

Local products and Tourism gastronomy in rural areas Evidence from Greece

Efstathios Velissariou

Department of Business Administration - Division of Hospitality management at the Technological Educational Institute of Thessaly (GR)
belissar@teilar.gr

Eleni Mpara

MBA in Tourism Business Administration
Hellenic Open University. Greece
elenibara@yahoo.gr

Abstract

Local products are part of the tourist offer including the culture and habits of the place of destination. The development of gastronomic tourism and wine tourism constitutes a pole of attraction for millions of tourists, who seek to combine their travel experiences with gourmet tastes and pleasure. The goal of this study was to find the connection between local products and local gastronomy in the rural area of Larissa in the Region of Thessaly in Greece, where the production of local products and products with a designation of origin is highly developed.

The primary research has shown that a variety of local products are offered to the tourist through the local gastronomy, but the connection between the local foods, the local gastronomy and tourism are very low. On the other hand the majority of respondents believe that the rural area of Larissa has the potential for the development of culinary tourism by offering local products, which are produced and placed in the region. Especially the local gastronomy combined with the local products and also with cultural events, festivals and activities can contribute to tourism development and be an incentive to attract more visitors. Essential requirement is the certification of the conditions regarding the quality level of offered cuisine and services and finally the connection to the tradition and heritage of the gastronomical destination.

Keywords: Culinary Tourism, Local products, Gastronomy, Greece, Rural areas, Larissa.

JEL Classification Codes: L83 Sports • Gambling • Restaurants • Recreation • Tourism, Q13 Agricultural Markets and Marketing • Cooperatives • Agribusiness, Q18 Agricultural Policy • Food Policy

Introduction

Several studies in the 80's and 90's are focused on the competition for the resources of land and labor between food production and tourism. (Tefler & Wall, 1996). There was also a problematic about the level of food imports for the tourist consumption and their economic and social impacts, due to the fact that food represents approximately one-third of all tourist expenditures (Belisle 1983). In the present is recognized that foods and drinks for tourists can have major implications for the economic, cultural and environmental sustainability of tourism destinations, with researchers arguing that a focus on locally sourced products can result in benefits for both

hosts and guests (Boniface, 2003; Enteleca Research and Consultancy, 2001; Ilbery, Kneafsey, Bowler, & Clark, 2003; Sims, 2009). Local food can also contribute to the experience of existential authenticity. As described by Wang (1999), existential authenticity is about identity formation and the chance to experience a more intense feeling of connection with ourselves and the world around us.

It is also recognized that the local products are part of the tourist offer, but also an element of the culture of the place of destination. In Particular "local" products can appeal to tourists on a number of levels, from the simple demand for "typical" products that can be purchased and consumed as a symbol of place, through to the complex and deep-seated quest for a more authentic sense of self (Sims, 2009). The term "local" can be understood either in terms of a bounded region within which products are produced and sold, or in terms of 'specialty' or 'locality' foods which are intended as value-added products for export to other countries or regions. (Morris & Buller, 2003). Generally, the physical goods or services produced or provided by different companies and have a recognized social and economic identity are considered as local product, while a product's quality is the degree of excellence of a product or service compared to related products-services (Sage C., 2003).

Moreover another key feature of local products is that many of them are connected with society, tradition, manners and customs of a region. The study of food, eating, and culinary institutions became a burgeoning subfield of sociological and anthropological research in recent years (Erik Cohen & Nir Avieli, 2004). In the tourism world there are influential destinations whose brand image is connected, with varying levels of intensity, to gastronomic values. Javier Blanco Herranz 2012.

Greece is privileged by geophysical and cultural characteristics and long term traditions which make the local products of both agriculture and tourism unique. In addition, the qualitative differentiation of agriculture and tourism has multiple benefits for both sectors. For this reason, linking tourism and agriculture, through the use of particular agricultural food products is important for both the local products and culinary tourism.

The goal of this study was to find the connection between local products and local gastronomy in the rural area of Larissa in the Region of Thessaly. The Region of Thessaly represents the greatest agricultural region of Greece, where the production of local products and products with a designation of origin is highly developed.

Local products and Tourism

Recently a consumer shift regarding locally-traditional products, i.e. products that are considered to be of superior quality compared to mass produce has been observed. The exact reasons of this consumer behavior aren't clear, however some causes that can be considered as responsible are the food crises of the past few years, the higher consumer income, as well the growing environmental concerns and worries about the quality and safety of food (Morris C. & Young C., 2000). Tourist consumers dissatisfied with the mass products and Package tours began to seek something different and specialized that would satisfy their personal needs, turning to the traditional way of life, in a healthy and friendly environment (Boissevain J., 1996).

The consumption of local products which are considered as 'authentic' and qualitative is a means of developing rural areas. The advantages of such initiatives can be the economic and technical infrastructure, the improvement of the characteristics of the human and social capital. The development of local products even means development of associated enterprises and thus improvement of many sectors of the local economy while enhancing the development (Lamprianidis, 2003). At the same time the promotion of local products in the tourist market can increase the agricultural activity and the production of agricultural goods, the strengthening of the region (through job creation and encouraging local entrepreneurs), but also by strengthening the identity of the brand name from food-local products.

The relationship between tourism and agriculture can also be incorporated under the concept of sustainable tourism development which has received greater attention in the literature recently (Eber 1992; McKercher 1993; Nelson, Butler and Wall 1993). Therefore it is easily realized, that local products (physical goods or services) which are produced and supplied from various businesses in rural areas and have a recognized social and economic identity (Ilbery B. & Kneafsey M., 1999), can lead to gastronomic and touristic development.

It is crucial to achieve a link between a product and a region. To identify the qualitative differentiation of a product with the cultural and geophysical characteristics of the region that produces it. In this way, its products become unique and acquire identity. The consumer refuses to substitute these products with others which are similar. The relationship with the product, the services, the place of origin obtains personal character, the product acquires its own "fans" and an increase in market share is enshrined. However, this connection between specific local products and the related gastronomic tourism could lead to certain problems, such as the alteration of the product, and/or the importation of the product, because of the great demand, as for example the Fava of Santorini, which are imported from Turkey, due to popular demand (Mposkos, J. & Palisidis, J., 2011)

Consumers are interested to know the origin of products and the method of production, because in this way ensure their health and safety, and the safety of their children. The shift to 'pure' products arises from nostalgia for the past which was dominated by traditional production methods (Ilbery et al. 1998). Consumers seem to show confidence in the quality certification schemes, even if they don't know the criteria that must be met by products (Parrott et al. 2002). For the protection of the diversity and quality of products the European Union grants certificates of protected designation of origin or geographical indication, in order to ensure consumers about the production of certain traditional products, their origin, their characteristics and that they respect the basic determinants of quality and traditional terms. The following two EU schemes (European Commission, 2014) encourage diverse agricultural production, protect product names from misuse and imitation and help consumers by giving them information concerning the specific character of the products. These schemes are *Protected Designation of Origin (PDO)*, which covers agricultural products and foodstuffs which are produced, processed and prepared in a given geographical area using recognized know-how and the *Protected Geographical Indication (PGI)*, which covers agricultural products and foodstuffs closely linked to the geographical area. At least one of

the stages of production, processing or preparation takes place in the area.

About 14.6% of food and beverage products of protected designation of origin and protected geographical indication come from Greece. Specifically 78% of food and beverages come from the five southern European countries (France, Italy, Portugal, Greece and Spain) (Parrott et al. 2002). Greece has 88 products with Protected Designation of Origin which is 27 olive oils, 20 different cheeses, 23 vegetables and pulses, 10 different olive varieties, varieties of honey, the traditional avgotaraho of Mesolonghi (salted flat-head mullet fish roe), the Cretan rusks, sweet beverages such as the Naxos citron drink and kumquat liqueur from Corfu, the "Tomataki Santorinis" (cherry-tomato of Santorini), the Kozani crocus, tangerines and mastic from Chios (visitgreece.gr, 2013).

Gastronomy and Tourism

The tourist demand for local gastronomy shows an upward trend. According to a survey by Mintel (2009), in recent years an increasing number of tourists are interested in food and beverages on their trips. At the same time Gastro-tourism or Culinary tourism and also wine tourism constitute a pole of attraction for millions of tourists, who seek to combine their travel experience with the search of gourmet tastes and pleasures. Therefore, countries rich in local products and dishes (such as France, Italy and Spain), invest heavily in the promotion of their local cuisine, taking into account that there are travelers with the exclusive travel incentive of participating in activities of gastronomic interest (SETE, 2010).

Gastronomy relates with hospitality which includes food and beverage. So, taking into account the needs of tourists for hospitality (accommodation, food, beverages), we realize that the relationship between tourism and gastronomy is real and realistic (Scarpato, 2002). The term "Gastronomy" means the art of creating unique food combinations and also the art how every chef understands the composition of ingredients and colors. Gastronomy includes a variety of culinary and nutritional activities which are designed especially for tourists and exhibit the local cuisine giving visitors the opportunity to discover unique products with references to the culture and history of each place. As for the gastronomic tourism experience, *"it can be defined as the evaluation carried out by the tourist on a number of attributes (attractiveness of the food and environment, quality of service), after a stay in a tourist destination where the tourist engaged in an activity related to gastronomy. The tourist's perceived value of a particular destination or establishment is therefore multidimensional"* (Javier Blanco Herranz. 2012).

Therefore, gastronomy refers to actions beyond the gustatory experience becoming part of cultural tourism and a subset of the overall tourist experience, because gastronomy arises and is shaped in relation to the tradition, customs, historical heritage, climate, geographic location of each region, where the traveler is seeking to taste the local flavors and live unique culinary experiences or participates in a variety of culinary services (visiting wineries, dairies, participates in food and wine tasting) (cretan-nutrition.gr., 2013). Gastronomy in combination with the culinary arts composes a

travel package through the memory of taste. A trip usually combined with the satisfaction of hunger (Mposkou J., Palasidis J., 2011). Therefore gastronomy may affect tourism with the upgrading of the travel experience for all tourists, and it can also be an incentive for visiting an area. The development of gastronomy tourism is a channel for offering local products to tourists, showing the food culture and creates a conjugation between the traditional quality products and the tourism product.

Presentation of the research area

The area of the primary research was the territorial units of Larissa in the Region of Thessaly in Greece. The Region of Thessaly covers an area of 14.037 Km² with a population of 730,730 residents. Farmland amounts to 4,999,353 acres¹ of which 2,408,271 acres are in the territorial unit of Larissa. Generally durum wheat is cultivated in the region of Thessaly (1,372,900 acres), followed by cotton (1,000,130 acres), other cereals (436,880 acres) and feed (321,840 acres). Also olive trees (315,950 acres) and corn (235,280 acres) are included in the major cultivations (IRETETH & CERTH, 2013).

Larissa is the largest territorial unit in the Region of Thessaly and the second greatest in Greece with a size of 5.381 Km². and a population of 284.420 according to the 2011 Census. The Territorial Unit of Larissa includes 5 provinces, those of Larissa, Ellassona, Tyrnavos, Agia and Farsala. The Territorial Unit of Larissa is rich in local produce. The production of dairy and livestock products, local wines and spirits, fruits and sweets products, chestnuts, liqueurs and spoon sweets is especially great. Particularly high in the region is the production of all kinds of milk (cow, sheep and goat). As for the sheep and goat milk Larissa is first in production at a national level by producing 57.8 and 13.5 thousand tons respectively, while it is characterized as the major producing area of cow milk on a national level.

Moreover the production of dairy products (Feta cheese and Kaseri cheese) plays a significant role in the economy and in the tradition of the region. Feta cheese is made from 100% sheep milk, or in combination with goat milk, but not more than 30%. Feta-cheese was embodied first in 1996 by the Regulation EC 1107/1996 and finally in 2002 by Regulation 1829/2002 European Commission as a product designation of origin, which means that the name "Feta" may not be used in cheese similar in texture and with procedures other than the traditional (fetamania.gr, 2014). The region of Thessaly produce a total of over 27,000 tones of feta per year, expressed as 30% of the national production of Greece.

Larissa and especially the province of Ellassona, is dominant in the production of feta cheese, holding roughly 14% of the national production. The Kaseri cheese is also a PDO product and is produced almost in all cheese making dairies in the Territorial Unit of Larissa. The International Taste & Quality Institute (iTQi) awarded Kaseri chees "Vigla Olympus" with the Superior Taste Award (iTQi, 2011) in Brussels in 2011. Besides Feta-cheese and Kaseri-cheese from Ellassona, famous local products are the Kefalotiri-cheese from Ellassona, produced from sheep and goat milk and the Nivato-cheese from

¹ Acre=1000 m²

Verdikoussia village which is Spreadable, with a slightly grainy texture. The way of cheese making gives a cheese with only 18% fat, light, tasty and with a genuine Greek sourish taste.

In livestock production the Lamb from Ellassona (Arnaki Ellassonas) occupies a special place. According to the European Commission Regulation (EC) 734/2011, the "Arnaki Ellassonas" joined the register of protected designations of origin and protected geographical indications of the European Union. Also the Implementing Regulation No. 982/2011 of the European Commission recognize the name "Katsikaki Ellassonas" (Goat from Ellassona) in the register of protected geographical indications and designations of origin for agricultural products and foodstuffs as a designation of origin.

The Territorial Unit of Larissa also has a long tradition in viticulture and wine production. The winemaking activity focuses on the areas of Tyrnavos, Ampelakia, Rapsani, Tsaritsani and Ellassona. The Territorial Unit of Larissa has vineyards spanning approximately 28,000 acres. According to the department of Wine quality control in the Direction of Rural Development in Larissa, the production of grapes in 2012 was about 11 million kilos which produced 7.5-8 million liters of wine (Toufexi, 2013). According to Toufexi (2013) the native wine grape varieties in Larissa, are Moshato, Krassato, Stayroto or Ampelakiotiko, Roditis, Xinomavro, Assyrtiko, Mpatiki, Merlot and Debina. POP wines are produced in the province of Rapsani and PGI wines are produced in the wine-growing zones of Ellassona, Tyrnavos, Krannonas and Krania.

Tsipouro, a Greek traditional distillation from grapes, is produced in Greece and constitutes 25% of the total production of alcoholic beverages in Greece. In the year 1989 the city of Tyrnavos was the first (and only) city in Greece, who patented the geographical indication of Tsipouro at European level. In 2008 Tsipouro was recognized as a local product designation of origin and protected in 2011, as the grapes for the production must be grown exclusively in Greece. The Tsipouro of Tyrnavos can be found in a variety of flavors with anise or saffron or aged in oak barrels and exported worldwide (Toufexi, 2013).

Other local agricultural products are the Apple and the Chestnuts. In the province of Agia the Apple cultivation occupies approximately 2 thousand hectares with an annual production of 70 thousand tones, representing about 20% of Apple production in Greece. Also significant is the production of Chestnuts, which stand out for their brilliance, their size, and their flavor. In recent years the Rural Cooperative of Melivia launched efforts for indicating the product with Protected Designation of Origin.

Finally special local products are the sweet products. The most famous product is the Harvas of Farsala. Halva is a sweet confection served across the Mediterranean, the Middle East, the Balkans, Eastern Europe and many other places. In Arabic the term *halva* means "desserts" or "sweet". The Halva of Farsala is Flour-based. This type of halva is slightly gelatinous and made from grain flour, typically semolina. The primary ingredients are clarified butter, flour, and sugar. The first historical evidence for the production of Halva in the area, date back to the year 1446.

Primary research

Research methodology and aims

The Region of Thessaly produces a large number of local products, many of which are protected by the designation of origin (PDO) or protected by the geographical indication (PGI). The Thessalian diet includes yogurt, milk, butter, cheese, spread cheese, feta-cheese, Kassericheese, manouri, raw olive oil, fruits, vegetables, black bread, jam, pies, frumenty hot with grated cheese and boiled greens (grhotels, 2013).

The main objectives of the research included the investigation of offering local products from local businesses, and the demand of local products by the visitors and consequently the connection between local gastronomy and tourism. Also through the research an attempt was made to record the opinions regarding the conditions and factors for the development, promotion and success of gastronomic tourism. The survey was conducted in spring 2013 by a questionnaire addressed to the tourist companies in the area of the Territorial Unit of Larissa. 40 representative local businesses responded to the survey of which 20 (50%) were restaurants, 9 (22.5%) hotels, 6 (15%) agricultural cooperatives and 5 other various enterprises (12.5%). Of the 40 companies 33 (82.5%) operate the whole year, 4 (10%) operate seasonally and 3 (7.5%) operate only on weekends. The main results of the survey are presented in the following paragraphs.

Research results

According to the results all businesses stated that they offer their customers choices of the local gastronomy.

To the question "which of the local gastronomy products is offered", the main product offered by almost all companies was Feta-cheese at a rate of 85%, followed by Tsipouro at a rate of 77.5% and local wine at a rate of 62.5%. The offer of Lamb and Goat (47.5%), Kaseri-cheese and sweets (42.5% each), traditional pies (40%) and honey (30%) concentrates significant rates. Less product offerings are the Hylopites (noodles) and Trahana at a rate of 17.5%. Finally the Halva of Farsala is offered at a rate of only 12.5%. This may be due to the very short preservation period of the product.

Table 1: Offered Local product

Local products	Percentage
Feta Cheese	85,00%
Tsipouro	77,50%
Wine	62,50%
Lamb - Goat	47,50%
Kaseri Cheese	42,50%
Spoon Sweets	42,50%
Pies	40,00%
Honey	30,00%
Traditional Noodles (hylopites)	25,00%

Trahanas ²	17,50%
Halva of Farsala	12,50%
Others	5,00%

To the question about the demand for local products compared to standard Market products, 17.5% noted that the demand for local products is "Very great", 67.5% noted that the demand is "great" 7.5% answered that the demand is "Small", 2.5% responded that the demand for local products is "very small" and 5% answered "not at all" demand for local product.

Table 2: Demand for Local Product

Local products	%
Very great	17.5
Great	67.5
Small	7.5
Very small	2.5
Not at All	5.0

To the question if the level of demand for local gastronomy is sufficient for the development of culinary tourism in Larissa 55% responded positively while 45% responded negatively.

To the question about the level of connection between the local gastronomy and the Tourism in Larissa, the majority of responses (55.0%) believe that the local gastronomy is connected to a "Great" or to a "Very great" level with tourism in Larissa.

A rate of about 40% believe that gastronomy is linked to tourism to a small or very small level, while 5% believe that local gastronomy is not connected with tourism in the Territorial Unit of Larissa.

Table 3: Connection of local gastronomy with the Tourism

Connection	%
Very Great	12.5
Great	42.5
Small	30.0
Very small	10.0
Not at All	5.0

To the question "What additional services for gastronomic tourism would you offer (only 1 answer given)", 35% responded that they could offer visits to areas of production of traditional food and beverages, while 30% responded that they organize food and wine tasting events. A rate of 17.5% would additionally offer, cooking classes, 12.5% tours to croplands and finally 5% would offer other services specially designed for tourists in relation to the local products. On the contrary, none of the participants in the survey would offer visits to museums or seminars for the visitors.

² Trahana, is a hard, sun-dried grain product made by combining cracked wheat, bulgur, or flour with buttermilk or yogurt, which makes the "sour" kind, or with whole milk, which makes the "sweet" kind (Kochilas Diana, 2013).

Table 4: Additional Services for Gastronomic Tourism

Ranking	Gastronomic Tourism Services	Percentage
1	Visits to production sites	35,00%
2	Wine and Food Tasting Events	30,00%
3	Cooking Classes	17,50%
4	Tours in Croplands	12,50%
5	Other services specially designed for tourists	5,00%
6	Visits to museums	0,00%
7	Organization of Seminars	0,00%

To the question "What are the success factors of culinary destinations" the majority (85%) noted "the connection to the tradition and heritage of the gastronomical destination" is key factor for the success of the destination and particularly for the Territorial Unit of Larissa.

At the same time "the strong identity of the destination" at a rate of 35%, "the promotion through the internet" and also "the connection of tourism with the agricultural production" at a rate of 32.5% are considered as very important. Important factors that play a significant role are considered to be the "friendliness of the destination for the visitors" at a rate of 30.0% and also the human factors and especially the "professional staffing". Another factor is the "variety and development of new products" at the rate of 17.5%. Finally 2.5% considers that there are other factors contributing to the success of a gastronomic destination.

Table 5: Success factors of a gastronomic destination

Success factors	Percentage
Connection to the Tradition and Heritage	85,00%
Strong Destination ID	35,00%
Link between Tourism and local product	32,50%
Strong Web Presence	32,50%
Friendliness of destination for the visitor	30,00%
Professional Staffing	22,50%
Variety/Product Development	17,50%
Other	2,50%

To the question "In your opinion, can a Brant label of the local quality cuisine be helpful?" the majority of respondents (ie 97.5%) believe that a label of Brant label of local Quality cuisine could contribute positively to the development of culinary tourism in Larissa.

Participants in the survey were also asked about the best promotion tools for the promotion of local products and gastronomic tourism. As the best tool for promoting the local products and gastronomic tourism, stand out: the creation of a commercial portal at a percentage of 72.5, the advertising in the Press and TV and also the participation in trade fairs and events proposed at a rate of 42.5%.

The "Integration of the local gastronomy in the region's tourism campaign" follows at a rate of 27.5% and the "Invitation of tourism journalists" at the same rate of 27.5%, while the smallest preference was the Creation of a gastronomic Guide at a rate of 25%.

Table 6: Promotion tools for the local products and gastronomic tourism

Promotion Actions	Percentage
Creating a Web Portal	72,50%
Participation in Exhibitions and Events	42,50%
Advertisements in newspapers and TV	42,50%
Integrating the local Gastronomy in the region's Tourism Campaign	27,50%
Hospitality Professionals and Journalists	27,50%
Gastronomic Guide	25,00%

Conclusions of the primary research

Based on the results of primary research and in conjunction with the literature review, the following conclusions can be drawn:

The development of culinary tourism in Larissa by offering local products was considered as possible, according to the opinion of respondents (at a rate of 55%). Among the variety of offered local products in the territorial unit of Larissa, the most popular local product is the feta-cheese of Ellassona (85%), the Tsipouro of Tyrnavos (77.5%), local wines (62.5%), the lamb and goat from Ellassona (47.5%) the Kasserri cheese of Ellassona (42,5%) and spoon sweets (42.5%).

About 55% of respondents believe that the local gastronomy is connected to the tourism in Larissa, but the combination of local products in Larissa with cultural events, festivals and activities can contribute to tourism development and be an incentive to attract more visitors. Also the majority of tourism businesses (at a rate of 97.5%) also consider that the acquisition of a quality label of Larissa cuisine will play a decisive role in the promotion of Larissa as a gastronomic destination.

However the collaboration of the local enterprises, the certification of the requirements regarding the quality level of offered cuisine and services and finally the establishment of a relationship of trust with the consumers, are essential requirements.

According to the participants in the survey (at a rate of 85%), the opinions for developing and establishing gastronomic tourism in the Region are very high, if special emphasis in certified local products and culinary identity of Larissa are given. At the same time, the strength of the promotion for traditional products, flavors and services, through the creation of a web portal and advertising, are also needed.

Culinary tourism can take a prominent position in the tourist market of Greece, as it is a country that has a gastronomic wealth and variety of local products and should be treated as part of the tourism product, in order to provide an additional incentive for tourists to visit the region, but also to enhance both the agricultural sector and the exports of the local products.

The products of the Greek land, combined with the traditions and customs and associated with the Mediterranean diet are a key element for the local identity. They are the material for a strong and unique

experience for each guest and through the organization of various celebrations; festivals and events can play a positive role in the effort for the development of gastronomic tourism.

Proposals for the Local food and tourism gastronomy

Concluding this paper some recommendations regarding the development of local products in relation to the tourism gastronomy are made. In particular the following actions are proposed:

- Strengthening the presence of restaurants even in hotels, this will provide local gourmet cuisine, based on traditional recipes using local products.
- Promote the concept of the local "Thessaly diet", the local traditional food products (honey, cheeses, jams, pies, fruits and sweets), the local "Thessaly breakfast" and also offering local products as appetizing dishes.
- Organization in restaurants of special events such as theme nights, dedicated to the local products (wine evening, cheese tasting etc).
- Establishing of traditional shops in the large hotels of the region, offering local products. In this case, the showcases should be distinguished by the traditional style of decoration and an appropriate labeling of the products on the shelves should be included.
- Creation of establishments within the production sites of local products (wineries, dairies) offering also information about the history and nutritional value of the products, to make the visit interesting and exciting.
- Promotion of initiatives establishing culinary routes and tours (eg roads of wine, of cheese, of sweets) and organizing events on gastronomy (Feta festival, wine festival, celebration of pies) able to attract and entertain Greeks and foreign tourists.
- Finally, a strong web presence and advertising in the media from which Greeks and foreigners will seek the recommended places to buy the delights of the places they are visiting.

To summarize, culinary tourism belongs to a smart growth policy. This is because this kind of development does not require large investments in fixed assets and establishments, but requires the implementation of a marketing strategy, which will aim at creating quality tourism forms, added value and extend the tourist season.

Conditions should be created, so that gastronomy as a tourism product can offer quality culinary experiences and flavors upgrading the gastronomic selection and attracting more tourists, while tourism can contribute to the promotion and export of local quality products.

Especially for Greece the Tourism combined with the tradition and the culture, can be the best advertisement for the local products contributing to increasing exports and conquering the international markets. The combination of tradition, customs and qualitative Greek products from land and sea compose the Greek gastronomy which, together with the natural beauties are the main reasons for visiting Greece.

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