

DEVELOPMENT OF THE FOOD INDUSTRY FOR THE TOURISM INDUSTRY

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Abstract. In this article, the authors consider the peculiarities of tourists' requests concerning food during rest. A portrait of a modern tourist is presented, and a conclusion is made that healthy food is becoming more and more popular.

A modern tourist is quite demanding (you can even say spoiled) person. Especially bright these features of the traveling began to manifest in the last 10-15 years. People are no longer just contemplating new places, the environment, local culture and customs, they want to receive an increasing package of emotions and impressions. An important place in this matter is the food of tourists. Currently, the issue of nutrition is one of the top priorities among tourists when choosing a particular city or resort for recreation.

The authors note the difficulties and dangers faced by tourists in other countries when choosing food and food. In conclusion, the authors come to the conclusion that the development of tourism can be more intense with a high level of development of the food industry and, in particular, the local cuisine based on the principles of healthy, low-calorie nutrition.

Keywords: food industry, tourism, sustainable tourism development.

1. INTRODUCTION

There are four points of view on tourism as a phenomenon of the modern world. These views are often the clichés that practically do not differ from each other.

As a branch of economy, tourism is the most popular statement about tourism, especially of the regional leaders, economists.

Those, who do not agree with this view of tourism, believe that tourism is a market or an intersectoral complex dominated by a tour operator forming a tourist product from the products of various industries.

There is the Federal Law "On the Basics of Tourism", in which tourism is presented as an independent type of economic activity, i.e., the activity for tourist servicing.

However, people who use tourism services believe that tourism is a recreation and an entertainment.

It follows that in the modern world tourism is a complex social phenomenon that has many boundaries, since none of the available sciences can fully and exhaustively depict it as an object of personal study and none of the available socio-economic institutions are able to independently solve a set of its problems.

The world financial crises, terrorist threats and local military conflicts do not add tranquility to our lives. However, the international tourism continues to grow. According to the UNWTO data, the tourists made 1 billion 235 million international trips in 2016. The experts expect that these figures will increase further.

Tourism is one of the largest and dynamically developing branches of the Russian economy. Today, the tourism industry has a huge impact on the world economy. Currently, we can see the growth trend in the volume of services in Russia. This is evident in the increase in the number of tourist companies, as well as in the quality and variety of services that they offer.

The tourism industry is highly competitive. To promote and successfully implement the services, it is necessary to use different tools to attract new customers.

Tourist activity is an organized activity to provide the tourist services. The tourism market is characterized by a large number of actors involved in the production and promotion of tourism services.

Tourism, as a rule, brings a rather large contribution to the country development, and not only in the economic, but in the spiritual sense as well. If the citizens of other states or cities are beginning to be interested in a specific distance, the authorities of the country begin to significantly contribute to its improvement. Tourism is the best way to get to know the people's culture. The tourism value for a person consists in using the opportunities for personal development, creativity, expansion of the knowledge horizon. The desire for knowledge has always been an inalienable feature of a human. To see the world with our own eyes, to hear, to feel are important parts of the restoration function of tourism; they carry a great humanitarian potential. Acquaintance with the culture and customs of another country, another people always enriches the spiritual world of a human.

2. RESULTS AND DISCUSSION

A modern tourist is a quite demanding (we can even say spoiled) person. Especially bright these features of the travelers began to manifest themselves in the last 10-15 years. People are no longer just contemplating new places, environment, local culture and customs; they want to receive an increasing package of emotions and impressions. An important place in this matter is taken by the tourist nutrition.

Currently, the issue of nutrition is one of the top priorities among tourists when choosing a particular city or resort for recreation. According to the statistics of Internet inquiries, the questions about food overtake the requests about museums, accommodation facilities, shopping, sports, art and other things. It can be concluded that the modern tourism can be called a gastronomic tourism (more or less) in one way or another.

The modern consumers of tourist services are usually well educated, travel actively, live long enough and take care of their health and the environment. As a result, the quality of food and drinks is of increasing importance for tourists. It can be stated that the high quality of food, whether it is restaurant food, or fast food should be provided in any tourist destination to date.

We conducted a survey of 200 adults about their food requirements and found that the majority noted a decrease in the intake of salt and sugar over the past year. An increasing number of respondents prefer healthy and light food, in particular fruits, vegetables and rice. These trends are seen in the food enterprises. Thus, for example, McDonald's included in fresh salads in its menu.

Sports lifestyle and sports nutrition has become very popular in recent years.

Sports nutrition is a special group of products, produced mainly for people involved in sports and fitness. The sports nutrition is aimed at improving sports results, strengthening health, increasing muscle volume, normalization of metabolism and increasing the quality and expectancy of life in general.

The sports nutrition is developed and manufactured on the basis of scientific researches in various fields. The sports nutrition is included in the category of supplements, since its correct use is an addition to the basic diet consisting of ordinary products, and not a complete replacement.

However, "sports nutrition" is also understood as the use of conventional products, organized in such a way as to ensure full intake of proteins, fats and carbohydrates. Moreover, fats are the right fats, but not the use of fatty foods such as fried potatoes.

The number of vegetarians is also growing every year. Many people become vegetarians not from humanity to the animals being killed, but from considerations that the vegetarian food is more useful for the organism (Ostrikov & Veretennikov, 2009).

The healthy nutrition has huge popularity due to social networks, where it has become fashionable to post recipes for dietary dishes and (especially important) own photos of the achieved results.

According to the World Health Organization, there are more than 1.5 billion people in the world who have problems with overweight. Children obesity is also very common - about 36% of children in Italy are a confirmation of this. Against the background of this statistics, it seems that the Italians have forgotten their own nutrition lessons, with which they are famous. Such high figures of fat people are associated with the rejection of traditional cooking at home in favor of fast food enterprises. Low physical activity also contributes

to the excessive fatness. Therefore, people are forced to make a choice in favor of diets and light and healthy food to avoid the consequences of obesity (the most common is the disease of the cardiovascular system).

The modern healthy food is not something nasty and disgusting. The main goal of the diet is that a person has the opportunity to organically integrate it into his/her life. To change the nutrition image not for a few weeks or months or until there are some problems with the weight, but completely change the nutrition image once and for all. Of course, the basis of such nutrition is fruits and vegetables, because they have few calories, but a large number of vitamins and antioxidants at the same time.

It is important not only what we eat, but how and with whom we eat. And here it should be noted that we gather and discuss family matters, hold celebrations at the table. It is very important to teach children of proper nutrition with our own example from their childhood (Gabbrakhmanov, Biktimirov, Rozhko & Khafizova, 2016).

However, if it is easy enough to choose and cook a healthy dinner at home, because we know the products and their useful and harmful properties, then we face the need to study and find the best options on vacation in a foreign country. This is a very entertaining pastime, which attracts the tourists itself. During leisure, busy people have time to slowly enjoy the very process of eating. It is not by chance that the most popular places of eating are located on the coast of the river or the sea, at the edge of the forest or in some other pleasant place. On vacation, a person is particularly keenly interested in trying something new in food and he/she often turns his/her eyes to local food that is not familiar to him/her at this point.

One of the most difficult tasks for tourists is the problem of food choice, which often consists of unfamiliar ingredients. This can be even dangerous sometimes, for example, for those who suffer from allergies. Not always the stomach of the European tourist is able to take the national oriental food. Currently, English is the language of business, technology, science, people's communications, but it is also necessary that it become the language of nutrition. It is not always possible to find menus in English or designation of the dish composition even in the developed countries (Cohen & Avieli, 2004).

The American studies have shown that the consumers who have received complete and reliable information about a product can make a choice in favor of more useful food, including being on vacation. It should be noted that some catering enterprises have started to indicate the number of calories that a consumer will receive with each particular dish in the menu.

Gastronomic tourism (culinary tourism) is a kind of tourism in which tourists taste the national cuisine of a country, district or region.

The tour operators regularly report that people choose places for recreation not by the number of beaches or historical monuments, but by assessing the gastronomic appeal of the country (Sims, 2009).

The factors favoring the development of gastronomic tourism (except for the presence of resources) may include: possibility of creating new jobs and involving local residents in the work process; presence of a diverse natural and recreational potential, a luxurious cultural and historical heritage; presence of educational institutions of the highest vocational education and centers of professional training of experts in the field of tourism and hospitality; organization of large international and regional business, cultural, entertainment and sports events.

A particular attention should be paid to such dignity of a gastronomic tour as the ecological purity of the products used.

Almost all countries deliberately design their own gastronomic face, an example is the experience of Singapore, where the so-called fresh Asian cuisine has been made. There are also some spontaneously formed land brands (in France, Italy, Spain), although in terms of the sharpest competitive struggle on the part of other states, the use of aggressive strategies by new players, the reputation of such culinary gurus asks for assistance programs as well. For example, the Spanish authorities vigorously promote their own, at first glance, and very famous cuisine. In its own report on the gastronomic tourism, the World Tourism Organization (UNWTO) arranged the results of a sample survey of the working members of its own organization (156 countries). As a result of this sample survey, 88.2% of respondents consider gastronomy a strategic element in determining the brand and style of the district, and only 11.8% of respondents consider it unimportant. But still, only

67.6% of respondents believe that their country has an original gastronomic brand, 32.3% believe that their country has a strong potential for the development of this direction. So, for example, now Sweden began to promote itself as one of the centers of gastronomic tourism, even this country began compiling its own gastronomic brand with the innovative project "Sweden - a New Culinary Nation" promoted through the VisitSweden representative offices located in 12 countries around the world. There are regional differences in the district kitchen, own exclusive set of dishes of technologies for their production, and therefore there is also the potential for the establishment of a gastronomic brand in any country (Mak, Lumbers & Eves, 2012) (Björk & Kauppinen-Räisänen, 2017). The idea of the need to develop a territorial brand in the gastronomic aspect flies in the air and more and more states begin to act directly in this direction. The strongest global gastronomic brands are undoubtedly had by France, Italy and 24 Spain, in which the reputation of the gastronomic centers of Europe has been historically formed and strengthened. The "second echelon" of gastronomic centers was also determined. These are the brands that have already been formed but have not yet gained international popularity in some countries as the United States, Australia, New Zealand, England, Greece, Switzerland, Belgium, Austria, Germany, Portugal, Japan, China, India, Singapore, Morocco, Peru, Argentina and Mexico. However, it has emerged a large number of other developing regions over the past 10 years, which put the gastronomic brand at the center of the corner. These are such powers as Thailand, Vietnam, Azerbaijan, Kazakhstan, Brazil, South Korea, Georgia and others.

In recent years, the wellness tourism is gaining momentum along with the gastronomic tourism (where the emphasis is not on the usefulness of dishes and not on the number of calories, but on the taste). Wellness tourism means the travels aimed at psychological and physical improvement of the tourist's body (*International Culinary Tourism Association*, n. d).

3. CONCLUSIONS

By offering healthy local food to travelers, the tourism industry takes a big step forward in its development. The tourists are even more eager to try local delicacies and thereby give impetus to the development of local business.

In general, we can conclude that people have realized the need for a healthy diet and want to follow it including on vacation. In this regard, we distinguish five factors that affect the tourist food consumption and force to choose particular food products:

- cultural and religious upbringing;
- socio-demographic factor;
- own taste preferences;
- past experience;
- motivational factors.

An innovative food industry that offers healthy food to tourists becomes an important part of the tourist product, or even a separate tourist product. Ideally, a synergistic effect should be achieved between the economic benefits of the development of local cuisine, tourism and general sanitation.

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