



Culinary Tourism is Very Important Part of the Traveling Experience

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According to Wikipedia [1], Culinary Tourism is defined as the pursuit of a unique and memorable eating and drinking experience. Everyone knows that dining out is very common among tourists and the Culinary experience is definitely an exploration of fine cuisines and wine tastings. The restaurant and the dining experience is equally important as the scenery, accommodations, weather and destination of a place.

There are all types of Culinary Tours such as tours of restaurants, cooking demonstrations, wine tastings and food sampling. Food Festivals and Restaurant Weeks are becoming very popular in areas. We have A Taste of Augusta event in my area which involves locally owned and chain restaurants displaying their best cuisines for the Community to sample. This is an extraordinary way to experience foods that you would not normally order on a menu.

Culinary Travelers are looking for a genuine and memorable experience. They become a foodie during the traveling experience. A foodie is someone who has a great interest in food and beverages and their main objective is to seek new experiences rather than eating out of hunger. A foodie savors the taste and aroma of special made dishes and drinks. They truly appreciate the culinary experience. There are all types of Culinary Travelers which basically fit in these categories, the deliberate, opportunistic and the accidental. The opportunistic and deliberate Culinary Travelers are considered to be serious [2]. They are more likely to be upscale in education and income. The prices are not a factor to them. This traveler will spend extra on wine and food to ensure a wonderful experience. They will combine cuisine and culture in experimental ways. www.covingtontravel.com. Travelers are visiting chain restaurants less often when vacationing. They want a more authentic taste from the locally owned restaurants and bit of history behind them.

Anthony Bourdain is a perfect example of a Culinary Traveler. He's American Chef, Author and television personality. He has hosted the world-travel television show which is called a Cook's Tour. I have

watched him travel and taste cuisines from all over the world and he seems extremely excited about the entire culinary experience.

Locally Owned Restaurants and some chains are contacting farmers to purchase the freshest of ingredients to provide to their consumers. Community Gardens and Schools are recognized as an important source of fresh produce for consumers. Community supported Agriculture farms are arrangements whereby a group of people buy shares into the eventual harvest of a farm before the crops are planted. Rutgers.edu. By investing into the farms shareholders are given vegetables and fresh fruits and on occasion other products such as poultry, fresh flowers, and local cheeses during harvest season on a weekly basis. The Culinary Market is growing organically and consumers main concern is purchasing nutritional foods without a lot of extra chemicals added to them.

Culinary Tourism is an attraction and closely related to Heritage and Cultural Tourism. Food, Wine and Tourism Industries all rely on Regional and National branding for market, promotion and leverage. Some cities participate in Culinary Tourism daily at the local grocery stores. The stores will allow you to sample food products that they are promoting. By sampling these products it may entice consumers to purchase them.

The Ultimate Goal of Culinary Tourism is to educate the tourists about the history, techniques and trends of an area. A bonus to having a Culinary Tour is a Tour Guide with a vast amount of knowledge about the Culture, History and Traditions of a place.

Keep traveling to destinations and sampling foods along the way!

Happy and Safe Travels!

References

1. https://en.wikipedia.org/wiki/Culinary_tourism
2. www.covingtontravel.com

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