

## Study of Gastronomic Tourism in the Context of Marketing in the Classroom in Business Russian

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### Abstract

Our article will focus on gastronomic tourism. Gastronomic tourism is not only an opportunity to try new interesting dishes. It is closely related to business and appeared at the end of the twentieth century, becoming much more successful already in the twenty-first, to the present day. But this is not only a business, but there is also an opportunity to try new and interesting dishes, visit factories, wineries, and farms. Watching the production and even taking part in it will be interesting not only for gourmets but also for all tourists.

Everyone knows that the main attraction of Georgia is the national cuisine. Georgia has regional differences in local cuisine, unique dishes, and technologies for their preparation. All interested tourists are offered an appetizing Gastronomic Tour.

Gastronomic tourism is a local universal phenomenon that: creates unique marketing opportunities for a destination by being a strategic element in branding.

**Keywords:** Georgia, gastronomic tourism, marketing, national cuisine, tourism

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## Introduction

Each country has regional differences in the local cuisine, its own unique set of dishes, and its preparation technology. We would like to say that in Georgia, each region has its own set of dishes, which differs in the technology of preparation. In the 21st century, gastronomic tourism began to develop in our country, where all attention is focused on the culinary traditions of Georgia. To restore internal and external tourism, the European Bank for Reconstruction and Development is launching a new support program in Georgia. Its goal is to give a new development to gastronomic tours around the country.

Everyone knows that Georgia is rich insights. Near the famous ancient churches and monasteries, there are hotel complexes with various cafes and restaurants offering an abundance of Georgian national dishes.

In recent years, the popularity of Georgian cuisine has grown in many major cities around the world. The number of Georgian restaurants abroad is increasing. According to the newspaper "Rezonansi", their share in the restaurant business in other countries is 8-9%, and by 2017, this figure may increase to 12%. The popularity of Georgian cuisine is associated with the development of the tourism sector. A Georgian restaurant can be found in Brooklyn, Manhattan, Paris, New Jersey, Beijing, and other famous cities in the world, where many of our compatriots live (Georgia Online, 2016).

## Gastronomy and Agritourism

Georgia topped the list of countries in the category "Gastronomic and Agritourism", according to the online version of National Geographic Traveler. The list of leading countries in different nominations was compiled based on the results of online voting on the site. Georgia as an ideal country for gastronomic and agritourism was named by 36% of users. According to the analytical agency, TurStat, Georgia in 2017 was in first place among the most popular destinations for gastronomic tourism. Italy took second place with 26%, the third - Belarus with 13% (n.d., 2017).

The emergence and development of gastronomic tourism around the world in recent years have been facilitated by many factors, such as:

- The growing popularity of television cooking programs and shows around the world;
- The acquisition of world fame by the chefs of the

best restaurants, in the wake of the emergence of fashion in the restaurant business: visiting a fashionable restaurant is maintaining the image and status in society;

- Accessibility, familiarity and routine of visiting restaurants for a part of the population, experienced in matters of nutrition, thus, you can add novelty to it only by trying something really original;

- Concern of the population with the problems of environmental friendliness and quality of food;

- An increase in the cost of food and recreation because of growing incomes of the population;

- The growing popularity of a healthy lifestyle;

- Awareness by food production enterprises and tourism organizations of the enormous potential and profitability of culinary tourism in the world (Voklova, Miropolskii, Mumrikova, (2006, p. 20).

As we know, the National Tourism Administration of the Ministry of Economy and Sustainable Development of Georgia, together with the Gastronomic Association and the Gastronomic Tourism Business Association, conducts gastronomic tours in the regions of Georgia. The project aims to create and popularize the gastronomic routes of Georgian regional cuisine, the presentation of intangible cultural values, the stimulation of domestic tourism, and the promotion of agriculture. The wine industry is very developed in Georgia. Wineries and cellars are located throughout Georgia. But most of them are located in the Kakheti region - the birthplace of Georgian winemaking. Kakhetian wineries are the most famous and most visited (Delicatours.ge, 2021).

Travel agencies of Georgia work closely with them. The organizers of these agencies offer tourists various tours along well-known tourist routes. Tourists are shown wine cellars, where they are treated with different varieties of Georgian wines (for example, red wines: Khvanchkara, Kindzmarauli, Saperavi, Mukuzani, and others; white wines: Tsinandali, Chkhaveri, Rkatsiteli, Vazisubani, and others). There they are also handed out memorable gifts and booklets. Such a marketing move helps in business development. Along with this, tourists can not only taste real Georgian wine but also look at the technology of wine production. Besides, Georgian brandy and chacha are very popular. It should be noted that with great success Georgian wines are exported to different countries of the world, enjoying great popularity. Usually, in one tour, they try to combine visits to farms, kitchens, pastry shops, and vineyards with cooking

lessons and tastings.

Despite the difficult epidemiological situation in the country, the land borders have not yet opened, as there are already many visitors from the CIS countries and neighboring countries.

One of the important facts is that during the COVID-19 pandemic, Georgia can offer tourists and everyone a wide range of attractions and outdoor activities, observing all existing regulations (n.d., 2020)

Gourmet tourists can be acquainted with the most exquisite Georgian dishes. As for traditional Georgian dishes, it begins with bread - puri, shotis puri, which is baked in special ovens. In addition, Georgian cuisine is famous for its abundance of cheeses: sulguni, guda cheese, Imeretian cheese, chechili, tenili, kuruti.

All over the world, Georgian dry spices are quite popular, for example, utskho suneli, hop suneli, Imeretian saffron (zaprana), and Svan salt.

The main dishes that you cannot leave Georgia without trying are khinkali, chanakhi, satsivi, phali, lobio, and others.

Baking is also popular in Georgia. It is worth noting that the top of the most popular dishes in the world includes Adjarian khachapuri, in the form of a boat with cheese and eggs. Imeretian, Megrelian khachapuri, and achma are no less popular. The most famous minced meat pie is considered to be kubdari (Svaneti region).

From desserts, tourists can be offered churchkhela, pelamushi, gozinaki. Moreover, for those who prefer drinks without alcohol, there is a wide selection of mineral waters in Georgia - Borjomi, Bakuriani, Likani, Sairme, Nabeghlavi, Kokotauri (Adjara), as well as local lemonades - Natakhtari, Lagidze, Zedazeni.

## **Conclusion**

In addition, in Tbilisi and throughout the country, gastronomic tours include masterclasses, cheese tastings, and lunches with Georgian families. These can be excursions for one or several days. Thanks to this tour, tourists are acquainted with the secrets of cooking the dishes they like.

We believe that in our textbook "Business Russian", in the chapter on tourism, the use of topics about gastronomic tourism will be very relevant. This may interest business students in choosing a profession in this type of tourism.

Thus, expanding space and blurring boundaries, this type of tourism is an integrating element in the communication of people of different cultures, nationalities, and religions. Its main function is to enhance the country's image. The article contains examples of gastronomic tourism in Georgia, where we tried to characterize its current state and identify development prospects.

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