

LITHUANIAN GASTRONOMIC TOURISM POTENTIAL: OPPORTUNITIES AND PERSPECTIVES

Danguolė Baltrūnaitė
Danutė Jakštienė
Jadvyga Voišnis

<https://doi.org//10.20867/thi.26.9>

Abstract

Purpose – the aim of this paper is to analyze the gastronomic tourism trends in the world and in Lithuania, to determine the opportunities and the potential of gastronomic tourism in Lithuania and to provide recommendations for its development.

Design – the theoretical part gives the understanding of gastronomic tourism in the world and its potential in Lithuania. The research gives an understanding of gastronomic tourism situation in Lithuania.

Methodology – the research was done using analysis of scientific literature, secondary data analysis method of analysis and synthesis, quantitative research. The quantitative method used in this paper is a survey conducted among the local travelers. The results of the research were statistically processed using the Excel.

Approach - gastronomic tourism is becoming an increasingly popular area of tourism, generating billions in revenue for businesses worldwide. According to the Global Report on Food Tourism, 79 percent travelers travel itinerary consists of a pre-analyzed calendar of gastronomic events and local cuisine, one in three travelers consider national cuisine to be a motivating travel choice and spends about 30 percent on food of total travel expenses.

Findings – in Lithuania, gastronomic travel is still a relatively new niche in tourism. In recent years, this area of tourism has attracted considerable interest from foreign tourists and local travelers, however, the Covid 19 pandemic halted travel. Due to the tense situation in Europe, Lithuania still does not receive a larger number of tourists from foreign countries. Hospitality businesses use variety of means to engage, attract, and encourage local people to travel. Gastronomic tourism is one of such measures, as Lithuania can offer travelers quality local food, interesting national dishes with deep traditions, various food festivals and events.

Originality of the research – the article analyzes results of research, discusses ways of attracting local tourists introducing more variety in gastronomic tourism. Practical implications are based on research findings and could be used by local travel agencies creating new gastronomic tourism products.

Keywords tourism; hospitality business; gastronomic tourism; gastro events.

INTRODUCTION

Gastronomic tourism could be a strong factor to a tourism destination (Su et.al. 2020). And as it is analyzed by Robinson, Getz and Dolnicar (2018), gastronomic tourism becomes major travel motivation as travelers might be attracted by a specific cuisine and gastronomic tourism is becoming a main aspect of memorable experiences for travelers (Cetin et.al., 2019). Gastronomic tourism is becoming an increasingly popular area of tourism, generating billions in revenue for businesses worldwide. Gastronomic tourism not only motivates travel but enriches travel with authentic and memorable experiences. Such trips give people new impressions and become part of cultural tourism: they present

regional traditions and customs and the stories of local people about traditional products and dishes. Gastronomic tourism is a part of modern tourism and directly contributes to the economic growth of countries. Tourists have a positive impact on the country's domestic economy by paying for services and products, thus increasing trade and income, creating new jobs, raising taxes, and stimulating tourism-related economic activity (Bunghez 2016). The market for food travel products is extremely large and diverse and there are many good opportunities for local food companies to enter the market. Possible food choices offer an authentic and meaningful experience for visiting tourists.

In Lithuania, gastronomic travel is still a relatively new niche in tourism. In recent years, this area of tourism has attracted considerable interest from foreign tourists and local travelers, however, the Covid 19 pandemic stopped the travels. Among the possible means to attract tourists Lithuanian hospitality business started using the new tool - gastronomic tourism.

The article analyzes the situation of local and inbound tourism in Lithuania in recent years, reviews the impact of the Covid 19 pandemic on tourism, examines the measures and methods used to promote gastronomic tourism in Lithuania. Analyzing the data of the quantitative research and the results, recommendations for the perspectives of gastronomic tourism in Lithuania are provided.

1. GASTRONOMIC TOURISM IN THE WORLD

Tourism has become an important part of the world economy. With the increasing pace of globalization, the purchasing power of the population, the rapid development of technology and the availability of information, the demand for tourism products and services is increasing. Tourism is becoming increasingly accessible to different user groups: the elderly, families with children, those traveling individually or in small groups, people with special needs, and those traveling with animals (Analysis of the Tourism Sector and Strategic Development Directions 2019).

The global Covid 19 pandemic has temporarily reduced the number of travelers and the importance of the tourism industry - the number of tourist arrivals in 2020 decreased by 74 percent compared to 2019 (2020: Worst Year in tourism history 2021). The desire to travel was limited but not diminished: many residents chose local tourism or traveled to the neighbor countries. As the threat of COVID 19 diminishes, it is important to assess the new circumstances and take into account the changing motivations and habits of users of tourism services. As indicated by Gursoy and Chi (2021) thus, figuring out what will make customers return is essential and this requires intensive research efforts. In many cases, personal motivation, the pursuit of different experiences and entertainment, and the desire to get involved in the activity itself become essential motivation to travel. Tourists changing expectations and needs and the fact that similar services are offered in many destinations have caused tourists to seek diversity (Akmese, Ates and Sunar 2019).

In the context of globalization, the tourism product offered by many countries is becoming more similar, losing its uniqueness, and more diverse types of tourism are being sought. This may become a new opportunity for the development of one type of tourism - gastronomic tourism, because food has become an essential inducement for

differentiating tourism destinations and making them attractive, and gastronomy tourism has become a market segment (World Tourism Organization and Basque Culinary Center 2021). Food experiences offer the chance to test and taste new products and learn more about food provenance and historic and contemporary production practices. (Bjork and Kauppinen-Raisanen 2019). As indicated by Fountain (2021), participation and interest in food tourism is growing globally. Gastronomic tourism has become more active, going beyond the mere tasting of food into a range of courses and experiences aimed at honing cooking and consumption skills (Richards 2011).

Gastronomy has always formed part of tourism, but the relationship between them has changed significantly over recent decades. In recent years, we have seen a phenomenon in which increasing interest in food has led the relationship between gastronomy and tourism to evolve towards new models, giving rise to a new tourism segment, that of gastronomic tourism (World Tourism Organization and Basque Culinary Center, 2021). The food of a particular country or even a place and the dishes produced here are becoming an important resource for the country's tourism, as tourists are happy to devote a significant part of their time and income to quality and exciting food (Baltrūnaitė and Belazarienė 2017) and facilitates socialization and communication sharing a meal, or a drink, provides the context to socialize and connect to family, friends and local communities, and all of this can be done in a way that is inclusive (Fountain 2021).

Gastronomic tourism together provides an opportunity for a city or locality to increase its visibility in strengthening a region's identity, sustaining cultural heritage, contesting fears of global food homogenization and facilitating the regeneration of an area's sociocultural fabric (Fountain 2021). Gastronomic tourism creates a kind of "culinary landscape" that reveals the local regional and cultural diversity and allows it to be presented as a competitive advantage in a globalized world (Razpotnik Viskovic and Komac, 2021). Gastronomic tourism is based on a concept of knowing and learning, eating, tasting and enjoying the gastronomic culture that is identified with a territory (World Tourism Organization and Basque Culinary Center 2021).

Gastronomic tourism is becoming important in the provision of tourism and hospitality services. According to Baltrūnaitė and Belazarienė (2017) hospitality can be demonstrated not only by the commonly accepted way of providing good accommodation services, quality food and drink, but also involving the guests into a deeper perception of the country or region traditions, customs, and culture (food culture among them). Traditional restaurants serve local food and beverages that have a long heritage and represent a region's gastronomic character and show that "traditional cuisine can be modernized through a combination of sociocultural-historical forces" (Lee, Pung, and Chiappa 2022). Food can provide a basis for tourism experiences developing the meal experience, linking culture and tourism.

Gastronomic tourism can be passive when tourists only taste local products and dishes or watch the chef preparing meals, this allows to meet the desire of authenticity expressed by tourists (Garibaldi and Pozzi 2016) and authentic experiences has been considered as one of the key trends in tourism (Le et.al. 2022). But this lacks innovation and high level of engagement (Garibaldi and Pozzi 2016). While the tourist is involved in the production process, he performs some of the functions himself and can taste the final

product at the end, then his experience is significantly greater. For example, it can be fishing (“from the lake to the plate”) and preparing the fish dish or cooking the fish soup on the campfire.

According to Nistoreanu, Nicodim and Diaconescu (2018) the culinary experience can involve visiting cooking schools and cookware stores, reading and collecting cookbooks, attending gastronomic tours, visiting guides of renowned chefs experts, consulting guides and menus, visiting wine cellars, distilleries, brasseries food producers, generally all culinary attractions. When organizing such events, it is necessary to appreciate that it is not an opportunity for a tourist to spend money, but to feel the culture of the country or region, and to have a good holiday with friends, co-workers, and family members. The shared meal can be full of symbolic meaning. What the host serves can reflect wealth, attitudes towards the environment and health or particular interests in cuisine derived from ethnicity, religion, study or travel (Getz, Robinson, Anderson, Vujicic 2014).

Gastronomic tourism provides an opportunity for the local food industry to get involved in the tourism business. These are primarily local producers of agricultural products, who can supply their products to suppliers of raw materials, simply to restaurants and cafes, thus shortening the food supply chain. Gastronomic tourism destinations contribute to the implementation of sustainable tourism by contributing to the development of rural areas, creating jobs, and promoting responsible production and consumption. (World Tourism Organization and Basque Culinary Center 2021). As Getz, Robinson., Anderson, Vujicic (2014) indicate, gastronomic tourism makes an influence on all businesses which cater for the food supply chain: agriculture, country’s vegetables industry, gardening, the fisheries industry, logistics, hospitality, and the hotel business.

Most popular gastronomic tourism products are, for example, unique and memorable dining experiences in local restaurants or at food trucks, farmers markets, agricultural fairs, food and beverage events and festivals, visits to wineries, breweries or distilleries, gastronomic and wine routes, cooking classes (World Food Travel Association 2016).

2. THE POTENTIAL OF LITHUANIAN GASTRONOMIC TOURISM

Gastronomic tourism in Lithuania is still a relatively new phenomenon in the tourism and hospitality industry. This is a subcategory of cultural tourism, which was developed in Lithuania only in 2003 (Resolution of the Government of the Republic of Lithuania 2003, www.lrs.lt). Great changes have taken place since then. Lithuania is a small country, but it has big potential for travelers - what to see and what to taste. According to Laužikas (2014), due to historical circumstances, the local food and nutrition culture has had a very interesting effect on other food and nutrition cultures and has formed a “unique cultural phenomenon - the tradition of Lithuanian culinary heritage”. The formation of Lithuanian cuisine was greatly influenced by the food culture of other countries the local cuisine of sedentary farmers merges with many international influences: from German, Polish, Italian, Tatar, Dutch or Greek (Laužikas 2014). Although today it is often believed that Lithuanians eat quite greasy, such an opinion is not based on traditions, these are only the realities of life in a specific period which still strongly influence our concept of nutritional culture (Imbrasienė 2008).

Lithuanian cuisine is famous for its natural products, old but newly applied cooking traditions, and the aesthetics of serving dishes. Traditional Lithuanian cuisine is not homogeneous: five ethnographic regions are distinguished in Lithuania: Suvalkija, Dzūkija, Aukštaitija, Žemaitija and Mažoji Lietuva (Pajūris), where in the past and now there are several unique dishes and various ways of preparing the same dish (Imbrasienė 2008). There are catering companies in each region that offer Lithuanian dishes that are unique to that region. A frequent food tourist today wants not only to taste traditional dishes, to hear stories about the production and cultivation of products, but also longs to come across new experiences and adventures. And this can really be achieved by traveling around Lithuania. Various gastronomic experiences are offered to tourists in all regions of Lithuania. Table 1 shows the gastronomic programs most often offered to tourists in individual regions of Lithuania and the typical dishes of that region.

Table 1: **Gastronomic tourism routes in Lithuania.**

Name of a route	Region	Product
The Beer Way	Biržai	Excursions to the beer breweries, tasting of the local Biržų beer, produced following the local traditions, with the regional dishes
The Milk Way	Telšiai, Plungė, Kupiškis	The route and educational workshops. Tasting the local cow and goat milk products: cheeses, yogurts, ice-cream.
The Daily Bread	Anykščiai	Educational programme for children and adults: a story of the traditional brown rye bread, baking and tasting of the bread, tasting of the local region dishes.
The Fish Way	Klaipėda, Šilutė	A tourist gastro - route; swimming along the Curonian Lagoon, the Nemunas delta, the Minija river, tasting of the local regional fish dishes
The Lithuanian Wine Trip	Anykščiai	History and traditions of the Lithuanian wine, visit to the Anykščiai winery with wine tasting.

Source: Baltrūnaitė and Belazarienė (2017). Food Tourism Development: The Assessment of Opportunities in Lithuania.

There are manors in every region of Lithuania, where restaurants offer dishes of Lithuanian nobles from the 16th to the 19th century. Some companies also seek to tell visitors about the origins or culinary interests of former landowners (Daraškevičius 2017). Such experiences await gastro tourists not only in the restored Lithuanian manors, but also in the restaurants located in the largest cities of the country. Gastronomic festivals and events are what attract the most gastro tourists. These events are especially abundant in Lithuania. They take place all year round, regardless of the season, and are organized in various Lithuanian cities and towns. The offer of gastronomic tourism services in Lithuania is expanding and does not lag behind the global one, because when traveling around Lithuania, restaurants offer both historical and traditional and modern cuisine, visiting local farmers, participating in gastronomic festivals, various tastings and educations (www.vmgonline.lt). Different organizations make a lot of efforts to attract foreign tourists to Lithuania, and also encourage local residents to travel in various ways.

Despite the efforts of many organizations to increase Lithuania’s awareness, gastro travels in Lithuania is not yet very popular, especially among local travelers. According to a survey conducted in 2021 on behalf of the institution “Travel in Lithuania”, 53 percent of foreign tourists have been motivated and highly motivated to visit Lithuania by the testing of food and beverages (Tourism sector development study 2022). Meanwhile, the results of a survey of local travelers showed that the opportunity to taste traditional regional cuisine or to try new flavors was cited as “a very important and important motive” by only 41 percent of respondents. The supply of cafes and restaurants was important for 37 percent of local tourists, but this need is not met and is underestimated (/ www.lithuania.travel). Thus, gastronomic tourism is still not an important travel motive, especially for local tourists.

3. METHODOLOGY

According to the data of the Lithuanian Department of Statistics, the flow of foreign tourists in Lithuania before the pandemic in 2019 increased, but locals also traveled inside their country in similar numbers as the foreigners. The biggest number of arrivals were tourists from neighboring countries. However, with the influence of the global pandemic, the situation in the tourism industry has changed significantly. Already at the end of 2019, flights were stopped in many countries, which resulted in a decrease in the number of people traveling and a deterioration in the performance of hospitality companies. (Baltrūnaitė, Jakštienė and Voišnis 2021). Human travel has contributed to this public health crisis. Travel restrictions imposed to stop the spread of the virus have had a devastating effect on the entire tourism industry worldwide.

Table 2: **Domestic and international tourism in Lithuania.**

Type of tourism	Arrivals			Percentage change of tourists arrivals		
	2019	2020	2021	19/20	19/21	20/21
	Total			+/- %		
Domestic	266 654	158 196	283 173	-40,7	6,2	79,0
Neighbour	483 431	119 283	119 283	-75,4	-75,3	0,1
Other European	460 338	91 597	137 324	-80,1	-70,2	49,9
Non Europe	146 344	21 815	35 239	-85,1	-75,9	61,5

Source: <https://osp.stat.gov.lt/>

In a very short time this virus changed people’s life: many countries have been in a lockdown, which lead to closed restaurants, shopping places, public events and all tourism overall. One of the most effective ways of avoiding virus was staying at home with no physical contact which lead to negative influence to individual’s mental health (WHO 2020).

But in 2021, compared to 2020, the number of domestic trips increased significantly and increased by as much as 79 percent. compared to 2020 (Table 2). Meanwhile, the number of tourists from neighboring countries - such as: Latvia, Estonia, Poland, Russia, Belarus and Ukraine - has significantly decreased.

Thus, a decision was to prepare survey for locals – as they have been the main travelers in Lithuania in 2020 and 2021.

A quantitative research method (a survey) was used to carry out the research of the situation of gastronomic tourism in Lithuania and needs for local travelers. The article authors compiled a structured questionnaire for the survey. Questions from 1 to 4 are designed to find out the local traveler's profile. Next block of questions from 5 to 10 are designed to provide empirical data on local travelers needs and understanding about gastronomic tourism, questions 11 to 13 are used to determine travelers' characteristics. In the survey have participated 168 local tourists. Data have been collected through questionnaire. Profile of the respondents were people from 18 to 65 years, mostly 35-55 years old, active travelers, travelling inside country one and more times per year (81.8 percent). The research was conducted in accordance with the ethical requirements of respondents. Results were analyzed with Excel.

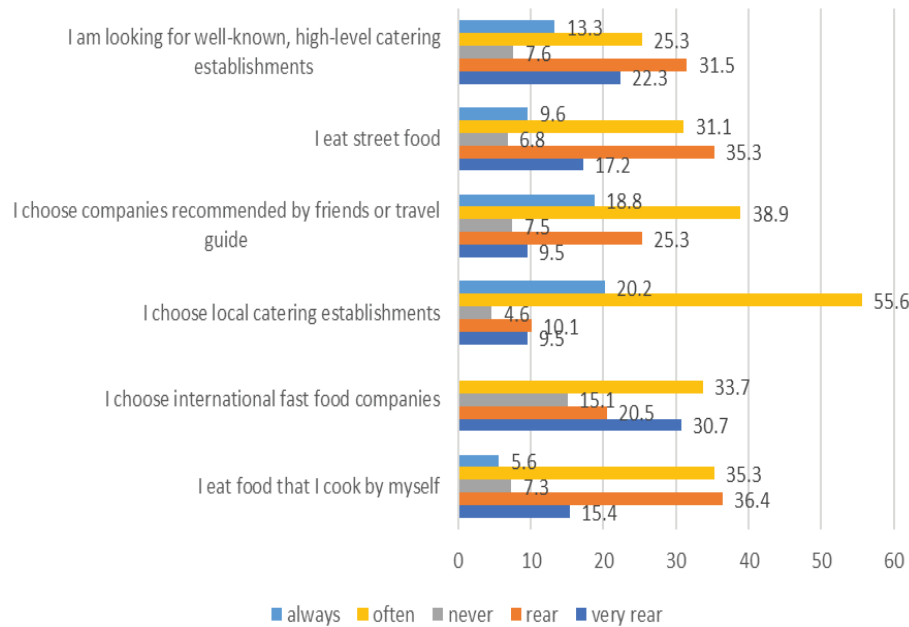
4. THE RESULTS OF EMPIRICAL SURVEY

When reviewing the results of the study, first it was important to understand the profile of the respondents – local travelers. Most of the respondents were women (80.6 percent), and men (15.3 percent). By age most of the respondents were between 30 and 55 years old. One more really important aspect was that locals inside the country like to travel with their family members (62.5 percent) and friends (25 percent). It is important to emphasize that most of the respondents are active travelers - 68.8 percent travel across Lithuania several times a year, 13 percent travel at least once a year.

Gastronomic tourism not only motivates to travel but enriches travel with authentic and memorable experiences. Such trips give people new impressions and become part of the cultural tourism: they give opportunity to experience regional traditions and customs and the stories of local people about traditional products and dishes. It means that travelling anywhere tourists will choose some place where to eat. And in Lithuania like in many other countries the traveler can find the wide range of different catering services – starting from fast food companies up to high level restaurants.

As the main aim of research was to analyze the potential of gastronomic tourism in Lithuania, it was important to explore the peculiarities of Lithuanian travelers' choice of catering companies. Analysis of this aspect show that local travelers have different opinions (see Graph 1). In order to determine which catering companies, when traveling in Lithuania, the respondents are most interested in, the respondents were asked to answer more than one answer option. Respondents had to mention if they like to eat at home, do they eat at local companies or do enjoy experiencing different and novel foods, and intend to gain in-depth knowledge about the local and regional cuisine.

Graph 1. Catering choice travelling in Lithuania.

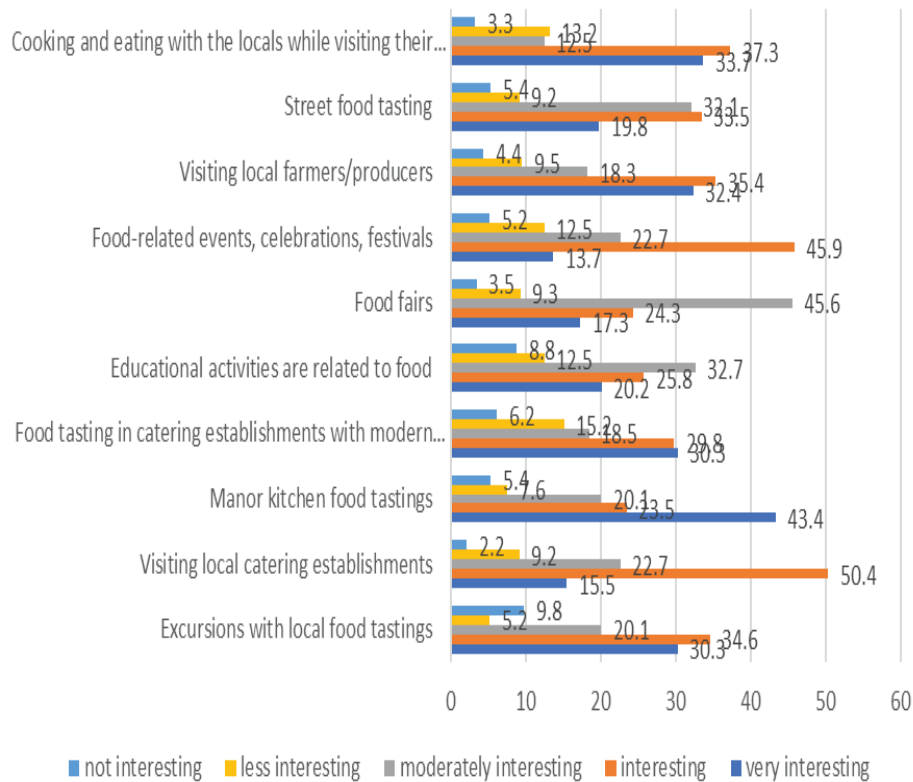


After analyzing the answers, we present the main results about the food choices during the trip. We see that 75.8 percent of the respondents completely agree with the statement that they choose local catering companies during their trip. Meanwhile, 4.6 percent of the local travelers do not choose local caterers at all. Another important point was that 33.7 percent of the travelers like to visit fast food restaurants. Most interesting was that local travelers do like to cook by themselves (40.9 percent) and never do it only 7.3 percent. And 53.8 percent of the travelers along the country do not look for high level catering establishments.

Gastronomic tourism includes unique experiences and activities related to food and drinks. This type of tourism has emerged as a result of globalization's increased interest in food and different tourists' attitudes towards eating while travelling. One of the most popular gastronomic tourism activities is visiting local catering places, local markets, gastro festivals, cooking classes, food fairs and exhibitions, eating at local restaurants, eating with locals' residents, street food tasting, gastronomic tours. Tasting local gastronomy products is a trend of modern tourism, for thousands consumer-friendly way of spending leisure time and one of the main motives of many tourists. They want to see how regional food products are grown, harvested, transported, and processed, to taste the local home-made dishes and at the same time interact with the local residents, they are looking for authentic dishes made from organically grown local ingredients.

The next question given to respondents is deeply connected to tourists experiences and was about gastronomic tourism services which are most interesting to local travelers (see Graph 2).

Graph 2. Interest of catering services.



Analyzing the results of the study, it was found that more than half of the respondents, while traveling in Lithuania, would like to participate in many different gastronomic tourism attractions: visiting local catering establishments (65.9 percent), to attend different food events and festivals (59.6 percent), cooking and eating with locals (71 percent) and during travelling like to take a part in excursions with local food tasting (64.9 percent). However, more than a half of the respondents are not interested in educational activities related to food.

Research data shows that, when traveling in Lithuania, respondents like to use many different activities connected to local kitchen, they appreciate the possible different choices.

Summarizing the results of the research, it was found that diversity of gastronomic tourism services in Lithuania is insufficient, and the respondents are suggesting the following services for development: healthy sweets, more educational programs for adults and to develop gastronomic tourism activities not only in the big cities but also in small villages. The results of the questionnaire revealed that Lithuanians feel the need for gastronomic tourism products but hear too little about them in various marketing media. The most attractive trips for consumers should include gastronomic tours or excursions. In Lithuania, the potential of gastronomy tourism is underused: there are almost no trips focused on gastronomy, and activities related to food or beverages are mostly used only as an integral part of travels.

CONCLUSION

Nowadays, it is hard to imagine living without traveling, it is becoming one of the humans' desires that needs to be met. However, due to globalization, different countries are becoming more similar to each other and starting to lose their uniqueness, so tourists are getting bored and look for something special and not usual to them. Because of the changing travelers' needs, gastronomy or activities, which are related to it, more often become the destination of the trip. At this time, gastronomic tourism is considered to be the branch of tourism, which is growing the fastest in the world. Gastronomic tourism is becoming an important part of the tourism industry because food has become an essential inducement for differentiating tourism destinations and making them attractive. It becomes attractive, because it includes not only food tasting, but also various gastro events, tours and experiences designed to improve cooking and consumption skills. Gastronomic tourism together provides an opportunity for a city or some local place to increase its visibility in strengthening region's identity, sustaining its cultural heritage.

Gastronomic tourism in Lithuania is still a relatively new phenomenon, but it is also becoming more popular. Lithuanian cuisine is famous for its natural products and original way of preparing food, old but newly applied cooking traditions, and the aesthetics of serving dishes. Various gastronomic experiences, gastro tourism routes and festivals are offered to tourists in many regions of Lithuania. Lithuania is experiencing a renaissance of manors, associated with the revival of manor cuisine: historical recipes are being restored, the origins of culinary traditions are being sought.

The results of survey showed that number of domestic trips in 2021 increased significantly by 79 percent compared to 2020. Gastronomic tourism not only motivates to travel but enriches traveling with authentic and memorable experiences. The survey showed that 75.8 percent of respondents completely agree with the statement that they choose local catering companies during their trip in Lithuania, but some of them prefer foreign fast-food companies (33.7 percent). More than half of the respondents, while traveling in Lithuania, would like to participate in many different gastronomic tourism attractions: visiting local catering establishments (65.9 percent), to attend different gastro events and festivals (59.6 percent), cooking and eating with locals (71 percent). Lithuanian residents tend to travel and use local tourism services. One of the main hobbies of local travelers is to taste and discover the new flavors. There is a lack of the information for the local tourists about the gastronomic tourism events, gastro festivals. According to the respondents the network of the catering companies in tourist areas of Lithuania is not sufficiently expanded. Cooking and eating together with the local population is offered to spread the awareness of the dishes of the ethno-regions. The results obtained during the comparative market analysis revealed that currently the potential of gastronomic tourism in Lithuania is mostly not discovered.

LIMITATIONS AND FUTURE RESEARCH

The research is focused on the opinion of domestic tourists, and it is relatively limited as it is assessed by a small number of travelers interested in gastronomic experiences. However, domestic tourism was the main part of the Lithuanian tourism sector in 2020-2021.

The research could be expanded and directed not only to the needs and expectations of domestic tourists but also to foreign tourists. The results of such a study could be used by local catering establishments, organizers of gastronomic events and other catering service providers.

REFERENCES

- Analysis of the tourism sector and strategic development directions (2019), *Galimybų studija*, viewed 15 May 2022, <https://eimin.lrv.lt/uploads/eimin/documents/files/Turizmo%20sektorius%20analiz%C4%97%20bei%20strategin%C4%97s%20pl%C4%97tros%20kryptys.pdf>
- Akmese, K., Ateş, A. and Sunar, H. (2019), "Gastronomy and tourism trends", in Akmese, K.A. (Ed.), *Main Themes in Tourism*, Iksad, Turkey, pp. 53-54.
- Baltrūnaitė, D. and Belazarienė, D. (2017). "Food tourism development: The assessment of opportunities in Lithuania", in G. Brazdauskaitė (Ed.), *Proceedings of the International Business Conference 2017: Creativity, Innovation and Entrepreneurship*, pp. 187–200.
- Baltrūnaitė, D., Jakštienė, D., Voišnis, J. (2021), "COVID-19 pandemic challenges in the hospitality business", *Įžvalgos*, Vol.1, pp. 8-17.
- Bjork, P., Kauppinen-Raisanen, H. (2019), "Destination foodscape: A stage for travelers' food experience", *Tourism Management*, Vol. 71, pp. 466-475.
- Bunghuez, C. L. (2016), "The Importance of Tourism to a Destination's Economy", *Journal of Eastern Europe Research in Business & Economics* <http://www.ibimapublishing.com/journals/JEERBE/jeerbe.html> Vol. 2016, Article ID 143495, 9 pages DOI: 10.5171/2016.143495
- Cetin, G., Okumus, B. and Alrawadieh, Z. (2019), "The role of local gastronomy in destination marketing", in: *Consumption and Marketing in Tourism within a Cross-Cultural Context* Correia A, Fyal A, Kozak M, Editor, Goodfellow Independent Publishers Group, Oxford, pp.195-209.
- Daraškevičius, M., *Sugrįžę dvarai*, viewed 21 May, 2022, <http://skonis.lt/sugrize-dvarai/>
- Garibaldi, R., Pozzi, A., and Viani, B. (2016), *Food, art and tourism as a boost for Innovation: successful experiences from Italy*, Canterbury, United Kingdom.
- Getz, D., Robinson, R., Anderson, T., Vujicic, S. (2014), *Foodies & Food tourism*. Oxfordshire, UK: Goodfellow Publishers Ltd.
- Fountain, J. (2021). "The future of food tourism in a post-COVID-19 world: insights from New Zealand", *Journal of Tourism Futures*. 2021 ISSN: 2055-5911, Open Access. Article publication date: 15 July 2021
- Gastrotourism in Lithuania, n.d., viewed 15 May, 2022, <https://www.vmgonline.lt/receptai/gastronominis-turizmas-lietuvoje-%C5%A1altibar%C5%A1%C4%8Diai-tokie-ypatingi-kad-juos-garbina-netitalai>
- Gursoy, D. and Chi, C. (2020), "Effects of COVID-19 pandemic on hospitality industry: review of the current situations and a research agenda", *Journal of Hospitality Marketing & Management*, <https://www.tandfonline.com/doi/full/10.1080/19368623.2020.1788231>
- Imbrasienė, B., (2008), *Lietuvių kulinarijos paveldas*. Baltos lankos, Vilnius.
- Laužikas, R., (2014), *Istorinė Lietuvos virtuvė*. Briedis, Vilnius.
- Lee, C., Mei Pung, J., del Chiappa, G. (2022), "Exploring the nexus of tradition, modernity, and innovation in restaurant SMEs", *International Journal of Hospitality Management*, Vol. 100. pp. 1-10.
- Le, T. H., Arcodia, Ch, Abreu Novais, M., Kralj, A. (2022) "How consumers perceive authenticity in restaurants: A study of online reviews", *International Journal of Hospitality Management*, Vol. 10 pp. 1-11.
- Lithuanian department of statistics (n.d.), *International and domestic arrivals*, viewed 22 June, 2022, <https://osp.stat.gov.lt/lt/statistiniu-rodikliu-analize?hash=dfca1cf6-945f-4d51-a485-668d384e88c4>
- Nistoreanu, B.G., Nicodim, L., and Diaconescu, D., M. (2018). "Gastronomic tourism-stages and evolution", *Proceedings of the International Conference on Business Excellence*, Sciendo .Vol. 12, issue 1., pp. 711-717, <https://sciendo.com/article/10.2478/picbe-2018-0063>
- Razpotnik Viskovic N., Komac, B. (2021), "Gastronomy tourism: A Brief Introduction", *Gastronomy, territory and tourism*. Vol. 61, No.1 (2021) with special issue. <https://ojs.zrc-sazu.si/ags/article/view/10258>
- Resolution of the Government of the Republic of Lithuania, *Dėl nacionalinės turizmo plėtros 2003-2006 metų programos patvirtinimo*, 2003 metų gruodžio 18 d. Nr. 1637. Viewed, June 26, 2022, <https://e-seimas.lrs.lt/portal/legalAct/lt/TAD/TAIS.224029/asr>
- Richards, G. (2011), "Creativity and Tourism: the State of the Art", *Annals of Tourism Research*, Vol. 38, pp. 1225-1253 <https://doi.org/10.1016/j.annals.2011.07.008>

- Robinson, R.N., Getz, D. and Dolnicar, S. (2018), "Food tourism subsegments: a data-driven analysis", *International Journal of Tourism Research*, Vol. 20 No. 3, pp. 367-377 <https://doi.org/10.1002/jtr.2188>
- Su, D.N., Johnson, L.W. and O'Mahony, B. (2020), "Analysis of push and pull factors in food travel motivation", *Current Issues in Tourism*, Vol. 23 No. 5, pp. 572-586 <https://doi.org/10.1080/13683500.2018.1553152>
- Tourism sector development study (2022), *Keliauk Lietuvoje*. viewed 21 June 2022 https://lithuania.travel/uploads/ataskaitos/Turizmo_sektorius_pl%C4%97tros_tyrimas.pdf
- World Food Travel Association. (n. d.), *What is food tourism?* viewed 3 June, 2022, <https://worldfoodtravel.org/what-is-food-tourism/>
- World Health Organization (WHO) (2020). *Mental health and psychosocial considerations during the COVID-19 outbreak*, viewed 4 June, 2022, <https://www.who.int/docs/default-source/coronaviruse/mental-health-considerations.pdf>
- World Tourism Organization UNWTO (2012), *Global Report on Food Tourism*, <https://www.e-unwto.org/doi/epdf/10.18111/9789284414819>
- World Tourism Organization and Basque Culinary Center (2021)., *Guidelines for the Development of Gastronomy Tourism*, <https://www.e-unwto.org/doi/epdf/10.18111/9789284420957>
- 2020: Worst Year in tourism history with 1 billion fewer international arrivals (2021) UNWTO. <https://www.unwto.org/news/2020-worst-year-in-tourism-history-with-1-billion-fewer-international-arrivals>

Danguolė Baltrušaitė, Lecturer

Vilniaus kolegija / University of Applied Sciences, Faculty of Business Management
Tourism Management Department
Didlaukio 49, 08303 Vilnius, Lithuania
Phone: +370 607 96324
E-mail: d.baltrunaite@vvf.viko.lt

Danutė Jakštienė, Lecturer

Vilniaus kolegija / University of Applied Sciences, Faculty of Business Management
Tourism Management Department
Didlaukio 49, 08303 Vilnius, Lithuania
Phone: +370 673 00763
E-mail: d.jakstiene@vvf.viko.lt

Jadvyga Voišnis, Lecturer

Vilniaus kolegija / University of Applied Sciences, Faculty of Business Management
Tourism Management Department
Didlaukio 49, 08303 Vilnius, Lithuania
Phone : +370 615 29780
E-mail : j.voisnis@vvf.viko.lt