

SIMONA MARTINOSKA, Ph.D., Associate Professor
MIRJANA SEKULOVSKA, Ph.D., Associate Professor
Faculty of Tourism and Hospitality - Ohrid, University "St. Kliment Ohridski", Bitola,
Macedonia

FACTORS WHICH AFFECT GASTRONOMY DEVELOPMENT IN THE FUTURE

The history of gastronomy always has been under influence of people traveling, migrations and of course tourism influence. During their journeys people often meet and consume food and drink which are different from what they consume in their homes. They also get acquaintance about the way of food preparing and arrangement.

The development and growth of catering food production today is supported by improved technologies and transport methods as well as contemporary storage techniques which prolonged the food quality, nutritional value and shelf time of food products. The modern transport makes possible different food products which are special for some geographical locations and regions, to be available during whole year in every part of the world. The achievements in the field of nutrition impact the introduction of the new food preparing methods which replace the old ones.

Beside this, in the beginning of the XXI st century we can notice the new trend of food and beverage internationalization in the ways of preparing and the food consumer habits. All this has intensiveness which till now hasn't been known.

This development is followed by different impacts: technological, economic, cultural, legal, ecological, political etc.

Key words: gastronomy, food, impacts, production, consumer, nutrition

INTRODUCTION

Food has a central place in a human survival. It's an area where cultural symbols are interpoled, which are different according the frame in social context in certain culture. Food has many other goals beside nutrition. Many of them have social and ceremonial nature and origin. This part of the hospitality product can be used as a tourist motive and present cultural element for certain place, area or country.

The meal experience may be defined as a series of events-both tangible and intangible –that a customer experiences when eating out. It is difficult to define exactly where a meal experience actually starts, and indeed ends, although it is usually

assumed that the main part of the experience begins when customers enter a restaurant and ends when they leave. However, any feelings customers may have when they arrive at the restaurant, and when they leave, should also be taken into account and included as a part of the total meal experience.

The series of events and experiences customers undergo when eating out may be divided into those tangible aspects of the product, that is, the food and drink, and those intangible aspects such as service, atmosphere, mood, etc.¹

Gastronomy is not excluded from globalization trends. These movements are reflected in global food supply chains, internationalization of menu items composition, in nutrition trends, in providing safety food etc. Internationalization of gastronomy is directed by certain factors like: sociocultural, economic, political and legal, ecological and technological. These factors are explained further below.

1. FOOD AS A TOURIST MOTIVE

The hospitality and gastronomy history is closely connected with human travel and of course tourism. All people travel beginning with horses and coaches, the steam machine period, car period, airplane and maybe now space journeys are following and will be followed by food needs satisfying.

The basic food function is to maintain and regenerate people. It is a direct condition for quality in their activities in whole life spheres. Gastronomy has to satisfy and enable nutrition for guests according their needs, wishes, habits and possibilities. Food unsatisfaction causes completely unpleasant stay, although maybe other hospitality product elements are functioning well. The food and beverages in hospitality belong in the most important elements for presentation and promotion of the country. Undoubtedly, food and nutrition are ethnological culture category. Even though food belongs to material culture, we connect it with many small details in regard to social events, political, religion, creative and other events which make in intercommunication type of culture².

The most cultures have unusual foods that are looked upon with surprise or even disdain by persons in other cultures. In order to avoid communicative barriers caused by food as a factor of culture distance in intercultural communication, it's necessary to undertake activities for other cultures guest animation to taste and consume local food.

According to some researches, tourism development end with food import which suit tourist needs for international cuisine, more than food obtaining with local food. But the fact that gastronomy offer is a part of a tourist culture of receptive area, remain³. During the traveling, tasting the local specialties is a part of entertainment. Among the most beautiful traveling memories can be the experience from attractive and unusual food operation where local food is prepared and served.

Restaurants and hotels can create marked appeals using national specialties as a type of attraction. Organoleptical communication through national specialties in

¹ Davis B., Lockwood, A., Stone, S., *Food and Beverage Management*, Oxford, Butterworth Heinemann, 1998, p. 24

² Кнежевиќ, С., "Храната како комуникативен вид на културата", *Етнолог*, Скопје, 1997, 29

³ McIntosh, R., Goeldner, C., *Tourism: Principles, practices, Philosophies*, New York, John Wiley and Sons Inc. 1994, p. 139

tourist area for tourists is a communication with the ethnofolclore tradition in food and nutrition of the domestic inhabitants.

National specialties usually have long historical genesis connected with the way of the people living in the past, as well as with geographical and climate characteristics of the area where they live.

2. THE MEAL EXPERIENCE CONCEPT

The researches in gastronomy usually refer to the development of style and way of food and beverages preparing, as well as traditions in nutrition from different point of view. Systematic examination conduct by using conceptual approaches. The example of conceptual approach is the meal experience concept. This concept is based on wide range of possible contents in nutrition.

The reasons for eating out maybe summarized under seven headings⁴:

- Convenience, for example being unable to return home, as in the case of shoppers or people at work or involved in some leisure activity.
- Variety, for example trying new experiences or as a break from home cooking.
- Labor, for example getting someone else to prepare, serve food and wash up or simply the physicals ness impossibilities to house special at home.
- Status for example business lunches or people eating out because others of their socioeconomic group do so.
- Culture/tradition, for example special events or simply because it is a way of getting to know people.
- Impulse, for example simply special spur-of-the-moment buying.
- No choice, for example those in welfare, hospitals or other forms of semi- or captive markets

The meal experience concept is affected by some factors:

- Food and beverages which are offered. They are basic level of the product e.g. core of the product. Customers have a choice to select among different kind as food and beverages as well as quality of food and beverages
- Level of service. This factor is selected according of customer needs in some moments. This element also includes services like reservations, acceptance of credit cards etc.
- Level of hygiene. Level of hygiene is a factor of safety which importance in the latest years has significant importance for customers. They are more and more informed about food, nutrition and food safety.
- Perceived value for money and price. Consumers have on perception about the some witch they want to spend and the value which they want to get.

⁴ Gillespie, C., *European Gastronomy into the 21-st century*, Oxford, Butterworth Heinemann, 2001, p 25

- Atmosphere and ambient. This is created by subjective factor and material surrounding. This is difficult to quantify, as it is an intangible concept. It is composed with: design, décor, lighting, heating, furnishings, acoustics and noise levels, the other customers, the staff and the attitude of the staff.

These factors are present in every experience during consuming food out of home. But the importance and significance on each of them depend on the nature the meal is consumed. Also, the consumers needs (table 1) identifies possible different rankings for different types of meal experiences.

Changes in importance can be caused by the nature of the balance of the factors in an operation. For instance in an operation where limited menu is practiced with limited services the importance of the other factors – good price, good hygiene etc. will be heightened.

The meal experience concept can be used as a useful tool for systematical research of the demand and also the level of demand being met.

Table 1. Possible factor ranking for different meal experiences

Reason for meal experience	Possible factor ranking
Night out	Atmosphere Food and drink Service Price Cleanliness and hygiene
Gourmet event	Food and drink Service Atmosphere Cleanliness and hygiene Price
Cheap meal	Price Food and drink Cleanliness and hygiene Service Atmosphere
State banquet	Service Atmosphere Food and drink Cleanliness and hygiene Price

Source: Gillespie, C., *European Gastronomy into the 21-st century*, Oxford, Butterworth Heinemann, 2001, p 27

3. INTERNATIONALIZATION OF GASTRONOMY

In the beginning of the 21-st century under influence of some factors new trends of internationalization of food and beverages is becoming noticeable. Also this is present in the ways of food preparing and in consumer nutrition habits.

3.1. Siciocultural factors

In the frame of these factors it is noticeable further increasing of the food and beverages demand out of the homes. Food and beverages can be consumed out of homes or in the convenience form. These factors of course have influence on food service production methods and on introduction of contemporary technology and equipment in this production. Convenience food is more present in gastronomy offer. These foods are fully or partially prepared foods which significant preparation time, culinary skills, or energy used have been transferred from the consumer's kitchen to the food processor and distributor. Many different processes are used by the food industry in the preparation of the convenience food. These include dehydrating the food to variable moisture levels by freeze-drying and other methods, compressing the food to decrease bulk, precooking and freezing, and using various flexible packaging materials or pouches that withstand both high and low temperatures.

Socio and cultural factors are demonstrated also through different meal occasions which are central in cultural development of society as well as celebration and integration.

In this type of factors today is included consumers interest about the link between nutrition and health in the developed country as well as undeveloped countries. Consumers today are informed about healthy nutrition and they are more concerned for their health. This means that in the future it should be expected greater demand for menu items which content will be adequate to the new kind of demand. The knowledge about the basic elements of healthy food can help food service operation to obtain certain menu selection and to respond to the contemporary consumers needs. Mainly in the most food service operation it is not necessary to introduce complete menu change. Simply it is enough to offer choices with adding or adaptation of menu items which are created according to the principles of the healthy nutrition. Food service operations have to develop new recipes or to improve almost popular recipes. With this they will provide good nutritional choices and in the same time they will offer products with good taste.

Food is not only tool for health and physical condition maintaining but also it has wider meaning. It means safety, hospitality even class ranking. Feeling full and physically satisfied and knowing that there is more food available for other meals bring security. Food is a symbol of hospitality and it is used to show that one cares about others and is a friend. Gifts of food are given in times of both happiness and sorrow.

3.2. Economic factor

The balance of availability and accessibility of food stuffs increasingly is being used as a measure of the economic prosperity of individual nations. Food connect people but also it could divide them when exist unequal distribution. In that case it creates conflicts. All history of mankind is fulfilled with wars, exactly because of food.

The hospitality industry is becoming central in the economy of more countries. The socio economic factors increase the market of the hospitality industry, so it is completely real to expect that hospitality industry will become an important element of the economy in the future.

The consumption of variety of foods available depends on consumer purchasing power. Economics is an overfull factor in limiting or expanding people nutrition's patterns. When food budgets are restricted because of financial problems, less expensive foods make up a larger share of the menus offered. When budgets are liberal more convenience items and snack food are often purchased and "eating out" occurs more frequently. During economic downtrend, store brand products, usually less expensive than highly advertised brands, gained in their demand share. Consumers are expected to remain price-conscious and continue to purchase these products even with improving economy.

3.3. Political and legal factors

In the center of the politics is safety of the food and the protection of the food and beverage supplies. In the last years food industry in certain periods have been faced with problems regarding to safety of the product quality which are affect consumers health. These negative aspects increase the interest about hygiene of food and nutrition. European Union for this purpose formed a body for food safety control through establishing procedures for food quality improvement. Beside other activities it is occupied with:

- Constant supervision on entire supply starting from primary producers to final consumptions, according established legal food regulations
- The responsibility for obtaining food safety mainly transferred to food producers

The members of the European Union are more and more aware that certificates for quality are not enough for providing safety and quality in food sector. Because of that food trade associations and food producers have developed several specific standards and criteria. These regulations mainly based on food guide GMP (Good Manufacturing Practice) and guide for agricultural food production GAP (Good Agriculture Practice) as well as implementation of the system which is based on the scientific and systematic identification of specific hazards and measures for its control in order to provide safety food. (HACCP – Hazard Analysis Critical Control Point). In the meaning of this certain methods for risks analyzing are implement, created by European Union and Codex Alimentarius Commission (FAO and WHO).

Other standards recommended for safety food are:

- Danish Standard DS 3027: 1997
- Food Hygiene Directive 93143 EEC
- BRC – British Retail Consortium which include some aspects from HACCP

Hazard Analysis Critical Control Point – HACCP which are recommended in European Union is a result of the demand for more efficient methods for food protection. In this system the focus is on food and conditions in purchasing, storage, production and serving the food.

Providing good surrounding in regard of hygiene safety is an important element for safety in food production. But food can be contaminated by improper handling, lack of self hygiene and also lack of temperature food control.

HACCP system helps managers to identify and control potential problems before they occur.

EU legislation on food hygiene and the hotel industry is an area that raises difficult questions for simplification and rationalization within the Community. For instance food stuffs of animal origin are covered by a series of 11 products directives establishing specifics conditions of hygiene for categories concerned: fresh meat, poultry meat, meet products, minced meat and meet preparations, rabbit, farmed and wild game, fish, shellfish, eggs and egg products, milk and milk products and other products such as frog legs, snails and honey.⁵

In regard of the protecting the consumer, there are several requirements contained within Article 100a (3), Article 129 and Article 129a of the Treaty, to address consumer protection.⁶ It is argued that the establishment of a proper EU food policy that gives pride of place to consumer protection and health is an important step towards satisfying these Treaty obligations. In this spirit, the Union must provide itself with the necessary means of actions, by identifying to imperatives:

- The closer involvement of the Parliament in the decision-making process
- The need to give the Community greater powers in the field of health

As far as food safety is concerned, there can be no scope for compromise. The Treaty requires the Commission to take as its basic position a high level of protection in its proposals, to ensure that public health requirements are fully integrated into its policies. This level of protection must be kept under constant review and, where necessary, it must be adjusted to take account of new information or of a re-evaluation of existing information.

It's also noticeable the increase of legislative controls especially in the field of newly developed food. For instance in the large scale introduction of GM (genetically modified) food. Many of the key differences between the US, EU and other nations were on the subject of ongoing negotiations within Codex, including the labeling of GM foods. Early in 2000 an International Biosafety Protocol was finally agreed on the safe transfer, handling and use of any living modified organisms resulting from biotechnology, under the Convention on Biodiversity. The conclusion was reached after extensive delays from so called Miami Group of large scale GM commodity exporters, whose positions were co-coordinated by the US and supported by the large biotechnology industries. The agreements reached by the Protocol suggested a positive way forward to handle the international movement of GMOs. None the less, differences remain between the WTO agreements and the Protocol and the relationship between these agreements in international law remained ambiguous.⁷

⁵ Eastham, J., *Food Supply Chain Management*, Oxford, Butterworth Heinemann, 2001, p. 263

⁶ Ibid, p. 265

⁷ Ibid, p. 255

3.4. Ecological factors

There are two opposite principles between economy and ecology which produce conflicts:⁸

- Ecological Principle for stability, as a pre condition for sustainable live environment.
- Economic Principle of development (sc business profitability, economic development and expansion)

Because of the problems caused by ecological crises and further harmony disturbing, the question about compatibility in these two universal principles is controversial, theoretically and practically. On global level there is no critical mass for efficient solving of this problem yet. Even those people who basically understand disharmony between human being and living environment are entirely unaware about need for revolutionary changes, necessary for solving the ecological problems. Finally the consequences are so long-term and affect all people on the Earth today, especially whole new coming generations.

Never the less protection of the natural environment is being much higher up the political agenda. In this scope the protection of the varieties of food stuffs and endangered species took specific place. The food grown in unpolluted areas is considered as a high quality food.

In the field of energy saving, energy conservation will be rewarded and energy waste will be penalized. Food waste caused by political and economic pressure groups is considered as potentially criminal.

3.5. Technological factors

Many technological advances in the gastronomy industry have taken place. Some current developments are:⁹

Foods reach us today in many forms, and one of the main reasons for this is the sophisticated level of preservation technology we have reached. Although some persons are wary of the chemicals used in some preservation processes, no one can deny that he would not enjoy many of the foods we take for granted if these products deteriorated noticeably through the channel of distribution.

In many respects, faster transportation constitutes a form of product preservation. But it is much more. Buyers today can expect faster, larger, and more predictable deliveries, which often reduces the number of purchased orders they must make.

The computer is firmly entrenched in hospitality and gastronomy industry. The selection and procurement function enjoys many of the labor-saving aspects of this form of technology. For instance suppliers now have the ability to use the computer to plot the most cost-effective delivery-truck routes. Hospitality operators are using the computer to perform a whole host of purchasing-related duties, such as inventory valuation and control, menu planning and recipe costing and purchase forecasting.

⁸ Тунтев, З., *Животната средина и туризмот*, Охрид, Микена – Битола, 2006, p. 24

⁹ Stefanelli, J., *Purchasing Selection And Procurement For The Hospitality Industry*, USA, John Wiley & Sons, Inc. 1992, p. 41,42

Product processing, from source to retailer, has reached higher and higher levels of sophistication. For example, meat packers can freeze individual steaks instantaneously without quality loss. And at the retail level, cooks enjoy ever more efficient equipment capable of producing a high-quality steak dinner from the frozen product.

Some packaging today not only can make a food product more convenient, but it can also contribute to better taste. For example many products are packed in Controlled Atmosphere Packaging (CAP), which involves placing an item in wax board, cardboard, aluminum, and/or plastic, removing all existing gases by pulling a vacuum, and then introducing a specially formulated mixture of gases which will extend the shelf life of the particular product in the package.

A common form of CAP is the aseptic packs that are used to package juices, wines, unrefrigerated milk, shelf-stable, unrefrigerated convenience meals, and processed produce and other grocery products. These items are convenient to use. They do not require expensive refrigerated storage. They tend to taste better because the aseptic sterilization process, unlike the canning process, requires less heating time. Another plus is that these types of containers usually can be stacked more readily while taking up less storage space than regular cans or bottles.

From another point of view introducing the new technology heightening the tension between food manufacturers and those who are aiming to ensure the safe use of technologies to protect mankind.

CONCLUSION

The paper provides an insight into the issues of gastronomy and food as tourist motive, the meal experience concept and internationalization of gastronomy.

Restaurants and hotels can create marked appeals using national specialities as a type of attraction. Communication through food in tourist area for tourists is communication with the ethnofolclor tradition in food and nutrition of the domestic inhabitants.

Systematic researches in gastronomy are being conducted by using conceptual approaches. The meal experience concept as conceptual approach is based on wide range of possible contents in nutrition.

The paper also has examined factors which affect the trends of gastronomy internationalization. These factors create new trends in gastronomy supply as a part of integrated hospitality product.

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