001). Psychographics has been recognized as an important means for providing additional information further than demographic characteristics (Abbey, 1979). With the reference to former numerous studies, Mak et al (2012) identified five socio-cultural and psychological factors influencing tourist food consumption, as shown in Table 1.6.
Table 1.6. Factors and related concepts of tourist food consumption

<table>
<thead>
<tr>
<th>Factors</th>
<th>Related concepts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cultural and religious</td>
<td>Culture</td>
</tr>
<tr>
<td>influences</td>
<td>National culture</td>
</tr>
<tr>
<td></td>
<td>Tourist’s own food culture</td>
</tr>
<tr>
<td></td>
<td>Cultural distance</td>
</tr>
<tr>
<td></td>
<td>Flavor principles</td>
</tr>
<tr>
<td></td>
<td>Core and peripheral foods</td>
</tr>
<tr>
<td></td>
<td>Religious beliefs</td>
</tr>
<tr>
<td>Socio-demographic factors</td>
<td>Socio-economic status</td>
</tr>
<tr>
<td></td>
<td>Demographic status</td>
</tr>
<tr>
<td></td>
<td>Social class</td>
</tr>
<tr>
<td></td>
<td>Food and social marker</td>
</tr>
<tr>
<td></td>
<td>Cultural capital</td>
</tr>
<tr>
<td>Food-related personality</td>
<td>Food neophobia</td>
</tr>
<tr>
<td>traits</td>
<td>Food neophilia</td>
</tr>
<tr>
<td></td>
<td>Variety-seeking</td>
</tr>
<tr>
<td>Exposure effect and</td>
<td>Mere exposure effect</td>
</tr>
<tr>
<td>past experience</td>
<td>Past experience</td>
</tr>
<tr>
<td></td>
<td>Past visitation</td>
</tr>
<tr>
<td>Motivation factors</td>
<td>Globalisation</td>
</tr>
<tr>
<td></td>
<td>Tourist motivation</td>
</tr>
<tr>
<td></td>
<td>Symbolic</td>
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<tr>
<td></td>
<td>Obligatory</td>
</tr>
<tr>
<td></td>
<td>Contrast</td>
</tr>
<tr>
<td></td>
<td>Extension</td>
</tr>
<tr>
<td></td>
<td>Pleasure</td>
</tr>
</tbody>
</table>

Culture and religion are known as main determinants affecting food consumption. For example, Islamic teachings classified food into halal (permissible) and haram (prohibited).
Food-related personality traits are important psychological variables affecting tourist food consumption. There are two main types of traits: food neophobia and variety-seeking. Fischler (1988) draws a distinction between 'neophobic' and 'neophilic' tendencies in taste suggesting that a human has a natural tendency to dislike new and unfamiliar foods (neophobic), and yet, also has a tendency to search for novel foods (neophilic). Kim et al. (2009) identified food neophobia and neophilia as two factors affecting tourists' inclination to consume local food on holiday.

Food neophobia is a personality feature regarded as an influential factor affecting consumers' food choice behavior. In some people, availability of new foods comes with reluctance to sample the foods. There was no significant difference found between socio-demographic factors regarding to food neophobia (Johns et al 2011; Russell & Worsley, 2008; Verbeke & Lopez, 2005).

Another food-related personality trait that can affect tourist food consumption is variety-seeking that can be defined as 'the tendency to seek diversity in their choices of services and goods' (Kahn, 1995).

Lin C.-H. (2012) indicated that psychological well-being influence tourists’ revisit intentions; however, the significance of this factor varied based on the self-health perception levels (high or low) of tourists in the sample.

Chatzigeorgiou, Christou, Kassianidis, & Sigala (2009) examined the relationship between emotions, customer satisfaction and future behavioral intentions. They noted that marketers usually believe that customer satisfaction automatically leads to repeated customers. However service quality alone doesn't necessarily encourage customers to repeat their choices, but rather, "complete" satisfaction does. The customer's emotions have been proved to be a key determinant to turn a satisfied customer into a repeated one.

In the opinion of Chatzigeorgiou, Christou, Kassianidis, & Sigala (2009), the most common mistakes made when studying customer experience are:

- Only rational part of experience is considered neglecting feelings and emotions;
- It is neglected that the experience includes all five senses;
- Planning a product or a service is confused with planning the experience;

- The attitude of local people is not examined (Sheldon & Abenoja, 2001, Swarbrooke, 1993).

Customers can be classified into emotionally and rationally satisfied. While emotionally satisfied customers have a strong emotional attachment to the company, rationally satisfied customers, in contrast, lack the above mentioned attachment. "Customers want more than transactions - they want relationships" (Fleming, 2007).

Emotions are divided into positive and negative ones. Customers tend to evaluate a service positively when they are happy and negatively when they are sad regardless of whether the specific information about the service is favorable or unfavorable (Adaval, 2003)

Consumer satisfaction is the essence of most developments in tourism demand. Satisfied tourists are very loyal; they are the best and most reliable promotional medium, as they usually recommend tourist destinations to friends. In contrast, dissatisfied travelers spread their complaints to potential customers. So, the image of the destination depends heavily on the description of previous visitors.

Consumption of food is a pleasurable sensory experience; hence the pleasure factor should drag visitors and be an important marketing tool. Tourists often made accent on how they experience what was offered, by suspiciously selecting the restaurant and food to fulfill their personal desire (Richards, 2002).

1.3.3. Behavioral types and characteristics of gastronomy tourists

Mak et al (2012) pointed out that food consumption studies are concerned with understanding the determinants of food-related behaviors including - Liking, - Preference, - Choice - Intake.

Liking is 'the tastiness or pleasure obtained from tasting a given food' (Giesen et al., 2010), while preference 'assumes the availability of at least two different foods' (Rozin & Vollmecke, 1986). Choice is 'a set of conscious and unconscious decisions made at the point consumption' (Herne, 1995). Intake refers to the amount of food consumed by a tourist (Kissileff & Van Itallie, 1982).
Steenkamp (1997) developed a consumer behavior model for food consumption dividing the process of food purchase decision in four steps. According to the model, the process is controlled by variables relating to three different groups of factors: food properties, consumer factors, and environmental factors (Fig. 1.1). Personal factors are divided into biological and psychological ones. Biologically, age and weight are two main factors affecting food consumption behavior. Environmental factors include economic, cultural, and marketing ones. Culture also controls food consumption, since food may have significance to some ethnic groups. For example, pork is taboo in Jewish and Muslim societies (Steenkamp, 1997).

![Diagram of consumer behavior model with respect to food](source: Adopted from Steenkamp (1997).)
Another framework for studying food consumption considers food preferences (Figure 1.2).

The concept of social influence on food choice behavior suggests that the behavior is a collective characteristic of society, related to its culture and religion, or influenced by family (M. Nestle et al., 1998; Patricia Pliner & Mann, 2004; Rozin, Fallon, & Mandell, 1984). Food choice behavior may also be influenced by gender, age, educational level, and income (Ares & Gambaro, 2007; Verbeke & Lopez, 2005). For example, Dennison & Shepherd, (1995) revealed significant differences in attitude towards fruits, sweets, chocolate, and chips consumption depending on gender and age. Educational level also affects buying behavior (Maria, Anne, Ulla-Kaisa Koivisto, Lars, & Per-Olow, 2001).
1.4 Gastronomy tourism in Ukraine

Ukraine has considerable tourist potential and prerequisites for developing domestic, inbound and outbound tourism (Lozovaja, 2012). Foreign tourists can be attracted by diverse and delicious national cuisine. However, Ukraine by the level of competitiveness in the global tourism market occupied just 76th place out of 140 countries. (The Travel Report, 2013). So, it is not very attractive. Why tourists prefer to visit, for example, Turkey, but not Ukraine? The reasons should be found as a result of our research.

Ukraine is experiencing a severe economic and political crisis (Economic crisis in Ukraine, 2014). Because of the local currency devaluation, the purchasing power of the population declined, while tours become more and more expensive (Korneev A., 2015). In many foreign countries it is not recommended to visit Ukraine. The touristic flow reduced even from the CIS and Baltic countries. According to Russian false propaganda against Ukraine, nationalists and fascists are in Kiev and Lvov, while a civil war is in full swing at the East of Ukraine.

After considerable increase of tourism financing in 2011-2013, there was a sharp decrease in funding by 95% in 2014 caused by redistribution of the budget funds due to Russian aggression at the East of Ukraine and consequent increase of military expenditures.

The annexation of the Crimea by Russia caused the great damage to Ukrainian tourist industry, because 65.6% of tourists coming to Crimea were Ukrainians.

Only 3% of the Ukrainian population travel, but trips abroad became a luxury even for them. The decline in demand for holidays in Schengen countries is caused by difficulties in obtaining visas. The number of Ukrainians travelling abroad decreases (Table 1.7). The number of foreigner visiting Ukraine is also miserable (Table 1.8).
Table 1.7. Five countries where Ukrainians went for "tourism" as the purpose of travel

<table>
<thead>
<tr>
<th>Place</th>
<th>Country</th>
<th>Number of Ukrainian tourists</th>
<th>Comparison 2014 to 2013 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Turkey</td>
<td>62 811</td>
<td>-42,7</td>
</tr>
<tr>
<td>2</td>
<td>Russia</td>
<td>68 500</td>
<td>-54,4</td>
</tr>
<tr>
<td>3</td>
<td>Egypt</td>
<td>38 669</td>
<td>-35,7</td>
</tr>
<tr>
<td>4</td>
<td>Greece</td>
<td>17 650</td>
<td>+3</td>
</tr>
<tr>
<td>5</td>
<td>Austria</td>
<td>14 081</td>
<td>-17,3</td>
</tr>
</tbody>
</table>

Greece was the only country with the increased number of Ukrainian tourists (+3%) in 2014.

Table 1.8. Five countries whose nationals moved to Ukraine as tourists.

<table>
<thead>
<tr>
<th>Place</th>
<th>Country</th>
<th>Number of foreign tourists</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Belarus</td>
<td>67 446</td>
</tr>
<tr>
<td>2</td>
<td>Russia</td>
<td>51 574</td>
</tr>
<tr>
<td>3</td>
<td>Turkey</td>
<td>4 885</td>
</tr>
<tr>
<td>4</td>
<td>Germany</td>
<td>4 522</td>
</tr>
<tr>
<td>5</td>
<td>Israel</td>
<td>3 061</td>
</tr>
</tbody>
</table>

Gastronomy tourism has slowly started to be developed in Ukraine. Ukrainian cuisine is diverse and delicious. Some dishes are widespread among people of other countries, especially Slavic ones. Some dishes of National Ukrainian cuisine are listed in Appendix. Be-In-Trend provided a list of gastronomic tours in Ukraine for those who want to try Ukrainian foods and learn secrets of cooking (Ukraine tours, 2015). As an example, a few tours are described in the Appendix.
1.5 Gastronomy tourism in Odessa

Odessa is one of the leading cities in Ukraine by its tourist potential. However, this potential just started to be used. Odessa gradually becomes the center of tourism because of cultural and entertainment events including the International Odessa Film Festival, Vyshivankovy festival of music and sports, «Z-Games» festival, "Jazz Koktebel", Maritime Festival and celebration of the Naval Forces of Ukraine with excursions to warships. 35 museums are located in Odessa, 7 theaters and about 450 sites including archaeological excavations.

The tourists flow to Odessa increased by 2.25 times in 2015 comparing with 2014. Most tourists were traveling for the sea, cultural activities and various events. Ukrainian (domestic) tourists are the most popular in Odessa. Belarusians are at the second place, while Germans and Americans shared the third place. (Tourists in Odessa, 2015)

According to the Agency for Investment and Development of the Odessa regional administration, there are 276 hotels in Odessa with a capacity of 7000 rooms for 16.5 thousand persons. Totally the tourist infrastructure of the region accounts 1292 places, of which 803 are health-recreational destinations: motels, resorts, guest houses, children's camps.

It was expected that after capture of Crimea by Russians, former Crimean tourists will switch to Odessa. However, Odessa was visited by only 800 thousand tourists in the 2014 season, two times less than in 2013. (Fedorenko, 2015). Why tourists did not go to Odessa? This is one of the questions, to which our research should answer.

During the 2015 there were only 9 events which may interest gastronomy tourists, namely:

- Day of tomatoes;
- International forum of winemakers and oenologists with the "Wine and Winemaking" exhibition;
- Festival "Odessa gifts of autumn";
- Festival of young wine;
- Five "It is really delicious" festivals devoted to different typical Odessa dishes
Odessa cuisine is very rich and divers. It was influenced by Ukrainian, Russian, largely Jewish, Georgian, Armenian, Uzbek, Bulgarian, Moldavian and Greek cuisines. However, many dishes have their own identity. Some people believe the Odessa cuisine is a Jewish one. In early twentieth century, there were 45% of Jews in Odessa, while in 2001 in Odessa, according to the last census there are only 1.2% of Jews (Results of Ukraine census, 2002).

The most popular Odessa dish is the stuffed fish prepared from several species of fish (mostly pike, mullet or haarder, carp and perch). Fried fish is also popular. Preference is given to the Black Sea flounder and bullheads. Popular Odessa dishes prepared using seafood can be identified by pilaf with mussels. Traditional snacks for beer in Odessa are small boiled shrimps, called "ratchki" in Odessa language.

Odessa is trying to develop a new potential every year. For example, breakfast in "Aivazovsky" hotel, is available at restaurants in the city center. Guests receive coupons and get breakfast in any restaurant from the certain network. This service helps to satisfy the most demanding guests, as they choose themselves what and where to eat for breakfast. (Fedorenko, 2015).

1.6 Objectives, research questions and hypotheses

After compiling and analyzing the literature review and selection of research methods we can formulate objectives, research questions and hypotheses for the study, as follows.

Objectives:

- To define the typology of gastronomy tourism and tourists in Odessa region on the basis of the information available in the literature and the results of the research.

- To analyze the state of Ukrainian tourism in general and gastronomy tourism in particular and those in Odessa region using information available in the literature.

- To outline prospects of further development of gastronomy tourism in Odessa using different research methods and results obtained by these methods.

- To develop several most appropriate gastronomy tours in Odessa region on the basis of the literature and results of the research.
- To perform socio-demographic segmentation of Odessa tourists considering their general preferences regarding food when they travel for pleasure on the basic of the social survey of the target audience.

Research questions:

- What are types and characteristics (demographic, psychographic and behavioral) of gastronomy tourists in Odessa?
- How to develop a segmentation approach for gastronomy tourist markets?
- What are motives of gastronomy tourists?
- What are needs, wants and demands of different groups/segments of gastronomy tourists?

Hypotheses:

- Culinary tourism in Odessa is a promising, competitive and profitable kind of tourist business.
- All Odessa tourists are different in their behavior and attitude to food while traveling. They can be divided in 4 groups.
- There is a difference between domestic gastronomic tourism and external one.
- Basis for gastronomy tourism in the Odessa region may be Odessa cuisine, culinary traditions, and specific local products.
Chapter 2. Methodology

For meeting objectives, answer research questions and try hypotheses, we used several methods, which are shortly described in this Chapter.

2.1. Focus groups method

The method of focus groups proposed by Merton and Kendall (Merton et al, 1956) based on group discussions, during which participants try to find the relationship between particular activities or products.

Lessard-Phillips & Galandini (2015) and Krueger (2002) outlined main features of the Focus group method. The guided group discussion is focused on a specific topic. Interaction between participants is an integral part of the collected data. Moderator guides the discussion creating the space for everyone to speak. The questions preferably should be open-ended. Participants can reply to the main questions and comment on each other's answers.

Two focus groups have been formed: the first one contained specialists in the tourism business. The second group represented experienced Odessa tourists.

For the first focus group, 15 experts in the field of tourism have been selected, to whom I wrote a request through the Facebook. 10 people agreed to participate in the Focus-group. The list of participants of the first Focus group, whose identity was coded by using first letters of their name and surname is presented in the Appendix.

The first Focus group meeting was held on September 15, 2015 in the premises of the Co-working Impact HUB in Odessa, Greek str., 1a where a small room for 10 people was rented. The discussion was held during two hours. Anastasia Sorokina and Dr. Kateryna Fedosova acted as moderators, who held a discussion according to the fixed scenario. The conversation was tape recorded for later processing.

The list of issues discussed with the first Focus group is placed in Appendix.
The second focus group of 10 people was created, and the meeting was held on September 5, 2015. Invitation to participate was uploaded at two social sites, namely, Facebook's "Tourism in Ukraine" group (7,061 persons, of which 2,305 are citizens of Odessa) and the «Vkontakte» network for the "Travel and tourism" group (1,054,571 subscribers with 11,468 citizens of Odessa). 37 people responded to the request, of which 10 persons were selected who live in Odessa and have age from 22 to 60 years, traveled abroad at least twice a year and in Ukraine at least twice a year.

Members of the group traveled a lot, participated in gastronomic events around the world and had a personal experience. Age and social status of the group members were different: 5 persons were older than 40 years, 3 persons had age of 30-40 years and 2 persons were 22-30 years old. There were 7 women and 3 men in the group. 5 persons were business people, 2 men were managers, 3 persons were employees. The discussion took place in the Odessa co-working center specially equipped for carrying out similar activities. The discussion was lasting two hours.

The purpose of the discussion was to identify the main preferences of tourists in Odessa and to study different opinions about new opportunities to attract foreign and local tourists to Odessa, as well as to clarify prospective directions of gastronomic tourism. The focus group discussed two main questions: what should be done to attract tourists to Odessa gastronomy and what kind of tours can be offered to gastronomic tourists in Odessa.

2.2. SWOT analysis

K. R. Andrews was one of the first strategic theoreticians to articulate the concept of strategic fit between the firm’s resources and capabilities to the external environment (Fleisher & Bensoussan, 2015) by using the SWOT analysis. The abbreviation SWOT stands for Strengths, Weaknesses, Opportunities and Threats. The basic assumption of a SWOT analysis is that a company must align internal activities with external realities to be successful. The SWOT analysis provides a framework for analyzing strengths and weaknesses (internal), and opportunities and threats (external). Table 2.1 shows how results of SWOT analysis are presented.
Table 2.1. SWOT framework

<table>
<thead>
<tr>
<th>Internal Strengths</th>
<th>Internal Weaknesses</th>
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<tbody>
<tr>
<td></td>
<td></td>
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<tr>
<td></td>
<td></td>
</tr>
<tr>
<td>External Opportunities</td>
<td>External Threats</td>
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SWOT analysis helps to focus on strength, to minimize weaknesses, and to take the greatest possible advantage of available opportunities (Pahl & Richter, 2007). As a result it enables to predict the future development (Harvard Business School Press, 2005). The SWOT analysis is conceptually simple and comprehensive: It can be applied for determining organization’s ability to deal with its environment (Fleisher & Bensoussan, 2015). Application of SWOT-analysis is a basic element of strategic planning.

We performed the SWOT-analyses for two important for Odessa fields, namely

1) Prospects of future development of tourism in general in Odessa;

2) Prospects of future development of gastronomy tourism in Odessa.

SWOT analysis for Odessa tourism has been performed using information obtained during two Focus groups discussions and results of questionnaires’ survey processing. Results are presented in Chapter 3.

2.3. Survey questionnaires

In order to investigate the current status of Odessa touristic market and prospects of the gastronomy tourism development in Odessa region, we used a three-phase method for compiling a questionnaire and collecting data (Mills, 2005; Biasutti and Frezza, 2009). The phases were:

- Review of the literature on gastronomic tourism;

- Compilation of a questionnaire;
Distribution of questionnaires among potential respondents.

The relevant literature was reviewed including scientific papers in several peer-reviewed scientific journals.

For developing on-line questionnaire entitled “How often do you take part in the following activities while you are traveling for pleasure?” we used twenty two-item five-points Likert scale. The respondents answered by indicating agreement with one of the statements at the scale “never, rarely, sometimes, frequently, always”. A part “Your Background Information” contained socio-demographic parameters: gender, age, education, employment status, marital status, and household income.

The survey was conducted using the Google Forms service at the following site: https://www.google.com/intl/uk_UA/forms/about/. I prepared a list of questions and placed them at the link http://googl/forms/SSJ08tbDET. This link was posted on the following websites with invitation to participate in the research:

- The first page of the largest community in Odessa "Odessa as it is" at the most popular social network VKontakte in the CIS (http://vk.com/odpublic_net). The page has 314,055 subscribers, 197,785 of whom live in Odessa.

- One of the most popular topics on the Odessa Forum dedicated to restaurants in Odessa (http://forumodua.com/showthread.php?t=668824). The subject has on average 3 641 views a day.

After placing the link with the questionnaire on these resources, we obtained 163 answers. Among them 11 persons were excluded as not living in Odessa or younger than 22 years. Thus, we obtained 152 respondents.

The answers were collected from November, 26 till December, 4 of 2015. The results presented in Chapter 3 are based on the analysis of questionnaires data using partly SPSS software and a special Google program, to which my link http://googl/forms/SSJ08tbDET was connected.

2.4 Mind mapping

Mind mapping is a tool of quality management based on the definition of logical relationships between different data. It is used to map the causes and effects of the researched topic (Buzan, 1974).
The method is based on visualization and structuring of thinking. So, the look of the map is essential. Any Mind Map is like a tree having a trunk and branches extending from the trunk. The farther from the trunk, the more branches representing details. This simple principle of visualization allows displaying the sequence of thought in the correct order. Each branch is a separate line or idea that is developed. The sections of branches represent more detailed thought in relation to the basic idea.

The advantage of this method is the structuring of information and the ease of getting a general idea about the map of knowledge. The disadvantages are limited scalability and focus only on a single central concept (Sibbet, 2010).

Concept of mapping is more effective than "reading text passages, attending lectures, and participating in class discussions" (Nesbit, Adesope, 2006). The same study also concluded that concept mapping is slightly more effective "than other constructive activities such as writing summaries and outlines".

To get information for drawing the Mind Map on how to develop the idea of creating gastronomy tourism in Odessa, we summarized results of the SWOT analysis and the questionnaires surveys. The obtained Mind Map and its description are presented in the Chapter 3.
Chapter 3. Results and discussion

In this Chapter we present results of research carried out by applying methods described in Chapter 2. Every set of obtained results is discussed and conclusions are made.

3.1. Focus groups

The first focus group was composed of 10 experts in the field of tourism listed in the Appendix. In the Appendix is also presented a transcript of the discussion obtained by processing the tape recording.

By summing up opinions of the focus group experts in the field of tourism, we made the following conclusions:

1. Tourism in Odessa requires substantial investments from the state. Odessa now is the summer capital of the Ukraine where business people come to, government officials, and ordinary Ukrainians.

2. It is necessary to ensure the proper level of the price to quality ratio, and to improve service in hotels and restaurants.

3. It is necessary to increase the number of rooms in the middle class hotels. For students and young people, to open new hostels.

4. It is necessary to organize more gastronomic festivals, international gastronomic fairs, and other events.

5. It is necessary to use modern technology and marketing to attract gastronomic tourists to Odessa. The main task is to prolong the season by stretched it to six months, so that the tourists do not come only in summer, but in spring and autumn.

6. It is important to improve the awareness of visitors by creating information centers for tourists, information desks, consultants, maps of city and its attractions. It is also necessary to install signs in English.

7. It is necessary to work on the branding of the city at foreign websites and in the media.

8. It is necessary to unite the efforts of all concerned in the development of gastronomic tourism in Odessa and Ukraine.

The second focus group was composed of experienced Ukrainian tourists living in Odessa. All focus group participants unanimously pointed to the increased interest in
the gastronomic tourism to Odessa, as a new and promising direction. Culinary events such as festivals, fairs, tastings, master classes, exhibitions, conferences have recently become very popular in Odessa. For example, "Tzimes market" gathered for one day thousands of food lovers. Conference for Young Restaurateurs of Ukraine in September 2015 brought together 250 participants. The transcript of the second Focus group discussion is placed at the Appendix.

Why tourists did not go to Odessa? This is one of the questions, to which our research should answer. There were several assumptions, such as security, prices, quality of service, infrastructure problems, political situation, etc. Further development of the tourism industry in Odessa is hampered by:

- Lack of tourism infrastructure development;
- Insufficient affordable and quality of economy class accommodations;
- The lack of road signs and tourist information signs in foreign languages;
- The need to create new tourist routes and sites display;
- The lack of qualified tour guides;
- The lack of professional staff in the field of tourism;
- Imperfection legal and regulatory framework in the field of tourism;
- The lack of travel information for tourists and for businesses that provide services in the tourism sector both in domestic and international markets (maps, promotional products, information about the city).

3.2. Questionnaires survey

The number of respondents (152) made it possible to obtain reliable information with the sampling error of up to 8% and the confidence level of 95%.

To the question "How often do you buy street food?", 42.1% responded “quite often” and 5.3% - “always”. Thus tourists are interested of in local food. Tourists are divided into those preferring restaurants, street food, and taking food from house. None of respondents ever buy local food.
To the question "How often do you eat in restaurants, where only the locals eat?", 21.1% responded “rarely”, 47.4% - “sometimes”, 26.3% - “often” and 2.6% - “always”. The tourists do not necessarily choose restaurants where locals eat.

To the question "How often do you attend cooking classes?", the majority of respondents answered never (60.5%). Thus, majority of Odessa tourists are not interested in professional cooking classes.

To the question “How often traveling abroad, you cook the local cuisine?”, 39.5% responded “never” and 34.2% - “rarely”. Since the tourists mainly stay in hotels, there is no way for them to cook; it is not surprising that such a result was obtained.

Asked about the frequency of visiting wineries, majority (68.4%) said that they are not very interested in this issue p. 42.1% responded “never” and 26.3% responded “rarely”. Only 5.3% said they often visit wineries.

On the question of visiting local restaurants, 42.1% answered that they visited them often and 31.6% visited always. Thus, 73.7% of tourists are interested in restaurants, so this can be promising in development of gastronomy tourism.

Very popular in tourists is the trying the local food. 47.4% always try it, and 31.6% try it often. So, 79% of tourists are interested in local food of the destination.

On gastronomic festivals, 18.9% often eat and 10.8% rarely eat. Equal number of respondents (21.6%) responded they always and never eat. Thus, if to summarize respondents, 40.5% were interested in gastronomic festivals and like to eat at such festivals.

To the question “How often do you buy local foods to take them home?”, 36.8% responded “always”, and 23.7% - often meaning that 60.5% are willing to buy products for taking home. Therefore, it is advisable to organize stores where tourists can buy local food.

As for cookbooks, 73.7% had no intention to buy them. Apparently, modern internet technologies are replacing such books. On the issue of purchasing kitchen appliances, most respondents are not interested in this, probably because of high prices.
To the question "How often do you dine in restaurants of high class?", 28.9% replied “never” and 26.3% - “rarely”. Thus, 55.2% of tourists do not visit expensive restaurants. Apparently due to low purchasing power of Odessa tourists. And yet there are people who have and use this opportunity (18.4%).

Answering to “How often do you go to a restaurant just to taste a dish prepared by a particular chef?”, majority (64%) reported they do not ever go. Probably, it is interesting only for professionals.

63.9% of tourists are interested in local drinks. Therefore, it is reasonable to organize popular wine tours. About the same number of tourists are interested in visiting the local farmer’s market and not very interested (35.1% and 40.5%, correspondingly).

39.4% of tourists visit Fast food restaurants, while 36.8% almost do not attend them. This indicates that there are always followers of inexpensive, familiar food and also there are those not consuming such food. 32.1% do not dine in thematic restaurants perhaps due to absence of proper advertising. Totally only 2.6% of tourists always dine at such restaurants.

21.1% are interested in local pubs, 26.3% visit them rarely, and 28.9% occasionally. Perhaps the result was caused by gender of respondents (mostly women). The tourists do not always buy only familiar foods in supermarkets. 52.6% used to buy other foods.

When asked about the preparation of food in the place of residence, 52.6% answered “never”. There is no possibility in hotels to cook; and tourists prefer do not spend time on cooking. 42.1% of tourists do not eat only familiar food during the trip, but prefer to test local food.

 Majority (73%) of tourists did not choose excursion to food production facilities as an interesting event, while 10.8% were interested in the matter. Perhaps these are persons associated with food professionally.

Considering educational status of the tourists, 76.3% have higher education. There were approximately equal number of businessmen (23.7%), employees (34.2%) and students (36.8%) suggesting that despite the crisis, tourism is still popular. There is a trend today towards the later marriage. Therefore, 57.9% of respondents were single.
Conclusions:

As follows from presented data, Odessans did not stop traveling despite the crisis. The average tourist became younger; he is not married, and has a higher education. It does not matter whether a tourist is a businessman, or a student. He picks up the tour according to his capabilities.

According to a survey of Odessa citizens, the interests are all different during the trip, but majority (73.7%) of tourists interested in visiting restaurants. Thus, it can be a very promising to develop gastronomic tourism with visiting the restaurants. The restaurants must not be very expensive, because only 18.4% of tourists can afford this.

63.9% of the tourists are interested in local beverages, so it is advisable to organize wine tours that will be popular. 79% of tourists in Odessa are interested in local foods; therefore gastronomic tourism is a promising tourism sector.

The recreational tourists do not like foreign foods and not participate at food-related events. The local or regional cuisine and destination's culture are interested for existential gastronomy tourists. They prefer special restaurants for locals, visit farms and wineries. They take products home from destination places. Diversionary tourists like plenty of simple food. For experimental tourists, food and wine form a part of their image. They visit smartest restaurants offering chic service.

3.3. SWOT- analysis

SWOT-analyses for two important for Odessa fields were performed, namely

1) Prospects of future development of tourism in general in Odessa,
   2) Prospects of future development of gastronomy tourism in Odessa.

SWOT analysis has been performed using information obtained during two Focus groups discussions and results of questionnaires’ processing.

Results of SWOT-analysis are summarized in Tables 3.10 and 3.11. Results of the PEST-analysis are shown in Table 3.12.
Table 3.10. SWOT- analysis for Odessa tourism in general

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Good natural and climatic conditions,</td>
<td>- The absence or weak promotion of modern brands.</td>
</tr>
<tr>
<td>- Unique events: Day of Humor, Jazz Festival &quot;Goblin-Show&quot;, &quot;Odessa Tram.&quot;</td>
<td>- Lack of a single information center.</td>
</tr>
<tr>
<td>- Historical sights of world importance (the Opera House, Potemkin Stairs).</td>
<td>- Very bad road conditions</td>
</tr>
<tr>
<td>- Image of a trading town, &quot;7th km&quot; Ukraine's largest trading market;</td>
<td>- Insufficiently developed of tourist infrastructure.</td>
</tr>
<tr>
<td>&quot;Provoz&quot;, the largest food farmers’ market</td>
<td>- Odessa Association of Tour Operators cannot promote tourism in Odessa.</td>
</tr>
<tr>
<td>- Visibility and attractiveness of the image of Odessa in Ukraine, CIS and</td>
<td></td>
</tr>
<tr>
<td>the world.</td>
<td>- No overseas and marketing offices</td>
</tr>
<tr>
<td>- Good infrastructure with a port and airport to receive tourists</td>
<td>- English is not widely spoken in Odessa</td>
</tr>
<tr>
<td>- A lot of white sand beaches</td>
<td>- Not enough direct flight to Odessa.</td>
</tr>
<tr>
<td>- Many Odessa citizens are friendly, and will help lost and confused</td>
<td>- Because of Russian propaganda some people think Odessa is a gangster</td>
</tr>
<tr>
<td>travelers.</td>
<td>city.</td>
</tr>
<tr>
<td>- Favorable weather and climate</td>
<td>- Many tourists complain about taxi drivers, who overcharge for their</td>
</tr>
<tr>
<td>- Increasing the number of tourists because of the Crimea occupation by</td>
<td>services.</td>
</tr>
<tr>
<td>Russia</td>
<td>- The negative attitude of local residents to increase of tourist flows.</td>
</tr>
<tr>
<td>- Investment attractiveness of recreation and entertainment areas.</td>
<td>- Unwillingness of the tourism business to cooperate with local authorities.</td>
</tr>
<tr>
<td>- Attracting foreign and Ukrainian investors to fund the development of</td>
<td>- Environmental crisis (for example, oil spills).</td>
</tr>
<tr>
<td>tourism.</td>
<td>- Lack of means for financing the tourism development.</td>
</tr>
<tr>
<td>- Strong comprehension of Odessa as a city attractive to domestic tourism</td>
<td>- Increasing competition among tourist regions of Ukraine.</td>
</tr>
<tr>
<td>groups.</td>
<td>- Low purchasing power and the unstable socio-economic situation in the</td>
</tr>
<tr>
<td>- The growing interest of citizens in the historical and cultural</td>
<td>region.</td>
</tr>
<tr>
<td>heritage.</td>
<td>- Problems such as rising fuel costs,</td>
</tr>
<tr>
<td>- Increase visitor length of visits</td>
<td>- Weakness of the local currency, possibility of default</td>
</tr>
<tr>
<td>- Creates employment and business,</td>
<td>- Impact of global economic issues.</td>
</tr>
<tr>
<td>- Expand tourism offerings for diaspora, domestic and regional markets</td>
<td></td>
</tr>
<tr>
<td>-- Cheaper transportation costs</td>
<td></td>
</tr>
</tbody>
</table>
### Table 3.11. SWOT-analysis for Odessa gastronomic tourism

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Odessa cuisine is very specific as a mixture of different ethnic groups traditions</td>
<td></td>
</tr>
<tr>
<td>- Products of the Odessa cuisine are served in many restaurants</td>
<td></td>
</tr>
<tr>
<td>- Odessa food and culture inseparably linked</td>
<td></td>
</tr>
<tr>
<td>- Growing number of food-related festivals, competitions, other events</td>
<td></td>
</tr>
<tr>
<td>- Post-secondary institutions have active programs and are interested in food tourism</td>
<td></td>
</tr>
<tr>
<td>- Largest in Ukraine “Privoz” and “7th km” markets</td>
<td></td>
</tr>
<tr>
<td>- Growing interest in developing culinary tourism product</td>
<td></td>
</tr>
<tr>
<td>- Increasing interest in the growth of gastronomic market</td>
<td></td>
</tr>
<tr>
<td>- Odessa as a leading destination for food travel</td>
<td></td>
</tr>
<tr>
<td>- Raise global profile of Odessa food products</td>
<td></td>
</tr>
<tr>
<td>- Development of Wine tourism</td>
<td></td>
</tr>
<tr>
<td>- Opportunity to develop culinary tourism as a key economic driver</td>
<td></td>
</tr>
<tr>
<td>- Lack of research on Odessa food tourism</td>
<td></td>
</tr>
<tr>
<td>- Lack of market-ready food tourism products &amp; experiences</td>
<td></td>
</tr>
<tr>
<td>- Lack of Odessa food tourism strategy</td>
<td></td>
</tr>
<tr>
<td>- Tactical rather than strategic approach to gastronomy tourism development.</td>
<td></td>
</tr>
<tr>
<td>- English is not very common in Odessa</td>
<td></td>
</tr>
<tr>
<td>- There is no advertising literature</td>
<td></td>
</tr>
<tr>
<td>- Taxi drivers and waiters often try to deceive or cheat foreign tourists</td>
<td></td>
</tr>
<tr>
<td>- Many restaurants do not correspond to European standards</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Unreliable supply of local products</td>
<td></td>
</tr>
<tr>
<td>- Competition from other destinations pursuing food tourism</td>
<td></td>
</tr>
<tr>
<td>- Rising food and beverage commodity prices</td>
<td></td>
</tr>
<tr>
<td>- High inflation rates</td>
<td></td>
</tr>
<tr>
<td>- Changes in consumer tastes</td>
<td></td>
</tr>
<tr>
<td>- The entry of a strong market competitor</td>
<td></td>
</tr>
<tr>
<td>- Decrease of growth in the tourism sector</td>
<td></td>
</tr>
</tbody>
</table>

### Conclusions

- Odessa is ranked as one of the first in Ukraine for number of tourist arrivals
- Odessa can attract a variety of tourists
- Odessa can develop a niche developing resources for gastronomic tourism.
**Explantion of abbreviations indicated on the Mind Map**

**A: Odessa as a tourism destination**

**G: Goals**
G1: To commercialize local activities related to gastronomy, culture and nature;
G2: To promote the region of Odessa through tourism;
G3: To increase the number of tourists in Odessa;
G4: To be a good example of sustainable destination;
G5: To integrate the cooperation of all the stakeholders;
G6: To create a profitable and viable project.

**V: Values**
V1: Economical, social and environmental sustainability in all activities;
V1: Governance;
V1: Cooperation;
V1: Local partnership.

**O: Odessa Experience**
O1: Offer a product that integrates the cooperation between stakeholders;
   - O11: Combining different activities related to gastronomy, culture, nature;
   - O12: Make aware all stakeholders of benefits to work together.
O2: Position the product properly;
   - O21: "Search Engine Optimization” strategies;
     - O211: Participation in Social Media: Facebook, VKontakte, Twitter;
     - O212: External links: different websites and online newspapers;
     - O213: Updated and original content;
   - O22: Development of branding, to show who we are;
   - O23: Improvement in positioning of the region.
O3: Diversification of the touristic offer of Odessa by creating new experiences;
   - O31: Tourist attractions in Odessa can be developed in tourist experiences.
O4: Position Odessa as a sustainable destination;
O41: Put the name of the region in the name of products;

O5: Create a website in four languages (Ukrainian, Russian, and English) with useful touristic information on the region;
  O51: Update information about the region (weather, attractions);
  O52: Use a blog to discuss events in the region;
  O53: Attach the website to the social media.

O6: To promote the product;
  O61: E-mail marketing;
  O62: Mobile marketing through sms, mobile telephones, online advertising
  O63: Participation in social media: Facebook, VKontakte, Twitter;
  O64: Promotion by brochures in tourist offices, information centers, events;
  O65: Improvement of the region promotion through the product.

C: How to get started

C1: Aware local companies of the benefits of the project;

C2: Support from the City Council and the Regional Administration;

C3: Look for grants, investors and possible external financing;

C4: Evaluate possible risks (economical, social, etc);

C5: Presentation and advertizing of the project through the media.

P: Problems

P1: Low level of cooperation between stakeholders;

P2: Bad online positioning;

P3: Not sufficient tourist investments;

P4: Not enough promotion;

P5: No added value to Odessa strengths;

P6: No ability to get international tourists;

P7: More visitants than tourists;

P8: Absence of tourist information offices in the region;

P9: Difficulties in finding online information on tourist attractions.

T: Target
T1: Family experience focused on families with children;
   T11: To do activities outdoors and interact with nature;
       T111: To learn gastronomic traditions.
T2: Promotion of active experiences for groups of young friends;
   T21: Nature and Culture;
       T211: Gastronomy.
T3: Promotion of cultural and gastronomic experiences for senior people;
   T31: Culture: Taking into account accessible tourist attractions;
       T311: Gastronomy, going to local shops to buy local products;
T4: Romantic experience focused on couples to promote relaxed experiences;
   T41: Gastronomy and Accommodation;
       T411: Accommodation;
           T4111: Including spa and activities offered by accommodation;
           T4112: Gastronomical experiences offered by the accommodation.

S: Stakeholders by experiences

S1: Family experience;
   S11: Accommodation: 2 hotels;
   S12: Activities (Workshops, Visiting a farm, Learning how to bake bread).
S2: Young experience;
   S21: Accommodation: 3 hotels;
   S22: Restaurants: 2 restaurants;
S3: Romantic experience;
   S31: Activities;
       S311: Wine tours;
       S312: Horse riding;
       S313: Show cooking;
       S314: Guided tour to catacombs;
S315: Nature.

S32: Restaurants;
   S332: 2 restaurants.

S33: Accommodation;
   S331: 2 hotels;

S4: Senior experience;
   S41: Accommodation;
      S411: 2 hotels;
   S42: Restaurants;
      S421: 2 restaurants;
   S43: Local shops;
      S431: 3 shops;
   S44: Activities;
      S431: 2 guided tours.
Conclusions

1. Literature review on gastronomy tourism and tourists has shown importance of segmentation approach to gastronomy tourism markets. For successful development of gastronomy tourism it is also important to know motives, as well as needs, wants and demands of different tourists segments and consider their demographic, psychographic, and behavioral types and characteristics.

2. Main features of Ukrainian and Odessa gastronomic tourism have been studied by different methods, such as questionnaires survey, Focus groups discussions, SWOT analysis and Mind Mapping. It has been found that in spite of economic and political crisis, Ukraine and Odessa in particular have considerable potential and prerequisites for developing domestic, inbound and outbound gastronomic tourism. So, tourists can be attracted by diverse and delicious national and Odessa cuisines.

3. After detailed studies of potential destinations for gastronomic tourism in Odessa region, nine specific gastronomy tours have been proposed and designed considering availability of required facilities and infrastructure, geographic position of the city and the multinational character of Odessa cuisine. The following tours were developed: "Odessa Cuisine by Eyes of Local Residents", "Ukrainian Cuisine with Odessa Accent", "Jewish Cuisine with Odessa Emphasis", "Bulgarian Cuisine with Odessa Emphasis", "Greek Cuisine with Odessa Emphasis", "Bessarabia Cuisine with Odessa Emphasis", "Wineries of the Odessa region", "Fishing in the Black Sea with Tasting", and "Odessa Markets".

4. Analyzing results of discussions in two Focus groups, one composed of local professionals in the tourism field and other representing experienced Odessa tourists, we outlined some urgent measures, which can be considered as the first seed for the future local tourism business reform with the gastronomic orientation.

5. By the SWOT analysis performed on the basis of the questionnaires survey and the Focus groups discussions, existing strengths, weaknesses, opportunities and threats were summarized for Odessa tourism in general and for gastronomy tourism in par-
6. A Mind Map has been created on the basis of questionnaires survey and the Focus groups discussions for expansion of Odessa as a tourism destination. Main branches of the Map tree were named as Goals, Values, Targets, Problems, Experience, How to get started, and Stakeholders. Further there was branching into more detailed and specific details that may allow using the Map for covering a full range of issues and activities during the planning of Odessa touristic development.

7. By no means the study can be considered as a fully comprehensive. Further research is needed in this direction by applying different mostly quantitative methods, increasing a number of respondents in the samples, increasing the number of research questions and hypotheses, analyzing effect of different variables. The main thing we found out is that there is an interest of all categories and segments of the tourism community of Odessa in the need for a new approach and a fundamental restructuring of gastronomy tourism business.
Bibliography


Results of the following questionnaires processing:

Your general preferences regarding food when you travel for pleasure

1. Eat at restaurants where only locals eat

<table>
<thead>
<tr>
<th>Response</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>4</td>
<td>2.6%</td>
</tr>
<tr>
<td>Rarely</td>
<td>32</td>
<td>21.1%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>72</td>
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<td>26.3%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

2. Attend cooking classes

<table>
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<th>Response</th>
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<tr>
<td>Never</td>
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</tr>
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<td>48</td>
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</tr>
<tr>
<td>Sometimes</td>
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<td>5.3%</td>
</tr>
<tr>
<td>Frequently</td>
<td>4</td>
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</tr>
<tr>
<td>Always</td>
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<td>0%</td>
</tr>
</tbody>
</table>
3. At the destination I prepare local food

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Never</td>
<td>60</td>
<td>39.5%</td>
</tr>
<tr>
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<td>52</td>
<td>34.2%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>20</td>
<td>13.2%</td>
</tr>
<tr>
<td>Frequently</td>
<td>16</td>
<td>10.5%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

4. Visit wineries

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<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
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<td>40</td>
<td>26.3%</td>
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<td>26.3%</td>
</tr>
<tr>
<td>Frequently</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td>Always</td>
<td>0</td>
<td>0%</td>
</tr>
</tbody>
</table>

5. Dine at restaurants serving local cuisine

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Never</td>
<td>8</td>
<td>5.3%</td>
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<tr>
<td>Rarely</td>
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</tr>
<tr>
<td>Sometimes</td>
<td>12</td>
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<tr>
<td>Frequently</td>
<td>64</td>
<td>42.1%</td>
</tr>
<tr>
<td>Always</td>
<td>48</td>
<td>31.6%</td>
</tr>
</tbody>
</table>
6. Sample local foods

- Never: 4 (2.6%)
- Rarely: 4 (2.6%)
- Sometimes: 24 (15.8%)
- Frequently: 48 (31.6%)
- Always: 72 (47.4%)

7. Eat at food festivals

- Never: 32 (21.6%)
- Rarely: 16 (10.8%)
- Sometimes: 41 (27%)
- Frequently: 29 (18.9%)
- Always: 33 (21.6%)

8. Purchase local food products to take back home

- Never: 12 (7.9%)
- Rarely: 28 (18.4%)
- Sometimes: 20 (13.2%)
- Frequently: 36 (23.7%)
- Always: 56 (36.8%)
9. Buy cookbooks with local recipes to take back home

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</tr>
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<td>Frequently</td>
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</tr>
<tr>
<td>Always</td>
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<td>5.3%</td>
</tr>
</tbody>
</table>

10. Buy local kitchen equipments to take back home

<table>
<thead>
<tr>
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<td>24.3%</td>
</tr>
<tr>
<td>Frequently</td>
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<td>8.1%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.7%</td>
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</table>

11. Dine at high quality restaurants

<table>
<thead>
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</tr>
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<tr>
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<td>44</td>
<td>28.9%</td>
</tr>
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<td>40</td>
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</tr>
<tr>
<td>Sometimes</td>
<td>36</td>
<td>23.7%</td>
</tr>
<tr>
<td>Frequently</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.6%</td>
</tr>
</tbody>
</table>
12. Go to a restaurant just to taste the dishes of a particular chef

Never 99 64.9%
Rarely 21 13.5%
Sometimes 24 16.2%
Frequently 8 5.4%
Always 0 0%

13. Consume local beverages and drinks

Never 13 8.3%
Rarely 9 5.6%
Sometimes 33 22.2%
Frequently 59 38.9%
Always 38 25%

14. Visit a local farmer's market

Never 29 18.9%
Rarely 33 21.6%
Sometimes 37 24.3%
Frequently 49 32.4%
Always 4 2.7%
15. Dine at fast food outlets (e.g. McDonald's)

<table>
<thead>
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<th>Frequency</th>
<th>Count</th>
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<tbody>
<tr>
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16. Dine at theme restaurants

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<td>16</td>
<td>10.5%</td>
</tr>
<tr>
<td>Rarely</td>
<td>48</td>
<td>31.6%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>56</td>
<td>36.8%</td>
</tr>
<tr>
<td>Frequently</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

17. Go to local brew pubs

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>32</td>
<td>21.1%</td>
</tr>
<tr>
<td>Rarely</td>
<td>40</td>
<td>26.3%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>44</td>
<td>28.9%</td>
</tr>
<tr>
<td>Frequently</td>
<td>20</td>
<td>13.2%</td>
</tr>
<tr>
<td>Always</td>
<td>16</td>
<td>10.5%</td>
</tr>
</tbody>
</table>
18. Buy only familiar food from supermarkets

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>36</td>
<td>23.7%</td>
</tr>
<tr>
<td>Rarely</td>
<td>44</td>
<td>28.9%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>20</td>
<td>13.2%</td>
</tr>
<tr>
<td>Frequently</td>
<td>32</td>
<td>21.1%</td>
</tr>
<tr>
<td>Always</td>
<td>20</td>
<td>13.2%</td>
</tr>
</tbody>
</table>

19. Prepare food at the place I am staying

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>Rarely</td>
<td>52</td>
<td>34.2%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>40</td>
<td>26.3%</td>
</tr>
<tr>
<td>Frequently</td>
<td>20</td>
<td>13.2%</td>
</tr>
<tr>
<td>Always</td>
<td>12</td>
<td>7.9%</td>
</tr>
</tbody>
</table>

20. Eat at places serving food I am familiar with

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td>Rarely</td>
<td>56</td>
<td>36.8%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>60</td>
<td>39.5%</td>
</tr>
<tr>
<td>Frequently</td>
<td>24</td>
<td>15.8%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.6%</td>
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</tbody>
</table>
21. Visit a food processing facility

<table>
<thead>
<tr>
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<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>82</td>
<td>54.1%</td>
</tr>
<tr>
<td>Rarely</td>
<td>29</td>
<td>18.9%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>25</td>
<td>16.2%</td>
</tr>
<tr>
<td>Frequently</td>
<td>12</td>
<td>8.1%</td>
</tr>
<tr>
<td>Always</td>
<td>4</td>
<td>2.7%</td>
</tr>
</tbody>
</table>

22. Purchase local food at roadside stands

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Count</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>0</td>
<td>0%</td>
</tr>
<tr>
<td>Rarely</td>
<td>32</td>
<td>21.1%</td>
</tr>
<tr>
<td>Sometimes</td>
<td>48</td>
<td>31.6%</td>
</tr>
<tr>
<td>Frequently</td>
<td>64</td>
<td>42.1%</td>
</tr>
<tr>
<td>Always</td>
<td>8</td>
<td>5.3%</td>
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</table>

Level of Education

<table>
<thead>
<tr>
<th>Level</th>
<th>Count</th>
<th>Percentage</th>
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</thead>
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<tr>
<td>Highest education</td>
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<tr>
<td>Secondary education</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>Secondary technical education</td>
<td>8</td>
<td>5.3%</td>
</tr>
</tbody>
</table>
Questionnaire

Your general preferences regarding food when you travel for pleasure

How often do you take part in the following activities while you are traveling for pleasure? Please indicate your agreement with EACH of the following statements on a scale of

1 – Never, 2 – Rarely, 3 – Sometimes, 4 – Frequently, 5 – Always,

<table>
<thead>
<tr>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 How often do you buy street food?</td>
<td>0</td>
<td>32</td>
<td>48</td>
<td>64</td>
<td>8</td>
</tr>
<tr>
<td>2 How often do you eat at restaurants where only the locals eat?</td>
<td>4</td>
<td>32</td>
<td>72</td>
<td>40</td>
<td>4</td>
</tr>
<tr>
<td>3 How often do you attend cooking classes?</td>
<td>92</td>
<td>48</td>
<td>8</td>
<td>4</td>
<td>0</td>
</tr>
<tr>
<td>4 How often traveling abroad, you cook the local cuisine?</td>
<td>60</td>
<td>52</td>
<td>20</td>
<td>16</td>
<td>4</td>
</tr>
<tr>
<td>5 How often do you visit a winery?</td>
<td>64</td>
<td>40</td>
<td>40</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>6 How often do you dine in local restaurants?</td>
<td>8</td>
<td>20</td>
<td>12</td>
<td>64</td>
<td>48</td>
</tr>
<tr>
<td>7 How often do you try local food?</td>
<td>4</td>
<td>4</td>
<td>24</td>
<td>48</td>
<td>72</td>
</tr>
<tr>
<td>8 How often do you eat at gastronomic festivals?</td>
<td>32</td>
<td>16</td>
<td>29</td>
<td>33</td>
<td></td>
</tr>
<tr>
<td>9 How often do you buy local foods to take them home?</td>
<td>12</td>
<td>28</td>
<td>36</td>
<td>56</td>
<td></td>
</tr>
<tr>
<td>10 How often do you buy cookbooks with local recipes to take them home?</td>
<td>112</td>
<td>12</td>
<td>16</td>
<td>4</td>
<td>8</td>
</tr>
<tr>
<td>11 How often do you buy local kitchen appliances to take them home?</td>
<td>70</td>
<td>29</td>
<td>37</td>
<td>12</td>
<td>4</td>
</tr>
<tr>
<td>12 How often do you dine in restaurants of high class?</td>
<td>44</td>
<td>40</td>
<td>36</td>
<td>28</td>
<td>4</td>
</tr>
<tr>
<td>13 How often do you go to a restaurant just to taste a dish prepared by a particular chef?</td>
<td>99</td>
<td>21</td>
<td>24</td>
<td>8</td>
<td>0</td>
</tr>
<tr>
<td>14 How often do you consume local spirits and soft drinks?</td>
<td>13</td>
<td>9</td>
<td>33</td>
<td>59</td>
<td>38</td>
</tr>
<tr>
<td>15 How often do you visit the local farmer’s market?</td>
<td>29</td>
<td>33</td>
<td>37</td>
<td>49</td>
<td>4</td>
</tr>
<tr>
<td>16 How often do you dine in thematic restaurants?</td>
<td>16</td>
<td>48</td>
<td>56</td>
<td>28</td>
<td>4</td>
</tr>
<tr>
<td>17 How often do you dine at a fast food restaurant (such as McDonald's)?</td>
<td>16</td>
<td>40</td>
<td>36</td>
<td>44</td>
<td>16</td>
</tr>
<tr>
<td>18 How often do you go to the local pubs?</td>
<td>32</td>
<td>40</td>
<td>44</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td>19 You buy in supermarkets ONLY familiar to you food</td>
<td>36</td>
<td>44</td>
<td>20</td>
<td>32</td>
<td>20</td>
</tr>
<tr>
<td>20 How often do you cook a meal in the place where you stay?</td>
<td>28</td>
<td>52</td>
<td>40</td>
<td>20</td>
<td>12</td>
</tr>
<tr>
<td>21 How often do you eat in places that offer only food, with which you are familiar?</td>
<td>8</td>
<td>56</td>
<td>60</td>
<td>24</td>
<td>4</td>
</tr>
<tr>
<td>22 How often do you go on excursion to food manufacturing facilities?</td>
<td>82</td>
<td>29</td>
<td>25</td>
<td>12</td>
<td>4</td>
</tr>
</tbody>
</table>
Appendix 3

Questionnaire

Your general preferences regarding food when you travel for pleasure

How often do you take part in the following activities while you are traveling for pleasure? Please indicate your agreement with EACH of the following statements on a scale of 1 – Never, 2 – Rarely, 3 – Sometimes, 4 – Frequently, 5 – Always

<table>
<thead>
<tr>
<th>Question</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 How often do you buy street food?</td>
<td>0.0%</td>
<td>21.1%</td>
<td>31.6%</td>
<td>42.1%</td>
<td>5.3%</td>
</tr>
<tr>
<td>2 How often do you eat at restaurants where only the locals eat?</td>
<td>2.6%</td>
<td>21.1%</td>
<td>47.4%</td>
<td>26.3%</td>
<td>2.6%</td>
</tr>
<tr>
<td>3 How often do you attend cooking classes?</td>
<td>60.5%</td>
<td>31.6%</td>
<td>5.3%</td>
<td>2.6%</td>
<td>0.0%</td>
</tr>
<tr>
<td>4 How often traveling abroad. you cook the local cuisine?</td>
<td>39.5%</td>
<td>34.2%</td>
<td>13.2%</td>
<td>10.5%</td>
<td>2.6%</td>
</tr>
<tr>
<td>5 How often do you visit a winery?</td>
<td>42.1%</td>
<td>26.3%</td>
<td>26.3%</td>
<td>5.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>6 How often do you dine in local restaurants?</td>
<td>5.3%</td>
<td>13.2%</td>
<td>7.9%</td>
<td>42.1%</td>
<td>31.6%</td>
</tr>
<tr>
<td>7 How often do you try local food?</td>
<td>2.6%</td>
<td>2.6%</td>
<td>15.8%</td>
<td>31.6%</td>
<td>47.4%</td>
</tr>
<tr>
<td>8 How often do you eat at gastronomic festivals?</td>
<td>21.1%</td>
<td>10.5%</td>
<td>27.0%</td>
<td>19.1%</td>
<td>21.7%</td>
</tr>
<tr>
<td>9 How often do you buy local foods to take them home?</td>
<td>7.9%</td>
<td>18.4%</td>
<td>13.2%</td>
<td>23.7%</td>
<td>36.8%</td>
</tr>
<tr>
<td>10 How often do you buy cookbooks with local recipes to take them home?</td>
<td>73.7%</td>
<td>7.9%</td>
<td>10.5%</td>
<td>2.6%</td>
<td>5.3%</td>
</tr>
<tr>
<td>11 How often do you buy local kitchen appliances to take them home?</td>
<td>46.1%</td>
<td>19.1%</td>
<td>24.3%</td>
<td>7.9%</td>
<td>2.6%</td>
</tr>
<tr>
<td>12 How often do you dine in restaurants of high class?</td>
<td>28.9%</td>
<td>26.3%</td>
<td>23.7%</td>
<td>18.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>13 How often do you go to a restaurant just to taste a dish prepared by a particular chef?</td>
<td>65.1%</td>
<td>13.8%</td>
<td>15.8%</td>
<td>5.3%</td>
<td>0.0%</td>
</tr>
<tr>
<td>14 How often do you consume local spirits and soft drinks?</td>
<td>8.6%</td>
<td>5.9%</td>
<td>21.7%</td>
<td>38.8%</td>
<td>25.0%</td>
</tr>
<tr>
<td>15 How often do you visit the local farmer’s market?</td>
<td>19.1%</td>
<td>21.7%</td>
<td>24.3%</td>
<td>32.2%</td>
<td>2.6%</td>
</tr>
<tr>
<td>16 How often do you dine in thematic restaurants?</td>
<td>10.5%</td>
<td>31.6%</td>
<td>36.8%</td>
<td>18.4%</td>
<td>2.6%</td>
</tr>
<tr>
<td>17 How often do you dine at a fast food restaurant (such as McDonald’s)?</td>
<td>10.5%</td>
<td>26.3%</td>
<td>23.7%</td>
<td>28.9%</td>
<td>10.5%</td>
</tr>
<tr>
<td>18 How often do you go to the local pubs?</td>
<td>21.1%</td>
<td>26.3%</td>
<td>28.9%</td>
<td>13.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>19 You buy in supermarkets ONLY familiar to you food</td>
<td>23.7%</td>
<td>28.9%</td>
<td>13.2%</td>
<td>21.1%</td>
<td>13.2%</td>
</tr>
<tr>
<td>20 How often do you cook a meal in the place where you stay?</td>
<td>18.4%</td>
<td>34.2%</td>
<td>26.3%</td>
<td>13.2%</td>
<td>7.9%</td>
</tr>
<tr>
<td>21 How often do you eat in places that offer only food, with which you are familiar?</td>
<td>5.3%</td>
<td>36.8%</td>
<td>39.5%</td>
<td>15.8%</td>
<td>2.6%</td>
</tr>
<tr>
<td>22 How often do you go on excursion to food manufacturing facilities?</td>
<td>53.9%</td>
<td>19.1%</td>
<td>16.4%</td>
<td>7.9%</td>
<td>2.6%</td>
</tr>
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</table>
The Demographic Characteristics of the Sample

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<thead>
<tr>
<th>Gender</th>
<th>Frequency</th>
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<td>Male</td>
<td>69</td>
<td>45.4</td>
</tr>
<tr>
<td>Female</td>
<td>83</td>
<td>54.6</td>
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<td>Total</td>
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<td>100</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
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<tr>
<td>19-24</td>
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<td>30.9%</td>
</tr>
<tr>
<td>25-35</td>
<td>70</td>
<td>46.1%</td>
</tr>
<tr>
<td>36-50</td>
<td>23</td>
<td>15.1%</td>
</tr>
<tr>
<td>50 +</td>
<td>12</td>
<td>7.9%</td>
</tr>
<tr>
<td>Total</td>
<td>152</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational status</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary School;</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>Technical School;</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td>Higher Education;</td>
<td>116</td>
<td>76.3%</td>
</tr>
<tr>
<td>Total</td>
<td>152</td>
<td>100%</td>
</tr>
<tr>
<td>Marital status</td>
<td>Frequency</td>
<td>%</td>
</tr>
<tr>
<td>--------------------------</td>
<td>-----------</td>
<td>----</td>
</tr>
<tr>
<td>Married</td>
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<td>26.3%</td>
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<tr>
<td>Widowed</td>
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<td>7.9%</td>
</tr>
<tr>
<td>Divorced or separated</td>
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<td>7.9%</td>
</tr>
<tr>
<td>Never Married</td>
<td>88</td>
<td>57.9%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
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<td><strong>100%</strong></td>
</tr>
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<table>
<thead>
<tr>
<th>Employment status</th>
<th>Frequency</th>
<th>%</th>
</tr>
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<tbody>
<tr>
<td>Employed Full Time /Part time</td>
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<td>34.2%</td>
</tr>
<tr>
<td>Unemployed</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td>Businessman</td>
<td>36</td>
<td>23.7%</td>
</tr>
<tr>
<td>Student</td>
<td>56</td>
<td>36.8%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>152</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income per person per month</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $ 80</td>
<td>6</td>
<td>3.9%</td>
</tr>
<tr>
<td>$ 80-160</td>
<td>38</td>
<td>25.0%</td>
</tr>
<tr>
<td>$ 160-280</td>
<td>49</td>
<td>32.3%</td>
</tr>
<tr>
<td>$ 280-400</td>
<td>28</td>
<td>18.4%</td>
</tr>
<tr>
<td>$ 400-520</td>
<td>21</td>
<td>13.8%</td>
</tr>
<tr>
<td>$ 520-800</td>
<td>8</td>
<td>5.3%</td>
</tr>
<tr>
<td>$ 800 or more</td>
<td>2</td>
<td>1.3%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>152</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
The list of participants of the first Focus group, whose identity was coded by using first letters of their name and surname

1. Respondent FA is a known hotelier in Odessa, director of the tourist center; he conducts workshops and seminars on the service in the hotel and restaurant business.

2. Respondent OK is one of the top functionaries of Odessa Tourism Association.

3. Respondent UD is a co-owner and director of the company, one of the few travel agencies in Odessa that offers to its customers 12 types of gastronomic tours in Europe. He is in tourism since 2009.

4. Respondent OYa is a co-owner of the tour operator, a Senior Lecturer, Department of Tourism and Recreation at one of the universities in Odessa.

5. Respondent AI is an Associate Professor of the department of tourism and recreation of one of the universities in Odessa.

6. Respondent OD is the Dean of the Faculty of Food Technology Innovations, Hotel and Restaurant Business and Tourism at one of the universities in Odessa.

7. Respondent TYa - Director of Tourism, 18 years of experience in the field of tourism.

8. Respondent OB is a personal guide to Odessa, develops and conducts author tours in Odessa and Ukraine. She has more than 12 years of experience in this field.

9. Respondent BS is a Financial Director of a touristic company.

10. Respondent EF is an Associate Professor at the Department of Hotel, Restaurant and Tourism Business at one of the universities in Odessa, a specialist in gastronomic tourism.

The list of issues discussed with the first Focus group
1. If you were interested, how you would participate in the development of gastronomic tourism in Odessa?

2. How do you participate in culinary events: festivals, fairs, tastings, master classes in Odessa?

3. What kind of gastronomic festivals in Odessa you enjoy the most?

4. What city in Ukraine could be a gastronomic brand?

5. What types of gastronomic tourists do you know from your experience?

6. What would you recommend for the development of gastronomic tourism in Odessa?

7. In what are you mostly interested during your travel?
   - Attractions,
   - Cuisine,
   - Cultural events.

8. What in your opinion are main contributions of gastronomic tourism?
   - Social and economic development of the region,
   - Production of certain goods and services,
   - Helps in branding the region,
   - Attraction of tourist flows.

9. What is the percentage of people among your entourage that went at least one time a year abroad as a tourist?

10. Why do you think so few people travel abroad?

11. Do you organize gastronomic tours for you yourself or through a travel agency?

12. Where do you get information about gastronomic tours?
Transcript of the discussion during the first Focus Group meeting

All the experts pointed out that number of Ukrainian tourists including Odes-sans traveling abroad reduced in 2015. At the Freedom Travel agency, the flow of tourists decreased by 50%. A corresponding figure at the Go Tour Company was about 30%. Experts believe that only about 3% of the Ukrainian population is traveling abroad.

The low percentage of travelers in 2015 was explained by some objective reasons. Respondent OK said that the decline in demand for holidays tours to Schengen countries is primarily due to difficulties in obtaining visas for travelers from the regions, because you must to go to Kiev twice.

All representatives of travel agencies said that after the introduction of the new system for issuing visas, technical difficulties were observed in the consulates of many countries. This substantially increased delay in obtaining visas.

The experts noted that the purchasing power of the population is decreasing. A respondent FA cited data from the State Statistics Service that in July, 2015 real wages of Ukrainians decreased by 22.2% compared to the same month of 2014, and this immediately decreased the chance of tourists to go anywhere.

High costs repel travelers, since staying in cheapest hotels of Greece or Spain costs 450-500 Euros per week. This information was provided by Respondent UD.

Respondent OK noted that majority of travelers went to Turkey. This direction is traditionally popular because of visa-free regime and relatively low prices. The average cost of a week vacation at Turkey resorts is $ 520, whereas it was $ 700 in 2014.

On the issue of changes in the number of domestic tourists, all experts unanimously noted that the demand for domestic tourism has increased significantly compared to 2014 due to the financial crisis and a sharp increase of dollar’s value. Now, just a few tourists can afford going to other countries.
"For those who used to relax on weekends traveling before to Budapest, Krakow, or Prague, such a trip becomes very expensive because of the low exchange rate UAH-dollar" - supports the Respondent BS. In his company, there is a clear increase in demand for tours in Ukraine and increase of the number of tourists in 2015 by about 60%. In the company of Respondent UD, demand doubled; and she believes that there are several reasons: dramatically increased costs of tours abroad and interested number of Ukrainians interested in history and geography of Ukraine.

Respondent OYa noted that her company's flow of Ukrainians, booking Ukrainian tours or weekend tours, is increasing annually by 15% at the expense of increasing the number of corporate clients. Not rare are cases when 2-3 families buy individual excursions on the weekend. If earlier Odessans were ready to travel for 3-5 days, now tours for 1-3 days are popular, so the demand is stable throughout the season.

Experts discussed factors negatively affecting development of domestic tourism. According to the respondent UA, an important factor is the small number of the European level hotels and artificially increased prices for accommodation.

Respondent OK thought that the problem of personnel is very important. Just a few young people would like to work as tour guides, especially with the knowledge of Chinese, Arabic, Italian, Spanish, Romanian, Hungarian, or Swedish. Moreover, interpreters cannot always conduct a full-fledged tour, because they know language, but not history and culture of the destination.

According to the Respondent OYa, competition increased this year, whereas new travel agencies appeared. Unregulated tourism when people travel "on their own", will be increased, as Ukrainian citizens are more interested in their homeland and a number of cars increases.

On the issue of the most popular destinations and tours in domestic Ukrainian tourism, experts were unanimous that this sector was not negatively affected by the crisis. Tourist companies operating in the domestic tourism market, mostly offer Western Ukraine, as the direction of greatest demand. Experts also noted the unprecedented number of tourists in Odessa in 2015. Many believe that the number increased by 300% comparing with 2014.
At Freedom Travel, "Bukovel+Dragobrat" ski-mountain tours of the day off were popular in the winter season and tours in the Carpathian region with visiting Mezhgorye, Podobovets, and Pylypets ski resorts; sightseeing tours including a thermal pool in Beregovo; Transcarpathian castles, mineral springs in Soim, and the city of Lviv. In summer, tourists mostly choose to go to Odessa.

According to the Go Tour Company, winter Carpathians ski resorts Slavske and Bukovel are especially in demand by tourists, because they have good infrastructure.

Go Tour Company offers a wide range of tours in Ukraine throughout the Western Ukraine with departures every week all year round. The most popular of them are "Treasures of the Carpathians", "Treasures of the Western Ukraine", "Bucovina Stars and Podolye," "Secrets of Transcarpathia", "Mega Tour Lviv+Castles", weekends at Western Ukraine, regular ski tours with trips to most popular resorts of the Carpathians, hiking tours in Carpathian Mountains, active tours, individual, rafting, green tourism, and tours in South and Central Ukraine.

Atlantic Travel organizes one day tours "Emerald Necklace of Chernigov" and "Touching the Sacred". Most popular weekend tours are Ternopil, Volyn and Transcarpathia. Among the three-day tours "Discovering the Secrets of Volyn and Galicia", "Narcissus Valley” and Lake Synevir are most popular.

Respondent AI from Department of Tourism and Recreation believes that one should pay attention to educational tours for schoolchildren and students, such as active tours with jeep safaris, rafting mountain rivers, horse riding, skiing; self-drive tours; SPA-tours that combine treatments useful for a body with interesting excursions.

According to the Atlantic Travel Company, most popular are winter vacations in the Carpathian Mountains and SPA-tours.

Experts announced its ranking on the most popular 2015 Odessa tourist. He is a Ukrainian domestic tourist. The second place obtained Belarusians, the third place was shared by Germans and Americans.
All experts believe that domestic tourism is the most difficult segment due to strong competition. Respondent OK noted that despite the great potential of Ukraine and Odessa, we are still far from the level of many European countries. Ukrainian government has little interest in the tourism industry development.

On the issue of popular destinations and tours in Odessa region, the Go Tour Travel Agency offered to promote the therapeutic recreation type of tourism. Atlantic Travel and Freedom Travel suggested restoring unique climatic zones of the Black Sea coast, especially mud and brine at Budak, Kuyal’nik, Tiligul, and Hadzhibey estuaries.

Cultural and educational types of tourism are always in demand of tourists interested in culture, said Respondent OK. In Odessa, the great importance has artistic, historical and regional, archaeological, and literary museums.

Religious tourism is no less interesting lately, as Respondent OB shared her experience. The leading role in this kind of tourism is assigned to Odessa because a large number of religious sites of interest to representatives of various faiths are concentrated here.

Sports tourism is popular because more people began to follow a healthy lifestyle and go in for sports, said the Respondent BS. Travel Clubs of Odessa region offer hikes of varying difficulty and duration, such as weekend trips, multi-day trips to picturesque places of Odessa region and Ukraine. Hunting, fishing, and extreme sports tourism have always attracted our tourists.

Respondent EF believes that rural tourism can and should be developed, while gastronomic tours are promising new fields of tourism. Tourists are invited to relax in the rural homestead, get acquainted with the way of life, traditions and customs of local people, taste national dishes, and just relax surrounded by nature.

The longest discussion was on prospects of gastronomic tourism development in the Odessa region. Experts believe that it is possible to use available opportunities and create a unique national gastronomic map by uniting together producers, restaurateurs, tourist operators and organizers of the events.
Respondent OD noted that the success of each gastronomic region depends on three key points: quality and sustainability of local products; the talent of local chefs; perfect, but authentic service.

The discussion touched wine and cheese making places of the Odessa region. Respondent EF noted that wine tourism is possible in "Kollonist", "Shabo yard", "Marquis de Lacar", "Wine Estate of Prince Trubetskoy" and "Beykush" wineries located 70-250 km from Odessa. Only the "Don Alejandro" winery is near Odessa with the attached restaurant. However, this place is unknown, and information about producing good wines is very limited.

Respondent EF believes that cheese-making industry may be more popular than wine. There are no dairies near Odessa where excursions can be organized. Closest to Odessa is Frumushika Nova. However, they produce only a few soft cheese species. Respondent AI expressed the opinion about a need to develop this area in the Odessa region.

All the experts pointed out that the most popular is the "Myunghauzen" restaurant-castle because of its good food, interesting interior and the overall concept. However, they do not give attention to wine and there is no any entertainment in this area.

Respondent OB noted with regard to rural tourism that there are many places with cottages, swimming pools, beaches, green area and other entertainment near Odessa. Today, green tourism is very popular. We should focus on tours for small groups wanting to know and learn something new. "Small groups were especially in demand this year," shared her experience Respondent TYa.

Interesting ideas were expressed by experts on the basis of the experience of their foreign travel. Respondent EF believes that gastronomic tourists will be interested to visit a cheese factory with cheese tasting and watching the cooking process. Family winery with a restaurant, mini-hotel and a cheese factory can attract more attention and interest than just a winery. Respondent FA proposed to organize cooking classes for preparing local dishes.
Respondent UD believes that a store with local food (canned vegetables, honey, cheese, jams, vegetables and fruits from the garden) would be popular among tourists. Respondent OB would be interested in possibility to collect grapes by the whole family, and then to obtain a gift dinner, food or wine.

According to most experts, a tourist stays in Odessa in average for 2 days. During this time, he manages to get acquainted with the major sights and taste the Odessa cuisine. Therefore, 2 days is the optimal time for gastronomic tourism in Odessa.

In conclusion, the experts unanimously confirmed that the gastronomic tourism of Odessa has potential and should be developed as a separate business strategy. Overall results of the first Focus group discussion are summarized in the “Conclusions” section.

**Transcript of the discussion during the second Focus Group meeting**

Respondents noted that the gastronomic festival "Tzimes market" was more popular than "It is really tasty" and "Picnic festivals". Half of respondents put it in the first place. Opinions of remaining respondents were divided evenly between two similar festivals.

Focus group participants noted that there is a potential for the development of gastronomic tourism in Odessa.

An important issue discussed at the round table was related to brands in the gastronomic tourism. Analyzing gourmet brands of France, Italy and Spain, the participants agreed that due to gastronomic brands (Italian pasta, Greek moussaka, etc.), the destination gets more recognition. Respondents noted that due to efforts of certain interested parties, Odessa could also become such a gastronomic brand. Since Odessa has always been famous for its cuisine, it is reasonable to develop a brand of Odessa as a gastronomic capital of Ukraine, because the gourmet brand is a very strong "magnet" for tourists. Attractive culinary images are associated with very pleasant sensations, so they are easy to remember and are often the cause of the returning to a particular region over again.
Regarding the question about types of tours, the respondents divided all gastronomic tourists into 4 groups:

- Ordinary tourists who want to join the country’s culture through its national cuisine;
- Gourmet tourists with high demands for food and having a refined taste;
- Tourists who use a culinary tour for the purpose of learning and getting skills (chefs, sommeliers, bartenders, wine tasters, restaurateurs);
- Representatives of travel agencies, traveling with the purpose of studying the tourist destination.

The group members have stated that there are completely different types of tourists and consequently different directions of gastronomic tourism must be prepared for them. To the question "What would you recommend for the development of gastronomic tourism in Odessa?", respondents suggested to establish a specialized travel agency dealing only with gastronomic tourism (1 person), to place more ads at social networks (6 persons), to pay more attention to family tourism with children (1 person), to organize workshops on the Odessa kitchen (2 persons).

All tourist agencies in Odessa offering mostly sightseeing should change preferences, because gastronomic tourism is rapidly growing and successful business. The group members think that about third of tourists are interested to visit sights, while 30% are interested in visiting gastronomic events.

Respondents noted that the development of gastronomic tourism could contribute to social and economic development of the region, including the creation of new jobs (3 people), contribute to production of certain products (1 person), help to popularize the brand of the region (3 people), and raise tourist flows (3 people).

Separate discussion touched problems facing by tourists coming to Odessa and ways to resolve them. For example, bad publicity of gastronomic tours, poor provision of transport to the destination, availability of accommodation close to tourist sites. Families with children need an animator for children on the tour.
The political situation in Ukraine is called as the reason for reducing the tourists flow. Russian propaganda presents Odessa as an unsafe city. In 2014, many countries put Odessa and Ukraine in the "red box" and did not encourage their tourists to visit them. (Fedorenko, 2015).

There were rumors that Odessa is very expensive city. In Lviv, for example, according to the rumors, everything is much cheaper. Odessa by the price level is suitable foreign tourists, and middle class of Ukrainian tourists. The segment of the low price lodging range began to develop only in recent years. About 30 hostels in Odessa have been already registered on the “Booking.com” website. For comparison, there are about 60 hostels in Lviv.

It was proposed to position Odessa as a European oriented city. In addition, the implementation of the following slogans is desirable: City of compromise; the capital of humor; Homeland of geniuses; Pearl near the sea; Southern Capital (Palmyra).

In Odessa, about five thousand persons are employed in travel agencies and hotel business. At the same time, the tourism industry has a shortage of skilled marketers, managers, professionals for categorical hotels, and qualified tour guides.

Most hotels were built in the Soviet period and are subject to modernization. For 1000 residents of Odessa there are only 5 beds in hotels, that is 3-6 times lower that in European cities. There is a discrepancy in the prices of accommodation services in hotels of Odessa in comparison with European hotels.

In the report on the activity of the Department of Culture and Tourism of the Odessa City Council in 2014 and plans for 2015 there is no word about gastronomic tourism. It mentioned only the issue of the "Taste of Odessa" culinary guide, which describes the history of major national cuisines represented in Odessa.

Taxis in Odessa are expensive. Near the airport, when taxi drivers meet the tourists, they "fight" for them. They may bring a foreigner for $ 100 in the center of Odessa, while the nominal price is $ 2-3. The culture of taxi service is also unsatisfactory.
GASTRONOMIC TOURS IN UKRAINE

"From Shpatsera to Kulesza"

Lviv, a gastronomic capital of Ukraine, is famous for its restaurants and coffee shops. The four-hour tour "From Shpatsera to Kulesza" (Lviv Tour, 2015) includes a visit to five restaurants. The two-hour tour includes a visit to three restaurants. Cost of the tour: from $ 30.

“Transcarpathia”

Gastronomic Tour of Transcarpathia is designed for two-days (Transcarpathia, 2015). The first day:

- Visiting an intermountain brewery and tasting of four beers,
- Visiting the Lower Settlements and excursion to the Ukrainian Austrian and French cheese factories,
- Tour to a wine-making facility in Transcarpathia.
- Wine tasting in the old basement - 6 wines.
- Lunch at the «Family» restaurant, one of the best in the Transcarpathia.

The Second day:

- A visit to the Guklivy village, pancakes with blueberries for breakfast, competition for culinary creativity.
- «Grun Hof» - master class from Franz Guklivchika for the preparation of mushroom sprinkler in the cauldron on the fire. During the master class, tasting mountain liqueurs.
- Master class on cooking "Gunyadi Lines" - pork knuckle in dark beer brewed in the pot on the fire with spices and baked in coals.
"Culinary Transcarpathia"

"Culinary Transcarpathia" is a visit to castles, wine cellars; coffee tasting and culinary delights of Valentine Shtefanio, the world famous Uzhgorod confectioner (Gastrotury Ukraine, 2015). The first day:

- Visit to the Uzhgorod medieval castle and the wine tasting in the cellars of the castle.
- Lunch at "The Lord" inn
- Tasting coffee in a coffee shop and a small workshop on the latte-art.
- Visit to Valentine Shtefanio candy and tasting his culinary creations.
- Dinner at the "Horseshoe" tavern, a restaurant of Transcarpathian cuisine.

Second day:

- Visit to Serednee village and the castle ruins of the Templars.
- Visit to one of the surviving wine cellars "Old Cellar" and history of the wine-making in Transcarpathia.
- Lunch at the "Hongulot Etturem" Hungarian restaurant
- Excursion to the "Palanok" castle
- Tasting of four varieties of Carpathian honey, mead and honey balm herb in the "Honey House".

Cost of the tour: from $ 100.

Wine Tour: “From A to Z”

Wine Tour: “From A to Z” (Gastrotours Ukraine, 2015) is designed for 2 days. The first day:

- Arrival to Odessa and transfer to Nikolaevka with the placement.
- Hike to harvest grapes.
- Wine tasting and introduction to the process of wine production.
- Visit the medieval fortress in Belgorod-Dniestrovsky.

- Dinner in a medieval tavern and tasting local wines.

Second day:

- Tour of the "Shabo Wine Cultural Center".

- Wine manufacturer's products (wine and brandy) tasting.

The Tour costs $50.
Developed Odessa gastronomic tours

Totally guests will be offered 9 types of gastronomic tours, as follows:

- Odessa cuisine;
- Ukrainian cuisine;
- Jewish cuisine;
- Bulgarian cuisine;
- Greek cuisine;
- Bessarabia cuisine;
- Wine of the Odessa region;
- Fishing in the Black Sea;
- Markets of Odessa;

For most tours, the program consists of the following stages:

- Visit to 2-3 most famous restaurants specializing in the particular cuisine; first meeting with the chef.
- Going to the "Privoz" market; recommendations on the choice of products for the given cooking.
- Culinary master class from the chef in the «Geneva Premier Hotel» hotel restaurant; preparation of the most famous 3-5 dishes of the particular cuisine.
- Tasting prepared dishes at the «Geneva Premier Hotel» restaurant

Below are detailed descriptions of each tour.

1. Gastronomic Tour "Odessa Cuisine by Eyes of Local Residents"

Odessa cuisine is a combination of culinary traditions of Odessa residents belonging to different nationalities. Odessa cuisine was formed under the influence of
Ukrainian, Russian, Jewish, Georgian, Armenian, Uzbek, Bulgarian, Moldovan, Greek, and French cuisines. Some dishes are traditional for minorities living in the Odessa region. The coastal location of Odessa causes a large number of fish dishes and seafood specialties in Odessa.

The gastronomic tour begins with excursions to the most famous restaurants in Odessa specialized in Odessa cuisine:

- "Gambrinus" restaurant (Deribasovskaya 31 - www.gambrinus.net.ua);
- "Klarabara" restaurant (City Garden - www.klarabara.od.ua);
- "Compote" restaurant (Deribasovskaya 20 - www.compot.ua);
- "Franzol" cafe (Deribassovskaya 22a - www.franzol.com.ua).

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Vorschmack (a dish with minced herring, apples, bread, etc.);
- Bytochky of sprat (in fried eggs);
- Eggplant spread;
- Stuffed fish;
- Tsimes made of beans.

After cooking the dishes Odessa cuisine are tasted by tourists. Guests sit at the table and the waiter serves them.

2. Gastronomic Tour "Ukrainian Cuisine with Odessa Accent"

A lot of complex products in Ukrainian cuisine undergo heat treatment: first they are fried or boiled, then stewed or baked. This is the most distinctive feature of
Ukrainian cuisine technologies. A complex heat treatment makes it possible to preserve flavor of dishes and give them juiciness. Many dishes (kruchenky, zavyvantsi, stuffed poultry and vegetables, meat larded with bacon and garlic) are prepared in larded and stuffed form. Especially tasty and healthy are combined dishes with meat and vegetables, such as cabbage rolls with meat, kruchenky Volyn style, beef larded with beet.

Gastronomic tour begins with excursions to the most famous restaurants in Odessa specialized in Ukrainian cuisine:

- "Kumanets" restaurant (Havanna, 7 - www.kumanets.com.ua);
- “A Farm near the Sea” restaurant (Langeron Beach - www.xutor-ok.com);
- "Ukrainian Gourmand" restaurant (Deribasovskaya 17 - www.lakomka.com.ua).

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Borsch;
- Stuffed cabbage;
- Varenyks;
- Roast meat and potatoes;
- Potato Patties.

After cooking Ukrainian dishes are tasted. Guests sit at the table and are served by waiters.

3. Gastronomic Tour "Jewish Cuisine with an Odessa Emphasis"
Jewish cuisine was formed under the influence of Religious food laws ("kash-rus") and the cuisines of many nations among whom the Jews lived, such as German, Ukrainian, Arabic, Balkan and Spanish. Traditional Jewish cuisine roots go centuries back. Beef, lamb, chickens, and geese are used in the food. To prepare the meat, they used only beef or goose fat. Meat dishes are prepared using both natural and chopped meat.

Gastronomic tour begins with excursions to the most famous restaurants in Odessa specialized in Jewish cuisine:

- "Rosemary" restaurant (Malaya Arnautskaya 46a - www.rozmarin.od.ua);
- "Hebron " restaurant-bar (Rishelyevskaya 30 - www.hevron.od.ua).

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Hummus (appetizer from chick-pea puree, which includes olive oil, garlic, lemon juice, paprika, and sesame paste);
- Falafel (deep fried balls of crushed chick-peas flavored with spices);
- Tsimas (appetizer from beans);
- Beyhale (Jewish bagels).

After cooking Jewish cuisine dishes are tasted of. Guests sit at the table and the waiter serves them.

4. Gastronomic Tour "Bulgarian Cuisine with an Odessa Emphasis"

Bulgarian cuisine evolved over many centuries. Its features depend on natural conditions and long history. The special geographical position of Bulgaria in the Balkans at a crossroads between East and West, North and South, is reflected in the cul-
ture and traditions of the Bulgarians and the Bulgarian cuisine features. Bulgarian dishes hallmarks are the presence of hot spices, juicy meat, plenty of vegetables and spicy flavor. One of the main features is simultaneous thermal processing of products on low heat. This allows one to keep nutritional properties, gives meals a combination of pleasant aroma and original flavor. Meat is usually added in moderate quantities; its purpose is to shade the basic taste of food.

Gastronomic tour begins with excursions in the most famous restaurants in Odessa specialized in Bulgarian cuisine:

- "Four Bulgarians" restaurant (Catherine, 56 - www.4bolgarina.com.ua);

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Shopska salad (Bulgarian national salad with fresh tomatoes and cucumbers, top studded with finely grated cheese);
- Bulgarian soup (Chorba) with beans in monastic style;
- Tarator (cold summer soup with fermented diluted milk with finely chopped cucumber, grated walnuts and garlic);
- Banytsya (traditional Bulgarian cuisine dish).

After cooking, Bulgarian cuisine dishes are tasted. Guests sit at the table and the waiter serves them.

5. Gastronomic Tour "Greek Cuisine with Odessa Emphasis"
Greek cuisine is the Mediterranean one. It has common features with cuisines of Italy, Turkey, the Balkans and the Middle East. In modern Greek cuisine, vegetables are widely used, as well as olive oil, fish and seafood, legumes, meat (white and red), and wine. Important products include olives, cheese, aubergines, courgettes (zucchini) and yogurt. It is must to use simple meal with fresh ingredients, skilful combination of spices and herbs collected in the mountains and villages. From meat, lamb is the most popular. Among the sweets are different nuts and seeds combined with honey, fruit and berries to produce so-called "dessert spoon" like jam. Among the Greeks’ favorite sweets are baklava, Turkish delights and halva. The most popular alcoholic drinks include wine, retsina, ouzo and tsipouro. Soft drinks are coffee, especially cold coffee frappe. An important element of Greek cuisine is the meze. By this they mean a variety of dishes as a set of appetizers or small dishes that are usually served with ouzo, tsipouro, wine or refreshments for guests at home.

Gastronomic tour begins with excursions to the most famous restaurants in Odessa, specializing in Greek cuisine:

- "Papa Costa" restaurant (Greek, str. 17 - www.resto.od.ua/175/papa_kosta);
- "Elinikon" restaurant (Greek Square, 3).

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Dzadzyki (snack of yogurt with cucumber, garlic, and greens);
- Dolma (vine leaves stuffed with vegetables and rice with meat);
- Moussaka (eggplant casserole with minced lamb and béchamel sauce and cheese);
- Souvlaki (skewers of pork and chicken).
After cooking, Greek cuisine dishes are tasted. Guests sit at the table and the waiter serves them.

6. Gastronomic Tour "Bessarabia Cuisine with the Odessa Emphasis"

Bessarabia cuisine, on the one hand, is infinitely varied, and on the other is extremely original. Mostly this cuisine of the Odessa region, as well as Russian, Ukrainian, Jewish, Bulgarian, Romanian, Greek, Moldovan cuisines. In general, Bessarabia cuisine includes 260 other cuisines, that is what attracts gourmets. Bessarabia cuisine is characterized by lots of vegetable dishes, as well as condiments and spices. Also, stuffed vegetables are traditional: zucchini, eggplant, tomatoes, and peppers. And stuffing can be completely different: meat, vegetable, and groats. Another feature of the Bessarabia cuisine is presence of brynza (sour cheese), this cheese is used in all types of foods, as well as separately.

Gastronomic tour begins with excursions to the most famous restaurants in Odessa specialized in Bessarabia cuisine:

- "Bessarabia cuisine" restaurant (Korolyova 3a - www.besarabskaya-kuxnya.umi.ru/);

- "Bessarabka" restaurant (Bazarna, 17 - www.bessarabka.kurorts.com).

Acquainted with the history of restaurants, chefs and menus, guests are sent to the "Privoz" market. The guide tells the history of the market and introduces various departments; shows how to choose certain products of Odessa cuisine dishes and introduces to visitors the most famous vendors - legends of the market.

Then the chef prepares the following dishes at the kitchen of the «Geneva Premier Hotel» during cooking classes with tourists:

- Hominy (porridge made of cornmeal and cheese);

- Milina (cakes, baked with cheese);

- Kurban (soup with lamb).

After cooking, dishes of Bessarabia cuisine are tasted. Guests sit at the table and the waiter serves them.
7. Gastronomic Tour "Wineries of the Odessa region"

During this tour, participants visited two very interesting cellars of the Odessa region: "Marques de Lakarena" winery (Chabot village, 72 km from Odessa) and "Don Alejandro" winery at the Khadjybey estuary (25 km from Odessa, www.blackbanya.com). The most known winery at the Odessa region is "Shabo", but small family wineries are more interesting for tourists. Here is a chance to talk with the owners and to deep in the specific atmosphere in their life.

Firstly, tourists go by a bus with a driver to the "Marques de Lakarena" winery. He is known French perfumer who about moved to Ukraine 10 years ago and married a Ukrainian. He took vineyards in Chabot in a long-term lease in the former collective farm named after Lenin. Officially Christoff Lakaren is a producer of copyright wines under the auspices of the Tairov Institute of Grape and Wine. Now a wide variety of grapes is grown according to unique biodynamic, without chemicals technologies and exotic mix that gives the unique taste and aroma to the "Marquis de Lakaren" wines, for which friends, acquaintances and tourists go to this place. Chemical fertilizers are not used principally, and the production process is considered as a creative experiment.

According to the tour program, Christoph go with guests to wine cellars and regale them. The main interest for tourists represents that there is no good repair and "arrogance" like in the Shabo winary. It's simple and "at home". Christophe himself is carrying tourists to the vineyards by a tractor and shows how to care for grapes. At this time, his wife prepares dinner. After the tour, visitors are taken right into the house of Christoph’s family.

Then tour participants visit "Don Alejandro" wine tavern. This is author's famous in Spain and Ukraine winery of a promising young winemaker "Don Alejandro." The main interest is a building with the "Four Meats and Wines" restaurant, which looks like a very creative design and color art object (with BBQ from bottles, bright colorful walls with bottles and mosaics). In the territory guests are introduced to wine vineyards and taste the wine of Don Alejandro.

8. Gastronomic Tour "Fishing in the Black Sea with Tasting"
The tour includes fishing right on the Black Sea coast near the "Brothers Grill" restaurant from the "Geneva" chain of the restaurants in Arcadia. It is known that at the Odessa Black Sea coast, one can collect fresh mussels from the piers. Standing on the pier, you can catch the bait bulls, but if you dive with a mask, you can get a sufficiently large number of brine. Led by experienced guides, tourists can do it themselves or watch the professionals. All necessary equipment is given directly at the hotel. Such fishing takes about 2-3 hours and starts at 10 am.

After fishing, all the catch goes to the restaurant where the chefs treat, clean and wash mussels, gobies and brine. Here is a master class in cooking of classic dishes of Odessa cuisine, such as fried bullheads, mussels in several kinds of sauces and creamy sauce stewed in brine.

Chef explains and shows all processes. Guests can help him and personally take part in the preparation of dishes.

After cooking classes all sit at the common table and taste the dishes, make photos and communicate. The guide tells funny stories and facts about Odessa.

This tour allows one to dive into the real atmosphere of the city and to develop skills in cooking delicious meals. None of the Odessa travel agency offers a similar gastronomic tour, although as can see from the description, the cost quite low. To organize the help, only one guide and one chef are needed. Almost all the raw materials are caught from the sea. Tours can be organized individually for 1-2 people and for groups of 10-12 people.

9. Gastronomic Tour “Odessa Markets”

The tour includes visits to three most famous and old Odessa markets: "Noviy Rynok (New Market)", "Privoz" and "Starokonniy Market". The guide will tell the story of markets, acquaint visitors with interesting vendors and will give an opportunity to taste various local products and dishes.

The tour begins with the "New Market", located on Torgovaya Street. New Market is one of the oldest in Odessa. It was founded in 1812. The first two-story commercial building with open galleries was built by architect N. Kozlov in 40th years of the 19th century. In 1896, according to the project of engineer A. D. Todorova a
new building appeared with high trade halls and a glass roof, occupying two blocks on the street. In 1921, the housing of the market was reconstructed into a covered arena for meetings, concerts, and circus performances. It survived several fires, but in one of them, the church, the main attraction of the market, was burned.

Then guests go to the "Privoz" market, the largest food market in Ukraine. It is the oldest operating market (from 1827) located near the Odessa railway station. This is a legendary place that everyone should visit at least once. It is not only the main "feeder" of Odessa, but also a gold mine for collectors of anecdotes. On "Privoz" you can buy literally everything: from the bunch of parsley to a new dress.

Apart from food markets, tourists have the opportunity to visit the legendary "Starokonniy market," one of the oldest markets in Odessa. It was organized in 1833 and called that time as "Livestock Market" on the outskirts of Odessa. In 1840-1850's the former name was changed to “Starokonniy Bazar” meaning “The Old Horses Market”. It is known now for colorful "Birds" and "Cats" rows and stalls of hobbyists. It is also called "Bird Market". According to regular buyers, at Starokonniy it is always possible to buy everything, even a crocodile. From 90th of XX century, at weekends all nearby streets around the market are filled with sellers of old things and antiques offering their goods directly from the ground.
Appendix 9

TYPICAL UKRAINIAN NATIONAL DISHES

Borscht
Kapustnyak
Vareniki
Galushki
Kruchenky
Tsybulnik
Cracklings
Zrazy
Home-made sausage (baked with meat and bacon)
Chicken Kiev style
Kulesh - porridge with meat or bacon
Kutia
Dumplings
Grechaniki
Mlyntsi (pancakes Ukrainian style)
Pancakes
Oladiki
Cheesecakes
Potato pancakes