



GASTRONOMY TOURISM AS A TOOL FOR THE DEVELOPMENT OF REGIONS

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LITHUANIA AND LATVIA. COUNTRIES OF GASTRONOMY TOURISM

Lithuania

- **Tourism slogan** *Real is Beautiful*
- **Traditional products** - honey, tree cake (šakotis), black bread, apple cheese, special sausage (skilandis), and cottage cheese.
- **Traditional national dishes** - Cold beetroot soup (pink soup), potato dumplings shaped like zeppelins and stuffed with meat, curd or mushrooms



Latvia

- **Tourism slogan** *Magnetic Latvia*
- **Flavours** symbolizing Latvia - birch juice, cold beetroot soup, Līgo or Jāņi cheese, quince, chanterelles, grey peas, and candies “Gotina.”
- **Gastronomy tourism** is associated with nature (e.g. picking mushrooms and berries), short supply chains from the fields to the marketplace, home and countryside restaurants and other places of fine dining

TRAVEL INVITATIONS – COUNTRY SLOGANS

Gastronomy tourism – is a part of the Experience Economy

Some Slogans and Promotion Campaigns:

- *Lithuania. Co-create Experiences*
- *Latvia: Best enjoyed slowly (old slogan)*
- *Finland: The Happiest Country in the World*
- *Sweden – A destination of a different nature*
- *Tartu 2024: European Capital of Culture*
- *Poland more than you expected*

New initiatives:

- Restaurant suggestions for groups (Visit Estonia)
- Michelin star restaurants in Latvia and Estonia

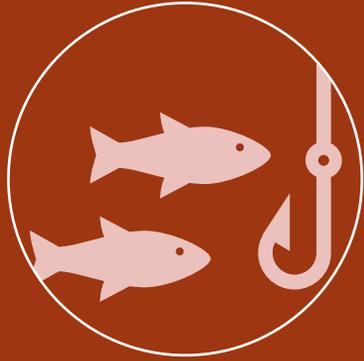
Every Country's Tourist Enticing Slogans



Gastronomy tourism



Gastronomy
tourism



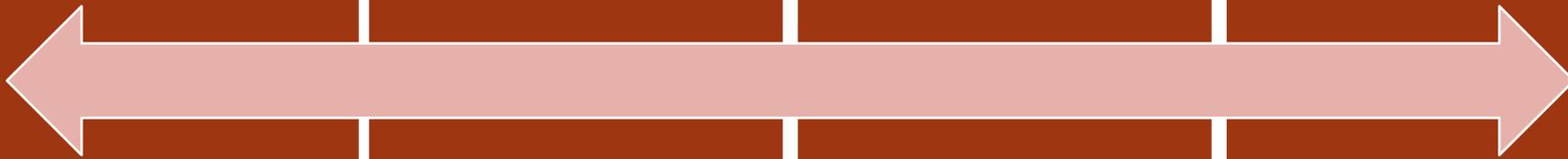
Local
tourism



Slow
tourism



Rural
tourism





**SLOWNESS AND
GASTRONOMY
TOURISM**

Speed

- Speed in a life and work environment
- Fast food
- Fast consumption of knowledge

Slowness

- Slow travel
- Qualitative time
- Delicious and local food

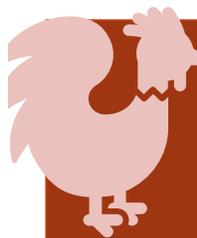
ACTIVITIES RELATED TO GASTRONOMY TOURISM



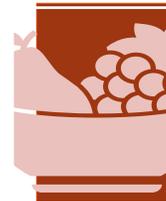
Food and drink
themed events and
festivals



Gastronomy routes
and trails



Farm visits to
contribute to food
production



Visiting local
restaurants



Museums and
thematic exhibitions



Educations and
tastings



Excursions to
factories and farms



Markets

Cherry Festival of Žagarė (Žagarė (Joniškis district))

Presentation of local crafts, concerts, art expositions, traditional market, cultural and sport events, educations and lectures, installation of recreation spaces, Holy Mass at the Church, decoration of local houses by scarecrows

Cheese festival (Druskininkai)

Demonstrations of cheese production, tastings, competitions, the election of favourite cheese, workshops, lectures, concerts

Harvest festivals (Various places)

Fair, concerts, various exhibitions, educations, competitions, festive procession, Holy Mass at the Church, presentation of various delicacies, presentation of various awards

Festival of Honey collection (Stripeikiai Beekeeping Museum (Ignalina district))

Presentation of local crafts and folk art, creative workshops, market of bee products, reconstruction of crafts, educations, excursions in the nature, lectures, watching movies, tastings, concerts

Smelt festival (Palanga)

Tastings of prepared smelt in different recipes, fishing and fisherman's competitions, bathing in the sea, concerts, barbecue championship, fair, artistic performances

EVENTS OF GASTRONOMY TOURISM IN LITHUANIA



GASTRONOMY ROUTES AND TRAILS



Travel around Latvia and explore the rye grain's journey from field to fork!

EU project in Latvia “*Rye Road: a Product of Culinary Tourism*” was to create and promote the Rye Road, a culinary tourism product of national significance, based on the rye bread and rye product traditions.

The *Rye Road* project invites tourists to visit rural entrepreneurs who make rye bread, using traditional or family recipes, or various dishes from rye bread or rye flour.

The *Rye Road* map presents 52 members of the route who are open to visitors: farms, home producers, guest houses, small bakeries and bakery shops, country cafes, restaurants and pubs.



EU project “*Flavours of Livonia*” (2017-2020), which identified 250 rural restaurants, guest houses and producing farms in Latvia and Estonia. The project was related to the food history and the impact of Livonian times on the contemporary cuisine of today.



FARM VISITS TO CONTRIBUTE TO FOOD PRODUCTION

Some cafes offer to catch your own fish in Lithuania. Tourists can catch trouts in large ponds in the restaurant “The Fishermen House”, which is dislocated in the rural. After catching a fish tourists will be able to see how professional cooks make various dishes of the fish caught by them, following the recipes of forefathers.



Some berry farms in Lithuania offer opportunity to pick berries for yourself. Usually if tourists plan to see the attractions of that region, they also visit such farms. The tourists can come to the blueberry orchard, browse to pick or to buy blueberries.



VISITING LOCAL RESTAURANTS

MUSEUMS AND THEMATIC EXHIBITIONS

Visiting local restaurants is one of the most popular tourist activities. Usually the menu in such restaurants depends on the season and local fresh products and it is influenced by the local cooking traditions.

RESTAURANTS IN SIGULDA



APARJODS

One of Sigulda's oldest restaurants, possessing the wisdom of traditional Latvian cuisine nurtured with fond affection for more than 23 years. The building's handsome exterior, with its natural wood-shingle roof, complements the outstanding flavours of the Aparjods kitchen.
Ventas iela 1a, Sigulda,
Ph: +371 67 974 414



HOTEL „SIGULDA” RESTAURANT

You will not regret taking time out to sample the superb food and take in the local scenery, whose beauty was lauded by the aristocracy of long ago. The cozy restaurant is located in the hotel building, initially opened in 1890. Feel the aura of history here, when Prince Nikolai Krupotkin hosted a delegation from St.Petersburg.
Pis iela 4, Sigulda. Ph: +371 67 972 263



KUNGU RIJA

This authentic log cabin just outside Sigulda is home to a delightful restaurant. With its serene pace of life, the farmstead co-exists in harmony with nature. Book your visit one day in advance to order steamed sturgeon, barn-smoked catfish, leg of lamb, roast venison, stuffed goose or duck, in fact anything that nature or the market can provide.
700 m from Turaida Museum Reserve,
„Kungu rijs”, Krimuldas novads,
Ph: +371 67 971 473



GADALAIKI

Located in charming and picturesque Sigulda, this restaurant's speciality is a seasonal menu offering the finest of foods with distinct local flavor.
„Ezeri”, Siguldas novads/reģions,
Ph: +371 67 973 009



FAZENDA

With outstanding tradition, cordiality and showcasing of local products our foundation, this restaurant features delicious meals, fine wines, local herb teas and homemade bread.
Vidzemes Sosaļa/highway 16, Sigulda,
Ph: +371 66 900 669



MR.BISKVĪTS

Mr.Biskvīts is a homey and friendly cafe smack in the center of Sigulda, perfect for a family outing. Scrumptious cakes and pastries, entrees and aromatic coffee!
Ausekļa iela 9, Sigulda, Ph: +371 67 976 611



Food and drink museums often also present products that reflect the name of the museum. Some of the most popular are chocolate museums. The chocolate museum operates in the candy factory Rūta in Šiauliai city, Lithuania.

Araiši windmill in Latvia shows how grain was milled back in the middle of the 19th century. Tourists can try different grades of flour and enjoy a classic miller's lunch – barley -flour porridge with a meaty gravy.

EDUCATIONS AND TASTINGS

Various tastings and educations are especially popular in rural areas.

Educations could include and such actions as food preparation with locals and cooking workshops.

Tastings are especially popular in regional wineries, breweries, milk processing companies, where could be organized food and drink tasting sessions of wines, beers, or cheeses.



The Karaite culinary heritage is kybyn (kibinas, kybynlar). It is a leavened paste cake having the form of half-moon and the lamb or beef filling and it is baked in the oven.

Karaites have the culinary legacy in Lithuania for 600 years.

At the educational program, tourists can learn the history of the appearance of kybynlar and to learn how to make and spin kybynlar according to a special national heritage recipe.



EXCURSIONS TO FACTORIES AND FARMS



Kietaviškiu greenhouses in Lithuania organize excursions for tourists. Such excursions is like a social-educational project that tells not only about the modern technology that allows to grow vegetables all year round, but also about the history of this region of Lithuania.

MARKETS



Often people go to markets to buy fresh food and some products that they would not find in stores. Farmers and food suppliers also often come to big cities to sell their products.

In the northern part of Vilnius, Benediktas market was established in 2018. Here, under one roof, Lithuanian farmers and sellers of gourmet products trade in a friendly manner.

BENEFIT OF GASTRONOMY TOURISM



Development
of tourism
infrastructure

Additional
finances

Dissemination
of knowledge
about region

Positive image
and identity



GASTRONOMY TRIPS – POSITIVE EXPERIENCE AND EMOTIONS



Lithuanian Public enterprise “Aukštaitija narrow-gauge railway” presented a gastronomic tour in 2023. The train ran from the narrow-gauge railway station of fifth largest Lithuanian city Panevėžys to Anykščiai, stopping at Troškūnai, Anykščiai and Surdegis stations offering culinary heritage experiences to passengers. Travellers of this journey were invited to taste exceptional dishes, desserts and drinks.



Gastronomic trip

- 1) Introduced November 11, 2023
- 2) Route Panevėžys-Anykščiai-Panevėžys (4 tasting and educations)
- 3) Starting from Panevėžys depo, travelling to Troškūnai, Anykščiai and Surdegis and coming back to Panevėžys station
- 4) Getting to know the Lithuanian culinary heritage. Passengers were invited to taste exceptional dishes, desserts and drinks at different stations of the narrow gauge railway.
- 5) Tasting of "Čičinskas steak", different snacks, known only in the capital of Aukštaitija
- 6) Gourmet dessert of the legendary director Juozas Miltinis.



<https://www.facebook.com/siaurukas.eu/videos/1120136845620078>



GASTRONOMIC EXPERIENCES



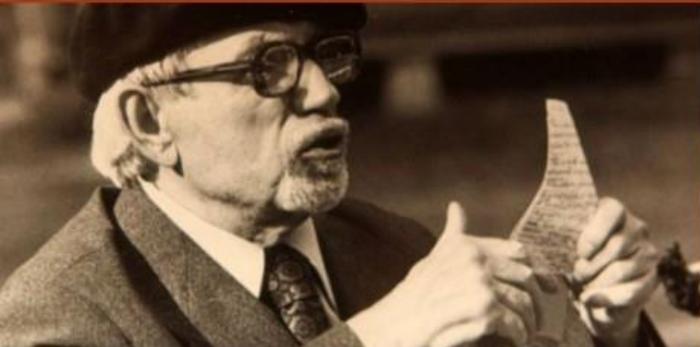
GASTRONOMINĖ KELIONĖ SIAURUKU

NET 5 DEGUSTACIJOS JŪSŲ LAUKIA KELIONĖS
METU

Gastronominės kelionės reisas Panevėžys-Anykščiai-Panevėžys keleiviai kviečiami mėgautis išskirtinių patiekalų, desertų ir gėrimų degustacijomis.

Lapkričio 11 d. išvykstame 11 val. grįžtame 18 val.

Renginio partneriai:



PRANCŪZIŠKO JAUNO VYNO DEGUSTACIJA



Jauną vyną ragausime, prancūzišku ritmu skambant „gyvai muzikai“, mėgausimės subtiliais restorano ruoštais prancūziškais užkandžiais bei karštu patiekalu.

**Data: 2023 m. lapkričio 17 d. 18 val. iš
Anykščių Siauruko stoties**

**Vieta: Troškūnų Švč. Trejybės
pažnyčios požemiai**

Prancūziški užkandžiai bei karštas
patiekalas

Dviejų rūšių jauno vyno degustacija
„Gyvo“ garso muzika prancūzišku ritmu

Bilieto kaina 70 Eur/asm.



Gastronomy tourism have a significant impact on regional economies and brings different opportunities for tourism development in the regions.

Gastronomy tourism involves different regional stakeholders as farmers, processors, local restaurants, retail establishments, accommodation and other tourism service providers, local administrations and visitors.

CONCLUSIONS

I. Recipe book

Relation to the concepts of slow and sustainable tourism in synergy with the new services and the new products

II. Recommendations

- Support development of gastronomy tourism in regions
- multi-stakeholder's involvement is essential to the management of the gastronomy tourism.



**THANK YOU FOR
YOUR ATTENTION**

QUESTIONS...

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