



Gastronomic Tourism Routes in ASEAN Case Study CLMV Countries

KEYWORDS

Gastronomic tourism, gastronomic route, local food, ASEAN, CLMV countries

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ABSTRACT

Gastronomic tourism is an intentional, exploration, and travel experience of tourists which includes consumption of local food, cuisine, meal system and eating styles together with learning about culture, life styles, ethos religion and joining cooking classes. The aim of this paper is to study gastronomic tourism routes in ASEAN case study CLMV countries. The qualitative research was applied in this research by investigate gastronomic tourism routes and in-depth interviews. The key informants were tourists, local restaurants, accommodation places, and travel agents. The results found that, the gastronomic tourism routes included Siem Reap (Cambodia), Luang Prabang (Lao), Rangoon (Myanmar) and Hanoi (Vietnam).

INTRODUCTION

The number of international tourist has dynamic growth in ASEAN countries. The total number of international arrivals in 2010 was about 73.7 million people, ranking Malaysia about 24.5 million (growth 3.94%), Thailand about 15.9 million (growth 12.30%), Singapore about 11.6 million (growth 20.22%), Indonesia about 7 million (growth 10.74%) Vietnam about 5 million (growth 33.87%), Philippines about 3.5 million (growth 16.67%), Cambodia and Lao about 2.5 million (growth 16.604%; 25.13%), Myanmar about 0.7 million (growth 3.80%), and Brunei Darussalam about 0.2 million (growth 36.09%) [1]. With the number of tourists growing, the tourist will also be looking for the more generic types of experience, especially interested in unique and authentic experiences, which involve a possibility for participation in local culture and way of life.

The relationship between tourism and gastronomy is close. The gastronomic tourism can link with cultural tourism; gastronomic tourism can be viewed as a manifestation of a tourist destination's culture [2][3][4]. The gastronomic tourism is becoming important for tourists choosing a travel destination. Gastronomic tourism was found to be an element influencing the vocation decision for a holiday [5] event through the focus of tourism policy [6] and the marketing of tourist destinations [7][8].

ASEAN countries have a high potential for gastronomic tourism that involves gastronomy heritage resources based on their amazing tourist destinations, which can be generated from the long history of ASEAN gastronomy heritage resources. Therefore, the aim of this paper is to study gastronomic tourism routes in ASEAN case study CLMV countries including Siem Reap (Cambodia), Luang Prabang (Lao), Rangoon (Myanmar) and Hanoi (Vietnam)

GASTRONOMIC TOURISM

There are different concepts about gourmet tourism, cuisine tourism, gastronomic tourism and culinary tourism. Figure 1 demonstrates the importance of a special interest in food as a travel motivation (applied from Hall and Sharples [9]). Gourmet tourism, which is the primary interest of food in travelling usually occurs when tourist visit expensive and highly rated restaurants and food festivals. Cuisine tourism is similar to gourmet tourism but instead reflects the special interests of food of a specific type of cuisine

in that region [10]. Gastronomic tourism suggests a wider interest in food that may include expensive products, but it also typically related to an interest in the broader dimensions including food culture and the landscape that produces them [10].

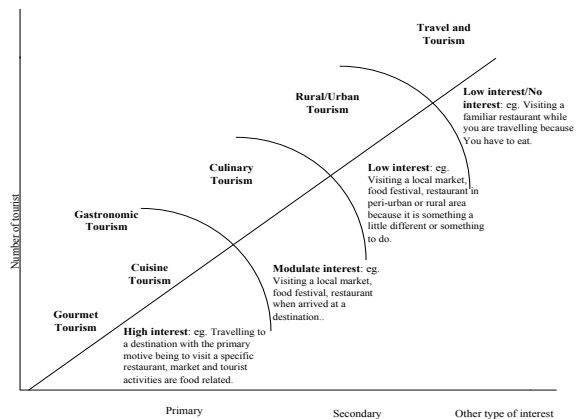


Figure 1. The importance of a special interest in food as a travel motivation

Source: Applied from Hall and Sharples [9]

There are many authors that define the concept of gastronomic tourism. The International Culinary Tourism Association defines gastronomic tourism as "the pursuit of unique and memorable eating and drinking experience" [11]. Long [12] defines gastronomic tourism "an intentional, exploratory participation in the food ways of an 'other', participation including the consumption or preparation and presentation for consumption of a food and its cuisine, meal system or eating style considered as belonging to a culinary system not one's own". Hall & Mitchell [13]; Hall & Sharples [9] and Jalis & Salehuddin [10] defining gastronomic tourism as there is a need to different between tourist who consume food as a part of travel experience and those tourists whose activities, behaviors and, even destination selection are influenced by an interest in food.

In this study, gastronomic tourism means the travel experience, the enjoyment of prepared food, beverages and other related food activities resulting in a great and memorable gastronomic experience including consumption of local

food, cuisine, meal system and eating styles together with a tourism experience of learning with gastronomy tourist attraction, culture, life styles, ethos religion and joining a cooking class.

METHODS

This study uses an integrated approach as follows:

- 1) Documentary research by collecting and analyzing data from research, papers, journal, and other documents about gastronomy tourism routes in ASEAN focusing on local food.
- 2) Selected tourist attractions that were world heritage sites or important tourist attraction in 4 countries including Siem Reap (Cambodia), Luang Prabang (Lao), Rangoon (Myanmar) and Hanoi (Vietnam).
- 3) Draft a gastronomic one-day route in a world heritage tourist attraction or important tourist attraction.
- 4) Investigate the gastronomic routes in the world heritage tourist attractions that have been selected.
- 5) Collect qualitative data from interviews with key informants including local restaurants, accommodation, and travel agents. Collecting data about the gastronomic tourism market of each county, the unique strengths of local food, local wisdom about food and culture, popular one day tourism routes, and gastronomy tourism management of each country.
- 6) The qualitative data was analyzed by content analysis techniques
- 7) Define gastronomic tourism routes in ASEAN (one day routes)
- 8) Assessment of gastronomic tourism route by an expert
- 9) Plot gastronomic tourism route in the www.foodasean.org website

RESULTS

The results found that there were 4 gastronomic tourism one-day routes in the world heritage tourist attractions in ASEAN as follows:

• Siem Reap (Cambodia)

Siem Reap literally means 'Siam Defeated' and has a long history for several centuries. This city is located with many temples especially Angkor Wat. Angkor Wat was first a Hindu and later a Buddhist temple complex in Cambodia and is the largest religious monument in the world. It has been registered as a UNESCO World Heritage Site since 1992 and still contains magnificent reminders of the Khmer civilization. Khmer cuisine was influenced from several cultures such as eating baguettes from the French, eating noodles from the Chinese, and eating curry from India. The famous food in Siem Reap is Amok, Prahok and fish from Tonle Sap.



Figure 3 Gastronomic tourism one-day route, Siem Reap, Cambodia

Figure 2 shows the gastronomic tourism one-day route in Siem Reap, starting from having breakfast in the market with rice congee and French toast. After that, start traveling from Angkor Wat (B) is a temple built by King Suryavarman II in the early 12th century in Yasodharapura; the capital of the Khmer Empire which was a state temple and eventual a mausoleum. As the best-preserved temple at this site, it is a significant religious center of the Khmer kingdom. The temple is at the top of the high classical style of Khmer architecture and it has become a symbol of Cambodia, appearing on the nation flag. After that, go to Angkor Thom (C), which is another important temple, built in the late 12th century by the king Jayavarman VII. Angkor Thom is the state temple of Jayavarman VII and with other major sites clustered around the victory square to the north. There was no clear distinction for the Khmer between Angkor Thom and Yashodharapura, the name of Angkor Thom great city was use in 16th century. Afterwards, have lunch at Ankor Reach restaurant (D) with Khmer cuisine including fish Amok, pickled fish and curry.

After lunch, go to Ta Prohm temple (E) that was built in the Bayon style in the 13th century and originally call Rajavihara by King Jayavarman VII as a Mahayana Buddhist monastery and university. Ta Prohm temple has been in the same condition in which it was found with the jungle growing out of the ruins and the surrounding area, have made it one of Angkor's most popular temples. UNESCO inscribed Ta Prohm on the World Heritage list in 1992. After that, go to Phnom Bakeng (F) it is a Hindu and Buddhist temple located on the top of the mountain. The temple is dedicated to Shiva; it was built at the end of the 9th century during the reign of King Yasovarman. The Phnom Bakeng is a very popular tourist attraction for its sunset view. Dinner and watching the Apsara dance show (G). There are many traditional Khmer dance shows such as the Apsara dance show, masked dance, shadow theatre and folk dance. Dinner at the restaurant is provided with an international buffet that tourists can try Thai food, Vietnamese food, Chinese food, and local Khmer cuisines. After that, go to night market (H) to see Khmer antiques as well as tourist souvenirs.

• Luang Prabang (Lao)

Luang Prabang is a small city with a long history since the 14th century. The UNESCO World Heritage Site classified Luang Prabang for its outstanding cultural, historic and architectural value with natural resources. Luang Prabang town offers several unique insights into the history of the region, excellent preserved Buddhist temples, and museums with a variety of ethnographic of Lao, Tai-Lue, Burmese, Chinese and Tai architecture. The famous foods in Luang Prabang are "Aur Lam" (a thick stew made with the herb "Sakhan", meat and eggplants), "Jaew Bong", a sauce made with hot chilies and buffalo skin and "Khai Pan" dried riverweed lightly fried with sesame seeds and garlic.

Figure 3 shows the gastronomic tourism one-day route in Luang Prabang, starting from (B) in the early morning to donate food to the monks, with sticky rice, fruit or simple traditional snacks know as "Binhthabat" in Lao. This is a very valuable ceremony that is preserved in Lao life style with the respect to religion. After that, walking in the morning market (C) in the city which sells local food, fresh local vegetables, herbs and fruits and have breakfast at Phachaniyom coffee.



Figure 3 Gastronomic tourism one-day route at Luang Prabang, Lao

This coffee shop is a local restaurant that has been open for more than 60 years. Gastronomic tourist cannot miss it, because they sell a variety of breakfasts such as Lao coffee, cake, baguette, banana fritter, and porridge. After breakfast, walk around the city to see the historical place at The Royal Palace (D). The Royal Palace was built in 1904 in King Savavang Vong. In 1975, the communists overthrew the monarchy and the royal families were taken to education. The palace was then converted into a national museum. Afterward, go to Wat Chunaarat temple (E) it is the oldest temple in Luang Prabang. This temple was built in 1515. Wat Xieng Thong (F) is one of the most important landmarks of Luang Prabang, which remains a significant monument of the spirit of religion, royalty and traditional art. There are over twenty structures on the grounds including a sim, shrine, pavilion and residence. Wat Xieng Thong was built between 1559-1560 by the Lao King Setthathirath near where the Mekong and Nam Khan rivers join. Tourists are able to learn about history, traditional way of life and the Buddhist religion at this temple. Lunch is at the Tamnak Lao restaurant (G) with Luang Prabang Lao cuisine. The most popular food is papaya salad, sticky rice, roast chicken and chili paste (Jaew Bong). Moreover, tourists are able to join the cooking class at Tamnak Lao Cooking School. The school offers whole-day classes or evening classes to learning about traditional Lao cuisines such as Luang Prabang salad, spring rolls and other dishes. In the afternoon, start walking at the Wat Pra Bat Tai temple (H) which is a monastery complex in Luang Prabang on the bank of the Mekong River. It was originally called Wat Keo, when it was just a wooden temple built in the 17th century. After that, go to Poo Sri Market (I) to see local people sell consumer goods such as dry food and vegetables, cosmetics, electronic equipment and others. After that, go to Phu Si Mountain (K) a local high hill of 100 meters, with 328 stages at the center of the old town of Luang Prabang. This mountain is a local religious site including Wat Tham Phu Si along with Wat Chom Si, which is the Buddhist temple overlooking to surrounding countryside. The tourist can see a beautiful sunset on Mekong River from the Phu Si Mountain. After that, have dinner at Mee Chai Pon restaurant (L), which serves Luang Prabang local cuisine such as Luang Prabang salad, Aur Lam, Khai Pan, Fish Amok, and steamed fresh vegetables. After that, tourists can walk the night market (K) to see the local product such as Lao silk, mulberry paper products such as lamps, photo books, silver, wood and handicrafts. Moreover, tourist can try the local international food buffet in the market, which is a very good experience of gastronomic tourism with reasonable prices.

• Yangon (Myanmar)

Yangon is the cosmopolitan capital city of Myanmar with a long history. Yangon is very large city with a population of over five million people, which is the center of commerce and culture. The respectfulness of Burmese people with the Lord Buddha, there were many important temples, pagoda, and stupa located around Yangon and other cities. Meanwhile, the customs, traditions, the way of life, culture and the Burmese people who are mostly involved with Buddhism can be seen. Tourist can see a lot of monks everywhere in Yangon. However, Yangon city still maintains its colonial charm with wide tree lined avenues, peaceful lakes, and cordial turn of the century architecture. The important magnificent Shwedagon Pagoda is located at the center of the city of Yangon, while the streets in Yangon are a paradise for a variety of arts and crafts. With the geographic location of Myanmar, Burmese cuisine has been influenced by Chinese cuisine, Indian cuisine and Thai cuisine. The famous Burmese cuisine was Mohinga (traditional breakfast dish with noodle and soup) and Lahpet (the mixed of fruits, meat, and all tea leaves).



Figure 4 Gastronomic tourism one day route in Yangon, Myanmar

The gastronomic tourism one-day route in Yangon, Myanmar starts with having breakfast at Scott market (B). This market was built in 1992 with colonial architecture and inner cobblestone streets. This market is also a popular shopping center for local people selling medicine, garments, jewelry, jade, silk, paintings and foreign goods. Tourist can have Mohinga from the food court near the Scott market for breakfast while watching the way of life of local people in the market and spend some time shopping for souvenirs and gifts. After that, go to Chauk Htat Gyi Pagoda (C) which is a Buddhist temple with a remarkable statue which is housed in a large metal roof shed and is highly revered by the local people. The Buddha is very impressive, 65 meters or 214 feet long, the image is wearing a golden negligee, and the right arm of the Buddha is supporting the head. It is decorated with very expressive colors, white face, red lips, golden negligee and red fingernails. The Buddha images feet contain 108 segments in red and gold color that show the symbols representing the 108 'lakshanas' or propitious characteristics of Buddhism. Hence, the pagoda is generally referred to as the six-tiered pagoda (in Burmese called Chauk Htat Hyi). Besides, there are several souvenirs shops selling postcards, Buddha statuettes, amulets, local silk and others items. After that, go to Botatung Paya (D) is another interesting pagoda in Yangon. The 1,000 generals who escorted Buddha relics from India to Myanmar 2,000 year ago built this temple. The Paya house contains eight stands of the Lord of Buddha, which were distributed to other pagoda in other areas

before. The stupa is decorated with glass showcases containing several relics and statues of Buddha in silver and gold. The tourist can pray at the Bo Bo Gyi shrine, which is widely respected. After that, go to Swe Taw Myat, Buddha Tooth Relic Pagoda (F) which is one of Yangon's most recent places of respect. The pagoda was constructed to preserve a scared Buddha tooth relic; the local people believe that one of the teeth of the Gautama Buddha who passed away more than 2,500 years ago is in the pagoda. However, the Buddha tooth was brought over from China in 1994 and preserve in the pagoda. After that, have lunch at the local restaurant that serves for groups of tourist. The main dishes are river shrimp, stir-fried mixed vegetable and tomato salad with dry crunchy fish, chili paste, and fried tofu. In the afternoon, go to Yelepaya (G) another Buddha pagoda located in Kyauktan Township South Of Yangon. Yelepaya is located on a small island in Hmaw Wun Creek of Yangon River. The pagoda was built with Buddha's relics inside. This temple was built under King Bawgasena in the third century. The temple hosted an impressive collection of paintings, sculptures and other artworks of Burmese Buddhist. After the long trip in the afternoon, the tourists have dinner at Karaweik Restaurant (H), which is a fantastic restaurant with international and local food and a traditional dance show. This restaurant was built in 1972 with the concept of a floating restaurant on Kandawgyi Lake a landmark of Yangon. This whole building was covered with gold 20 year ago. It is an excellent idea to examine the beauty of this royal boat and the impressive view of the Shwedagon pagoda during dinner. At night, go to the Shwedagon pagoda (I) also known as the Great Dragon Pagoda and the Golden Pagoda. This pagoda is located in the center of Yangon on Siguttara Hill and is 99 meters high. Shwedagon pagoda is the most respected Buddhist pagoda in Myanmar. People believed that it contained relics of the four previous Buddhas (Kalpa, Kakusandha, Konagamana, Kassapa) and eight stands of hair from the head of Gautama (the Lord Buddha). The Shwedagon Pagoda was constructed more than 2,600 year ago, making it the oldest Buddhist stupa in the world.

• Hanoi (Vietnam)

Hanoi was the capital city of North Vietnam from 1010 until 1976. The city is located on the right bank of the Red River. Hanoi has a long history and the Chinese influenced the culture. Hanoi city was preserved in the Old Quarter, monuments and colonial architecture with the modern developments alongside. Hanoi has several historical places such as Ho Chi Minh's Mausoleum, lakes, parks and more than 600 temples and pagodas. Vietnamese cuisine is very taste and healthy because most of the ingredients use fish sauce, shrimp paste, soy sauce, rice, fresh herbs, and fruits and vegetables. Hanoi has rich culinary traditions; many of Vietnam's famous dishes such as Pho, Cha Ca Banh Cuon and Com are believed to have originated from Hanoi. The most widely know is Pho a simple rice noodle soup often eaten as breakfast.



Figure 5 Gastronomic tourism one-day route in Hanoi, Vietnam

The gastronomic tourism one-day route in Hanoi starts by having breakfast in the local market with Banh Mi (Vietnamese Bread) originally from the French in the late 1800; French eating behavior has influenced Vietnamese gastronomy including bread for breakfast. Banh Mi includes vegetables, shrimp, sausage, and pig's liver paste eaten with tomato or chili sauce. After that go to Ho Chi Minh Mausoleum (A), which is located in the center of Ba Dinh Square which this place where Ho Chi Minh the chairman of the communist party of Vietnam from 1951 until his death in 1969 in interned. The embalmed body of Ho Chi Minh is preserved in the cooled, center of the mausoleum. After that go to the One Pillar Pagoda (B), which is an historic Buddhist temple. Emperor Ly Yhai Tong built this in 1024 for Bodhisattva Avalokiteshvara, who handed him a baby son while seated on a lotus flower. After that go to 36 Road (C) or Hanoi Old Square for the diversity of shopping products and to see the history of the architecture and way of life of Hanoi people in the old square. Have lunch with Pho, spring rolls, pork grill and Vietnamese coffee at Pho Ga restaurant (D). Pho is internationally renowned as a symbol of Vietnamese gastronomy. Pho's ingredients are stewed bones of cows or pigs to cook Pho Bo (Pho with beef) and stewed bones of chicken and pigs to cook Pho Ga (Pho with chicken) and make an excellent pot of spicy soup with rice noodles. After that go to the Lake of the Returned Sword (E), this is a major scenic spot in Hanoi city. Beside the Hoan Kiem lake, is located the Temple of the Jade Mountia (Ngoc Son Temple) (F). This temple was built in 1865 in Jade and dedicated to Confucian and Taoist philosophers. Legend has it that during the Ming dynasty in the 14th century, a young fisherman lying on the lake made the associate of a giant turtle who offered him a magic sword. With this sword, the young fisherman fought the Chinese in their country and he became King Le Loi of Vietnam. Ten year later, when the King Le Loi was aboard, the sword was out of his sheath and the giant tortoise grabbed the sword and rushed in to the depths of the lake. Therefore, the King decided to build the temple in honor of the tortoise. After that, go to Temple of Literature (G), which hosts the Imperial Academy or Vietnam's first university. King Ly Nhan Tong built this temple in 1070. In this temple the strict exam of the Dai Viet took place along with offering ceremonies. Dinner at Thang Long restaurant (L) with Hanoi cuisine including Cha Ca (fried morsels of fish), Banh Xeo (Banh Xeo is a crispy crepe bulging with pork, shrimp, and bean sprouts and fresh herbs), Nem Ran/ Cha Gio (Vietnam's bite sized crunchy spring rolls, the crispy shell with a soft veggie before the main course), and other seafood dishes including stream fish, crab in curry, sweet and sour squid, and

stir mixed vegetables. After that, go to watch the Water Puppet Show (I), which is a traditional Vietnamese show since the 11th century. The Vietnamese water puppetry is a unique variation on the ancient Asian puppet. The puppets are made out of wood. The show is performed in waist deep water; the puppeteers stay under the water and behind the screen to control them. The puppet appears to be moving over the water to show the Vietnamese way of life such as growing rice, culture and tradition. After that, tourist can walk in the night market in the Hanoi old square to see the nightlife of Vietnamese people and can try the local street food as well.

CONCLUSION

This paper demonstrates the gastronomic tourism one-day routes in the ASEAN case study in CLMV countries including Siem Reap (Cambodia), Luang Prabang (Lao), Rangoon (Myanmar) and Hanoi (Vietnam). The gastronomic tourism one-day route in Siem Reap, starts from having breakfast in the market with rice congee and French baguette, after that, start traveling around Angkor Wat (B), Angkor Thom (C), have lunch at Ankor Reach restaurant (D) with Khmer cuisine including fish Amok, pickled fish and curry, go to Ta Prohm temple (E), Phnom Bakeng (F), Dinner and watching the Apsara dance show (G) and to night market (H). The gastronomic tourism one day route in Luang Prabang, starts from (B) early morning donating food to the monks with sticky rice, fruit or simple traditional snacks know as "Binthabat", walking in the morning market and having breakfast at Phachaniyom coffee (C), go to The Royal Palace (D), Wat Chunaarat temple (E), Wat Xieng Thong (F), and have lunch at Tumnak Lao restaurant (G) with Luang Pragang Lao cuisine, Wat Pra Bat Tai temple (H), Poo Sri market (I), Phu Si Mountain (K), dinner at Mee Chai Pon restaurant (L) served with Luang Prabang local cuisine such as Luang Prabang salad, Aur Lam, Khai Pan, Fish Amok, and stream fresh vegetable and night market (K). The gastronomic tourism one-day route in Yangon, starts by having breakfast with Mohinga at Scott market (B), Chauk Htat Gyi Pegoda (C), Botatung Paya (D), Swe Taw Myat, Buddha Tooth Relic Pagoda (F), lunch at the local restaurant with the main dish of river shrimp, stir fried mixed vegetable, tomato salad with dry crunchy fish, chili paste, and fried tofu, go to Yelepaya (G), dinner at Karaweik Restaurant (H) in the fantastic restaurant with the international and local food with a traditional dance show and go to the Shwedagon pagoda (I). Finally, the gastronomic tourism one-day route in Hanoi, starts by having breakfast in the local market with Banh Mi (Vietnamese Bread), go to Ho Chi Minh Mausoleum (A), One Pillar Pagoda (B), 36 Road (C) or Hanoi Old Square, have lunch with Pho, spring rolls, pork grill and Vietnamese coffee at Pho Ga restaurant (D), Temple of the Jade Mountia (Ngoc Son Temple) (F), Temple of Literature (G), dinner at Thang Long restaurant (L) with the Hanoi cuisine including Cha Ca, Banh Xeo, Nem Ran/ Cha Gio (and other seafood dishes including stream fish, crab with in curry, sweet and sour squid, and stir mixed vegetables, Water Puppet Show (I) and the night market in the Hanoi old square.

A further study, will demonstrate other ASEAN country members including Thailand, Malaysia and Singapore and the study about the history of ASEAN food routes.

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