

Protected Food & Wine Products as Driving Forces of Gastronomic Tourism Development in Slovenia and Hungary

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Gastronomic tourism has been an emerging phenomenon that is being developed as a new tourism product. Tourists have growing interests to attend gastronomic food and wine events and festivals, fairs, farmers' markets and tasting quality food products. Recent statistics on world tourism justifies that more than third of tourist spending is devoted to food. Over and above the high quality local food & wine have become a special driving force of tourism development due to the growing trends of a well-being lifestyle, authenticity and environmental protection. This also emphasise the sense of a place, which assist the preservation of traditional forms of agriculture and cultural heritage. Gastronomy, as a tourist resource, is appreciated not only for its own sake, but also for its ability to generate sustainable rural development.

In 1992 a uniform system of protection of food products, the EU schemes of geographical indications and traditional specialties has been adopted which entered into force in Slovenia and Hungary, too. Both countries have long traditions and diversity in food and wine culture which is also shown by the wide variety of local and traditional food products and wines. This system allows consumers to identify products more easily and help their protection against illegal usage of registered names as well as promote their specific characteristics.

This research proves that a number of traditional food products with national or EU indications have not been successfully promoted and obtained recognitions by the consumers. The paper aims to justify that the desirable characteristics of traditional products need to be scientifically re-examined before promotion. Based on a new quality promotion and regional community marketing approach and strategy this research strengthens synergy between local food and tourism which can create evident value added for the local food and tourism businesses, providing also an advance to move from quality to excellence.