
KULINARNY WYMIAR PODRÓŻY TURYSTYCZNYCH

KAROLINA IWAN

BOLESŁAW IWAN

Wyższa Szkoła Turystyki i Języków Obcych w Warszawie

CURRENT TRENDS IN CULINARY TOURISM

WSPÓŁCZESNE TRENDY W PODRÓŻACH KULINARNYCH

Introduction

Tourism has become one of the main elements of modern life especially of the affluent societies. From period to period the number of people who decide to go to diverse tourist destinations is increasing. Modern tourism has adopted a specific function of an indicator of living standards of particular social groups. As a result, being a complex and multifaceted phenomenon, tourism is analysed from many points of view – psychological, cultural, sociological and economic. From the economic point of view, tourism is an important market product, and the tourism sector is playing an increasingly important role in the socio-economic development of many countries and regions of the world. Thanks to cultural tourism, crowds of people expand their knowledge, gain new experiences and learn about different cultures, traditions and beliefs.

The main purpose of this article is to identify and analyse the essential trends in modern culinary tourism as an integral part of cultural tourism in some English-speaking countries, since it can be stated that culinary tourism involves getting to know cultures of other regions “from the inside”. In their discussion, the authors of this article generally focus on the identification and analysis of trends in culinary travels to English-speaking countries of Europe and North America. It is impossible, however, to discuss all English-speaking countries in this context in one article.

The research methodology applied in this article is closely linked with its purposes. The preparation of the article was commenced by gathering relevant information, which was then subjected to the process of careful assessment and selection. In the course of writing this article the methods of descriptive and comparative analysis and the methods of induction and deduction were used. The authors also used their own knowledge and

observations during visits to village and agriculture museums and some open-air museums in Poland and food museums of some countries of Northern Europe. The article was enriched with the illustrations of selected analysed issues.

The essence of tourism

The concept of tourism evolved along with the development of tourist movement in the world. One of the most acknowledged definitions of the concept include the one formulated by Walter Hunziker stating that tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity. Forty years later the World Tourism Organization (UNWTO) defined tourism, mainly for practical purposes and for the purposes of statistics, as the whole of activities of persons travelling for leisure, business or other purposes and staying no more than 1 year without a break in places outside their usual environment.¹

There are certainly many other definitions of tourism but there is no need to quote them. The dominating part of definitions of tourism includes the same elements:

- Tourism occurs in a specific area where tourists are staying.
- Travellers satisfy higher order needs.
- Tourism is not related to obtaining employment in tourist destinations.
- Participation in tourism is a free decision of every person resulting from cognitive, holiday and other motivators.²

The development of tourism in the world is the outcome of various changes, e.g. organizational, technical-technological, political, economic and socio-cultural ones. Tourism as a complex phenomenon takes various forms. There are also different motives behind taking trips by tourists. Cultural tourism generally ranks among cultural motives. According to these motives, there can be distinguished mega-groups of tourism types, among others, cognitive tourism. Within the cognitive tourism, in turn, there can be further distinguished linguistic, festival and culinary tourism etc.

Various tourist attractions are an important prerequisite determining the development of tourism. Natural attractions as well as anthropogenic and cultural attractions, including culinary ones located in different regions of the world and towns, make the development of tourism possible. Tourists wish to explore new destinations, new cultures, customs and culinary traditions in different regions of the country and the world. However, more and more often these are the culinary traditions and attractions. The practice of tourism involves a number of different activities carried out by tourists related to leisure, recreation and education: visiting tourist attractions, such as museums and participating in various cultural events.³

¹ J.K. Walton, *Histories of tourism*, [in:] *The Sage Handbook of Tourism Studies*, eds. J. & M. Robinson, Sage Publications, London 2009, pp. 115–129.

² B. Iwan, *Czynniki rozwoju turystyki biznesowej w Polsce*, [in:] *Turystyka biznesowa. Determinanty rozwoju*, eds. B. Iwan, M. Kacprzak, Wyd. WSTiJO, Warszawa 2012, pp. 16–17.

³ B. Iwan, *Uwarunkowania rozwoju turystyki kulturowej w regionie świętokrzyskim*, [in:] *Turystyka kulturowa a regiony turystyczne w Polsce*, eds. D. Orłowski, E. Puchnarewicz, Wyd. WSTiJO, Warszawa 2010, pp. 358–359.

The essence of culture and cultural tourism

There exists a close interdependence between tourism and culture. The starting point for a proper definition of cultural tourism, which over the course of time has undergone modifications and changes, is the concept and essence of culture. Earlier interpretations narrowed culture down to the most valuable products of human thought and work. When it comes to modern understanding of culture, it is widening significantly its conceptual scope including in the definition all its material and spiritual products and human achievements. For example, M. Thiem claims that culture should be understood as everything that has come into existence from developing, looking after and improving human abilities as well as what is typical of the human community in a given region.⁴

Culture in a broad sense is the subject of research, education and interest of an emotional or cognitive kind. Travels to explore cultural heritage, including also culinary heritage of own country and other nations, and the events accompanying them are what makes cultural tourism. Tourism as an increasingly popular way of organising/occupying spare time is an element of widely understood culture. The relations between tourism and culture are the following:

- tourism is a function of culture,
- tourism is a transmission of culture,
- tourism is an element of culture,
- tourism is an encounter of culture,
- tourism is a factor of cultural change.

Armin Mikos von Rohrscheid, in turn, enumerates two features of cultural tourism distinguishing it from other types of tourism:

1. The program of cultural tourism must involve cultural content to a large extent.
2. Cultural components in a tourist package are decisive for tourists.⁵

Accordingly, it can be concluded that cultural tourism is a complex concept and includes travels to visit monuments, art galleries, museums and other products of human thought and work, etc.

Cultural tourism is also well-suited to perform an active role in the process of cultural transmission and is a method of getting to know the world. Cultural tourism is also aimed to explore the cultural heritage of the communities of visited regions and destinations.

Mikos von Rohrscheid distinguishes its three types:

- High culture tourism – involves encounters of participants with the objects of recognised world or national heritage and with activities or events of high culture. It includes, among others, museum, literary and event tourism. To sum up, it can be stated that it is a kind of elite tourism. Certain kinds of culinary tourism, such as visiting the museums of food and beverages, which is a relatively new trend in international tourism, can be classified as high culture tourism.

⁴ A. Mikos von Rohrscheid, *Turystyka kulturowa. Fenomen. Potencjał. Perspektywy*, Wyd. GWSHM, Gniezno 2008, pp. 17–18.

⁵ B. Iwan, *Uwarunkowania rozwoju...*, op. cit., pp. 359–361.

- Educational tourism – the aim of this type of tourist trips is to broaden the knowledge of participants in a particular field or issue. It includes, among others, study, thematic and language trips etc.
- Common cultural tourism is also described as popular cultural tourism. It includes, among others, urban, rural-cultural, ethnic, military, cultural-natural pilgrimage as well as culinary and regional tourism.⁶

Culinary tourism also includes many educational elements in its program. Visiting vineyards within the scope of enotourism provides new knowledge of viticulture, the process of the production of different wines as well as their values and distribution. Likewise brewing tourism, visiting breweries and museums situated next to breweries, allows visitors to broaden the knowledge of brewing, its tradition etc. Based on the analysis conducted so far, it can be concluded that cultural tourism is a crucial element of all three basic types of cultural tourism.

Culinary heritage and culinary tourism

Culinary tourism is a specific cultural experience since food produced using traditional methods and the entire culinary heritage are important components of cultural heritage of regions or countries. Culinary tourism is understood as travels undertaken in order to seek and taste (consume) traditional dishes and alcoholic and alcohol-free beverages in particular towns, regions of the country or the world. Culinary traditions and thus cuisines of particular regions differ in terms of food products preparation technology as well as a kind of used food resources, additives and spices. Therefore, the possibility of getting to know cultivated customs and the possibilities of consuming and purchasing food produced according to old recipes are a sought after tourist attraction as such. Desire for trying and purchasing authentic food products in particular destinations is more and more often a leading motive for making decisions about tourist travel destinations. Authentic culinary offers are an important input used in building a brand and promoting particular destinations and tourism regions.⁷

To sum up, it can be stated that millions of tourists in the world are willing to learn new and authentic tastes and ways of preparing traditional dishes specific to particular tourist destinations. This also resulted in developing new kinds of tourism, i.e. culinary tourism, enotourism, brewing tourism and the like.⁸

The conceptual scope of culinary tourism is quite broad and includes not only travelling to taste traditional dishes and drinks, learn and experience new, unknown tastes and

⁶ A. Mikos von Rohrscheidt, op. cit., p. 97; Vide B. Iwan, *Wielokulturowość Wyspy Rodos i jej wykorzystanie w turystyce*, [in:] *Homo Viator w świecie spotkania kultur*, eds. K. Najder-Stefaniak, J. Wyleżalek, M. Cywińska, Wyd. SGGW, Warszawa 2012, p. 130; B. Iwan, *Uwarunkowania rozwoju ...*, op. cit., pp. 362–363.

⁷ L. Long, *Culinary tourism: A folkloristic Perspective on Eating and otherness*, [in:] *Culinary Tourism*, ed. eadem, The University Press of Kentucky, Lexington 2010, pp. 20–52.

⁸ B. Iwan, *Kulturowe uwarunkowania regionalnej kuchni świętokrzyskiej*, [in:] *Kulturowe uwarunkowania żywienia w turystyce*, ed. H. Makala, Wyd. WSTiJO, Warszawa 2013, p. 221.

aromas but also to get to know and experience the entire tangle of culinary heritage and related rituals. Culinary tourism, also called gastronomic, is a new trend in the modern world and it is winning more and more popularity. Modern travellers, especially more conscious and wealthier ones, are seeking new culinary experiences.

Culinary tourism can be practised by:

- participating in competitions, food festivals and events;
- looking for gastronomic establishments (e.g. on the Internet) offering regional food and drinks;
- visiting village, agriculture and food museums;
- visiting open-air museums where tourists are also offered traditional and regional dishes;
- travelling along the routes which were delineated mainly on the basis of culinary heritage.

It should be emphasised that dishes and drinks offered while travelling along culinary routes should be closely linked with a particular region and made from local food resources. Culinary tourism is also a unique cultural experience since food production using traditional methods according to local recipes is an element of cultural heritage.

Cultural tourism is related to culinary tourism, as culinary traditions and ways of feeding are related to cultural conditions. Tourists discover new cultures by cultivating culinary tourism, finding unknown food products and consuming new dishes. Tourists during the culinary trips interact with inhabitants, visit monuments, participate in cultural events.⁹

Gaining new knowledge and new experiences through consumption and tasting regional dishes and culinary products by tourists is a kind of a modern trend.¹⁰ In his article, Philip Kotler states that a new characteristic trend among modern consumers is developing. It consists in the fact that consumers feel the need for an emotional escape from everyday life. That is why they enjoy trying unknown culinary dishes, drinks and specific local food products (cold meat, ready-made food and the like). This trend is referred to as “extraordinary adventures”. Modern tourists – consumers – expect offers which contain the promises to experience pleasure and engage their senses, providing an emotional springboard from everyday routine.¹¹

Culinary heritage and problems of modern gastronomy with the tourist offer

Culinary tourism is closely related to culinary heritage. Culinary heritage is referred to as all the farm and food products and dishes and drinks that are characterised by a specific quality, traditional methods of production and preparation. These products are typically produced on a small scale so locally using specific and traditional technology. Culinary

⁹ A. Kowalczyk, *Turystyka kulinarna jako element turystyki kulturowej*, „Rocznik Naukowy WSTiR” 2008, No. 7, p. 22.

¹⁰ B. Iwan, *Region świętokrzyski i jego tradycje kulinarne*, [in:] *Gastronomia w ofercie turystycznej regionu*, eds. Z.J. Dolatowski, D. Kołożyn-Krajewska, Wyd. WSHiT, Częstochowa 2010, pp. 182–183.

¹¹ P. Kotler, *Marketing*, Rebis, Poznań 2005, pp. 53–57.

heritage as part of cultural heritage should be cultivated and maintained.¹² In a similar vein, the claim that cultural heritage offers – including also culinary heritage offers – gain competitive advantage has also won wide recognition.

Culinary heritage of a particular region or town is also an inspiration for folk artists. Thanks to it, many artistic folk bands' repertoires include performances about baking bread, cakes, fermenting cabbage and the like. Literary output of many prominent writers, including Nobel Prize winners, also comprises descriptions of different elements of culinary heritage. A classic example is *The Peasants*, the novel by Władysław Reymont. Similarly, many English and American writers included descriptions of elements of culinary heritage of particular regions in their works.

Culinary tourism provides an opportunity to gain unique culinary experiences. Participation of tourists in organised events, harvest festivals, local and regional festivals, and other tourist events (tourist fairs) where a culinary aspect plays an important role contributes to the enrichment of tourist experience and their knowledge of culinary heritage of a particular destination.¹³ It should be once again emphasised that apart from natural and anthropogenic qualities, culinary heritage is a factor proving the identity of a particular tourism region. Apart from admiring landscapes, modern tourists expect an appropriate gastronomic offer. Dishes and drinks that are part of culinary heritage are a desired attraction for tourists looking for non-standard, thus traditional and authentic dishes.

In the modern world, especially in countries with a high level of economic development, food distribution is dominated by supermarkets and hypermarkets. They usually offer standardised food, similar or identical in the whole world and delivered by food industry concerns while modern consumers – culinary tourists – seek something new and authentic.¹⁴

Modern gastronomy, also the one directed at travellers, has been dominated by fast food restaurants and snack bars offering tourists standard dishes at affordable prices. Such food is “stuffed” with different chemical additives, improvers and preservatives which are not indifferent to human health. The design and decor of chain gastronomic establishments are also standardised irrespective of their spacial location.¹⁵

Unfortunately, the majority of tourist destinations are dominated by borrowed and culturally unfamiliar gastronomic establishments, such as pizza restaurants, fast food bars, such as McDonald's and Burger King. They are usually visited by local young people as well as by less wealthy tourists. However, an increasing number of social groups are boycotting standardised global gastronomy and are seeking original food offer during travels. In their search, they are turning to regional cuisine offering dishes prepared according to traditional recipes handed down from generation to generation.

¹² K. Bockenhein, *Przy polskim stole*, Wyd. Dolnośląskie, Wrocław 2004, p. 34; G. Russak, H. Hutnikiewicz, *Rynek żywności naturalnej i tradycyjnej w aspekcie turystyki wiejskiej*, [in:] *Perspektywy rozwoju oraz promocji turystyki wiejskiej i agroturystyki w Polsce*, Wyd. WSEiP, Kielce 2010, p. 75.

¹³ Vide B. Iwan, *Kulturowe uwarunkowania...*, op. cit., pp. 223–224.

¹⁴ Global Report on Food Tourism, WTO, Madrid 2012.

¹⁵ B. Iwan, *Region świętokrzyski...*, op. cit., p. 182.

Food museums

Many travel agencies offer visits to various types of museums. Tourists are also willing to benefit from an opportunity to see museum collections. Museum tourism is classified as high culture tourism. In general, museums are an important tourist product because every day they are visited by millions of people. Museums, especially the ones with interesting collections (exhibits), are one of the factors affecting tourist traffic in English-speaking destinations.

Museums devoted to agriculture and food are specific cultural institutions related to culinary tourism. It is a relatively new offer for culinary tourists. Tourist trips whose main aim is to visit food museums is a relatively new trend in the field of cultural tourism. The interest in the museums of village, agriculture and food among tourists is steadily growing.¹⁶ However, it should be stressed that museums of village and agriculture are focused on the collection of exhibits related to agricultural production. Visitors can see tools, machines and other agricultural equipment there. As for food museums, there are collected exhibits related to food products. In this article, the analysis will focus on food museums.

Food museums allow visitors (tourists) to gain additional knowledge about the technology of food production and its role in the society. These museums allow travellers to get to know the origins and history of production development of favourite food products, such as chocolate, beer, wine and whiskey. These museums present various types of food products. Many food museums operate in English-speaking countries of Europe and North America. Educational function of food museums is getting a deeper sense in the era of standardisation of food produced on a large scale in transnational companies and corporations. Visiting food museums is increasingly common phenomenon in the world. Museums, including food museums are undoubtedly a tourist attraction and a crucial element impacting tourist traffic to tourist destinations.¹⁷

The characteristic of selected food museums from English-speaking countries in Europe

The Cork Butter Museum in Ireland. Tourists usually start visiting this museum from the ground floor where one should first watch the video "From Green to Gold". The film tells the story of how a promoted brand of butter called Kerrygold contributed to the rebirth of the dairy industry, including butter industry in Ireland in the 1960s. Visitors can then visit (see) the exhibition of traditional tools used for making butter in Ireland, as well as watch a short video showing the production of butter on a traditional farm Muckcross House in Killarney. On the first floor there are also two galleries. The first one shows the develop-

¹⁶ P. Ratkowska, T. Jędrzyński, *Muzea związane z żywnością jako obiekty kulinarnej turystyki kulturowej. Przegląd najciekawszych placówek*, [in:] *Kulturowe uwarunkowania żywienia...*, op. cit., pp. 32–33.

¹⁷ T. Jędrzyński, *Turystyka muzealna*, [in:] *Współczesne formy turystyki kulturowej*, eds. K. Buczkowska, A. Mikos von Rohrscheidt, Wyd. AWF, Poznań 2009, p. 39.

ment of the city of Cork as an international centre of trade in the early eighteenth century and the development of Cork Butter Exchange. The other one concerns butter and Irish culture a thousand years ago.¹⁸



Figure 1. The Guinness Storehouse

Source: <http://europeupclose.com/article/slainte-a-visit-to-the-guinness-storehouse-in-dublin/> [10.11.2014].

The museum exhibition in the Guinness Brewery shows not only the technology of brewing beer but also the ways of beer promotion over the years. Visitors can also learn how to pour a perfect pint and then taste Guinness beer.¹⁹

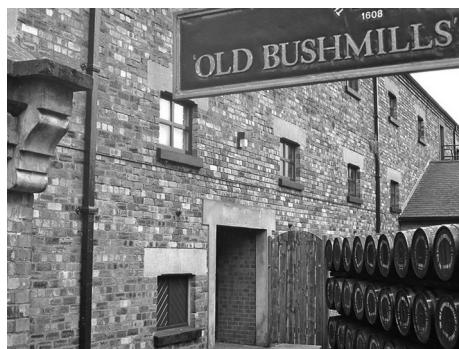


Figure 2. The Old Bushmills Distillery

Source: <http://www.blog.cynamon.pl/dzieje-si/54-o-whisky-i-whiskey-rozmowa-z-wawrzycem-maternickim.html>; <http://www.milerpije.pl/old-bushmills-distillery.html> [10.11.2014].

¹⁸ www.corkbutter.museum/file_download/12/PO.pdf [10.11.2014].

¹⁹ <http://irlandia.wp.pl/wid,11158657,index.html?ticaid=113f1a> [10.11.2014].

The Bushmills Distillery in Northern Ireland is regarded as the oldest whiskey manufacturer in the world. It is believed that whiskey has been distilled there since 1276. The Bushmills Distillery was formally founded in 1784. The 1930s were the next significant stage of the development of this distillery, when a triple distillation of the drink was introduced. Then, in the 1970s peat stopped being used in the malting process. Thanks to it, the Bushmills Distillery produces triple-distilled Malt Whiskey. The name of the Bushmills Distillery itself comes from the cluster of two words: the “Bush”, which is the name of the local river, and “mill”.²⁰

The Bramah Museum of Tea and Coffee. It has a lot of unique exhibits – special cups for men with a “moustache-rest” to prevent moustache from getting wet while drinking tea and the world’s biggest washing-machine-size kettle. There is also a tea shop where you can enjoy traditional English tea. Tea trips around London are an additional attraction.²¹



Figure 3. Cadbury World

Source: http://www.tripadvisor.co.uk/LocationPhotoDirectLink-g186402-d214033-i72252933-Cadbury_World-Birmingham_West_Midlands_England.html; <http://counteract-magazine.com/2013/09/16/22-reasons-why-birmingham-is-great/> [10.11.2014].

Cadbury World – the Museum of Chocolate in Birmingham. The museum is situated near the centre of Birmingham Cadbury World. Visiting this museum tourists will experience a kind of trip from the Aztec Jungle to the world’s biggest Cadbury shop next to the museum. In Cadbury World visitors can learn about the history of the company, see the process of making chocolate and the like. At a special exhibition they can also learn the story of Bournville Village founded for the workers of Cadbury Factory, which is the place where Candbury World is now situated. There is also a shop with various types of chocolate products where you can enjoy a cup of chocolate drink prepared according to the recipe from the seventh century. This recipe was adopted from chefs of Montezuma. The ingredients listed in this recipe were the following: cocoa, cinnamon, nutmeg, vanilla,

²⁰ <http://magazynwhisky.pl/destylarnia-bushmills> [11.11.2014].

²¹ <http://www.eherbata.pl/forum/index.php?topic=61.0> [11.11.2014].

honey and chili. An extract of flower petals was also added to this chocolate drink, giving it a unique and specific aroma.²²



Figure 4. The Cider Museum in Hereford

Source: <http://www.britevents.com/venues/herfordshire/herford/cider-museum-and-king-offa-distillery>; <http://krainacydru.pl/content/247-muzeum-cydru.html> [10.11.2014].

The Cider Museum is located almost in the centre of Hereford and contains a unique collection of machines used for producing cider (scratters, presses, mills), bottles, archival photos and posters, and also traditional dishes and crystal for drinking cider. The Cider Museum has two floors and a basement. The interior of the building has kept the climate of the old cider factory. On the ground floor there is a cinema where films about local producers of cider are shown. On the walls there are charts describing the process of cider production, starting from pressing apples till fermentation. It is interesting that in the past cider was served in large wooden cups or dishes made of large cow horns. In the Cider Museum there is also a horse or stone mill, i.e. the mill for crushing apples (see the picture on the right) as well as modern machines for harvesting apples.

In the basement there is an exhibition showing the process of producing so-called sparkling cider, which is cider with “bubbles”. Travellers can also see the collection of bottles for bottling and storing cider. In the basement another tourist attraction is exhibited – so called press room where there is an exhibition of old presses used for crushing apples. Every year in October the Cider Museum organises the Cidermaking Festival.²³ One of the food museums in English-speaking countries in Europe is the International Museum of Wine, Desmond Castle, Kinsale, Cork County, Ireland.

Food museums in many European countries is a sign of society caring to preserve their culinary heritage as an integral part of their cultural heritage. Culinary travel for modern tourists is an opportunity to increase their knowledge and culture.²⁴ Museum tourism plays an important role in education of particular societies in the subject of cultural heritage.

²² http://www.emito.net/turystyka/inne_ciekawe_obiekty/muzeum_czekolady_cadbury_world_487992.html [5.12.2014].

²³ <http://krainacydru.pl/content/247-muzeum-cydru.html> [5.12.2014].

²⁴ Z. Kruczek, P. Litwicka, *Ocena atrakcyjności turystycznej Muzeum Inżynierii Miejskiej w Krakowie*, [in:] *Turystyka kulturowa...*, op. cit., p. 11.

Tourists wish to explore the history of local communities and show an interest in learning about production methods of favorite foods in of the past time.²⁵

Domestic and foreign tourists, visiting museums of food in the UK and Ireland, that are English speaking countries in Europe, have the opportunity to learn about traditional and contemporary methods of preparation and serving of food and drink – whiskey, beer, cider, chocolate, coffee, tea and butter. The added value of this kind of tourism is learning about the culinary heritage, as well as learning about the material culture and the enrichment of specific terminology of different areas of production of foods exhibited in museums.

The discussed museums in English speaking countries in Europe, present collections on various products. They share a common idea, however, that is preservation and conservation of cultural heritage.

Concluding the discussion on food museums in Europe, it is clear that the most interesting offer for tourists provide Cadbury World and Hereford Cider Museum in UK. In addition to museum exhibits, these institutions present the history of specific products on movies, organize tasting of their products, organize festivals and other events promoting cultural heritage of their regions.

Examples of food museums in the USA



Figure 5. The SPAM Museum in Austin

Source: http://astriasuparak.com/2008/08/29/your-town-inc/spam_museum; http://digitalmastery.com/visiting_the_sp [5.12.2014].

The SPAM Museum in Austin. The exhibits of the Spam Museum are connected with the history of SPAM, the first tinned meat which did not need to be refrigerated, created in the 1930s. Thanks to it, during the Second World War and other military expeditions American soldiers received SPAM as food provisions. Tourists visiting this museum can gain knowledge of the production of SPAM, its ingredients and the like.²⁶

²⁵ Vide D. Orłowski, M. Woźniczko, *Kaszubski Park Etnograficzny i jego rola w upowszechnianiu kuchni regionalnej wśród turystów*, [in:] *Turystyka kulturowa...*, op. cit., p. 63.

²⁶ <http://kultura.newsweek.pl/parada-bezguscia,29215,1,1.html> [5.12.2014].



Figure 6. The Culinary Arts Museum at Johnson & Wales University

Source: <http://lifeat55mph.blogspot.com/2011/05/culinary-arts-museum-in-providence.html>; <http://www.boston.com/lifestyle/food/gallery/7historickitchens> [5.12.2014].

The Culinary Arts Museum at Johnson & Wales University. In this museum there are exhibitions presenting historical kitchen design of American homes, a variety of food packaging, photographs, cookbooks, etc. In the Culinary Arts Museum travellers can learn about sample advertising campaigns of American cuisine etc.²⁷

The Burnt Food Museum in Arlington. The Museum of Burnt Food in Darlington, USA is quite original. In the Museum of Burnt Food there are exhibitions of thousands of burnt food products. One of the museum activities is publishing, which involves hundreds of publications on the historical and contemporary issues related to food and culinary tourism. In the Museum of Burnt Food there are over 49,000 exhibits of burnt food products and dishes. It should be emphasised that the museum also has a Research Department in which studies on different methods of burning food are carried out. The staff have published over 90 books and 850 articles on burning and scorching food.²⁸

²⁷ <http://fitocracy.blogspot.com/2013/03/lets-go-to-providence-ri.html>; P. Ratkowska, T. Jędrysiak, op. cit., pp. 35–39.

²⁸ <http://zalajkowane.pl/top-10-najdziwniejszych-kolekcji-swiata> [5.12.2014]; P. Ratkowska, T. Jędrysiak, op. cit., pp. 35–39.



Figure 7. The Burnt Food Museum

Source: <http://www.burntfoodmuseum.com>; <http://www.boston.com/yourtown/arlington/gallery/BurntFoodMuseum> [5.12.2014].



Figure 8. The National Mustard Museum in Middleton

Source: http://host.madison.com/news/local/middleton-s-national-mustard-museum-shrinking/article_4837d87a-57b0-5eb5-b81b-7501dd765129.html; <http://onwisconsin.uwalumni.com/features/spreading-the-love> [6.12.2014].

In the National Mustard Museum in Middleton tourists can see and buy various types of mustard from many countries. Since 1991 National Mustard Day, organised by this museum, has been celebrated on the first Saturday in August. The Mustard Museum is located in the town of Mount Horeb in the State of Wisconsin. The collection of the museum includes over 440 jars of mustard, bottles and tubes from all the 50 States of America and over 60 countries. There is also a collection of historical materials on mustard – recipes, its history and advertising etc. There are also regular thematic exhibitions devoted to, among others, the history of mustard, its use in medicine as well as mustard geographical quiz.²⁹

²⁹ http://roleski.pl/pl/info/o_musztardzie/33 [6.12.2014].

Among many food museums in the USA, there can be enumerated:

- American's Ice Cream and Dairy Museum, Medina;
- Marion Wyandot Popcorn Museum, Ohio;
- The Museum of the American Cocktail in New Orleans.

In Canada the Chocolate Museum in New Brunswick is popular with visitors.

Comparison of the activities of food museums in the US and Canada, indicates that the most interesting cultural proposals for tourists and visitors offers the Culinary Arts Museum in Providence USA. In addition to the thousands of exhibits, this facility also conducts research and publishing activities. As a result, the culinary heritage of USA is promoted and preserved them for future generations. There is also a varied offer provided by Mustard Museum in Midleton USA (exhibition and sale of various mustards, organizing the National Mustard Day and quizzes etc.).

Literary tourism

Literary tourism is a characteristic trend of modern travels, also in English-speaking countries. It is ranked as high culture tourism. Travels along literary routes are also a kind of educational tourism and some of its forms can be regarded as hobby tourism. Cultural tourism and its integral part, i.e. literary tourism, are an interdisciplinary phenomenon involving many fields of the arts, and they concern different types of travellers with different needs and motivation.

Literary tourism is an exceptional travel involving the space described in literary output and places of living (destinations), working and residing of artists, biographical museums, monuments, cemeteries and other buildings connected with the lives and work of writers and poets. Literary tourism is related to searching for the real places described in literary works, walking the same paths as characters, as well as comparing literary scenes with reality. Events such as Days of Books and urban literary games are the complement of "literary" travels.

Biography tourism is a special part of cultural tourism. Its goal is to travel along the routes of eminent personalities, and sometimes also for educational purposes. The routes of writers and poets are the most frequently chosen to be followed by tourists.³⁰ Literary and biographical tourism are also in many ways related to culinary tourism. On the biographical and literary routes there are gastronomic establishments (restaurants, cafés, pubs) offering dishes and drinks characteristic of a particular period, town and region where writers and poets or the characters of their works lived and stayed.

A relatively new trend within literary tourism is travelling related to non-fiction literature that is based on travelogues, letters from travels, diaries, reports and journals. In this case, tourists travel along the routes described by travel originators or follow the routes

³⁰ M. Wawrzyniak, *Czytanie miasta – idea produktu turystyki literackiej na przykładzie Łodzi*, „Turystyka Kulturowa” 2010, No. 3, http://www.turystykakulturowa.org/pdf/2010_03_02.pdf [6.12.2014].

of famous travellers. Being guided by their own interests, tourists prepare for their travels substantially and personally choose a theme and tourist route they wish to follow.³¹

Generalisations and conclusions

The main objective of this article is to present the characteristics and analysis of the major trends of modern culinary tourism in English-speaking countries.

Tourism has become one of the main elements of the lifestyle of modern societies. Thanks to tourism, the interpenetration of cultures, systems of values and social conducts takes place. Different tourist attractions are the factor determining the development of tourism. More and more frequently these are culinary attractions since culinary heritage is an important element of cultural heritage.

Culinary tourism is travelling whose aim is to get to know new culture, so to speak, “from the inside”.

However, an increasing number of social groups are boycotting a standardised global gastronomy, especially fast food restaurants, searching for an authentic food offer. Modern travellers, especially well-educated and more affluent ones, are looking for new adventures and culinary experiences. Thanks to it, culinary tourism understood as travelling in order to seek and taste regional dishes and drinks is growing.

Museums devoted to food are specific cultural institutions related to culinary tourism. They are a relatively new offer for culinary tourists. The interest of culinary tourists in food museums is growing consistently. Many of such museums have already operated in English-speaking countries of Europe and North America. In this article, selected food museums of European and non-European English-speaking countries have been presented.

“Food is one of the fastest growing interests of modern tourists” – these are the words of the Manifesto of the International Culinary Tourism Association.

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Abstract

Various natural and anthropogenic attractions are factors determining the development of tourism. Increasingly, these are the culinary attractions. Culinary tradition is an important part of the cultural heritage. Culinary travel is an opportunity to acquire a unique cultural experience. Culinary tourism

can be shortly defined as travel to learn about other cultures “by the cuisine”. Travel for exploring the culinary heritage of our country and culinary heritage of other nations – create culinary tourism. Specific cultural institutions related to culinary tourism are food museums. The study provides an overview of selected food museums in some countries of the English-speaking countries.

Keywords: cultural tourism, culinary tourism, culinary heritage, trends in tourism, food museums

Streszczenie

Czynnikami determinującymi rozwój turystyki są różnorodne atrakcje turystyczne – naturalne i antropogeniczne. Coraz częściej są to atrakcje kulinarne. Tradycje kulinarne są ważnym elementem dziedzictwa kulturowego. Podróże kulinarne są okazją zdobywania unikalnych doświadczeń kulturowych. Turystykę kulinarną najkrócej można określić jako podróże w celu poznawania innych kultur „od kuchni”. Podróże służące poznawaniu własnego dziedzictwa kulinarnego i dziedzictwa kulinarnego innych narodów tworzą turystykę kulinarną. Specyficznymi instytucjami kulturalnymi związanymi z turystyką kulinarną są muzea żywności. Opracowanie zawiera charakterystykę wybranych muzeów żywności w niektórych państwach obszaru anglojęzycznego.

Słowa kluczowe: turystyka kulturowa, turystyka kulinarna, dziedzictwo kulinarne, trendy w turystyce, muzea żywności

NOTKA O AUTORACH

Dr Karolina Iwan, pracownik WSTiJO w Warszawie; zainteresowania badawcze: językoznawstwo angielskie, dziedzictwo kulturowe krajów anglojęzycznych.

Doc. dr Bolesław Iwan, kierownik Zakładu Nauk Ekonomicznych WSTiJO w Warszawie, redaktor tematyczny w Zeszytach Naukowych WSTiJO „Turystyka i Rekreacja”; zainteresowania badawcze: turystyka biznesowa i kulturowa, dziedzictwo kulinarne wybranych regionów, marketing firm turystycznych; autor i współautor wielu publikacji książkowych i artykułów w czasopismach naukowych.

