

# Gastronomy heritage as a source of development for gastronomy tourism and as a means of increasing Slovenia's tourism visibility

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## Abstract

Since gaining its independence in 1991, the Republic of Slovenia has seen greatly increased interest in cultural heritage and the identity of cities and especially villages. Almost every village sees its future in the development of tourism based on local heritage and identity, in a variety of ethnographic, ethnological, folklore, and cultural events and festivals. Local gastronomy specialties are becoming an integral part of tourism. But Slovenia's history is seasoned with a romantic, nostalgic and uncritical attitude to our cultural heritage. It is presented as an idyllic memory of the beautiful and unforgettable lives of our predecessors. A significant improvement in quality took place in the period after Slovenia joined the EU (2004), as international tourists started to view Slovenia as a forgotten, hidden jewel of Europe, or rather as cultural Europe in miniature. Our rich and diversified heritage in gastronomy and wine-making, in modern form, are becoming an increasingly important medium of international tourism visibility. The proliferation of innovative culinary and wine festivals represents the fastest growing trend in heritage tourism. Slovenia is the meeting point of the Alps, the Mediterranean and the Pannonian Plain. This is clearly mirrored in the country's gastronomy and in the Gastronomic Strategy of Slovenia (2006) listing 24 gastronomic regions of Slovenia with 140 representative dishes. Such a gastronomic platform influences the content of food and wine events and festivals, and contributes to the international gastronomy and tourism visibility of the country.

Key words: cultural heritage, gastronomy heritage, gastronomy culture, food events, wine events, festivals, gastronomy tourism, heritage tourism

## 1 Introduction: At the crossroad of European cultures

In gastronomia veritas?

Even the ancient Romans were aware of the saying “we are what we eat.” Tell me what you eat and I will tell you what you are like, who your neighbours and friends are, what your habits are like (Bogataj, 1992, 178). More and more we are what we eat, not just in the physical sense, but also because we identify ourselves with certain types of cuisine we encounter on holidays (Richards, 2002, 3). This thought confirms the fact that at a time of globalisation and cultural uniformity, the heritage of gastronomy and modern gastronomy creativity are the vital co-creators of national identity, together with regional and local specialities. As such, they are perceived as strategic “spices” seasoning tourism development, in particular gastronomy, heritage and cultural tourism, in spite of the fact that, according to Cameron, heritage is an unnatural phenomenon that derives from the past and represents a fairly recent stock of culture (Cameron, 2010, 203).

Gastronomy is not only extremely difficult to define, but like culture, the term has become more heavily laden over time (Richards, 2002, 3). The word “gastronomy” denotes culinary heritage as well as modern culinary creativity, wine heritage, and present wine creativity. It may be perceived as a cross-section, or meeting point, of culinary art and oenology, or even of food and wine (drinks), or beverages in general. Oenogastronomy is perceived as part of gastronomy and in the relationship between wine culture and nutrition culture it puts emphasis on wine. Gastronomy may also be perceived as the art of cooking (Verbinc, 1979, 232), or rather as the art of selecting, preparing, serving and enjoying fine food (Encyclopaedia Britannica, 2000) and drinks. The area of gastronomy is interdisciplinary and, as such, is the subject of basic and applicative research in various scientific disciplines, together with practical knowledge and skills. In order to foster the research of food and drink festivals, special methods have been developed (Lyons, 2008).

It seems necessary to point out the differentiation between food tourism and wine tourism. Food tourism

is defined as visitation to primary and secondary food producers, food festivals, restaurants, and specific locations for which food tasting and/or experiencing the attributes of specialist food production regions are the primary motivating factors for travel (Hall, Mitchell, in: Hall, Sharples, 2008, 5). Wine tourism is a subset of food tourism defined as visitation to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of grape wine regions are the prime motivating factors for visitors (Hall in: Hall, Sharples, 2008, 5).

From a tourism point of view, gastronomy may be considered as an inseparable culturological and biological component, since food and drink are not only essential human needs, including tourist needs, but represent also the motive for gastronomy-motivated travels. The process of generating gastronomy perfumes in tourism depends on the essence of the tourism experience, social and financial status, education and age, as well as on the conscious decision as to what type of tourist, provider or consumer, we aim to be.

Our everyday way of life and habits of celebration confirm the well-known fact that in terms of taste we tend to be most conservative. The soup my mother or even my grandmother prepared may still set the standard for the home-made Sunday meal beef stock. All other soups are mere failed attempts that are of worse taste, no matter how good they actually taste. Homemade food evaluation, in general not professionally acceptable, may be carried out solely in the home environment and as such is subjective and stereotyped. In other words, there are as many homemade beef stocks as there are families.

Leaving the premises of the home kitchen we find ourselves at the level of local culture, and gastronomy culture becomes the micro definition of the former. It seems to be an extract with a local community soul and a mirror to its micro cosmos. Understanding local food and beverages enables us to understand the very soul of the nation, as the 19th century Romantics and the 21st century Neo-romantics would put it. Through an intimate relationship with ingredients, preparation and consummation of food, the soul of the nation reveals

itself, and this we would like to capture and offer to a modern tourist. Anthropo-geographers remind us of the environmental and natural influences on human characteristics, and even more on gastronomy. When attempting to understand the taste of air-cured ham from Karst, we encounter also the local wine "Teran", the cultural heritage and natural attractions of Karst, and also the specific way of life and the culture of the inhabitants ("Krašovci"). Planning the whole gastronomy experience in tourism leads us to interdisciplinary and holistic research. A more holistic approach to studying tourism and gastronomy can take different epistemological positions and disciplinary perspectives into account (Hjalager, Richards, 2002, 233). The strength and meaning of a holistic understanding of gastronomy in tourism do not focus solely on the ingredients offered on the plate and in the glass, but also on rational and emotional pleasures and the whole experience of the ambience, nature and people. This means gastronomy culture in the broadest sense of the word "culture".

"We used to eat in order to live, today we live to eat" the gourmets may think, considering the aforementioned culture one of the priorities of their lives. The resulting question may be how this gastronomy dogma, in the positive meaning of the word, may be transferred to the field of tourism. In the typology of added value, in gastronomy there are four stages of expected tourist behaviour: 1 – enjoy the food, 2 – understand the food, 3 – experience the food, 4 – exchange knowledge about the food (Hjalager, 2002, 33). First we have to get acquainted with the heritage, and then we frequently have to understand and accept it. Only after we have done this may we continue by exploring the creativity of new culinary treasures (Bogataj 1992, 178). This may lead us to the discovery of gastronomy perfumes that are not only smelled, but also tasted.

Gastronomy perfumes as a metaphor build sensual interactive relationships among colour, smell, taste and image. In this way, gastronomy experience is created. At a time of globalisation such wine and culinary perfumes bring us to regional cultures and local specialities. The authentic, as the antipode to the universal, proves the importance of the inclusion of the

heritage of gastronomy in contemporary gastronomy creativity and culture. In this way we leave the universal and massive and enter the domain of the traditional and boutique. Aggressive, uniform and standardised fast food globalism encourages us to intensify research into local and regional gastronomy specialities and promote their inclusion in heritage and any other type of tourism (Bogataj, 2008, 9).

As perfume is traditionally kept in small bottles, Slovenia as a country is geographically small, but by no means culturologically poor. The more the world becomes globalised, the more the interest in local cultures increases, in the opinion of global megatrend futurists (Naisbitt, Aburdene, 1990). Cultural and natural diversity result in gastronomy diversity, perceived as an opportunity for international acknowledgement and enhanced visibility for the country.

Lying between the Alps, the Mediterranean and the Pannonian Plain, and embracing all the beauties of the Old Continent, Slovenia has recognisable geographical and ethnological regions and food cultures (Lysaght, 2002, 13). Its status as a crossroads, or better, a meeting point of European cultural, economic and political paths may be attributed to the uniqueness of Slovene gastronomy heritage. Bogataj sees proof of this in the wide range of dishes of the predominantly rural population throughout history, their habits and traditions, all types of economic endeavours, interpersonal relationships, and creativity. The same goes for the urban population, town inhabitants, counts, miners in mining areas, those behind the monastery walls, and everywhere else. The author also points out that dishes were not merely imitations of foreign recipes, but also contributions to those environments, adaptations, and tests to determine whether they may fit their own cultures and ways of life (Lebe et al., 2006, 10).

The second phenomenon is not connected to personal or family experience. At the regional and national level we may speak of outstanding creativity in the field of gastronomy, whether in the variations in the preparation of authentic local dishes, or in the acceptance of "world cuisine" and dishes in the local environment, as

in the case of pizza (Gomzi Praprotnik, 2007, 138–140) or traditional “burek” (traditional pie with various fillings) (Stojanovic, 2007, 192–196).

## 2 Methodology and methods

Culinary heritage and culture in Slovenian tourism is a relatively new area of interest for researchers. This is reflected in the lack of scientific articles in the field of gastronomy tourism. Numerous studies are divided among specific topics or segments of gastronomy heritage and culture at the local, regional and national level. Therefore, the need for a comprehensive scientific article focused on the past and the future of gastronomy tourism is more than evident. The basic research questions are related to the analysis of the interactions between gastronomy and tourism and to policies and strategies for culinary heritage and culture based gastronomy tourism. To understand the opportunities in the field of gastronomy tourism, we have to understand its heritage and cultural context, our gastronomy identity, as well as contemporary trends in gastronomy and gastronomy tourism.

The methodological approach in the present article is based on the methodology of ethnology and heritology and on the theory of gastronomy tourism, where the focus is on the historical and heritage perspectives. This represents an information and research platform for understanding the heritage of gastronomy and its contemporary forms. The research was conducted using several methods, such as: methods of selection, analysis and interpretation of historical sources and literature (ethnological, heritological, gastronomy and tourism) and an analysis of national gastronomy strategy and trends in the field of gastronomy tourism. Also used is the special method of fieldwork research – personal observation with participation – especially in the case of the analysis of food and wine events and festivals in Slovenia. Research establishes a link between heritage and modernity. Three basic heritological functions (protection, research, communication) are upgraded to include a fourth function: development. In the case of research this means that in the heritage we are looking for alternatives for tourism development. The research

is focused on the history, the present time, and especially the future: on innovative forms of integration of gastronomy heritage into gastronomy tourism.

## 3 Research context

The basic research questions are related to the determination of the position of gastronomy in tourism by detecting strategic fields in culinary tourism, and by identifying the communicational power of gastronomy tourism in enhancing the country's international visibility. In the research context it is necessary, first of all, to discover, to select and to analyse basic historical sources important to understanding the heritage of gastronomy in Slovenia. We have to integrate them with contemporary studies on gastronomy tourism. Without the analysis and use of historical sources, we can't understand the Gastronomic Strategy of Slovenia and gastronomic pyramid, which establish the basis identity of the gastronomy regions in Slovenia and the hierarchy of typical dishes and drinks in each. The gastronomic strategy and gastronomic pyramid represent the historical and contemporary platform on which we could build innovative forms of tourism and gastronomy integration.

The research exposes some of the very important fields of gastronomy tourism as well as a few selected examples, such as food and wine events and festivals. This is a contemporary phenomenon in connection with the festival expansion in Slovenia, especially in the field of heritage and gastronomy. The importance of thematic and cultural routes as opportunities for a holistic tourism experience, where gastronomy can become a promoter and creator of tourism development and of integral tourism services and products, is emphasized. The last part of the research is focused on determining whether gastronomy could become an important innovative medium in enhancing our international tourism visibility. Our primary aim has been to determine if gastronomy heritage and culture might be a sufficient or suitable basis for the development of a modern and innovative gastronomy tourism.

### 3.1 Heritage and culture of food and wine in Slovenia

When discussing the heritage of Slovenia's gastronomy and its possible applications in tourism, four historic personalities have to be mentioned: Janez Vajkard Valvasor, Valentin Vodnik, Felicita Kalinšek, and France Prešeren.

A presentation of life, gastronomy and tourism in Slovenia at the end of the 17th century, is found in the monumental literary work "The Glory of the Duchy of Carniola" (1689) by the polymath baron Janez Vajkard Valvasor (1641–1693). Valvasor still inspires with his descriptions and depictions of gastronomy culture, including dormice trapping and fishing in the mystic intermittent Lake Cerknica. He also describes the food eaten by gentry and ordinary inhabitants of towns in the land called Kranjska, viticulture and wine transport by land and rivers. Some images of life in Istra (Istria) have been documented, commercially used, and exhibited by Vina Koper, one of the largest and in terms of tourism most communicative major wine cellars in Slovenia. Valvasor's book of 3532 pages and 528 drawings is an invaluable source for research and heritage interpretation, but has unfortunately so far not been used to its full potential. This is because, on the one hand, classic historical research has not paid due attention to application, innovation and modernity, while on the other hand, the tourism industry has not been fully aware of the meaning and strength of traditions in contemporary tourism planning – the cornerstone of sustainable tourism. Heritage tourism could be a symbol and presentation based on cultural heritage and natural attractions, as tourism development potentials, according to several authors who discuss its history and definition (Timothy, 2011, 2–6; Christou, 2006, 5–8 and others).

In the year 1799 the pastor, poet, teacher and newspaper writer Valentin Vodnik (1758–1819) published the first cook book in the Slovene language, translated from German, entitled Cook Book (Kuharske bukve). It established the previously almost unknown dishes, ingredients, and principles of a healthy diet. Vodnik, who himself was not a good cook, wanted to pass on

his inspiration and enlightenment to Slovenes. He also introduced Slovene translations of commonly used German terms. His descriptions of more than 300 dishes are considered culinary treasures for contemporary gastronomy creativity. On the 210th anniversary of the first edition of the Cook Book, Otočec Castle (Relais & Châteaux Hotel), hosted a meeting of Slovene members of the international gastronomy association, Chaîne des Rôtisseurs (1248–1950). The evening was dedicated to Vodnik in the contemporary edition. On offer were such dishes as pike with horseradish, served with green peas and cream, steamed pigeon with steamed carrots and other vegetables, quince gelatine, and chestnut cake. Since then, revitalised dishes have been increasingly important in tourism and gastronomy at the castle and are considered exclusive regional specialities.

Magdalena Pleiweis, (Knafelj by marriage), (1815–1890), was the author and publisher of the first authentic Slovene cook book. In the year 1868 she published the bestseller entitled Slovene Cook Book or Instructions for Cooking Delicious, Ordinary and Remarkable Dishes (Slovenska kuharica ali navod okusno kuhati navadna in imenitna jedila). By 1902 it had run to five editions, and has now reached 28. It was supplemented and updated by the Slovene nun, Sister Felicita, Terezija Kalinšek (1865–1937). Later the same work was done by the cooking teacher and bishop's cook Vandelina Ilc (1916–2003), better known as Sister Vandelina. The book, slightly supplemented and updated, is considered the cornerstone of Slovene culinary identity, and is still in use. From a heritage tourism point of view, it is underused in the promotion of Slovene gastronomy, particularly in the hospitality and hotel industries.

The most publicised Slovene poet, France Prešeren (1800–1849), wrote the poem The Toast (Zdravljica) in 1845. It is dedicated to the wine vine and the Slovene nation. It became extremely popular among common people, who sung it when drinking wine, and was almost obligatory when proposing a toast. It has been covered by numerous choirs and even adapted by rock musicians. According to Article 6 of the Slovene Constitution, the Parliament on 27/9/1989 pronounced the poem the national anthem. It is a cultural and gas-

tronomic curiosity to have such an anthem in Europe. It has international potential for the promotion of heritage tourism and Slovene wine culture. A verse from The Toast is written also on the Slovene two-euro coin.

Most Slovene gastronomy knowledge and potential is found in the countryside, where social participation in tourism is well developed. The Tourist Association of Slovenia, founded in 1905, has played a major role in the protection and promotion of gastronomy heritage, development of Slovene gastronomy culture, and its popularisation throughout the entire Slovene territory. The association connects more than 629 tourism organisations, 30 municipal and regional organisations, more than 200 junior organisations, and 85 tourism information centres. Considering the fact that Slovenia has a population of 2 million spread across 211 municipalities, this seems impressive. It has to be pointed

out that the tourism association has joint programmes with the National Education Bard and National Board for Cultural Heritage, and that it is the cofounder of the Slovene Tourism Organisation (Slovenske turistične organizacije), the umbrella organisation for the promotion and marketing of Slovene tourism.

The Tourist Association of Slovenia has an accessible, appealing and popular slogan: "Tourism is people". It is readily understood, used to mobilise people, and seems to be the most often cited slogan in Slovene tourism. Considering the needs of contemporary tourism as an important and influential global industry, it may be perceived as overly romantic and frequently inappropriate, particularly due to the fact that the innovative development of tourism does not require only interest and goodwill, but also knowledge. In the field of heritage tourism, including contemporary

**Fig. 1:** Exhibition "Delights of Slovene farms". Ptuj, 2008.



Source: Author.

gastronomy endeavours, knowledge of local specialities and the knowledge of local tourism organisation members in the areas of ethnography, ethnology, and folklore, are invaluable.

In 1991 Slovenia gained independence. This led to increasing interest in local traditions and today almost no village ignores heritage as a major motive for tourism development. This has encouraged the formation of organisations in the rural areas and resulted in the boom in events and celebrations based on local cultural heritage. Most local festivities and celebrations tend to be closely connected to gastronomy, whether these be local, such as the celebration of onion in the village of Moškanjci, regional, such as the celebration of air-cured ham and the local wine Teran in Karst, or national, such as the Delights of Slovene farms in Ptuj. Consequently, the Tourist Association of Slovenia has published a brochure cataloguing these events entitled *Experience Slovenia* (2011). There are numerous events, some of them offering gastronomy as the main attraction, for instance the Day of Beans in the village Hrovača, and others offering gastronomy as one of several attractions at a more complex local event, such as the Wheat Gathering Festival with its exhibition of breads and pies in the village of Polenšak. Many of them have become traditional and with a limited impact on tourism. They target primarily the local and regional populations, and from a national promotion point of view seem too introverted and self-sufficient. However, from a heritage tourism trend perspective, events of this type helped by newly acquired professional knowledge may become an important link in the chain of gastronomy events and festivals in the future.

In 2004 Slovenia joined the EU as "an enigma to Europeans and challenge for Slovenians" (Smerdel, 2002). The inhabitants of the EU have since been discovering Slovenia as an unknown destination offering gastronomy heritage as an increasingly important attraction. The local and the regional have suddenly become internationally interesting and important. This has resulted in the systematic and creative international promotion and marketing of Slovene gastronomy and the proliferation of food and wine events and festivals.

### **3.2 The Gastronomic Strategy of Slovenia – promotion of gastronomy and the country**

Since the 1980s, numerous good quality professional and popular books have been published in Slovenia shedding light on gastronomy, its components and the field itself, from the point of view of various sciences, disciplines and non-professional endeavours. Nevertheless, there have not been many professional attempts to connect the culinary arts and oenology with tourism. Therefore the Gastronomic Strategy of Slovenia represents a new and very important factor in the systematic planning of gastronomy development and promotion, considering the needs of Slovene tourism at the local, regional, national and international levels alike. Gastronomy is expected to contribute to better recognisability of Slovenia as a tourism destination (Lebe et al., 2006, 5).

Activities organised by the Tourist Association of Slovenia between 1999 and 2000 under the banner Slovene Culinary Art and Wine in Tourism, encouraged each of Slovenia's regions to present its culinary treasures. Considerable attention was paid to education; secondary schools of hospitality and tourism in their programmes emphasized the importance of Slovene traditional food. Progress was noticed in the groups of women from local farms who organised local events promoting cultural, historic and heritage themes. The aim of the activities was also to encourage the owners of traditional Slovene restaurants ("gostilne"), to give priority to Slovene or traditional dishes. At the same time it was emphasized that the coordination and management of Slovene wine and fruit roads was inadequate. The lack of professional knowledge hindered the endeavours and resulted in Slovene gastronomy being seen as incomplete and unrecognisable by tourists.

The Strategy of Slovene Tourism Marketing (2003–2006) of the Slovenian Tourist Board (STB) acknowledged the importance of the development and marketing of Slovene gastronomy products, increas-

ingly important in the process of tourism destination development. Prior to that, gastronomy had not been systematically developed and promoted (Pak, 2007, 124–125). “Delightful Food & Wine” has been one of nine brands and marketed products in Slovene tourism since 2003 and has become an indispensable element of Slovenia’s tourism offer. It has been joined by the best Slovene wine producers and chefs. Since then gastronomy has become an indispensable means for promoting Slovenia at tourism fairs worldwide, particularly in Europe. It has been managed by STB, which has acted as the meeting point and centre of the complex web of Slovene tourism, developing its coordinating and connecting role between the public, private and civil company. It is the marketing, information and analytical centre of tourism, using up-to-date methods, approaches and tools when globally marketing Slovenia’s tourism offer. Gastronomy has finally been recognised as an international means of promoting tourism and country. It is also becoming a heritage tourism component and part of strategic tourism communication, calling for a huge promotional budget for innovative positioning of Slovenia’s gastronomy within the country and in the world.

STB in 2006 published the Gastronomic Strategy of Slovenia in order to promote the development and marketing of Slovenia’s gastronomy. It led to the implementation of measures for gastronomy development and promotion in compliance with Slovene tourism development and marketing policy. It aims to increase the recognisability of Slovenia by offering gastronomy as one of the nine primary tourism products, promoted under the umbrella of STB (Pak, 2007, 122).

Contemporary Slovenia’s culinary is a synthesis of exceptional heritage, various innovations, and the influences of several eras of history and regional geography and environment. For research purposes the dishes were divided into the following groups: authentic, regional dishes, Slovene dishes (national dishes), Mediterranean cuisine dishes, grilled dishes, dishes of Middle European cuisine (Lebe et al., 2006, 14–17).

The elements of the SWOT analysis of Slovenia’s gastronomy relevant to the present article (Lebe et al., 2006, 25–27) are:

1. One of the strengths to be emphasized is the variety in Slovene cuisine and the variety of authentic regional dishes found within short distances of each other and conditioned by geographical variety. There are several tourism events offering gastronomy as an attraction that are generally well attended.
2. One of the weaknesses is the fact that gastronomy development has been hindered by numerous conservative providers and their unwillingness to innovate, take risks and educate consumers. Even when a new dish, such as a typically regional one, is offered on the menu, it is rapidly removed if it does not become popular in a short period of time. Therefore it is not surprising that in the businesses where Slovene dishes are offered they are in the minority.
3. The organisation of various theme programmes and events connected with the culinary arts offers opportunity for exposure to various target groups of potential customers, as does cooperation with STO in the promotion of Slovenia as a culturally interesting destination by including gastronomy.
4. Threats include uncritical transfer of foreign and fashionable recipes to the Slovene environment, and replacing the Slovene national cuisine on the menus. There is also a lack of knowledge of authentic Slovene regional dishes and as a result a lack of interest in them by customers, due to the lack of emphasis placed on domestic gastronomy. Therefore the younger generation is slowly losing this element of their identity.

It is emphasized that when connecting gastronomy and Slovenia’s tourism, the inclusion of gastronomy offers to even the smallest country or region an opportunity to present those of its specialities considered most competitively advantageous and interesting to customers. They are summarised in the following eight points (Lebe et al., 2006, 47–49):

1. development of the palette of locally typical gastronomy products with an emphasis on organic ingredients,
2. preservation of local specialities, development of gastronomy identity and the protection of produce, products and recipes,
3. creation of culinary theme and oenology inspired events,
4. encouragement of culinary individualism and specialisation,
5. introduction of systematic evaluation comparable to established European classification systems for the evaluation of hospitality businesses offering food and beverages,
6. presentation of Slovenia's culinary and gastronomy heritage in European and other foreign handbooks and printed matter,
7. improvement of Slovenia's gastronomy reputation and creation of quality brochures,
8. promotion of Slovenia's gastronomy abroad.

The purpose of the strategy is clearly to connect Slovenia's gastronomy with tourism. If in the year 2006 this may have been referred to just as a strategic development document, it may be said that the mentioned strategy in many points manages to achieve the goals set forth. Today priority is given to regional and local cuisines that have replaced the national ones. As a matter of fact, the national cuisines may be considered as their sum total (Bogataj, 2007, 8).

## Gastronomic pyramid

The system of the pyramid used to promote such European countries as Germany, Italy, Hungary, France, and Russia has again proved to be extremely useful and efficient. It is simple, clear and easy to understand to individuals of different educational backgrounds in the hospitality and tourism industries. This may be of strategic importance for the holistic development of gastronomy in tourism.

One of Slovenia's gastronomy treasures we have already mentioned is the unbelievable variety of different dishes and wines. It is worth mentioning that

there are over 100 types of soup, more than 100 types of "štruklji" (pastry with different fillings, cooked in boiling water), over 100 dishes with buck wheat as the main ingredient, and more than 50 types of "potica" (traditional cake with different fillings, such as walnut or poppy seeds), to mention only a few (Kuhar, 1998, 9–18). Slovenia's gastronomy development strategy from the year 2006 lists 23 gastronomic regions in Slovenia and 170 representative dishes, recognised for their consistent and unique offerings. The research was carried out in 1,200 traditional Slovene pubs called "gostilna", restaurants, hotels, tourism farms, cafeterias and bistros.

The pyramid consists of three segments:

1. The bottom segment is the broadest and represents the culinary and gastronomic heritage and all the contemporary innovations, including foreign gastronomy influences. It comprises all businesses in Slovenia that are linked to gastronomy, regardless of cuisine origin.
2. The middle segment consists of the most recognisable dishes of Slovenia's individual regions. The dishes are typical and representative of the individual regions and are supposed to be offered in the businesses specialising in the traditional cuisine of their region.
3. The top segment consists of select dishes and wines that best represent Slovenia's gastronomy. They represent the specific and recognisable gastronomy of Slovenia (Lebe et al., 2006, 95–101).

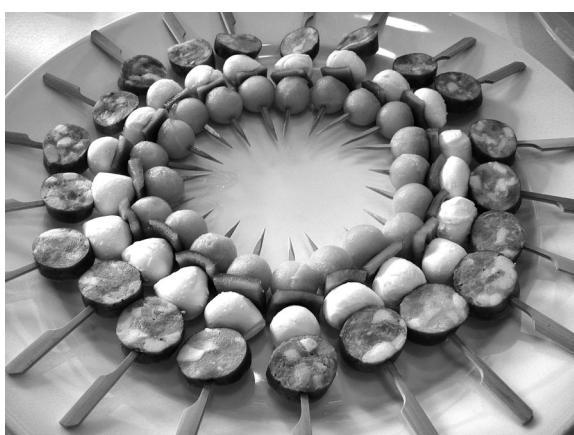
With a view to promoting gastronomy in tourism, the strategy puts emphasis on the second and third segments, upon which we base the national and international promotion of Slovenia's tourism. The authors of the strategy took into account not only the originality of the dishes and wines, and the ingredients, such as meat, fish, grains and flour, but also the visual appeal of individual dishes. This is important for further applications in the promotion of Slovenia's gastronomy in tourism.

- Slovenia's gastronomy is thus represented by the following representative dishes and wines:
- the Mediterranean area offers grilled fish, pilchards, and shellfish, mussels; wines, such as "teran, refošk, rebula, zelen, vitovska grganja, klarnica",
- the Alpine area offers a typical sausage called, "kranjska klobasa" (kranj sausage) and the alcoholic drink made of honey called, "kranjska medica" (honey spirit) or "medeno vino" (honey wine),
- the Panonnian area offers deserts such as "prekmurska gibanica" (cake of the layers of grated apples, poppy seeds, cottage cheese and walnuts) special festive bread called "pletenica" or "bosman"; and the wines šipon and ranina,
- the central part of Slovenia offers "potica", particularly the types with tarragon or honey, crackling, or partly walnut filling, "sirovi štruklji" (pastry filled with cottage cheese and boiled); and the wines "cviček" and "metliška črnina".

The authors of the strategy made the following suggestions to STB in order to improve the quality of the present gastronomy promotion, publish the image brochure of Slovenia's culinary arts and wines, and to include the following:

- Slovenia's gastronomy pyramid,
- Slovenian wines,
- individual regional dishes with their histories,

**Fig. 2:** Fashionable offer of "kranjska" sausages. Festival of kranjska sausage. Sora, 2009.



Source: Author.

- several regional pairs in three possible variants,
- regional ingredients,
- events which include Slovenian gastronomy (Lebe et al., 2006, 118).

The strategy correctly points out that each traditional or regional dish may be prepared in three ways:

1. by strictly adhering to tradition,
2. by modifying tradition in accordance with the expectations and lifestyles of the modern era, for instance in the manner of "slow food", vegetarian food, prevention diet food, low calorie food, smaller portions, and so forth,
3. boldly and innovatively, in order to upgrade regional gastronomy tradition, with only vague reference to the heritage, although the dishes have to retain their fundamental identity and relation to heritage (Lebe et al., 2006, 46).

"Kranjska klobasa" (kranjska sausage) is often mentioned as an example of the last type. In the past it was the staple diet of workers, whereas today it has been upgraded to the highest level of gastronomy, served at business and protocol events, and recently described in its own monograph (Bogataj, 2011). It may be prepared:

- classically, boiled and served with mustard, horseradish and a traditional bun called "žemlja",
- fashionably, with slices of grilled kranjska sausage in "teran" wine, served with baked "polenta" (maize mash),
- boldly, with the sausage served as a dessert with ice cream (Lebe et al., 2006, 46).

Although bold approaches to the preparation of dishes are necessary and legitimate, chefs remind us to be cautious. According to Sanchez Romera, his formula for good cooking is amazingly simple: awaken interest in eaters! Lead their brains gently astray, without confusing them! Every cook can make ice cream from Pigs' trotters, which is a gimmick. The eater cannot say whether it is good or bad, because he lacks benchmarks. Making it simple, that's complicated

(Zipprick, 2012, 9). Romera's thought can easily be spotted as a key principle among the best Slovene chefs, including Janez Bratovž, whose JB restaurant in Ljubljana is the only one in Slovenia included among the 100 best restaurants in the world. One of his mottos is "clean is sophisticated", aiming at the highest level of gastronomy and its trend.

Considering the promotion and implementation of the gastronomy strategy, The Taste Slovenia Culinary Centre at Dvor Jezeršek 1768, focuses on presenting and promoting Slovenian's gastronomy and cultural heritage, as well as the latest culinary achievements, which tap into the country's rich tradition of organising banquets, business dinners and protocol receptions at home and abroad. Another important part of the process of the gastronomy strategy implementation was "Gostilna Slovenija" (The Traditional Slovene Restaurant), brought to life after almost a decade of work. One of the major obstacles was a poor selection of traditional dishes in the "gostilna" pubs, lack of interest in Slovenia's culinary heritage, and lack of knowledge and expertise. Aiming to bring more foreign tourists to Slovenia through the selection of food and wine, "Gostilna Slovenija" has shone brightly over the last year. It strengthens the image of the most important traditional gastronomy institution in Slovenia's history, the "gostilna", and the promotion of regional dishes and wines in a tidy ambience, while simultaneously implementing the national gastronomy strategy. Slovenia features more than three thousand public places offering food, and most of them are of the "gostilna" type. "Gostilna Slovenija" therefore introduces the quality standard and the image of the exterior and the interior of the premises. The selection includes mainly house specialities, local and regional dishes, local ingredients and produce, food of controlled geographic origin, organic food, appropriate music, traditional service, and a range of other factors creating the brand image of "Gostilna Slovenija". It ensures better recognisability of gastronomy at home and abroad as the offerings of "gostilna" mirror the national cuisine, consisting of culinary historical memory, heritage, and the search for modern culinary trends (Gostilna Slovenija, 2012).

Wine consumption includes the entire territory of Europe, but just a part of its territory, when the production of wine is taken into consideration (Braudel 1988, 280). Geographically small, but rich in heritage, Slovenia boasts 3 wine regions, Podravje, Posavje and Primorska, with 14 territories illustrating biotic diversity and the resulting variety of wine aromas and tastes. Apart from the large selection of regional dishes Slovenia also boasts a wide range of authentic and internationally recognised wines. A practical gastronomy principle is that a regional dish calls for regional wine. The international affirmation of Slovenia's gastronomy in tourism is best helped by the best chefs, oil producers and winemakers. Slovene wine producers have so far been awarded numerous international prizes and have outdone the chefs, who have also won the attention of media. This has been augmented by numerous television cookery programmes shown on national and private television channels.

Another ingredient of great potential in tourism is undoubtedly salt, the sacred ingredient, indispensable in the nutrition of humans and animals and in preservation of meat and fish. It was a source of wealth for countries and merchants in Europe as well as in China (Braudel, 1988, 250–251). Slovenia's coast was for centuries a suitable environment for the introduction and development of salt pans, first recorded in the 13th century. They particularly flourished in the 16th century and have been preserved up to the present day in an almost identical form (Pucer, 2008, 36). The inhabitants of the coastal towns still boast that their homes have been built on income from salt. It illustrates the economic and social importance of salt production. Today salt is produced under the protected brand name "Piranska sol" (Piran Salt) and is considered to be among the best quality salts in the world. It is also popular and indispensable in the best "gostilna" businesses in Slovenia, and increasingly so in other countries as well. The more than 700-year tradition of traditional salt production in Slovenia could help get the salt pans of Piran included in the UNESCO register of the world's intangible heritage sites, which would be a suitable springboard for the sustainable development of heritage tourism. Years ago the introduction of the

**Fig. 3: 700 years of traditional salt production. Saltpans of Sečovlje, 2011.**



Source: Author.

salt producers' festival contributed considerably to the popularity of the saltpans, and it is presently the best-attended mass tourism event on the coast promoting cultural heritage. An important role in the tourism development of the regional park – the saltpans of Sečovlje, where salt is produced – could be played by the eco museum of salt production. It is a special type of open-air museum started in 1971 in France. Eco-museums, on the other hand, are defined areas or regions with a distinct heritage identity, and their purposes include preserving the past and improving the well-being, in socio-economic terms, of local communities (Timothy, 2011, 329–330). Nevertheless, numerous small local museums have become tourism generators and at the same time have also encouraged the development of gastronomy in the communities and regions (Iorio, Wall, 2011, 1–15).

### 3.4 Food and wine events and festivals

Festivals are a celebration of something the local community wishes to share and which involves the wider public as participants in the experience (Hall, Sharples, 2008, 9–11) "Life without festive days is like a long road without restaurants" says the sign on the road leading to the popular pilgrimage site, Sveta gora by Bistrica ob Sotli. It reminds us of the worship of festive days and celebrations. Like everywhere around the world such days are marked by special food and wine. Habits and traditions may celebrate significant events in life, such as birth, birthdays, special days connected with personal names, wedding, or death, festive days and celebrations, such as carnival, Easter, Christmas, or special food served when particular work is done, for

instance cutting grass or picking grapes. Although such festive days and celebrations are above all private, family celebrations, some of them, such as grape-picking and the celebration of new wine, are developing into mass tourism attractions. As a curiosity it has to be mentioned that birthday celebrations for children at McDonald's restaurants are becoming more frequent. In this way some new rituals and a sense of belonging are developed. It may be perceived as an initiation of the new generation of religious followers into the sanctuary of the universal, rather than the regional or local (Bogataj, 2007, 11).

The old saying that "Each village has its own style" is mirrored in the fact that every housewife has her own recipes (Gregorc, 2007, 60). The preservation of

local specialities as well as the development of regional gastronomy may serve as a competitive advantage for Slovenia. At the same time it is necessary to combine gastronomy and tourism into programmes and events that will contribute to the competitive advantage of the destination. The more gastronomy is linked to experience, exploration, creativity, and cultural and architectural heritage, the stronger it becomes (Pak, 2007, 125–126).

Systematic and focused development of food and wine events and festivals is of recent origin, and is oriented towards projects of regional, national and international importance, and managed by several institutions. The majority of gastronomy or gastronomy-related events and festivals are of local origin, meant to communi-

Fig. 4: St Martin's Day and the inauguration of the carnival prince – 11/11/ at 11.11. Ptuj, 2010.



Source: Author.

cate the local traditions and cultures and dedicated primarily to local inhabitants in the vicinity. They are managed by local and village groups with a folkloristic, uncritical, romantic and nostalgic attitude to heritage. Admittedly, cultural heritage tourists are also often motivated by nostalgia (Huges, Carlsen, 2010, 18). Without planned tourism development the local remains the local. Seeing to it that the local becomes an important part of the regional has recently been the responsibility of the regional destination organisations.

The Europe of the carnivore (Braudel, 1988, 226) may be seen in several food and wine events and festivals in Slovenia. Local and regional festivals celebrate salami, ham, "bograč" (mixed meat stew), stews, "pršut" (air-cured ham), dormice, as well as fish and shellfish, but there are also events promoting "štruklji", cheese, onion, mushrooms, potatoes, pumpkins, apples, cherries, strawberries, beer, wine, and even salt.

Examples of more complex festival events, professionally organised and appealing to tourists, include the regional project "Gastronomy Treasure of Istria" (the Slovenian part) taking place in various settlements in Istria. There is also the nationally important "Red Herring Feast" in the Union Hotel in Ljubljana, held every Ash Wednesday since 1904. Among the new festivals there is "The Kranj Sausage Festival" held in the village of Sora, and the exhibition "The Delicacies of Slovene Farms" in Ptuj, organised as a parade of the best that is offered by the Slovene countryside. In Maribor they have recently begun organizing the international event VinDel – International Salon of Wines and Delicatessen Products that represents a connection between wine and culinary excellence. Among the most numerous visitors are caterers, sommeliers, food & beverage managers, chefs, hoteliers, merchants, tourism workers, gourmets and journalist. There is

**Fig. 5:** Festival "The celebration of onion" as a folklore event. Moškajnici, 2006.



Source: Author.

also the “Days of Poetry and Wine” project in Ptuj, which connects art and wine and attracts a worldwide audience. Food and wine festivals, however, are in the unique position of having two essential cultural symbols as their core attributes, and it is perhaps for this reason that they have become increasingly popular (Hede, 2008, 99).

### 3.5 Theme and culture paths as holistic gastronomic experience

The idea of the exploration of “the other” through travelling was introduced in 1960 by the Council of Europe under the name Collective Awareness of European Cultural Highlights and their Incorporation into the Leisure Culture. However, the first itinerary including culture was created much later, in 1987. It included the pilgrimage paths of Santiago de

Copostela, and was supposed to set the standard for other European cultural itineraries. Such projects supposedly boost tourism development, in particular the cultural and general economic development of the country. In the last decade more than 20 European cultural routes have been created, thematically covering the territory of Europe. An example worth mentioning is the creation of “Olive Path”. Unfortunately these projects did not succeed in attracting a great number of tourists; The Council of Europe insists on the fact that cultural itineraries are not to be considered tourism products (Jelinčić, 2008, 99–106). Unfortunately, this is a paradox of a special kind.

Culinary experience is becoming a part of the whole tourism destination experience (Krašna, 2007, 100). For this reason gastronomy is also an efficient vehicle for tourism recognisability and the attraction of local com-

**Fig. 6:** Poetry reading and listening to poems with glass of wine in hand. “Days of poetry and wine”. Ptuj, 2011.



Source: Author.

munities, regions and countries. Italian, French, Greek, and also other cuisine and gastronomy specialities, have become attractions in their own right and lured tourists to the countries. Slovenia has shown considerable indecision since 2003 as to how to approach the promotion of traditional dishes and gastronomy. At the same time, major tourism fairs, such as those in the USA, have started to systematically change the image of the home of the cheap McDonald's. The Chinese started to promote their country as the destination of wine and gastronomy. Guest of honour at the Paris Cookbook Fair in 2012, China, offered numerous events promoting their gastronomy. The guidebook to the gastronomy of the Zadar region in Croatia in 2006 starts with the following thought: "If you wish to introduce Dalmatia – invite your guest to the table". Gastronomy is the best means for illustrating traditions, diversity and wealth to foreign tourists. This calls for a holistic approach to the process of planning the gastronomy experience.

Food and beverages are essential ingredients of a tourist's journey. Each tourist has to eat; therefore the tourism industry should pay special attention to gastronomy that reaches beyond the limits of mere biological nutrition. Socialising at the table may positively or negatively affect the time before and after a visit to a castle or the experience of an opera. The complete tourism experience of the chosen destination is inseparably connected with gastronomy. From a destination point of view, the local culture in relation to gastronomy may be approached in two ways:

1 The gastronomy – tourism approach: regional gastronomy generates interest in regional culture and the whole destination.

2 The tourism – gastronomy approach: the complete experience of the (regional) tourism destination leads to regional gastronomy and to local culinary and wine specialities.

The idea of experiencing other cultures through food and wine was first referred to as culinary tourism in 1998 (Long). In the culinary experience model, tourists are divided into four categories according to their preferences. These categories are: existential, ex-

perimental, recreational and indulgent (Krašna, 2007, 101–103). Culinary tourism, as a special type, has been flourishing, particularly in the past fifteen years. Some authors place it in the category of cultural tourism, based on cultural heritage and contemporary cultural creativity (Keršič Svetel, 2007, 91).

Food and beverages are part of the complete tourism experience, the gimmick and the medium of regional identity communication. This fact boosts the number of food and drink trails, wine roads, fruit trails, olive trails, and trails promoting cheese. However, many of them are inefficient as their function has been reduced to signposting and marking the way, instead of promoting the cultural heritage experience, natural attractions and the local lifestyle. Signposts do not offer stories, much less a complete tourism experience. In this way a wine road may leave us hungry and thirsty.

Wine represents not just the blood of the vine, but the blood and sometimes the ears of the wine-growers (Toussaint – Samat, 1993, 290). However, wine is not just to be consumed; it is the means of getting to know the lands of origin and the people producing it. More and more tourists are venturing off the beaten track in order to taste local wine and traditional dishes and explore all that is offered by the wine-growing regions, including culture, landscape and nature (D'Alessio, Santini, 2006, 7). Wine roads are becoming regional trademarks, as has happened for instance in Rioja in Spain; Bordeaux, Burgundy, Champagne, and Alsace in France; and Chianti in Tuscany, Italy. They are the media of regional and even national gastronomy associations, their definition and element of attraction. Heritage facilities are a potential tool for economic development (Iorio, Wall, 2011, 1).

Slovenia presently does not feature gastronomy trails similar to those of other European regions or destinations, as for instance Mallorca, Rioja in Spain, Sardinia in Italy or numerous French destinations. Gastronomy trails, demand an organised approach to marketing if they are to provide an authentic experience of the landscape and people. The closest example of a connection between gastronomy and tourism may be found in the consortium of the Friuli Julia region under the

auspices of the Made in Friuli brand, and the wine road system in the Austrian region of Styria. More and more tourism destinations are seeing the potential value of creating heritage tours and trails to link specific sites and nodes together as a more comprehensive cultural resource (Timothy, 2011, 478).

### **3.6 Gastronomy as the medium of tourism recognisability and local, regional, and national attractions**

Cultural heritage is the essence of tourism in many destination areas worldwide. Every year, millions of people travel to view the Acropolis of Athens, the Coliseum in Rome and many other historic sites of international renown (Sigala, Leslie, 2006, 235). Similarly, gastronomy is an important medium for communicating heritage and promoting heritage tourism. The better we get to know the heritage and contemporary creativity in Europe's gastronomy, the easier it is to understand and evaluate specialities of local gastronomy, and the more efficient is the international promotion and marketing of the region's gastronomy in the context of culture and economy. The communication potential of local communities, regions and the country has a positive impact on the economy, culture and social development. Gastronomy is becoming the basis for various types of tourism, not only those directly connected with it, and is considered to be of the utmost importance by the UN WTO, which predicts exponential growth by 2020. This confirms the forecast structural megatrend of returning to local traditions and cultures. Heritage, including that of gastronomy itself, is not just a romantic and nostalgic memory of history depicted in folklore, but is also becoming an indispensable strategic foundation of sustainable development in every society. It is an alternative to the modern way of life, and a challenge for innovation. The future of heritage tourism with a great development potential does not depend solely on gastronomy. However, gastronomy remains an increasingly important medium of heritage popularisation in tourism. Food image as an element of a brand (Kalkstein-Silkes, Cai, Lehto, 2008, 70–71), together with wine image, completes the gastronomy destination image as a whole.

We have to move from information to interpretation and from interpretation to stories. Heritage needs modernity as tourism needs stories for the promotion of tourism services offered to domestic and foreign guests. The strength of regional and national gastronomy in tourism will grow in proportion to its connection to experience, discovery and exploration of places, nature, people, culinary arts and wines, and recreational activities. Gastronomic and cultural heritage are essential elements of attraction, and to meet the needs of contemporary tourism it may be necessary to allow for the adaptation of traditional dishes to the requirements of contemporary individuals.

European gastronomic perfumes emphasise the intertwining between heritage and modern creativity, the diversity of gastronomy, its uniqueness and speciality, since local gastronomica perfumes remind us of the common identity of Europe. Small bottles may be symbols or metaphors of compact knowledge, experience and fashion. In the era of globalisation and universal gastronomic flavours, they contribute to the popularization of traditional gastronomic knowledge and modern creativity. The universal is needed in order to be able to create a new image of tourism and culture in Europe, within its borders as well as beyond them, especially when we want to start a gastronomy dialogue with non-European cultures and destinations.

Slovenia's gastronomy as an international brand is helping Slovenia become one of the most dynamic and gastronomically interesting destinations in Europe, as evidenced by the increased international interest in new Slovene cuisine and wine producers. This has been confirmed by the visits of four eminent names in international gastronomy, Joël Robuchon, the chef and cook of the century, the brothers Enrico and Roberto Cerea from a Michelin three-star restaurant, and Jeffery Velia, two-time winner of the best junior cook in Europe title. They have shown great respect for Slovene culinary masters and wine producers.

**Fig. 7:** Asparagus and olive oil desert as the highlight of the culinary event. Event "Gastronomy treasure of Istria", Portorož, 2011.



Source: Author.

## 4 Discussion and conclusions

Gastronomy heritage and culture represent a program platform for the designing of innovative forms of gastronomy tourism. The monumental literary work "The Glory of the Duchy of Carniola" (1689) by baron Janez Vajkard Valvasor illustrates an exceptional applied dimension for contemporary tourist programs. In the case of Valentin Vodnik's "Cook Book" (1799) we can see that the book has become a gastronomy attraction - where tradition meets contemporary forms of culinary creativity. The heritage of gastronomy is an inexhaustible source for contemporary forms of culinary creativity, a fact which is confirmed by nearly thirty updated editions of "The Slovenian Cook Book" from 1868. A real "boom" is also happening in rural areas, where a dramatic expansion is occurring in the number and scope of events and festivals connected with local heritage, culture and gastronomy. The next phase will require from heritage and tourism experts even greater profiling of event and festival concepts at the local, regional and national levels on the basis of the national gastronomy strategy, with its focus on authenticity and local specialties. The new national strategy

of gastronomy tourism, as an innovative networking and integration of gastronomy and tourism, represents a major improvement over previous approaches. If culture can be discovered in a new way by assigning it a new, specific value connotation (Lebe, 2008, 33), we can confirm the same for gastronomy tourism: tourism is discovering gastronomy in a new manner, allocating to it a new and different value connotation. In the era of globalization, gastronomy tourism has to offer direct experience of authenticity and the activation of all the senses.

The research clearly shows what kind of cohesive and developmental power food and wine events and festivals can have in the promotion of local communities, regions and countries. Following the example of some successful gastro-tourism destinations (e.g. Italy and Spain), the future of gastronomy tourism in Slovenia depends on the development of thematic and cultural gastronomy routes. In particular, authentic and traditional food, drinks and other gastronomic products are becoming an increasingly important element of local, regional and national identities international visibility. Therefore, it is important to build gastronomy tourism on the basis of research into gastronomy heritage and culture and on the trends in sustainable tourism. Sustainable gastronomy does not mean that we conserve the place and time, but rather that we are able to coexist with gastronomy heritage now and here. Sustainable gastronomy represents the culture of holistic coexistence with the heritage of gastronomy in the contemporary world. From the results of the research we can conclude that sustainable gastronomy tourism without heritage components simply cannot exist. The dimensions of heritage and culture offer challenges for creating new and innovative stories in gastronomy tourism, thereby increasing the international visibility of Slovenia.

The answer to the question of whether gastronomy is an essential ingredient in tourism production and consumption (Richards, 2002) is very short: "In gastronomia veritas!"

# Dediščina gastronomije kot vir za razvoj gastronomskega turizma in kot medij za povečanje turistične prepoznavnosti Slovenije

## Povzetek

V obdobju po osamosvojitvi Republike Slovenije kot samostojne države (1991) se je močno povečalo zanimanje za kulturno dediščino in identiteto posameznih krajev, kar je z vidika ustvarjanja nove identitete mlade države precej razumljivo. Skoraj vsaka vas vidi svojo prihodnost v razvoju turizma, ki temelji na lokalni identiteti. Ta se v svoji komunikacijski podobi kaže prav v obliku različnih etnografskih, etnoloških, folklornih, kulturnih, turističnih prireditev. Skupni imenovalec prav vsem so tudi številne lokalne gastronomski posebnosti. Značilnost tega obdobja je začinjena z romantičnim, nostalgičnim in nekritičnim odnosom do naše kulturne dediščine in zgodovine kot idiličnega spomina na življenje naših dedkov in babic. Do pomembne nadgradnje in kakovostnega preobrata je prišlo v obdobju po vstopu Slovenije v EU (2004), ko sta Evropa in svet začela odkrivati Slovenijo kot pozabljeni ali skriti biser Evrope. Prav gastronomski tradicije v sodobni preobleki ter kultura vina postajajo vse pomembnejši medij naše mednarodne prepoznavnosti. O tem obdobju lahko govorimo kot o prireditvenem in festivalskem razcvetu na področju kulturne dediščine, ki doživlja številne inovativne pojavnoblike tudi v kulinaričnih in vinskih festivalih. Zato ni naključje, da se deželo na stičišču alpske, mediteranske in panonske kulture poimenuje kot prstan Evrope, kot Evropo v malem ipd. K tej enkratnosti je zagotovo pripomogla tudi Strategija razvoja gastronomije v Sloveniji (2006) z gastronomsko piramido, ki določa 24 gastronomskih regij Slovenije s 140 reprezentativnimi jedmi. Takšna gastronomski platforma sooblikuje lokalne in regijske kulinarične festivale ter gastronomski destinacije.

Ključne besede: kulturna dediščina, gastronomski dediščina, gastronomski kultura, gastronomski dogodki, vinski dogodki, festivali, gastronomski turizem, dediščinski turizem

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