



The development of gastronomic tourism in Finland and Russia

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The development of gastronomic tourism in Finland and Russia

- The portrait of ”gastronomic tourist”
- Recipe of the gastronomic product
- Actions to increase food related tourism in Finland and Russia

The conclusions of presentation are results of a research carried out in the project Kalitka – the development of cross-border gastronomic tourism.



The gastronomic product

Product &
entrepreneur story

Locality &
originality
(specialities),
cultural roots

Customer-oriented
food tourism product
=> Target group
selection

Purity (ingredients)
& exceptional
organoleptic quality

Customer
involvement,
perceived value

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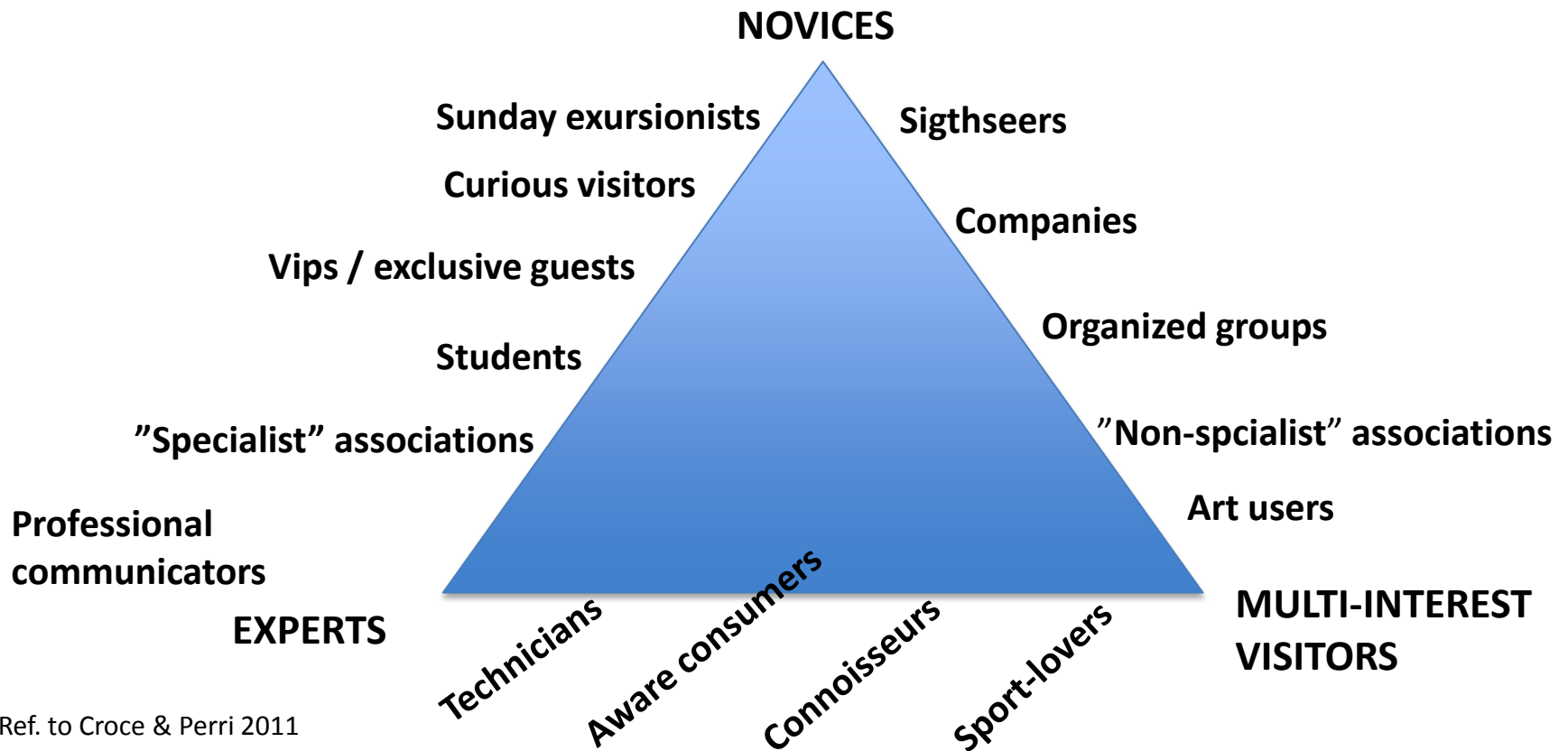
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Profiling the customer



Ref. to Croce & Perri 2011

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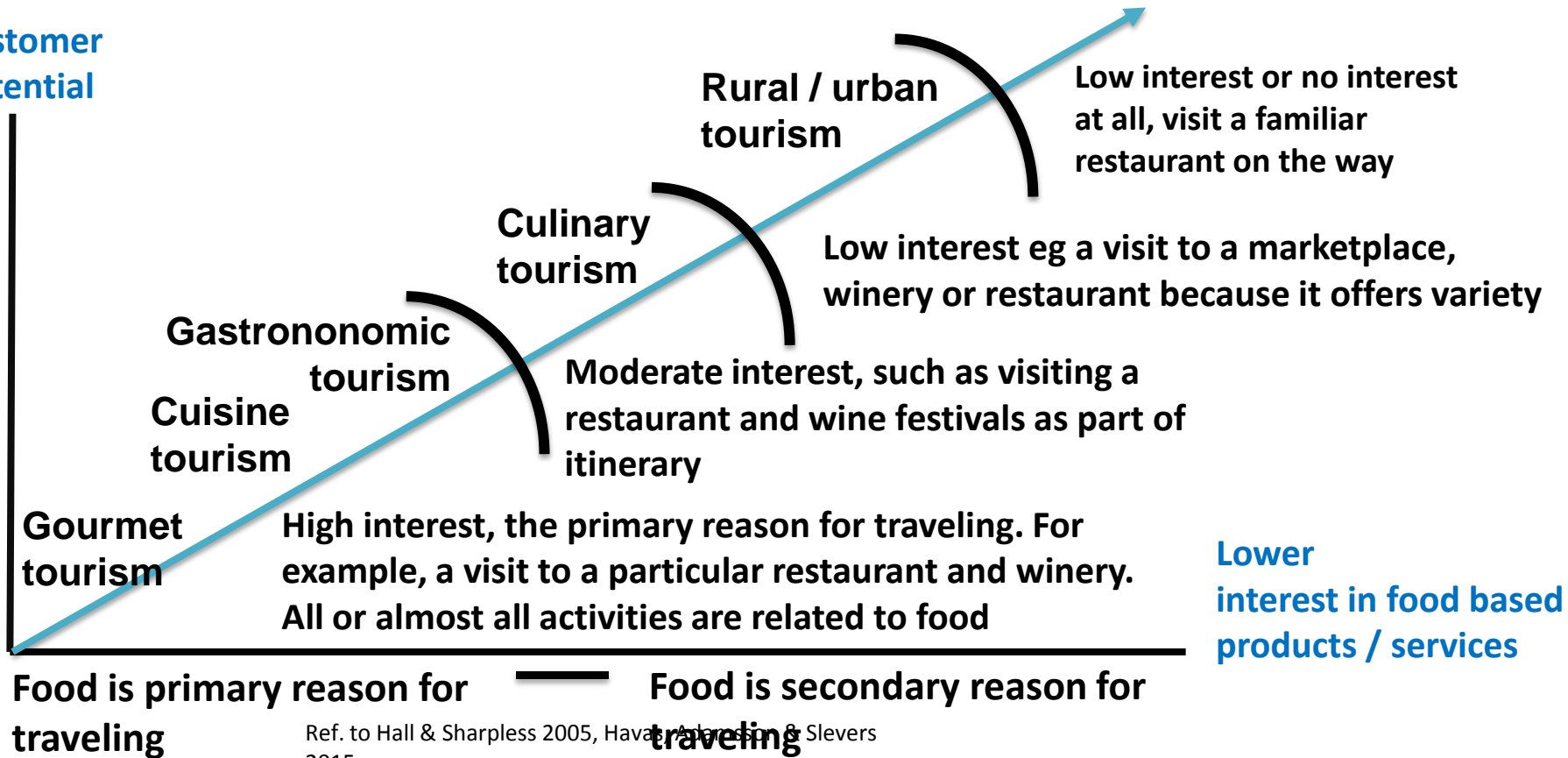


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Customer interest level and market potential

Customer potential



Ref. to Hall & Sharpless 2005, Hava, Andersson & Slevers 2015

Lower interest in food based products / services

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Food related tourism can increase, if...

- Development of all tourism services supports also food tourism
- Cooperation between local food producers, local tourism entrepreneurs and local events
- Networks of local food producers
- Compact network of entrepreneurs offering quality accommodation services
- Well planned and varied food tourism routes

Thank you.
Спасибо.
Kiitos.

 @kalitkaproject

 /kalitkaproject

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