



## LOCAL FOODS AS AN ATTRACTIVE FACTOR FOR THE TOURIST CONSUMER

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<b>Received:</b> 11 <sup>th</sup> April 2022 <b>Accepted:</b> 11 <sup>th</sup> May 2022 <b>Published:</b> 26 <sup>th</sup> June 2022	Ideas and technologies are transmitted through food and what results in the construction of social relations, as its nature seems to be of a cultural specificity that is not devoid of symbols indicative of deep morals and values in the social structure. Generation after generation invites the sharing of food and drink to produce social bonds recognized by hospitality, a symbolic identity that outweighs all the basic ideas of food and eating it.

**Keywords:** food, tourist behavior, identity, culture

### INTRODUCTION

Eating local food in travel countries is one of the favorite activities, and favorite aspects of travel for many, especially those who love adventure and trying everything new. Food is an integral part of the distinctive cultures of any country you can visit. For example, a traveler who wants to learn about the local reality of any city cannot taste its local cuisine and limit eating to meals prepared in the hotel kitchen. How can you visit Italy and not eat pasta, and visit Japan without tasting sushi, and meat in Argentina? Learning about local traditions, history, and culture is part of the experience of traveling to any country in the world, and you can discover these three aspects of national identity just by eating and drinking. Make sure that you have had a special experience that you cannot forget in your memory, and not only this but also that you will repeat the experience when you return to your destination again.

### STUDY IMPORTANCE

The study's importance lies in the fact that it seeks to provide a new and different addition to the factors that attract tourists in the tourist places destination and to address in-depth the details of his interests and the reflection of these interests on his tourism behavior by highlighting the research on the role of local foods in attracting tourists.

### THE STUDY OBJECTIVES

This study aims to achieve a set of goals, including the following:

1. Getting to know the perspectives of tourists on the importance of local food as a catalyst for food tourism.
2. Indicating the importance of food tourism as a modern tourism trend.

3. Studying the contribution of local foods to the satisfaction of tourists.

**THE LOCAL RESTAURANT:** It is one of the most prominent elements that distinguish the tourist destination and constitutes an essential aspect of tourism, through a tourist trip famous for its authentic local cuisine that reflects a special lifestyle that is famous for it (Tourism and Hotels – 2010).

### LOCAL FOODS AROUND THE WORLD

Food and travel are some of life's best experiences, and although we enjoy great food in fine restaurants, there is some authentic local street food that you will enjoy eating and give you important life experiences. Where food gives you a deeper insight into the culture, history, people, and places. The local street foods often tempt you to explore things you weren't familiar with, discovering many things that relate not only to the food but also to the spirit of the culture it represents. For those who do not know the importance of tasting local street foods, we present to you this article that will make you change your perspective and realize that this type of food is not only about great taste but also nourishes the soul. You may find these foods either in very small restaurants, with street vendors, or markets selling fresh food around the world. The local food takes you a little deeper, so you can meet the locals outside the tourist centers and get to know them, the best thing you can do is share the table with them and have small conversations, and if you can speak the local language, you can ask questions about the best local foods, which can lead to dialogue in various Topics. If you can't speak the local language, you can try using sign language to ask how to eat or what sauces are best. Either way, locals are



often willing to share details of their local food with visitors.

Local foods help you explore the limits of your energy, as searching for these foods gives you the courage to eat different foods that you have not tried before, as you will find that you are surrounded by many locals who want to taste their food, which will make you want to try many new and exotic foods in sometimes. Local foods also help you to develop your language skills, there is nothing better than talking to people who speak the native language of the country while eating. Simple then you will realize how simple it is.

### **EATING CULTURE**

All peoples have their different cultures, including the culture of eating, which is one of these very important cultures. Each people have a special culture like the food they eat, and the nature of their cooking meat. As for India, for example, it depends on different meat sources, such as cows, sheep, chicken, and fish. As for the areas surrounded by seas and rivers, people prefer fish and marine life, and they are skilled in preparing and cooking them. As for the UAE, it depends on the culture of eating in it on two main elements: marine life, primarily fish species, and there is also the food culture of the desert environment within it, in which reliance is on camel meat. In Europe, due to the very cold weather and the different environment, the European food culture is completely different from the nature of Asian food. (Al-Bayan Magazine, 2018)

### **Food Tourism**

Food tourism can be defined briefly as the pursuit of unique and distinctive eating and drinking experiences in every geographic region or country in the world, whether locally or internationally. (Ghida Abu Khairan; 2018)

#### **Culinary tourism (cooking):**

The definition of this type of tourism began with this phrase when the food tourism industry was still nascent, but for many years it was realized that native English speakers found the phrase somewhat ambiguous. And that came as a surprise because this was never the goal of those working in this type of tourism, however, the elitist perception of this phrase remains. "Cooking" means preparing food, i.e. the time spent on training in professional cooking, after which the researcher becomes a chef.

Tourism is the art of tasting, eating, and gastronomy: We find this phrase used mostly in Europe, mostly among speakers of Romance languages. For them, food tourism seems very basic and exhilarating. Gastronomy or gastronomy is the term used to explain

the culinary culture of the region, and for them, gastronomic tourism makes the most sense.

### **THE BEST TOURIST DESTINATIONS**

#### **Mendoza, Argentina**

Mendoza is the perfect place for lovers who want to enjoy the three pillars of travel in one destination: good food, drink, and adventure.

#### **Manila, Philippines**

One of the most important things you do not know about Manila and the Philippines, in general, is that it is the main mecca of street food. And the various types that it is very difficult to mention all here.

#### **Paris, France**

It is France, of course, there will be amazing food, but when people plan their trips to Paris, most of them forget that this city is a foodie's paradise. There are so many fun things you can do that will enhance your trip and help you build beautiful memories in it.

#### **Copenhagen, Denmark**

What to do in it is to visit one of the restaurants in Copenhagen, Denmark, which is considered one of the first in the list of restaurants in the world and is a very famous restaurant and has been at the top of the list of the 50 best restaurants in the world for many years.

#### **London, England**

Another big city often overlooked as a foodie destination is London. But don't make that mistake with them, because London is the food capital of the world. Where you will find a range of global food options, multiple dining experiences, foodie activities, etc. related to food tourism.

#### **Tuscany, Italy**

One of the most important things on the list of tourists heading to these destinations is to take cooking classes. In Italy. These can be found all over Italy (suhar Anwar khan-2020)

#### **Food Identity**

Food identity is the same as the cultural identity of a society or one of its groups and groups with a difference in extension, which is analyzed in the context of Tunisian society from an anthropological perspective.

#### **Culinary Identity**

Couscous belongs to the group of foods based on grains, which represent the basis of the Mediterranean cuisine known for its adoption of pastries. The grains are prepared according to four groups, namely porridges, bread, mixes, and dried pieces (Journal of Anthropology, 2012).

**Consumer behavior:** is a science concerned with the study of; How people buy, what they buy from, and why they buy. This science - although it is now one of



the fields of marketing science - derived its basics from psychology, sociology, anthropology, and economics. The study of consumer behavior aims to understand the purchasing decisions made by the consumer, as well as the stages in which this decision is made. It studies therefore the individual characteristics of the consumer, personal, social, and cultural.

Consumer behavior is the study of individuals, groups, organizations, and all activities related to the purchase, use, and disposal of goods and services, including the behavioral, mental, and emotional responses that precede or follow these activities.

The study of consumer behavior emerged in the 1940s and 1950s as a separate sub-discipline of marketing.

Consumer behavior is an interdisciplinary social science that integrates elements from psychology, sociology, social anthropology, anthropology, ethnography, marketing, and economics, especially behavioral economics. Consumer behavior investigates how emotions, attitudes, and preferences affect purchasing behavior. Characteristics of individual consumers such as study of demographics and personal lifestyles and behavioral variables such as usage rates, appropriateness of use, loyalty, brand endorsement, and willingness to make suggestions, are investigated to understand the public's desires and consumption in formal studies of consumer behavior. The study of consumer behavior looks at the effects on the consumer by groups such as family, friends, sports, reference groups, and society in general.

### **The study of consumer behavior**

The study of consumer behavior is concerned with all concepts of purchasing behavior, from pre-purchase activities to post-purchase activities of consumption, evaluation, and disposal. It is also concerned with all persons involved, directly or indirectly, in purchasing decisions and consumption activities, including brand influencers and opinion leaders. Research has shown that consumer behavior is difficult to predict even for experts in the field. However, new research methods such as ethnography and consumer neuroscience are shedding new light on how consumers make their decisions.

### **Consumer Behavior**

Consumer behavior includes "all activities associated with purchasing from the use and disposal of goods and services, including the consumer's emotional, rational, and behavioral response that precede and follow these activities." Consumer can refer to individual consumers and consumer organizations, and more specifically, "an end-user—not necessarily a purchaser—in the distribution chain of a good or

service. Consumer behavior is concerned with the following.

1. **Purchasing activities:** Purchasing goods or services: How consumers obtain products and services, and all activities that lead to a purchase decision, including searching for information, evaluating goods and services, and methods of payment, including the purchase process.
2. **Use and consumption activities:** concerned with who, where, when, and how consumption takes place, the process of use with its symbolic associations, and the way goods are distributed in families or consumption units.

**Product retail activities:** concerned with the way the consumer disposes and packages products, and may also include resale activities such as eBay and second-hand markets.

**Consumer response may be** Emotional (or arousal): Refers to emotions such as feelings and mood swings.

**Mental (or perceptual) response:** Refers to the consumer's ways of thinking.

**Behavioral (or perceptual) response:** Refers to a consumer's response that can rely on his observations (Anbar Shalash, Muhammad Ibrahim, 2004)

Psychological influences on tourist behavior

Marketing managers in tourism organizations seek to clearly understand the psychology of tourist behavior through studies and market research to identify the nature of the tourism product and the patterns that the tourist wants to enjoy and satisfy his needs and desires. Privacy to reach the target market, however, faces the simplest difficulties in probing the depths of the personality of the tourist. (Araby Post magazine, 2019)

Among the psychological influences on the behavior of the tourist are the following:

#### **1- Motives**

Motivations represent the starting point for practically moving in a behavioral direction by satisfying the needs or in response to a group of motives that drive knowledge. His needs and desires may turn to a higher level when he satisfies the basic needs secondary, luxuries, or recreational needs, and this depends on the nature of the needs and their position in the surrounding community and the prevailing conditions. On the other hand, there are many applications for the subject of motives in the field of marketing that prepare the consumer or qualify him to think about consuming the tourism service. Tourism marketing can result in prospects that can provide a service or a tourism program capable of satisfying the needs and



desires at once, that is, in one tourism program, For example, when three tourism programs are available in one country, each program differs from the other with competitive advantages to attract the tourist to each type, he finds in himself multiple motives to choose one of the programs that can follow his needs, desires, financial capabilities, and motives assigned to the tourism program. Essential or acquired important for the marketing of the tourism service.

## **2- Perception**

It is the process that forms mental impressions of a specific indicator within the boundaries of the tourist's knowledge, and the tourist realizes a tourist service when he recognizes its characteristics and falls under his experience, and people's perceptions of the same situation or service may differ. Through the senses, sight, hearing, taste, smell, and touch (Abu Jalil, Muhammad, 2013)

## **Demand trends for food tourism**

The main trends from the point of view of demand (trends of gastronomic tourism) can be summarized in five basic aspects:

Researching local products, coming from the closest surrounding areas that allow knowledge of the food culture of the region, that contribute to sustainability and that help develop local economies. This aspect is evaluated in such a way that the demander knows that anywhere you will find the product in a "pure" or close way.

Search for high-quality products, backed by official warranty marks: categories of origin, protected geographical indications, or private brands.

1. Find traditional cuisine but with innovation. A comprehensive offering that combines traditional and creative cuisine is the main asset of the future of gastronomic tourism.
2. Find quality at the best price.
3. The search for multiculturalism

## **Objectives**

1. Learn and try new foods from other regions
2. Introducing the specialties of our regions to visitors
3. Try new flavors
4. Know the different ingredients and preparation methods

## **Features**

Gastronomic tourism is presented as a new option to enter the culinary world where we can try thousands of flavors that characterize the region and are aimed at knowledgeable people such as chefs or those working in this field, as well as for all kinds of people willing to get a new experience of flavors.

## **Local foods as a travel destination**

When a tourist's stomach chooses its destination (Food Tourism, 2017)

A study by the experts of the World Tourism Organization on food reveals the extent to which restaurants influence one tourist destination over the other, whether in terms of its cleanliness, its distinction, the diversity of its dishes, or its ability to provide a different atmosphere that makes eating in it an unforgettable experience for the tourist. .

In the beginning, the study reviewed by the economic writer Mustafa Al-Najjar poses a question that says: Is there a tourist on earth who does not eat food while traveling on a trip to another country? Of course not. But.. Can a tourist be traveling to a country or a city specifically to eat? Meaning, could the food itself be one of the reasons for the tourist to travel from one country to another? The answer, which may surprise many, to the last question is yes.

There has already become in the world what can be called food tourism) or food tourism, to the extent that the World Tourism Organization of the United Nations issued a special booklet on this subject recently dealing with the issue of food or kitchen as now one of the most important modern trends for travel in our modern era.

This brochure or report indicated that many countries, governments, tourism organizations, travel agencies, hotels, and restaurants are now attaching great importance to this trend to attract tourists to it, either by attracting it with a distinct cuisine specific to the whole country that makes the tourist willing to learn about the cuisine of this country as a part of Its culture and way of life, or by providing an adequate ground for the tourist that includes a variety of foods, meals, and kitchens from all over the world, including the cuisine for which the country itself is famous or other unknown foods, or even globalized foods and fast food offered by restaurants with world-famous names.

In addition, a country in which there are a good number of restaurants and distinctive dishes will be more attractive to tourists than a country in which there are problems that hinder the tourist, for example. There are types of tourists who prefer to travel to countries where fast-food restaurants they know in their countries of origin are available, while there are Other tourists are looking for local food and cuisine cultures for a change and to learn about new global lifestyles.

The first part of the report dealt with the importance of developing the food and food industries, the latest



global trends in this field, and the results of studies conducted by the World Tourism Organization in this regard.

The second part dealt with some initiatives related to the promotion of food tourism, such as Euro toques, which is an organization that includes international chefs from 3,500 restaurants in 18 countries. Chosen by the World Tourism Organization report to talk about the importance of food tourism to it.

Among the most prominent studies included in the first part of the report is the study conducted by Greg Richards, a researcher and professor at the Dutch University of Tilburg, entitled Food and the Tourist Experience.

This study says that food is a basis for successful tourism experiences in several ways:

The first is that it is a means of linking culture and tourism, the second is that it helps to develop experiences in the field of eating food, the third is that it helps the production of distinct and new types of food, and the fourth is that it helps to develop important infrastructure for food production and consumption in different countries, and fifth and finally support the local culture generally. The study goes on to talk about the factors that lead to the success of a country in the field of food tourism. It said that these factors are:

**First:** Providing good meals and food in the country that will increase the state of appreciation and respect for the food culture of those coming to it, as well as supporting the culinary arts that attract visitors in general.

**Second:** Establishing a network in various parts of the world of restaurants with distinctive names known within the country, so that the tourist can find what motivates him when choosing to go to a country or not, which is what the United States succeeded in, for example, thanks to world-renowned fast-food restaurants, as well as France And Italy, in addition to Japan, China, and Korea, which have succeeded over the past years in establishing a network of distinguished restaurants for these three countries and have spread all over the world.

**Third:** Actively participate also in the export of food products and drinks that characterize each country, such as international drinks belonging to specific countries, juices, coffee and tea, and so on.

**Fourth:** Education and training of talented individuals in the field of cooking and hospitality.

**Fifth:** Publishing the names of distinguished chefs from each country in the international culinary lists and competitions so that they are known to people in

different countries of the world, such as the international chef Ferran Adria.

**Sixth:** Always keen to find a continuous and strong link or relationship between food experiences and the actual needs of tourists, meaning that meals and restaurants that suit the needs of tourists are provided, away from imposing foods and places that do not suit them, or that it is difficult for them to respond to them.

**Seventh:** Attention to presenting the local cuisine that is characteristic of each country and introducing its foods to tourists.

In the section on the most famous international tourist destinations, the report dealt with countries that are very distinct in the way of dealing with food tourism or food tourism. Among these countries, it listed Egypt, as well as Azerbaijan, which mixes between the taste of the East and the European taste, and distinctive Brazil With great interest in the delicious smell of its dishes, and Georgia, which succeeded in providing tourists with food and drinks that suit them, Kazakhstan, which focuses on distinctive healthy foods that can attract the attention of tourists, and South Korea, which started its foods and dishes with high nutritional value spread around the world and is called in general Korean Hansik culture, that is, traditional Korean food, in addition to Russia, Malaysia and Uzbekistan. (Al-Jazeera.com newspaper, 2017)

## **CONCLUSION:**

Food and sharing in it contribute to ward off harm and bad, starting with the individual to the group, where the distinctions between individuals dissolve and blessings and goodness dissolve. Food is about the privacy of the local community and is evident through well-known traditional foods, but it can apply to the total and holistic society. Researchers believe that preserving it for a long time within the food register has a direct relationship to the nature of identity and adherence to it by the community. When serving food, we exchange with others social relations, and this act in itself; it carries symbols and meanings that consist in each of them the required social bonds.

## **RESULTS**

1. The tendency of tourists to try new foods and learn about eating habits and traditions
2. Tourists prefer to participate in activities related to food, such as attending festivals and events and participating in cooking competitions



3. Tourists are more accepting of tourism programs that determine the quality of local food in the tourist destination
4. Considering local food is an important opportunity to learn and understand the local culture of a tourist destination

#### **RECOMMENDATIONS:**

1. Including food tourism on the map of tourism programs in tourist countries and allocating support for it, as it is a developed and modern type of tourism.
2. Using the marketing and promotional machine to direct the opinion of tourists in this direction.
3. E from tourism through publications and propaganda of all kinds to educate towards local food tourism.
4. Building a brand for the tourist destination that will be a competitive advantage in the local cuisine and its dishes.
5. Developing tourism programs for the tourist destination and considering the type of food and its identity as an important and basic feature.

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