

IMPORTANCE OF TOURISM VALORISATION OF CROATIAN GASTRO-CULTURAL HERITAGE

Dani Bunja
Manuela Klapan

Abstract

Purpose – The aim of this paper is to examine potentials of tourism valorisation of traditional and authentic gastro-cultural heritage regarding qualitative improvement of Croatian tourism.

Methodology – The research was primarily based on the qualitative method. The authors conducted an in-depth interview with the relevant representatives of public and tourism sector involved in the integration of the tourism product.

Findings – Our findings show that regardless of the activities and efforts that the public sector, the economy and industry and sector organizations have invested in its identification, gastro-cultural heritage as part of the total intangible cultural heritage of Croatia has not been sufficiently valued or affirmed in the international context. However, the respondents generally agree with the need for tourist valorisation of gastro-cultural heritage. But, there are also some differences in attitudes among public and tourism sector respondents.

Contribution – In a theoretical sense, the paper contributed in the development of a scientific approach to tourism valorisation of gastro-culture in general. In the applicative sense the paper is the first study to propose the development of the tourism valorisation model of Croatian traditional and authentic gastro-cultural heritage for the purpose of qualitative improvement of Croatian tourism and its affirmation on the international tourist market.

Keywords Gastro-culture, Tourism valorisation, Heritage, Identity, Croatian tourism

INTRODUCTION

Gastro-culture is a new interdisciplinary approach to the study of eating phenomena as part of an intangible cultural heritage. Under gastro-culture, we understand the values, the notions, the knowledge and the skills of the relevant community of a certain area related to the habits gained over time in relation to nutrition (food and drink). Gastro-culture in totality is concerned with cultural, historical, religious and faith dimensions, symbolic importance, ethnological, cultural-anthropological and other aspects of nutrition, and deals with issues related to nutrition, nutrition and health, agriculture, catering and other human activities.

The tourism valorisation of traditional and authentic gastro-cultural heritage, which understands the processes of its collection, processing, interpretation and affirmation as a tourist attraction, can effectively and efficiently influence the perceptions of tourist consumers. Their positive perception of Croatia's identity as a tourist destination can contribute to the growth and development of Croatian tourism.

A precondition for the efficient and effective pursuit of tourist policy goals is the ability of tourist destinations to meet the needs, wishes and demands of tourists. Today they seek for authentic tourist experiences, i.e. those tourist products that are not ready-made and which are different from the unified tourism supply (Bunja 2018).

The paper is based on presumption that the tourism valorisation of gastro-cultural heritage can contribute to the qualitative improvement of Croatian tourism. In that sense, the purpose and the goal of the paper is to emphasize importance of Croatian gastro-cultural heritage and its revitalisation and affirmation by integrating authentic dishes, sweets, drinks and beverages into tourism offer.

OPPORTUNITIES FOR AFFIRMATION OF CROATIAN GASTRO-CULTURAL HERITAGE ON THE INTERNATIONAL TOURIST MARKET

While in the international tourism market it is generally difficult to achieve differentiation in relation to competition, it is largely possible if the tourism supply and its presentation include authentic (indigenous) and traditional gastro-cultural heritage (Bunja et al. 2019).

Tourism is a highly important economic sector for Croatia, as tourism activities generate about one-fifth of its total GDP (Ministry of tourism 2019, 43). The Republic of Croatia considers tourism to be a fundamental sector of economic development. But, the basic feature of Croatian tourism is its seasonality, i.e. the unattractiveness of its offer for the tourists in low season. The growth of tourist turnover is realized primarily in high season, accompanied with permanent development of new capacities. However, given the resources available in the market, it is not sufficiently recognizable as a destination (Bunja 2003). Croatian tourism is further determined by the inadequate valorisation of natural and cultural heritage as well as inadequate valorisation of the interior potentials.

Croatia's gastro-cultural heritage, in this context, should be used more for the purpose of building identity on the international tourism market (Bunja et al. 2019). The identity of a tourist destination is a concrete manifestation of its reality. If there are a wide variety of tourist destinations with identical attributes, then the identity is the differing category. Tourists are beginning to be aware of differences that are not based on the product itself but on the notions. Tourists create ideas based on information that the tourist destination delivers to the market, i.e. its self-presentation (according to Argenti and Forman 2002, 77-78 in Bunja 2012).

The tourist market is saturated with the supply. In that conditions success or ability to achieve goals is affected by the perceptions of tourists and potential tourists about a particular tourist destination and its competition. Therefore, one of the fundamental issues and problems of modern tourism is to determine which message/es of the tourist destination will be presented on the market (Sušac et al. 2016). The tourist has some perceptions about the tourist destination before he or she even starts to consume the tourist product. These perceptions are based on everyday life experiences, and the feelings of the credibility of the destination identity can be diminished or increased (Argenti and Forman 2002, 81-82). They come from one's previous experiences with the

tourist destination, from what has been learned through various media about it, from shared experiences and from recognized visual symbols.

Cultural heritage is an important aspect of the identity of tourist destinations. The art of preparing meals, sweets, drinks and beverages is an intangible dimension of nutrition, and the knowledge and skills preserved in a particular community through time and space turn nutrition into an intangible cultural good (Belaj et al. 2017). Consequently, incorporating Croatia's tourism supply of authentic dishes, sweets, drinks and beverages can contribute to the construction of its tourist identity (Bunja 2018).

The Republic of Croatia has an extremely rich fund of intangible cultural heritage, permeated with various influences providing unique and authentic gastro-cultural experience.

The Mediterranean diet on the Croatian Adriatic, its coast, the islands and a part of the hinterland has been included in the UNESCO's *Representative List of World Intangible Cultural Heritage of Humanity*. According to UNESCO (2013) the Mediterranean diet on the Croatian Adriatic includes important connection with nature and should be incorporated into existing tourist products as tourist attractions. This type of dietary habits, i.e. its cultural dimension could be valued by integrating it into innovative forms of supply for the purpose of affirmation of Croatian gastro-culture.

The Ministry of Culture (2020) included a total of 12 traditional dishes in the *List of Protected Cultural Items*: the Christmas cake of lucišćak from Plemenščina, the Christmas bread of koledo from Plemenščina, the rudarska greblica cake, the sack cheese from Dalmatian Zagora, Velebit and Lika, bregofska pita i.e. the pie from Koprivnički Bregi, the dolska torta hrpačuša cake, sinjski arambaši, soprarnik, zagorski štrukli, the škripavac cheese from Lika, Slavonian kulen and vitalac from Brač.

The Ministry of Tourism (2011) has established the standard of Croatian indigenous cuisine. A very important part of ordinance regarding Croatian indigenous cuisine stipulates that traditional and authentic dishes can be based only on locally grown foods.

The culinary profession, i.e. the Croatian Chef Association (2008), has also established a list of dishes of Croatian culinary heritage. Their work material included a total of 204 traditional dishes from all Croatian counties.

Finally, at the level of the European Union, Croatia has protected 23 original products (Ministry of Agriculture 2020), and a few more are in the process of registration: Smoked ham (from Krk, Istria, Drniš and Dalmatia), extra virgin olive oil from Cres, olive oil from Krk, Korčula and Šolta, mandarins from Neretva, Ogulin sour cabbage, Baranja and Slavonian kulen, Lika potatoes, Poljički soprarnik, baked turkey Zagorje style, Pag lamb, Varaždin cabbage, Međimurje meat 'z tiblice', Slavonian honey, Lika lamb, Pag salt, Zagorski mlinici (Noodles Zagorje style) and Pag cheese.

However, regardless of the activities and efforts that the public sector, the economy and industry and sector organizations have invested in their identification, gastro-cultural heritage as part of the total intangible cultural heritage of Croatia has not been sufficiently valued or affirmed in the international context.

OVERVIEW OF RESEARCH ON GASTRO-CULTURE AND GASTRO-TOURISM

Since this is a new area of scientific interest, it has produced very little recent research. While gastronomy, culinary art and food in culture and tourism are widely being explored, this is not the case with tourism valorisation of gastro-culture. Namely, by searching the Scopus database, Web of Science (WoS) and the Croatian Scientific Bibliography (CROSBI) database, it was found that very few scientific papers are concerned with the issue of gastro-culture and tourism valorisation of gastro-cultural heritage. The concerned database research was carried out in the period from April to May 2019.

By researching the Scopus database, it was found that the term gastro-culture has been used only in 1 paper, while gastro-culture and tourism has not been used in any paper. The term gastro-tourism has been used in 9 papers, gastronomy tourism in 23, culinary tourism in 166, and the term food tourism in 230. The WoS database research also found out that the term gastro-culture was used only in 1 paper, whereas gastro-culture and tourism were not used in any paper. The term gastro-tourism has been used in 7 papers, gastronomy tourism in 29, culinary tourism in 186, and food tourism in 231 papers. By researching the CROSBI database it was found that only in 1 paper the term gastro-culture has been used, as well as the terms gastro-culture and tourism, gastro-tourism in 2 papers, gastronomy tourism in 69, culinary tourism in 21, and food tourism in 256 papers.

Thus, the issues regarding tourism valorisation of gastro-cultural heritage have been poorly elaborated. Below is an overview of recent and relevant papers dealing with the issue of gastro-culture and gastro-tourism presented in Scopus and WoS databases.

The term gastro-culture has been used only in a paper which explores the gastro-cultural offer of the city of Manchester and its urban renewal caused by the 1996 IRA bomb attack (Bell and Binnie 2005). This paper does not deal with gastro-culture in the tourism valorisation context, but is dedicated to the importance of food in urban culture. The authors presented the concept of urban vitality as an approach to the design of the built environment by highlighting transformations in urban culinary culture as markers of new forms of urban inhabitants. However, according to their research, it could be concluded that food, i.e. culinary culture is a very important factor among tourist destinations competing with each other in order to attract investments and to meet the needs, wishes and demands of modern classes of tourists.

Gastro-tourists can be defined as tourists of special interest who travel to meet new cultures through unforgettable food experience. These tourists spend more discretionary income on tourist experiences and show interest in learning about the destination gastro-

cultural heritage and culture in general, which encourages the realization of the relationship between gastro-tourists and gastro-hosts since their interaction is more important than other destination attractions (Williams, H. et al. 2019).

Locally (and regionally) grown foods, unlike extensive farming production, should be the base for forming tourist products that, in fact, provides an authentic tourist experience. In that sense, Varvazovska et al. (2015) consider that local and regionally produced food or products not only push regional development, but contribute to job creation, represent significant potential for the development of the tourism industry (especially gastronomy). Their research points out that locally grown foods are an important factor for sustainable development, as well as its quality and origin can be used in the promotion of the region in international tourist market. Other authors share their opinion on importance of locally grown foods and local agriculture marketing (Simicevic and Stetic 2011). They believe that access to gastronomy only as an integral part of the integrated tourism product is outdated. The creation of specialized gastro-tourism products can contribute to the growth and development of tourism. When a tourist decides between two tourist products, apart from the location, food and drink can be the factors that influence the buying decision, i.e. the main motive of visiting a particular tourist destination.

Culinary trends in Croatia as part of gastro tourism development were explored by Skryl et al. (2018). According to them Croatia is rich in variety of flavours, indigenous meals and traditions. Given that gastronomy is an integral part of every tourist experience, the gastronomic offer greatly influences pursuit of tourist policy goals. The development of gastronomic offer of Croatia is of great importance for improving the Croatian tourist offer in general. Their paper deals with trends in gastro tourism such as molecular food, slow food, macrobiotic nutrition, eco, functional and vegetarian food. These trends can be incorporated into innovative forms of supply of traditional and authentic Croatian cuisine.

International tourism shows growing interest for authentic experiences connected to the local culture in the destinations visited by tourists. Local gastronomy and authentic cuisine can be excellent in combination with other parts of tourist offer that make the destination recognizable, i.e. they can present a means for market positioning and raising the competitive advantages of the destination (Bakan et al. 2018). They argue that a new economic paradigm in the tourism sector is in finding ways to use intangible cultural heritage in designing original (and competitive) tourist experiences. The growing interest of gastronomy among tourists can be an important impulse for visiting Croatia. Every Croatian county has a rich fund of tourist attractions based on gastronomy, i.e. intangible heritage connected to it. However, it is not sufficiently recognizable as a potential regarding tourism development. Therefore Fox (2007) suggests reinventing the gastronomic identity of Croatian tourist destinations. In addition, Baćac and Demonja (2012) deal with heritage and tradition in designing a tourist offer in Croatian rural areas. Their focus is on the role of traditional architecture in forming the tourism offer of the rural area and in particular the attractiveness of rural farms.

In the reference literature, there are still a number of papers that are relevant to the research area of the paper dealing with the issues of gastronomy, culinary arts and food in culture and tourism. Therefore, the most relevant papers and with the most significant academic impact given the number of quotations are given below

Particularly important is the book *Culinary Tourism* edited by Lucy Long (2004), since it is the first book that considers food to be a tourist attraction factor. The collaborators in the book are questioning many ways of food pervading culture and tourism in the public and commercial context. In addition, they argue that sensory eating experience is also a unique means of communication.

According to the structural model of the tourist experience, food consumption in tourism can be a top tourist experience (Quan and Wang 2004). Eating phenomena in tourism include factors such as health concern and value for money. However, Quan and Wang (2004) prove that the "contrast" dimension denotes the need to quest for food experience that contrast from the tourists' daily routine, whereas the "extension" dimension refers to the motivation to seek food experience that extend the daily routine. The fact that food consumption can be considered as tourist attraction has several implications regarding tourist destination. Gastronomic tourism in the rural areas can be one of many opportunities for food producers and can help enhance the local identity of a destination community. For those regions that are rich in various and vernacular foods, the culture of foods can become tourist capital. Thus, there is no reason why local and traditional foods are seen as trivial and should be ignored in tourism development.

Kim et al. (2009) have analysed the factors that affect the consumption of locally-grown food and drinks in tourist destinations. The authors propose a model of locally grown food consumption in tourism that includes three groups of factors: motivational factors (i.e. experience, routine escape, health care, learning, authentic experience, communion, prestige, sensory attraction and the environment); demographic factors (i.e. gender, age and education); and physiological factors (i.e. neophilia and nutritional neophobia).

Considering their impact in the scientific community, very important are the articles published by Kivela and Crotts. They state that the existing literature supports the viewpoint of the relationship between tourism and gastronomy. Kivela and Crotts (2005) explain the evidence that motivation for a gourmet journey is reasonably valid for use in market segmentation. They also discover that gastronomy plays an important role in the way tourists perceive the destination, and suggest that some tourists return to the same destination to enjoy its unique gastronomy. However, they consider that there is little empirical evidence whether or not there is a gastronomy-tourism market segment, and whether gastronomy can contribute to the tourists' quality of experiences. Gastronomy is becoming an important factor in the development of tourism destinations (Kivela and Crotts 2006). From tourism perspectives eating phenomena have grown into the food tourism as an important segment for tourism in general. In addition, they deal with the implications of establishing a gastronomic segment of the tourist market and its importance for tourist destinations.

The current interest in traditional nutrition is part of the general desire for authentic (tourism) experiences. The revitalization of traditional recipes consists of updating, adapting and reinterpreting the elements of the heritage in innovative forms (Bessiere 1998). It is very important for the local community, as well as for tourism development, to valorise and recreate of gastronomic knowledge and skills.

Tourism researchers involved gastronomy tourism in their work (culinary tourism or food tourism) as tool for social sustainability (De Jong and Varley 2018) or propose the strategic use of cuisine in tourism for the purpose of influencing the perception of the nation in an international context (Suntikul 2019).

Thus, it can be concluded that in the current global and Croatian scientific researches the issue of tourism valorisation of gastro-cultural heritage as a means of qualitative improvement of tourism is only fragmentally elaborated and there exists a theoretical justification for such a type of research.

METHODOLOGY

The empirical part of research was based on qualitative method, i.e. in-depth interviews with the representatives of public and tourism sector. The research on theoretical aspects of tourism valorisation of gastro-cultural heritage was carried out by selecting relevant databases and by examining the current accomplishments in the field of the research.

In-depth interviews included the representatives of all relevant factors involved in the integration of tourism products both from the public and the tourism sector. Fourteen respondents were asked about the possibilities for tourism valorisation of Croatian traditional and authentic gastro-cultural heritage. Seven respondents were from the public and an equal number from the tourism sector. In-depth interviews were carried out in the period from December 2019 to January 2020.

The research was conducted in the area of Zadar County. This is an appropriate area for the research because apart from the coastal part, the island and the hinterland, its administrative area also includes a part of Lika (Gračac municipality). Furthermore, its history is permeated with the influences of Venetian and Italian, Central European (Austrian Administration Period), French (albeit relatively short but extremely intensive French administration period) and Ottoman culture, as well as churches and religions, providing unique traditional and authentic gastro-cultural heritage. Finally, in the hinterland and in the Lika part of Zadar County there is an indigenous Serbian national community with its original gastro-cultural heritage waiting to be explored and valorised in terms of tourism.

RESULTS OF QUALITATIVE RESEARCH

This qualitative research included the respondents who represent some of the key factors in the field of destination management and some of the most important professionals in the field of tourism management in the area of a reputable tourist destination such as Zadar County.

The respondents were asked about the possibilities for tourism valorisation of Croatian traditional and authentic gastro-cultural heritage, the characteristics of the offer of traditional and authentic gastro-cultural heritage in Croatia's tourism product, connections between diet habits based on local and ecologically grown food and health, about opportunities for qualitative improvement of Croatia's presentation on the international tourist market and about the possibilities for the international affirmation of Croatian gastro-cultural heritage.

The respondents generally agree with the need for tourist valorisation of traditional and authentic gastro-cultural heritage. All the respondents are convinced that tourists during their stay in a particular destination want to consume or at least try food and drinks that are typical of the area visited. This consistent attitude stems from the very interaction with tourists, who are largely informed and seek recommendations about local specialties or seek out catering establishments that offer traditional gastronomic culture and authentic gastronomic experience. In fact, all respondents state that they also imply this based on their own tourism experiences. All the respondents also agree that the local community should also work to improve knowledge of the basic gastro-cultural characteristics. According to them, this is very important because many of the respondents noticed that we often do not even know what is originally ours or domesticated. Finally, the respondents agree that nutrition and health are indisputably very connected and, in this regard, they generally regard the gastro-cultural heritage as beneficial to health.

However, there are also some differences in attitudes among public and tourism sector respondents. While those in the public sector believe that the tourism product should be upgraded in a way that complements and enriches the supply of food and drink services with traditional and authentic dishes, sweets, drinks and beverages, those in the tourism sector find that there are also some barriers in terms of high purchasing prices, which has the effect of increasing business costs, as well as the difficulty of establishing stability in the supply of locally grown foods, and on which such supply should, in fact, be based. Ultimately, the respondents from the tourism industry believe that it is the responsibility of the public sector to collect, process and interpret gastronomic heritage. According to them, cross-sectoral cooperation should be established for the purpose of affirming the gastro-cultural heritage, and this power is the sole responsibility of the public sector, through the financial capacity it possesses.

CONCLUSION

Since tourism is of paramount importance for Croatia, opportunities for its qualitative improvement are of utmost significance for the economy and society. Presentation of gastro-cultural heritage on the tourist market is of great importance, as it may affect the perception of tourists about tourist destinations (Bunja et al. 2019). Therefore, the gastro-cultural heritage should be used more for promotional purposes, which ultimately can have a positive impact on strengthening the local community and recognisability in the international tourism market. Gastro-cultural heritage should be interpreted through inventive forms and thus revitalized old recipes. The offer of authentic and traditional food and drinks should be incorporated into existing tourist products as tourist attractions (Bunja 2018).

The research implies contribution in the applicative sense. It would be a proposal for the development of the tourism valorisation model of Croatian traditional and authentic gastro-cultural heritage for the purpose of qualitative improvement of Croatian tourism and its affirmation on the international tourist market. In this sense, it will also contribute to the positioning of Croatia as a tourist destination.

The model of tourist valorisation of gastro-cultural heritage can be an important precondition for Croatia's positioning as a tourist destination on the international tourist market. For the purpose of qualitative improvement of Croatian tourism, this model assumes the establishment of effective and efficient co-operation between: a) public sector bodies (Croatian Parliament, Croatian Government, ministries that include culture, tourism and agriculture, representative and executive bodies of counties, cities and municipalities, cultural and sport institutions, public institutions for protection (and tourist valorisation) of natural, historical and cultural heritage, etc.) and b) subjects of the tourism sector (management of profit organizations in tourism, Croatian Chamber of Commerce, Croatian Chamber of Trades and Crafts, professional and business associations (caterers, hoteliers, tourist agencies, carriers, trade unions, etc.). The aforementioned various organizational forms can be listed under a common denominator - interested parties for the qualitative improvement of Croatian tourism. Regardless of the heterogeneity of the partial interests of each interested party, they still have a common interest - the growth and development of Croatian tourism.

In the processes of tourist valorisation of natural, tangible and intangible cultural heritage, foreign and domestic expert teams are often engaged in implementing already developed global models in Croatia. However, we do not think we need to buy foreign solutions, but on the basis of world experiences we need to develop an appropriate model for us. Therefore, the central intent of the research is its contribution in creating a domestic model of tourism valorisation of gastro-cultural heritage as a means of qualitative improvement of Croatian tourism.

ACKNOWLEDGEMENTS

In particular, we would like to thank everyone who took their valuable time to participate in in-depth interviews and thus helped us in conducting our research and producing this paper:

Lovre Jurišić and Daniel Segarić, *Zadar County*;
Vladimir Kovačević, *Director of the Agency for Rural Development of Zadar County*;
Mihaela Kadija and Damir Hordov, *Zadar County Tourist Board*;
Milivoj Kurtov, *Mayor of Municipality of Pakoštane*;
Danijela Vulin, *Director of Tourist Board Pakoštane*;
Renato Kraljev, *Croatian Chef Association*;
Tomislav Fain, *Association of Croatian Travel Agencies*;
Nives Kalac and Ivo Bobić, *Zaton Holiday Resort*;
Robertina B. Pustijanac and Boris Vukić, *Pine Beach Pakoštane Adriatic Eco Resort*;
Marijana Prtenjača, *Ilirija Resort Hotels & Villas*.

REFERENCES

- Argenti, P. and Forman, J. (2002), *The Power of Corporate Communication*, McGraw – Hill, New York, NY.
- Baćac, R. and Demonja, B. (2012), "Baština i tradicija u oblikovanju turističke ponude na ruralnom prostoru Hrvatske", *Časopis za multidisciplinarna istraživanja*, Vol. 11, No. 21, pp. 205-218.
- Bakan, R. et al. (2018), "Food Heritage – a Key Factor for Positioning Slavonia as a Lifestyle Destination", in Mašek Tonković, A. and Crnković, B. (Ed.), *7th International Scientific Symposium on Economy of Eastern Croatia - Vision And Growth*, Faculty of Economics, Osijek, pp. 700-709.
- Belaj, M. et al. (2017), *Prehrana u kontekstu nematerijalne kulture*, Institut za etnologiju i folkloristiku, Zagreb, viewed 5 April 2019, <https://dokumen.tips/reader/f/prehrana-u-kontekstu-nematerijalne-kulture>.
- Bell, D. and Binnie, J. (2005), "What's eating Manchester?: Gastro-culture and urban regeneration", *Architectural Design*, Vol. 75, No. 3, pp. 78-85.
- Bessiere, J. (1998), "Local Development and Heritage: Traditional Food and Cuisine as Tourist Attractions in Rural Areas", *Sociologia Ruralis*, Vol. 38, No. 1, pp. 21-34.
- Bunja, Đ. (2003), "Modernizing the Croatian Tourism Industry", *International Journal of Contemporary Hospitality Management*, Vol. 15, No. 2, pp. 126-128.
- Bunja, Đ. (2012), "Destination information system in the function of forming an identity for Zadar County as tourist destination", in Biljanović, P. (Ed.), *2012 Proceedings of the 35th International Convention MIPRO*, Croatian Society for Information and Communication Technology, Electronics and Microelectronics, Rijeka, pp. 1683-1688.
- Bunja, Đ. (2018), "Obilježja prezentacije hrvatske tradicijske gastrokulture baštine u turizmu", in Lozo, I. and Krpan, T. (Ed.), *Strani jezici i turizam, Abstract book*, Sveučilište u Zadru, Zadar, pp. 27-28.
- Bunja, Đ. et al. (2019), "Promotion of eno-gastrotourism on the websites of Croatia", in Hammes, K., Machrafi, M. and Samodol, A. (Ed.), *38th International Scientific Conference on Economic and Social Development*, Varazdin Development and Entrepreneurship Agency & Mohammed V University, Rabat, pp. 458-466.
- De Jong, A. and Varley, P. (2018), "Food tourism and events as tools for social sustainability", *Journal of Place Management and Development*, Vol. 11, No. 3, pp. 277-295.
- Fox, R. (2007), "Reinventing the gastronomic identity of Croatian tourist destinations", *International Journal of Hospitality Management*, Vol. 26, No. 3, pp. 546-559.
- Kim, Y.G. et al. (2009), "Building a model of local food consumption on trips and holidays: A grounded theory approach", *International Journal of Hospitality Management*, Vol. 28, No. 3, pp. 423-431.
- Kivela, J. and Crofts, C.J. (2005), "Gastronomy Tourism", *Journal of Culinary Science & Technology*, Vol. 4, No. 2-3, pp. 39-55.

- Kivela, J. and Crotts, C.J. (2006), "Tourism and Gastronomy: Gastronomy's Influence on How Tourists Experience a Destination", *Journal of Hospitality & Tourism Research*, Vol. 30, No. 3, pp. 354-377.
- Long, L. M. (2004), *Culinary Tourism*, University Press of Kentucky, Lexington, KY.
- Ministry of Agriculture of the Republic of Croatia (2020), *List of Croatian protected products at EU level*, Ministry of Agriculture and Directorate-General for Agriculture and Rural Development of the European Commission, Zagreb, viewed 15 February 2019, <https://poljoprivreda.gov.hr/istaknute-teme/hrana-111/oznake-kvalitete/zoi-zozp-zts-poljoprivrednih-i-prehrambenih-proizvoda/228>.
- Ministry of Culture of the Republic of Croatia (2020), *Intangible cultural heritage of the Republic of Croatia, List of protected cultural items*, Ministry of Culture, Zagreb, viewed 15 February 2019, <https://www.min-kulture.hr/default.aspx?id=21768>.
- Ministry of Tourism of the Republic of Croatia (2011), *Ordinance on establishing a special standard - Croatian indigenous cuisine*, Official Gazette 60/11, Zagreb, viewed 5 April 2019, https://narodne-novine.nn.hr/clanci/sluzbeni/2011_06_60_1332.html.
- Ministry of Tourism of the Republic of Croatia (2019), *Tourism in figures 2018*, viewed 15 February 2020, https://htz.hr/sites/default/files/2019-06/HTZ%20TUB%20HR_%202018_0.pdf.
- Quan, S. and Wang, N. (2004), "Towards a structural model of the tourist experience: An illustration from food experiences in tourism", *Tourism Management*, Vol. 25, No. 3, pp. 297-305.
- Simicevic, D. and Stetic, S. (2011), "Importance of Local Sales of Agricultural Production through the Creation of Specialized Gastro Tourism Products", *Economics of Agriculture*, Vol. 58, No. 1, pp. 255-264.
- Skryl, T. et al. (2018), "Culinary trends in the Republic of Croatia as part of Gastro tourism development", *European Research Studies Journal*, Vol. 21, No. 3, pp. 465-475.
- Suntikul, W. (2019), "Gastrodiplomacy in tourism", *Current Issues in Tourism*, Vol. 22, No. 9, pp. 1076-1094.
- Sušac, V. et al. (2016), "Communication Effectiveness of Tourism Slogans", *Horizons International Scientific Journal*, Vol. 20, pp. 289-304.
- The Croatian Chef Association (2008), *List of dishes of Croatian culinary heritage: work material*, HKS, Varaždin.
- UNESCO (2013), *Representative List of World Intangible Cultural Heritage of Humanity*, Mediterranean diet: in the Croatian Adriatic, its coast, islands and a part of its hinterland (No. 00884), viewed 5 April 2019, <https://ich.unesco.org/en/RL/mediterranean-diet-00884>.
- Varvazovska, P. et al. (2015), "Promoting regional foods as a factor for sustainable development", in Smutka, L. (Ed.), *24th International Scientific Conference on Agrarian Perspectives - Global Agribusiness and the Rural Economy*, Faculty of Economics and Management, Prague, pp. 495-501.
- Williams, H.A. et al. (2019), "Attributes of Memorable Gastro-Tourists' Experiences", *Journal of Hospitality and Tourism Research*, Vol. 43, No. 3, pp. 327-348.

Dani Bunja, PhD, Assistant Professor
University of Zadar
Department of Tourism and Communication Studies
Ul. dr. Franje Tuđmana 24i, 23000 Zadar, Croatia
Phone: +385 99 6210 007
E-mail: gianni@unizd.hr

Manuela Klapan, M.E., PhD Student
University of Rijeka, Faculty of Tourism and Hospitality Management
Vladana Desnice 18, 23000 Zadar, Croatia
Phone: +385 91 7830 741
E-mail: mbuskulic1993@gmail.com