

Food & Travel in the Online Environment - The Influence of the Concept on the Young Generation

Sebastian Laiu

Abstract: *A general perspective of the thesis entitled 'Food & Travel in the Online Environment - The Influence of the Concept on the Young Generation' highlights several theoretical aspects which inform the readers about segments like marketing, advertising, and public relations in direct connection with the general subject of this paper. At the same time, it shows a correlation of the subject with several technical instruments of the WEB technology transposing a concept considered traditional such as culinary tourism in a digital format*

Keywords: *Culinary Tourism aka. Food and Travel, Food Blog/ Food Vlogs, Digital Age, Influence over audience, Trends*

1. Introduction

Nowadays, most of the once-known traditional concepts are successfully transposed in a digital format.

This thesis reveals certain aspects of the Culinary tourism concept both in traditional and digital formats and highlights some of

the reasons why this concept is important for the development of a certain destination and culinary segment of a foreign region. The concepts are presented to large audiences from the marketing, public relations, economic, and journalistic points of view.

In the traditional section of the concept, a brief history of the term, the definitions and particularities, and the moderators and initiators of the concept are presented.

2. Summary

In the traditional section of the concept, a brief history of the term, the definitions and particularities, and the moderators and initiators of the concept are presented.

Also, a very important instrument is the analysis of the Michellin Guide, which reveals the importance of the culinary tourism segment of a place or country.

Country	Release date	🌟🌟🌟🌟	🌟🌟🌟	🌟	Establishments
France	2017 Edition	27	86	503	over 3,222 hotels and guest houses, 4,362 restaurants
Belgium & Luxemburg	2012 Edition	3	16	99	over 700 hotels and guest houses, 1,100 restaurants
Germany	2016 Edition	10	39	241	over 4,200 hotels and guest houses, 2,100 restaurants, 4,287 hotels
Great Britain & Ireland	2018 Edition	5	20	150	over 1,100 hotels, , 2,100 restaurants,
Italy	2012 Edition	7	38	250	over 3,700 hotels and guest houses, 2,700 restaurants
The Netherlands	2012 Edition	2	16	84	over 600 hotels and guest houses, 700 restaurants
Spain & Portugal	2018 Edition	11	25	177	over 1,775 hotels and guest houses, 1,549 restaurants, 130 tapas bars
Switzerland	2012 Edition	2	18	76	over 800 hotels and guest houses, 800 restaurants

In the digital format section, the concept is transposed on the Web and some particularities, moderators, instruments (blog, vlogs) and the impact of the concept on the masses are highlighted.

Concepts like `Food and travel`, or culinary tourism, are present in a digital format to be easily used by the population available everywhere and anytime for anyone who has a computer and an internet connection.

In this online version of culinary tourism, instruments like blogs, YouTube vlogs, articles and reviews for most destinations on Earth, tips for every tourist, HoReCa (Hotel ,Restaurant, Catering) reviews, and of course tips for food at any level can be found.

The concept is analysed and transposed in digital format by:

- Profesional Food Critics
- Chefs
- Journalists
- Culinary and touristic writers
- Ordinary tourists who have a passion for food

The audience is made up of:

- Ordinary Tourists
- Food Lovers
- Online users with an affiliation for these concepts, taken together or separately

The importance of the concept is related to:

- The economic growth of a region/country
- The increased touristic development
- The local culinary development

3. Research methods

From the research instruments point of view, both the quantitative and the qualitative methods were applied for more accurate results.

- a. **Qualitative instrument** – the content analysis was applied on 20 Food blogs and Youtube vlogs of the same domain name, and aspects like Post number, views, viewers, appearance frequency,

comments and appearance year were highlighted in an analysis table.

Most relevant were the tables for Migrationology.com and The Food Ranger.com (both blogs and vlogs)

➤ Migrationology.com

	Blog	YouTube Channel		
Used Platform	✓	✓		
Appearance year	2009	02.02 2009		
Subscriber Number	Over 50,000	1,712,833		
Post Number	Approx. 900	832		
Views	Unspecified	358,506,399		
Comments	245 high number	4,895 number for most popular		
Appearance frequency	Weekly	Weekly		
Additional platforms	Facebook	Instagram	Twitter	Google +
	✓	✓	✓	✓

➤ The Food Ranger.com

	Blog	YouTube Channel		
Used platform	✓	✓		
Appearance year	2016	12.03.2013		
Subscriber Number	Unspecified	1,460,850		
Post number	10 articles	184 videos		
Views	Unspecified	190,109,710		
Comments	2,358 high number	11,464		
Appearance frequency	Monthly	1,2 per week		
Additional platforms	Facebook	Instagram	Twitter	Google +
	✓	✓	x	✓

- b. **Quantitative instrument-** a survey consisting of 26 questions was applied to a number of respondents with different demographic statuses.

The survey consisting of questions such as the kind of publications (blog/vlog) the participants prefer, in what way the culinary tourism segment publications influenced participants to travel to the designated destinations, or if they were influenced to taste local food in their travels and so on. Also, two food and travel blogs and youtube channels were suggested (Migrationology (blog / Youtube, The Food Ranger - YouTube ,Blog). The survey participants were asked for their preferences, the parts of this publication they liked and so on.

4. Results and conclusions

- Due to the rapid expansion of the cyber space and to the increased number of internet domains and users worldwide, the culinary tourism segment expanded both in the traditional concept and also in the digital format
- According to the content analysis, over 20 blogs and YouTube channels, the number of the articles and the YouTube vlog views have increased rapidly over the last years
- According to the applied survey, participants were influenced in a way by Food and travel blogs and vlogs to travel to the presented destinations and to taste the local food
- According to the appearance of many Web domains dealing with culinary tourism, a high number of people chose to make a career by travelling and documenting their experiences and finally sharing them with travel passionate people from all around the world, the incomes were obtained from sponsors, travel agencies, flight companies, etc.
- New and interesting content is always developed by moderators to increase the number of subscribers and, at the same time, new marketing strategies are applied for different reasons (to increase subscriber numbers, to purchase personalized items, to develop a region or destination or the local food segment ranking).

Bibliography

1. Hall, M. & Sharples, L., Macionis, N., Cambourne, B., Mitchell, R., Food Tourism Around the World, 2013
2. Kindersley, D., Ultimate Food Journeys (Dk Eyewitness Travel Guides) Hardcover – September 19, 2011
3. Nitescu, C, „Turismul Culinar Sau Călătoriile Pentru Placerea Gustului”, 2013 (<http://www.turismmarket.com/turismul-culinar-sau-calatoriile-pentru-placerea-gustului>, accesat 10.01.2018)
4. Oseland, J., A Fork In The Road, 2013
5. Stanley, J &L., Food Tourism: A Practical Marketing Guide, 2010

Webography

1. <https://www.worldfoodtravel.org/cpages/what-is-food-tourism> accessed on 10.01.2018
2. <http://cf.cdn.unwto.org/sites/all/files/docpdf/amreports4-foodtourism.pdf> accessed on 10.01.2018
3. <https://foodandtravel.com/> accessed on 10.01.2018
4. <http://www.turismmarket.com/turismul-culinar-sau-calatoriile-pentru-placerea-gustului> accessed on 10.01.2018
5. <https://ontarioculinary.com/resources/culinary-tourism-101/> accessed on 10.01.2018
6. <http://www.tandfonline.com/doi/abs/10.2167/jost696.0> accessed on 10.01.2018
7. <http://www.tandfonline.com/doi/abs/10.2164/cit/226.0?journalCode=rcit20> accessed on 10.01.2018
8. <https://www.tripadvisor.com/TravelersChoice-Destinations-cTop-g1> accessed on 10.01.2018
9. <https://migrationology.com/> accessed on 11.03.2018
10. <https://www.youtube.com/user/migrationology> accessed on 11.03.2018