

Creating a food tour for millennials in Kallio district

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<p>Main idea of the paper is related to food tourism in Helsinki. Main goal and topic of this thesis is creation of a food tour for millennials in Kallio district. Author of the paper created a product type thesis by cooperating with commissioning party Haaga-Helia project "Hungry for Finland", which is part of Finland's first food tourism strategy 2015-2020.</p> <p>In theoretical part of thesis, with help of references, main concepts of food tourism were presented. It was important to make benchmarking of already existing food tours to understand what motivates tourists to travel, in such countries like England, Iceland and Japan. Millennials as a customer group are very important for food tourism. Creating a specially tailored food tour for this type of group is essentially important for food tourism in Helsinki. Travelling habits of millennials are different from generation of baby boomers. In theoretical part of thesis, with help of references main characteristics of millennials were described. Author made short description of Kallio area and explained why this particular location can attract millennials to visit.</p> <p>While creating the product, author used method of observation. After choosing locations for the tour, author made visits to that locations. During the visits, author used an observation form that was filled while food testing. Visits were made during April-May of 2019. This form helped to collect important information for creating text of final product. In final product author used a blog type of text to communicate with millennials. In the blog type of text, author was inviting readers to follow her personal journey in Kallio district. Author also took pictures while visiting locations for using it in creating final product.</p> <p>Result of thesis is a four days food tour for millennials in Kallio district. In the tour there were chosen locations that can be interesting to the target group. Among them there were cafés, bistro, bar, restaurant, dinner at the house of local farmer, creative space of an old slaughterhouse and a local market and a brewery.</p>	
Keywords food tourism, food tour, Kallio district, millennials.	

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1 Introduction

Food tourism is the latest trend in tourism globally. More and more tourists from all over the world are motivated to travel to countries and explore new cultures through exploring food traditions by following food tours specially created for their needs and expectations. New category of travellers are millennials. It's an important group of tourists that will soon overgrow baby boomers. Millennials grew up during times when internet started to be accessible. Modern technologies influenced behaviour during travelling of new travellers.

Goal of this thesis was to create a short food tour for millennials. It was important to understand needs of this group, what motivates them to visit places. Commissioning party of this product-oriented thesis is a Haaga-Helia project "Hungry for Finland", which is part of Finland's first food tourism strategy 2015-2020.

In theoretical part (chapters 2-3) of thesis benchmarking was made. There presented already existing food tours from different countries for tourists. Main concepts of food tourism were described. Also, it was important to describe target group, millennials. How their way of travelling and consuming differs from other food tourists. It was important to mention who are called hipsters and what kind of subculture it is. Author also presented Kallio as a district of Helsinki and why it is attracting target group millennials.

Storytelling tool is often used in creating food tours. In theoretical part of thesis, it was described how this tool was used to create a final product. Final product of thesis is a food tour for millennials in Kallio district. It was developed for millennials who are visiting Helsinki for a short period of time, for example, extended weekend, four days. Author described how the tour was planned and created. In discussions there were given recommendations and ideas for development for food tourism in Helsinki. Food tour for millennials was written by using blog post text. It allowed author to connect with young readers. Pictures were taken by the author.

2 Food Tourism

Current boom of food tourism is connected to improved lifestyle and living standards of world's population.

“From initially being a form of sustenance to satisfy primary need (as well as being commodity), the role that food plays in today's society is essentially about social pleasure, about gathering around the table or pleasing the taste buds. Food has become an object to analyse critically at tasting courses, it has become an object of art. In food and wine tourism it is a transmitter of culture, an importance of economic factor and the embodiment of regional identity.” (Croce & Perri 2017, 9.)

“Given the destinations generally provide visitors with food and drink, it is surprising that academic interest in food tourism is relatively recent. After all, food tourism refers to anything from street vendors and produce markets to high-end restaurants and large-scale food festivals. It comprises locally grown ingredients and regional cuisine as well as foodstuffs provided by global chains.” (Yeoman, McMahon-Beattie, Fields, Albrecht & Meethan 2015, 4.)

There are plenty various definitions of what is exactly food tourism is. According to World Food Travel Association, “food tourism is the act of travelling for taste of place in order to get sense of place”. Nevertheless, because it is such complex and constantly changing subject, there is no one official term for that. Food tourism combines many different aspects in it. Such as gastronomic tourism, culinary tourism, festival and event tourism, food routes tourism, rural/urban tourism, agritourism, gourmet tourism, cultural tourism, wine tourism. However, it could simply be defined as “food and drink motivated travel”, which reflects any desire to engage in an experience involving food and drink away from home. (Everett 2016, 11.)

2.1 Food Tourism, Culinary Tourism or Gastronomy Tourism

The official position of World Food Travel Association is that these three phrases are functionally equivalent. The phrase one prefers to use to name industry really depends on perspective, and mother tongue. Here is definition on each phrase separately. (World Food Travel Association.)

According to World Food Travel Association of 2018, term “*food tourism*” automatically includes beverages. It is considered, that if people are eating, they probably eating as well. For some academics this term maybe too simple, but its meaning is very clear and easy to say. Two other terms as “culinary” or “gastronomy tourism” could sound slightly elitist. (World Food Travel Association.)

Term “*culinary tourism*” was used by World Food Travel Association when industry just started to develop. After ten years of using this term that some may find this world pretentious. And word “culinary” is also associated with times when people needed a culinary

training to become a chef. Another issue is that this term doesn't include "beverages" without further explanation. (World Food Travel Association.)

"Gastronomy tourism" used mostly in Europe and mostly among speakers of roman languages, for whom "food tourism" sounds too basic and banal. "Gastronomy" is the term used to explain an area's culinary culture, and for them, it follows that "gastronomy tourism" makes the most sense. To native English speakers, the phrase does sound a bit "elitist," but in context, we understand why this term is used. In these markets, it is perfectly acceptable to use the term "gastronomy tourism". (World Food Travel Association.)

Often, tourists that are motivated to travel for food are combining their trips with other activities. For example, it easy to combine hiking in the mountains with farm visit or cheese tasting. Exploring ancient castles could lead to learning about special food that monks are cooking, drinking and eating. It is possible to enjoy wine tasting experience with a live jazz concert at the vinery. So, food tourism often includes more than dining and tasting. While creating a route, it is vital to take this into consideration. (World Food Travel Association.)

2.2 Food tours of England, Iceland and Japan

Theoretical part of thesis will be focused on activities, events, experiences and food tours for tourists who are taking an effort to visit specific locations based on their desire to try authentic local food and drinks, learn more about specific cuisines and different eating customs, cooking methods combined with stories behind production. There is clearly growing general interest in trying local foods, visiting local markets and engaging with gastronomic establishments when on holiday.

Before creating a food tour for millennials in Kallio (Finland, Helsinki) district, it is important to do benchmarking of already existing food tours of other countries. It is necessary to analyse how traveling for food in other countries works. In this part of the research following questions be will be discussed. How easy it is to find information about food tours online? Is there possibility to book and pay the experience online? Are there services in English language? What is the price range of the services? Are there options for long and short period stay tourists? How authentic food tours are? Is there a clear map for the tour? Which companies and which platforms are presenting their food experience services in chosen countries?

2.2.1 England

England has a big variety of different experiences to offer for food tourists. Big range of prices, different cuisines, many interesting locations connected with old history of England makes this country attractive for tourists, especially for people that travel for food. One can find wine tasting on the vineyard, eclectic food at the multicultural market, traditional tea drinking experience, cooking classes from the chefs, pub crawls and whiskey tastings. And that would be just a small part of different food routes in England.

England developed into a well-prepared place for foodies. Although, some people may think that English traditional cuisine is not very popular or hasn't a lot to offer, foodies from all over the world are coming to enjoy food in England that is influenced by different cultures. (London Food Lovers.) Further down, there comes description of most popular English food routes and experiences that tourists are taking while travelling.

"In the Foot-steps of Jack The Ripper" food tours can be easily found online from "London Food Lovers" webpage where one can book and pay many other different activities connected to food. This tour can cost from 58 pounds, as written on their page and will include range of drinks that will be tasted. Tour should be booked at least two weeks before. There are not so many posts on social media like Instagram, but there are plenty of reviews about similar tasting tours with the same theme on Trip Advisor page, around 200. Most of them are positive ones with good ratings from the tourists. (London Food Lovers.)

English people believe that Jack the Ripper character is one of the most famous and iconic serial killers of all time. That is why there are food routes connected to this "anti-hero" of dark tourism. Tourists come from all around to walk through Whitechapel area and learn what they can about Jack the Ripper story. Usually, tours are designed to take travellers back into the past, to a time when gin was safer to drink than water. When Whitechapel area was one of London's darkest slums. (London Food Lovers.)

Tours has been designed to tell the story of Jack the Ripper while foodies sample a variety of tastings – some fitting with the Jack the Ripper Story and some that are local favourites in the East End. Tours starts with an "intro to Whitechapel" drink, while the tour guide walks guests through the mystery that surrounds Jack the Ripper, including some of the most popular theories, where the name Jack the Ripper originates, and detailed info about his victims. To enrich their experience of learning about Jack the Ripper in Whitechapel. Tour includes visits to a variety of interesting Happy Hour locations – giving a local taste of the East End. (London Food Lovers.)

Foodies walk through the same streets that Jack the Ripper famously prowled and stop in a variety of different tasting locations. On the tour, one can taste of old-fashioned Gin on the locations that has one of London's largest collections. Afterwards, one will dig into some local BBQ MEAT – as only a butcher would – before visiting Spitalfield's market and have a wine-tasting accompanied with nibbles. From Spitalfield's Market, customers head over to Brick Lane, as they discover one of the East End's most famous streets. It is there that they will finish adventure, with a luscious lasting of homemade, gourmet African Chocolate. (London Food Lovers.)

“London Afternoon Tea” bus food tour combines sightseeing with traditional English activity that is known all over the world. Afternoon tea or classical Five o'clock tea is an old tradition that was popularised in England during the 1660s by King Charles II. Traditional afternoon tea consists of a selection of dainty sandwiches (including of course thinly sliced cucumber sandwiches), scones served with clotted cream and preserves. Cakes and pastries are also served. Tea grown in India or Ceylon is poured from silver tea pots into delicate bone china cups. (Johnson.)

This authentic food experience is combined with a ride on a double-decker. Route includes London sightseeing. Tourists have chance to see such places like the Houses of Parliament and Downing Street, also Big Ben, Westminster Abbey and Royal Albert Hall, Notting Hill and other famous sights. (Tours4Fun.)

Many different companies are proposing such tours. Any interested person can find information about it online. For example, webpage Tours4fun is offering such kind of experience. One can book and pay it online. Price is a 70 pounds for the person. (Tours4Fun.)

Price includes hour and a half in the bus with a classical afternoon menu, which always includes such items like cucumber sandwich, traditional English pastry scone with a clotted cream and jam, different sweet pastries like muffins, tarts, cakes and cupcakes. Drinks include big variety of tea: Darjeeling, English breakfast, Earl grey, Jasmine, Peppermint and Rooibos tea. Often participants are offered also a glass of sparkling wine with the food, but this option is not available during this particular offer, which makes it quite pricy, as it doesn't include alcohol for that quite high price. But, on the other hand, sightseeing on the bus and having experience inside of the historical bus Routemaster makes this proposal authentically unique and attractive for the food tourists who want to combine food with sightseeing. (Tours4Fun.)

Speyside's Malt whisky trail. Scotch whisky is a world-famous spirit that attracts many enthusiasts to make a visit to Scotland. There are many different experiences and tours connected to this spirit in Scotland. One can find whisky tastings, special auctions and even a trail that combines different locations where tourists could try out different types of traditional scotch whisky. (Visit Scotland.)

Official web page of Visit Scotland organisation provides all the needed information about Speyside's Malt whisky trail, including prices of tastings, detailed and clear map with destinations and even list of local taxi companies along with public transportation schedule, so that tourists could reach all the locations with no hustle. (Visit Scotland.)

That is how the trail described: "Scotland's Malt Whisky trail is the only trail of its kind in the world. Set in the heart of stunning Speyside, this trail takes in seven world-famous working distilleries, one historic distillery and the fascinating Speyside Cooperage" (Visit Scotland). Speyside is famous for its wonderful whisky and is often called "Malt Whisky Country". It's home to more than half of Scotland's malt whisky distilleries, making it the ideal place to discover more about this ancient art. The area is one of Scotland's five Whisky regions. (Visit Scotland.)

Trail experiences consists of three days programme and includes three different locations where tourists can make at least three stops. Each stop represents different distillery, where visitors can enjoy the tour, whisky tastings and nosing masterclass. Also, there is a possibility to bottles direct from the cask. All the tours can be easily booked through the web pages of the place's tourists plan to visit. Prices of different tours starts from 10 pounds for 1-hour tour and goes up to 95 pounds for the 4-hour experience. (Visit Scotland.) Tourists can find a lot of pictures from different kind of whiskey tours in Scotland in such social media as Instagram. There are more than 6800 pictures marked by a hashtag #whiskeytour. It tells us about high popularity of this experience among people from all over the world.

English wine trails.

"Vines have been grown in England since Roman times for winemaking. The Domesday book refers to over 42 vineyards in Southern England at the end of the 11th Century and there are now more than 400 vineyards in England and Wales producing still and sparkling wines. In recent years, English sparkling wines have secured growing worldwide recognition, winning some of the most cherished awards and trophies in international competitions. Geological mapping proves that the chalky sub-strata of the South Downs is identical to that of the best Chardonnay vineyards in Champagne, and this has added yet more excitement about the quality potential of the wines." (Hambleton Vineyard.)

English wine continues to grow in popularity. Climate change that brings warmer summers to England influenced winery production in a positive way. Lonely Planet, the world leading travel guide, issued a book called "Wine Trails", where they offer different wine routes for the travellers. England is one of the countries that was presented as a perfect place for weekend wine trail. There are at least three wineries worth visiting. One of them is situated in the area of South Downs, just a short trip from London. It takes around one and a half hour to get there by train from London, around 60 km away from Victoria Station. One of the options for the food and wine tourists is to visit *Three Choirs Vineyard*. (Lonely Planet 2015.) On the web page of the vineyard, one can book and pay the food and wine pairing experience.

That is how they describe the programme:

"Join a table & start your evening with sampling our Classic Cuvee our Sparkling Wine and three further wines also carefully paired with your starter of canapes. From here you can explore the changes on your taste buds & learn some interesting facts about our vineyard and wine. You will then be left to unwind, relax and enjoy your main course and dessert at your leisure whilst mingling with your table." (Three Choirs Vineyards.)

There is also a possibility to book a guided tour around the vineyard with wine tasting, that includes discount for the wines that are sold in the shop. Big selection of different experiences with different prices (starting from 12,50 pounds for the guided tour and going up to 90 pounds for food and wine experience for two persons) makes this place attractive for the food and wine tourists. (Three Choirs Vineyards.)

The Denbies Wine Estate, based in Dorking, Surrey, has been family owned and run since 1984. Denbies vineyard was planted in 1986, and since then has become one of the largest wine producers in the UK. Estate is one of the wine route locations proposed to visit by Lonely Planet book. (Denbies Wine Estate.)

The estate has an official web page where tourists can book and pay different activities online. It is interesting that one can find some programme that includes also children, which is a rare thing to have at the wine estate. Traditional children's disco including party games and dancing will occupy children while their parents are enjoying wine tasting and vineyard tour. There are also big variety of different special day and evening activities arranged at the Estate. For example, Halloween fancy dress disco; Sparkling wine tasting and gallery dinner; Spooky train ride and storytelling; Denbies plum pudding workshop; Wine pairing and gourmet game tasting. These activities are quite popular, most of them are sold out at least month before. (Denbies Wine Estate.)

There is also online shop where one can buy wines that are produced at the estate. There are different special selections of cases that are ready packed in a gift bag and includes different types of wines. This is an interesting gift offer before Christmas holidays or any other celebration. (Denbies Wine Estate.)

It takes only 45 min by car or an hour with a train to get to the estate from London, which makes it easy to get location. Big price range (from 7 pounds for an outdoor vineyard train tour to 57 pounds for the vine and dine grape picking experience) is a plus for the visitors. (Denbies Wine Estate.)

Hambeldone vineyard offers tours and experiences as other listed here wine producers. But web page of the company is standing out among others. Webpage is updated constantly. It has news about the vineyard and seasonal activities and posts where one can find interviews with people who are working at the vineyard, pictures of winemaking, history of the company and other interesting incites.

There are special events that combine food and wine organized at the winery that one can find only at Hambeldone, as their experiences designed so creatively and unusually. For example, there is a possibility to take a crab cooking class. During the class, guests can learn how to cook crabs with professionals. During cooking, team member of Hambeldone will tell about wine pairing with this delicacy. They will pair crabs with sparkling wine. After cooking guests can enjoy picnic style lunch with crabs, they were cooking themselves. Meal will be paired with Hambledone Classic Cuvee. (Hambledone Vineyard.)

Among other activities there are Wine and Spirit Education Trust (WSET) courses that give official qualification for people who are eager to learn wines. There are different levels of courses, suitable for beginners and people who already have some knowledge in wine industry. Starting price is 175 pounds for the first level course. This course is a good idea for people who are interested in wine and do not want just to take usual wine tasting like other vineyards propose. (Hambledone Vineyard.)

There is unusual wine pairing activity that one can participate in. It is Chocolate and fizz tasting November activity. No wonder that it is sold out. Guests can enjoy local handcraft chocolate and pair it up with Hambeldone wine. This flavour combination is rarely found in other similar places. It gives possibility to taste different sweets for people who are not interested to have something else then dinner or lunch at the vineyard. (Hambledone Vineyard.)

Hambeldone vineyard propose so many different and interesting experiences that one cannot find in any other similar places. They organize events like “Bottles and bites night wine club – South Africa”, where customers can taste not only local wines but also bottles from South Africa. During “Make your own sparkling wine for Christmas” activity, it will be possible to customize bottle of wine, after wine pairing and having a tour at the vineyard. During “Christmas cheese and wine” day guests can enjoy cheese tasting together with wine. “High tea” at Hambeldone is a traditional afternoon tea English custom that is most popular experience at the vineyard. (Hambledone Vineyard.)

Their menu looks very good, especially comparing to other similar places. High tea menu includes:

- Finger sandwiches (selection from below)
 - Homemade egg mayonnaise with cress
 - Mature Montgomery cheddar with real ale pickle
 - Smoked salmon, lemon cream and rocket
 - Cucumber and cream cheese
 - Honey roast ham and wholegrain mustard
 - Brie, ripe tomato and basil
 - Roast beef and horseradish
 - Iced carrot cakes squares
 - Lemon and poppy seed gateau
 - Individual Coffee cakes
 - Hand-made traditional fruit scones with seasonal jam and fresh clotted cream
 - Rich and squidgy chocolate brownies
 - Mini fruit tarts with crème Anglaise and fresh fruit
 - Macerated English strawberries and cream
 - Earl Grey tea and of course a Glass of Hambleton Fizz.
- (Hambledon Vineyard.)

Besides high tea activity there are even days when they have a live Jazz music, when guests can enjoy picnic outdoors and listen to music. Guests can buy and taste wine and different cocktails that will be served during the day. “Art in the wines” is a 3 hours workshop for the beginners and improvers. During the day, group will make some still-life sketches that are inspired by wine. After that there will be held a tour around the vineyard with a glass of sparkling wine. (Hambledon Vineyard.)

All this unusual and creative activities are very attractive both for the locals and for the foreign tourists. Hambeldone vineyard is providing outstanding experience for the food and wine tourists. This place is using such a different and creative ways of attracting people to their location. It is hard to find as many proposals connected with local food, art and wine as Hambeldone vineyard has. This place could be a good example for other similar businesses. (Hambledone Vineyard.)

By analysing information from all the sources used in describing food tours in England, author came to conclusion, that there are plenty of interesting food and wine tours in England that are easy to reach, quick to find, book and pay online. Experiences are quite authentic and have rich history behind it. Prices have big range from 17 pound for the tour and goes up to 100 pounds. It is easy to find affordable route or tour that would include food and drinks in England. There are lots of pictures of English food and wine that one can find in social media like Instagram. It helps food tourism industry to promote their businesses. Combining all these factors, England is a desirable country to visit for food and wine tourists.

2.2.2 Iceland

Iceland is a Nordic Island country in the North Atlantic with population around 350 000 people (NationFacts). Although this country is not big it attracts foodies from all over the world. Iceland has a lot to offer to tourists who are travelling for food. There are many food routes in the country that are easy to find online and printed as brochures as well.

Golden circle is one of the popular attractions in Iceland. It is a driving route that takes tourists through many beautiful locations. Total route is 237 km and can be driven non-stop during in one day. But of course, tourists want to spend more time to explore local food, different activities and eat at the restaurants along the way. There are many sources of information that could be found online. There are food blogs like adventure.is, also official web pages like inspiredbyisland.com and Airbnb Experiences, nordicvisitor.com and many other pages that give possibility to arrange and book food tours around Iceland.

Tripadvisor.com web page recently added a new section where one can book different kind of experiences. It has same idea as Airbnb page, where nowadays tourists can book any kind of experience with local people from all over the world. So, there is "Food wine and Nightlife" section where one can find food and drinks tours around Iceland by using services of local hosts. There are many interesting ideas like "Beer and Food Tasting Tour in Reykjavik", "Reykjavik Pub Crawl - Icelandic Beer Tour", "Cook and Dine - An Icelandic Cooking Class - Tasting Session", "Kopar Fine Dining Dinner and Northern Lights Cruise from Reykjavik", "Gulfoss Canyon Rafting Trip and Beer Tasting". (TripAdvisor.) All these tours look authentic and attract attention of travelling foodies. Further there are descriptions of some food routes that hosts are providing.

Arctic Coastline and Micro Brewery by Saga travel company is giving opportunity to see the arctic coastline in a day, to visit a microbrewery to try samples of the beer and includes all needed transportation. This tour is excellent for the first-time visitors as they can have experience with locals without any stress. (Saga Travel.)

Overview of the tour:

“Experience the coastal life of Eyjafjörður Fjord and Tröllaskagi Peninsula, and sample local microbrews on this guided tour. Travel down rural roads to a black sand beach, a bustling harbour area, and an old herring factory. Make a special stop at Iceland’s first microbrewery to sample the local brews and food before heading back.” (Saga Travel.)

Further tourists are getting more information about what to expect during the tour.

“During this delightful day we travel by the Eyjafjordur coastline to Siglufjörður Fjord, focusing on coastal life and the beautiful seaside surroundings on the way. We take our time to walk on a black sand beach in Olafsfjordur Village. From there we travel to Siglufjörður Village, the shooting location on the popular Icelandic TV series “Trapped”, setting the right atmosphere for the thrilling series. Among other stops is the busy harbour area of Dalvík Village, one of the biggest port in Icelandic fishing industry, and the old herring factory in Hjalteyri Village. The tour ends with a special visit to Kaldi Brewery, Iceland’s first micro-brewery, where tourists will get to taste their products, along with local food, matched with their brew. After the refreshing visit to Kaldi, head back to Akureyri.” (Saga Travel.)

Cost of such kind of tour is 155 euro, including transportation, food and drinks. There is a possibility of cancellation 24 hour before the tour. Guides are speaking English and have 24hour support if there are any questions about the tour. (Saga Travel.)

Another great source of information for the food tourists is <https://handpickediceland.is/> web page. Authors of the page present themselves as a trusted local friend that helps to get most of the visit to Iceland. All the places are “handpicked for you by picky locals”. In addition to the map, there is also an application that can be downloaded for free to the smartphone and even used offline, by using GPS system. In the application, tourists can find such sections as: Eat and Drink, Shop and Play, Kids and culture and Reykjavík. In the section Eat and Drink, there are 72 recommended locations with detailed descriptions, pictures, addresses and possibility to go to a website of chosen location directly. It is convenient to use this guide as these different places are situated in different parts of Iceland, not just in Reykjavík. (Handpicked. Eat. Iceland.)

For example, guide is recommending visiting *Humarhöfnin restaurant*. It is a truly special place for foodies. Restaurant is serving langoustines straight from the boats that customers can see from the window of the restaurant, which is located by the pier (Humarhöfnin). So, food is fresh. Restaurant is serving local food only, on their page one can find where does all the food comes from. Small companies and local producers are selling their raw

ingredients to the restaurant whole year round. Restaurant also follows rules of sustainable tourism by minimizing carbon footprint by minimizing their waste and so on. Such types of restaurants attract tourists who are travelling for food. While travelling, people are mostly interested in local, traditional and fresh food from small producers with a story to tell about themselves. Humarhöfnin restaurant meets all these criteria. (Humarhöfnin.)

Another platform where food tourists can book a tour is creativeiceland.is. This platform provides different types of experiences and one of them is *"Icelandic Food and farm tour around west Iceland - Nature and food"*. Hosts of the tour are proposing guests to explore local farms, taste local treats and enjoy scenery while driving by the shoreline around Hvalfjordur fjord (Whale Fjord), only 50 km from Reykjavik. Farm is situated between mountains and ocean. Along the way tourists will taste local treats from the farms and visit local food producers. Tourists will have the chance to see different animals, get to know farmers and share their food and stories. Landscapes and geography of locations are calm but powerful. It gives a unique opportunity of food experience and meeting people who prepare it. While surrounded by the nature, where the food originates, we come in close contact with the local culture of Iceland. Hosts are welcoming everyone who are interested in delicious artisan food, curious about stories of everyday life told by local people and prefer a short hike on scenic trails in small groups at an easy-going pace. (Creative Iceland.)

Same online platform proposes another food route for tourists that came to the capital of Iceland Reykjavík. *"Reykjavik Gourmet Walking Tour"*. Host of the tour is native Iceland citizen, who is passionate about food and have lived in other countries for long time. He will guide the tour around the city. (Creative Iceland.)

That is how he describes his tour:

"We begin with a beer tasting inside a local brewery with some taste of wild goose and goat cheese. We visit several selected restaurants and locations that are favoured by local foodies. You will enjoy selected food samples from the local cuisine paired with local beers and our choice of wine. There will be a maximum of 12 foodies on each tour plus your local foodie legend of course! Come with an empty stomach and an open mind and a big smile! Note: We do need to know if you have any food / drink issues or preferences such as allergy, vegetarian etc. Our gourmet walking tour starts at 1:00 pm and for the coming 4 hours you will be tasting the best of the cuisine and drinks in Iceland. Please do come hungry and do not make any "heavy" / formal dinner reservations the evening :) We'll talk about the real Reykjavík, the people, the culture, the humour, the gourmet food, the fun, the past, the future, the love, the hidden people, the Vikings, the life...Live & Love & Laugh in Downtown Reykjavík with a Local Legend!" (Creative Iceland.)

Description of the tour might interest people who came to Iceland for a short period of time and do need some guidance about food and local restaurants. It will take 4 hours to walk

the route, so it is a good time to get familiar with food and drinking culture of Iceland. Tour is easy to book online. And it costs around 180 euro per person. Although price is relatively high it includes 4 hours of guidance and drinks at the brewery. (Creative Iceland.)

Skyr dairy product is part of food culture in Iceland. It is considered a typical Icelandic food. It has texture and flavour like yogurt but with a milder taste. There are many big factories and small farms where they produce this product. Skyr tasting and history of making it attracts food tourists. There are different experiences could be found online that can help foodies to know more about Skyr and even see the process of making at the factories. One of the options is to visit a family run dairy farm where it is possible to watch Skyr produced according to old traditions. (CrissCross.)

For instance, that is how *Erpsstadir Creamery* describes their experience at the farm.

“Erpsstadir Creamery is a family run dairy farm where honesty and transparency are the foundation of the production. On the farm, the milking cows live in the best possible conditions. Under the same roof, the farmers diligently produce their products with the aim of opening new dimensions in the experience of dairy products and at the same time honouring old traditions. At the creamery you learn how typical Icelandic skyr is produced and taste skyr and its byproducts from the farm.” (CrissCross.)

At the farm guests can meet farmers and see animals. Also, it is possible to take a quick course where one can learn how to make Skyr. Organisers guarantee that after that course it is possible to start their own production of Skyr when guests will get back home. This tour is interesting because after the course it is possible to have a lunch in a local restaurant. And after that there is an opportunity to go on a hike to the small crater which is located near the farm. Guests can enjoy the view from the top of the crater. It is good to combine food experience with hiking, as it makes tour truly authentic. This route can attract people who are searching for not only food but hiking activities in Iceland. Duration of this route is 7-8 hours. And any group from 2-7 persons can take it. Cost of the tour is 214 euro and can be booked and payed online. (CrissCross.)

Another interesting option for food tourists is to take *a cooking masterclass* from a local to learn how to make some of unusual and traditional food of Iceland “slátur”. As the host of the experience explains, this dish is a traditional Icelandic food that can be two types: “blood pudding (blóðmör) and liver sausage (lifrarpylsa)” (Tómas).

Preparing of this dish is quite difficult and messy. It is also required unusual and fresh ingredients that is difficult to find. One should have knowledge and special cooking equipment and skills to create this traditional meal. That is why this kind of experience can attract food tourists who are interested in trying to learn how to cook something new and

truly special. Host will provide all needed items to make food. Location of the experience is interesting as well. It is a farm outside Reykjavik. While making food, which take some time, hosts will also provide some authentic Icelandic snacks, like fermented shark and rye bread, dried fish and sheep's pate. Meeting and feeding farm animals are part of the experience. After food is ready, guests will have a dinner together with farmers and hosts, which will create unique environment. Hosts are ready to share some insights of traditional Icelandic culinary practices. (Tómas.)

This experience is easy to find online, on Airbnb platform, in a "experience" section under "Food and drinks" category. One can book and pay it online, which is very easy. Experience is offered in English and duration is 4 hours, which is good for tourists who are staying for short period of time in the country. Cost is 117 euro per person, which includes meal but no drinks. (Tómas.)

Concluding gathered information about Iceland, it is fair to note that food tourism is quite popular. There are lots of different food experiences proposed by companies and Icelandic hosts online. There is even mobile application that was created especially for foodies who are travelling around Iceland, which tells about great interest of food and tourism producers being keen on developing their experiences for the guests in modern way. Prices of the experiences are quite high.

After analysing all the given information, author came to conclusion, that it is difficult to find places for visit for foodies who are not ready to pay more than 50 euros for food and drinks. Most of food involving tours are starting from 110 euro per person. It is easy to find traditional Icelandic food in Iceland. And which is interesting, it is easy to find farms that are operating close to the capital of the country and are ready to organize tours for the tourists including food tasting, cooking classes and combining it with animals feeding and hiking. This type of routes attracts tourists who are travelling for authentic and unique food experiences.

2.2.3 Japan

Japanese food tours provide tourists authentic experience and interaction with locals, "feel like home" or "live like a local" type of tours for foodies. Japanese culture is different from western culture in every possible way. That is why this country seems so interesting and exotic place for travelling. With help of local people who are welcoming tourists that want to connect with culture through sharing food, it is easy to find food tours online. For example, in Tokyo, they offer food experiences, something that could be enjoyed by tourists

only in Japan, like tea ceremony in a private house, hotpot dinner with a local sumo wrestler, or Tokyo food market tour together with rolling sushi class or soba cooking class, Tsukiji tuna auction tour with a guide during the night. In Japan, they created unique tours for the food tourists as experiences that attract people from all over the world. There are many options for different tourists. There are routes with one to three days programme that are suitable for the short-term visitors. And there are routes that unite different parts of the country for the long-term tourists who can spend more than 5-10 days in the country. Big range of prices make routes attractive for the customers. English speaking hosts are easily found and provide experience for the foreign tourists that do not speak the local language, which makes it easy for them to connect with the Japanese food culture.

In Japan, there are companies that organize different services for food tourists, operated by Japanese staff and expats as well. They have offices in Europe, Australia and so on, but speak Japanese and lived there for a long time. Big variety of different routes, various experiences and companies that can offer such services.

It is important to mention that there are options for vegan people. For example, this authentic option:

“Shojin-ryori is the traditional cooking of Buddhist monks in Japan. Made entirely without meat, fish or any animal products. Typical shojin-ryori meals centre around tofu and soybean-based foods, seasonal mountain vegetables and wild plants. Pungent flavours like garlic and onion are avoided so as not to overpower the five subtle flavours: sweet, sour, salty, bitter and umami. A balance of colours is also a hallmark of shojin-ryori cooking. Shojin-ryori was brought to Japan from China by the monk Dogen, the founder of the Soto school of Zen Buddhism. Buddhism believes that the killing of animals interferes with a human's spirit, and while vegetarianism is rare in Japan, Buddhist monks still follow a shojin-ryori diet. While many temples across Japan serve shojin-ryori meals, one of most interesting places to try it is during a temple lodging stay on Mount Koya.” (InsideJapan).

Big variety of different food routes could be found with help of new services of well-known Airbnb webpage that recently started to offer tours and experiences from locals. Here is one of food related tour provided in Japan.

At Tenjinbashi amusement area guests can find large range of cuisine dining. Tourists will find Japanese food & beverages with bar hopping style. As arrangers promote, this is a very extravagant and exclusive way to open Osaka food culture. Further, there is an example of what to expect from the tour:

“Begin with Takoyaki (In Osaka must eat food, Octopus dumplings) as an appetizer, then taste Fresh Sushi at Sushi bar counter with Sake as the second, move to freak loved BBQ restaurant to taste juicy Wagyu-meat with local beer. We will end up with rich taste of chewy Japanese noodle 'Ramen' as the last (probably some you never eat before). In total, tourists will visit 4 places. Basically, at 1 place, 1 drink (except 1st & 4th) & 1- 2 food, then go next. This is Osaka style and especially suit this area.

'Eat and Die' is famous word which mention about Osaka town. Tenjinbashi, The Longest shopping street in Japan has different face in the night. Especially narrow side street. Local guide will show guests around scenic Osaka night town. Without local navigator, some place is difficult even for Japanese people to enter, though Osaka night is very kind for drinking people. So, guests will feel very comfortable, like a local." (Kenji.)

These routes that proposed by locals can be easily found in Airbnb web site, in a section called "experiences".

Another company specialises in Food tourism is TourRadar. It creates impressive routes for the tourists that are willing to spend from five to ten days in the country. It is easy to travel from one city to another by using fast trains in Japan. One of the most interesting routes that is offered for the customers combines different locations, authentic experiences and different themes, like nature and architecture, combined with food tourism. This route is more suitable for people who are travelling to Japan for longer period of time, several days or maybe weeks. (TourRadar.)

Below the description of Tourradar's route.

The trip begins with *Tokyo*. During the day, tourists will learn the art of creating soba, Japan's famed buckwheat noodle, in a hands-on cooking class. Participants will eat their creations for lunch. In the afternoon they will take some time sightseeing in the historic Asakusa area. This is one of the older and more traditional parts of Tokyo and is often called the temple district. Here they will stop by Senso-ji, the city's oldest temple – founded almost 1,400 years ago when Tokyo was nothing more than a fishing village. If one has got a sweet tooth then Asakusa is also a great place to satisfy a sugar craving – there is possibility to try fried sweet potatoes tossed in sugar, soy sauce and mirin, or sweet red bean paste sandwiched between baked pancake batter. Afterwards, guests will be going to Tsukishima to enjoy one of Tokyo's most popular dishes that one has probably never heard of – monjayaki. It's a type of savoury pancake. (TourRadar.)

Participants should rise early for an eye-opening experience at Tokyo Fish Market – the world's biggest – where they will dodge bargain hunters, fishmongers, and market trolleys piled high with crates of stock as participants wander the narrow aisles of spectacular creatures. Afterwards they will pop in to one of the restaurants at the market for a fresh sushi breakfast. After the market tour, guests will wave goodbye to Tokyo at super speed as they ride the rails on a bullet train to the Edo period town of *Takayama*. (TourRadar.)

Takayama is a charming Edo period town located in the Japan alps. It's famous for its traditional inns, sake breweries and Hida-gyu (Hida beef) – the beef from a black-haired Jap-

anese cattle breed that has been raised in Gifu Prefecture for at least 14 months. On arrival visitors will stop into one of the region's prized sake breweries for a tasting. The alpine climate and crystal-clear mountain waters are perfect for creating this signature drop. For the next two evenings tourists will stay in a traditional ryokan (Japanese inn). Rooms are equipped with thin futon mattresses that are spread on tatami mats for a comfortable night's sleep. Over the next two evenings they will dine on regional Takayama delicacies, including hida beef. (TourRadar.)

The Gifu prefecture is known to produce excellent high-altitude vegetables. Tourists can explore the morning markets that date back 600 years and browse the stalls of seasonal produce brought in from the surrounding countryside. Stalls are set up by local farm women from 6am every morning. There will be unique local style of pickles, the bags of miso wrapped in leaves, Genkotsu ame (soy bean candy), preserved fish, spices, and marshmallow treat of owara tamaten. Some of popular regional dishes – mitarashi dango (rice dumplings roasted in soy sauce), houba miso (miso vegetables cooked in magnolia leaf) and chuka soba (Hida's favourite noodle dish). Visitors will sample some more of Takayama's signature dishes at a local restaurant. (TourRadar.)

Tourists will take train from Takayama to the seaside town of *Kanazawa*, which is sometimes known as the hidden pearl of the Japan Sea. The city is full of historic sites like Kanazawa castle, Korakuen gardens, Bukeyashiki (Samurai House), the very traditional Chaya gai (tea house district), geisha and samurai districts, but also home to the world class, ultra-modern 21st Century Museum of Contemporary Art. On arrival, leader will take guests on an orientation walk and the rest of the day is free. In the evening, leader can assist visitors to make a booking at one of the city's renowned seafood restaurants for a truly memorable meal. (TourRadar.)

Tourists will get up early and head over to the Omicho market, where the city's quality foods and producers gather. Fish from Ishikawa prefecture is brought in from the port every morning and, as well as on sale fresh, there are also several restaurants in the market whip it up into special seafood rice bowls or sushi. There are almost 200 different stalls to get lost in. Later, guests will go out for dinner with the group and explore the city's unique food scene. Later in the day, they take part in the city's living cultural heritage with a Japanese sweet making class. Wagashi sweets are classically used to accompany tea ceremonies, and they are a tasty to look at as they are to eat. (TourRadar.)

Tourists will hop on the train to arrive in Japan's third-largest city and unofficial culinary capital, where the motto is 'Kuidaore' ('eat until you drop'). This is where some of Japan's

best street food is on offer. There are sprawling shopping hubs and tiny backstreets overflowing with restaurants and bars, serving up local delicacies as well as Japan's answer to fast food. *Osaka* is credited with the first kaiten-zushi (conveyer belt sushi) restaurants, after its inventor – the owner of a sushi restaurant with staffing issues – watched beer bottles on a conveyer belt at the nearby Asahi brewery and thought it might be a good way to solve this problem. The city is also renowned for its brand of okonomiyaki (a delicious savoury pancake) and kushikatsu (seasoned, deep fried meat on skewers). Take in some of the city's landmarks, including the wonderful Kuromon covered food market, and maybe pick up some final kitchen gadgets (or plastic food) at the quirky Doguyasuji Arcade. Then embark on a delicious street food tour to sample some of the best morsels that *Osaka* has to offer. Even try your hand at making a local specialty, takoyaki (a hot snack of shredded octopus, pickled ginger, spring onion, covered in batter). (TourRadar.)

On the eighth day tourists will take the train into an important region of *Koya-san*. It's famous for Shingon Buddhism. They will visit religious sites and will have a unique accommodation for the night in one of the hundreds of temples still operating there. They will live alongside Buddhist monks and follow their routine of evening meditation and morning prayers. Later that day, visitors can enjoy an introduction to shojin ryori, or monastic cuisine, prepared and presented by novice monks. Shojin ryori was popularised in Japan in the 13th century by Zen monks from China. Shojin ryori is vegetarian, and prohibits inclusion of meat and fish, following the teaching that it is wrong to kill living animals. Instead meals are prepared with seasonable vegetables and wild plants from the mountains. (TourRadar.)

In conclusion, tourists are going get acquainted for three days with the beautiful city of *Kyoto*, home to numerous imperial sights and arguably the source of Japanese culinary tradition. With its many cultural landmarks and historical sites, and the abundance of traditional arts and literature, *Kyoto* is regarded as the cultural heart of Japan. When tourists arrive, they will stroll through the glass-covered walkway of Nishiki Market, a seemingly never-ending wonderland for food lovers and shoppers. This is the perfect introduction to *Kyoto*'s regional specialties – from pickled vegetables hidden beneath layers of fermented rice to delicious and ornate Kyo-wagashi (*Kyoto* sweets), not to mention incredible local produce, silken tofu and a renowned hand-crafted knife shop. (TourRadar.)

As the millennium-long home of the imperial kitchen, *Kyoto* is known as the centre of Japanese culinary tradition. From the aristocratic kaiseki ryori (Japan's haute cuisine), to the simple yet refined dishes of obanzai ryori (home-cooked cuisine), *Kyoto* is a city that takes food seriously. Tourists will experience the simple pleasures of obanzai ryori in a cooking

class. Perhaps less well-known than kaiseki in the West, the ancient style of obanzai ryori also has strict rules that must be adhered to. It follows a strictly seasonal approach, and at least half of the ingredients must be Kyo-yasai (kyoto vegetables) and other locally sourced produce. It should also embody the spiritual elements of genuine things, balance, encounter, hospitality and not creating waste. Ingredients are prepared simply, often simmered in dashi with traditional flavouring. Obanzai is down-to-earth, unpretentious and increasingly gaining popularity in Kyoto as people seek to ensure that this culinary tradition is preserved. They will then get to enjoy the dishes group have cooked for lunch. (TourRadar.)

Group will move away from Kyoto to explore the traditions, culture and history behind tea, which plays an important part in traditional Japanese society. There will be a possibility to go behind the scenes of a local tea farm to learn about the long-lived customs surrounding this brew, which is more than simply a drink. Guests can walk several beautiful tea fields in the surrounding mountains and learn about the farming process, then taste a variety of locally-grown brews: from everyday houjicha and genmaicha to premium sencha and matcha. The careful symbolism of Japanese society reaches its height in the tea ceremony, and here one might ask about the importance of the cleaning of tea utensils, the bow on receiving a cup and the three clockwise turns before a sip is taken. Visitors will return to Kyoto in the afternoon and spend some free time pursuing other culinary passions. Perhaps after the experience, group meet up for one final dinner to celebrate the end of this Real Food Adventure. (TourRadar.)

After collecting and analysing given information about food routes in Japan, it was noted that there are many different options for the tourists who are travelling to experience authentic Japanese food culture. It is easy to find information, book and pay services online. There is much information in English, that helps foreign tourists. Food routes are developed both for long term tourists and for customers who travel for short period of time. All the routes are easily accessed by public transportation (fast trains or walking). There are lots of promotional videos about food tourism in Japan that attract customers from all over the world together with social media profiles of food tourism locations openly shared online. All these factors combined makes Japan a desirable destination for tourists who travel for food experiences. (TourRadar.)

2.3 Food tourism in Finland

According to Finland's first food tourism strategy (2015, 4), food tourism in Finland 2015-2020 can be defined as followed.

“The offerings of food tourism mean tasty food at restaurants and homes and on the streets based on the local surroundings, culture and stories, learning to cook in the Finnish way, food tourism products relating to the gifts of nature and collected from the wild, eating in the nature and at heritage sites, various kinds of routes and events relating to food tourism, street and indoor markets, specialized shops e.g. for cheeses and at wineries and small breweries and programmes and events constructed around these. Food tourism is also about stories, local characteristics and purity. At its best a food tourism product invites to participate and do it yourself, giving the tourist a chance to learn and thus turning the tourism product into a unique experience.”

Often Finnish food is associated with Nordic cuisine, which can be described as pure, simple and fresh. Traditional way of cooking in northern countries include such methods as salting, marinating, smoking. This traditional ways of preparing food uses old techniques that were used many generations ago. As trends in food tourism industry are shifting towards local, organic and simple, Finland has potential to attract more tourists that are seeking for new food experiences. Finland has a lot to offer for the tourists: game meat, fresh fish, berries, mushrooms, wild herbs and so on.

Food tourism in Finland is not yet as developed or well-known as in England, Tokyo or Italy, but it has potential to grow number of tourists who are travelling for food. Developed hospitality infrastructure, high standards for food and hygiene, fresh and organic ingredients, mixture of old and innovative ways of presenting food experiences are defiantly strong sides of food tourism in Finland.

2.4 Commissioning party

Haaga-Helia project “Hungry for Finland” is part of Finland’s first food tourism strategy 2015-2020. So, the key issues in developing food tourism according to strategy are: “Taste of place”, “Pure pleasure” and “Cool and creative from Finland”, internationally renowned culinary experience. (Havas, Adamsson & Sievers 2015, 13.)

This product development type of thesis is following one of the themes “Cool and creative from Finland”. Trend of young foodies who are travelling to Finland and are seeking for culinary experiences in Finland supports idea of “Cool and creative” theme from the strategy. (Havas & al. 2015, 13.)

According to the strategy, key thematic areas in development of food tourism mean specific themes that food tourism product developers in Finland should focus on. By using special themes, it is possible to improve the international competitiveness of Finnish tourism in general and food tourism. This can be achieved by enhancing strong sides of food tourism products. That improves the opportunities of Finland to be different in global com-

petition. (Havas & al. 2015, 13.) The target group for the food tourism strategy are consumers who are knowledgeable. They are in search of new food experiences. During their stay in Finland they are eager to visit many different places, experience culture, local way of life and special dishes. (Havas & al. 2015, 12.)

3 Millennials as customer group

Who are millennials, why are they important for food tourism industry? Millennials is a group of population that was born between 1980-2000. According to Market Research Firm Future Cast they spend around 178 billion of euros on travel each year. (Harrison 11 August 2017.)

The millennials represent 27 percent of the global population or about 2 billion people. Millennials have a major impact on the tourism industry. Those in this category travel more frequently, explore more destinations and spend more when they are on vacation. (Sofronov 2018, 109,114.)

Food travellers become younger. 93% of travellers now engage in memorable and unique experiences other than just dining out. It is important to understand what motivates millennials to visit certain places and what are they seeking during travel. "More than restaurant" concept-places, authenticity, unique and memorable places, storytelling attracts food tourists-millennials. It is important when food experiences deliver sense of place. Stories connected to location are remembered the most. (Wolf 8 November 2017.)

In September 2014, Forbes writer Stephanie Denning wrote (in LeHeup 2015, 20.): "One thing is certain: Millennial's relationship to food is special. They want it to be authentic, they want to know how it was produced, and they want it to be a shared experience."

"Look at millennial travellers' behaviours today and you will have insights into the mass-market trends of 2020. Millennials were among the first to embrace the sharing economy, skip over travel agents in favour of online bookings, trade big box chain hotels for well-designed and independent boutique lodging, and seek out authentic local culinary experiences in every destination they visit. Therefore, understanding millennials' gravitation toward local food experiences is important for destinations, because it's becoming prevalent for all generations in many different markets." (LeHeup 2015, 20.)

According to Skift's research report "The Rise of the Millennial Traveller" (in LeHeup 2015, 20.), "the annual purchasing power of millennials is \$170 billion and growing. The demographic is expected to account for half of all global travel spend by 2020."

"Millennials' driving values are happiness, passion, diversity, sharing and discovery. Millennials also look for immersive travel experiences. They want to live like a local, share their experiences across social media, and seek recommendations from peers or user-generated sites who have already experienced the local vibe of a place." (LeHeup 2015, 20.)

The "Rise of the Millennial Traveller" report reads (in LeHeup 2015, 20.):

"Millennials are looking to hack travel, based on their perceptions about what everyone else doesn't have. They want to feel like they're insiders and in on this little secret about where to find a great little restaurant in a hidden neighbourhood. They're

always looking for some level of inside information. It speaks to the millennial trend of wanting something special.”

“When it comes to food and beverage, millennials are not just interested in the small boutique cafes and restaurants that locals frequent. They want to understand the entire storytelling surrounding the experience, because millennials tend to be more mindful about their travel choices as they relate to a particular local community. Talking about food options and culture in an authentic and conversational manner is as important as the local ingredients and hidden watering holes themselves. Food and beverage has become a cornerstone of tourism campaigns aimed at millennials.” (LeHeup 2015, 20.)

“For example, food was one of ten travel niches that Tourisme Montréal identified when researching millennial travel trends. The organization then worked with food bloggers and lifestyle publications to create web content that spoke to millennials’ food interests.” (in LeHeup 2015, 20.) “As we know with millennials, they’ll skimp on accommodations, but they won’t on good food,” explains Emmanuelle Legault (in LeHeup 2015, 20), vice president of marketing for Tourisme Montréal.

“Young tourists are key for tourism’s future at least for three reasons: the sheer amount on young tourists travelling in the present; the fact that their original choices may lead to new attitudes towards tourism by the wider society and the anticipation that young tourists will continue to travel in the future. This last point is of particular importance from a future perspective because the young generation will move up in the demographic pyramid and take in the future the place that is now occupied by older generations, such as Baby Boomers. Today young generation (the so-called GY, GX and millennial generation) have different needs than their parents or grandparents in general and in the context of tourism in particular. Consequently, the middle-aged tourist in the 2020s and 2030s will, just like the young tourists of today, have different needs and wants compared to the contemporary middle-aged tourist. To be prepared for the future, the tourism sector has to understand and cater for these changing needs.” (Cavagnaro, Staffieri & Postma 2018, 31-32.)

3.1 Foodies as food tourism customers

Often people who are travelling for food experiences are called foodies. According to Getz, Robinson, Andersson & Vujicic (2014, 6),

“Foodie is a food lover, one whose personal and social identity encompasses food quality, cooking, sharing meals and food experiences. Foodies incorporate all aspects of food into their lifestyle, which often leads them to travel for new and authentic food experiences.”

“It has been generally accepted that we are living in the era of the “experience economy” as articulated and popularized by Pine and Gilmore in 1999. In this economy people value experiences, more than objects and mere consumables, so that foodies and food tourists are willing and often eager to pay for rewarding and novel experiences. Consumption in this economy holds symbolic value.” (Getz & al. 2014, 7.)

Getz & al. (2014) are also presenting some highlights of large-scale research that comes from travel industry Association of America in 2006. After profiling of culinary travellers, they came to the conclusions that «culinary tourists are younger, more affluent, better educated travellers» (Getz & al. 2014). And that «they are motivated by unique experiences,

reinforcing the benefits of focusing on a destination individual environment and cultural elements» (Getz & al. 2014).

Wolf (8 November 2017) in his speech “Getting Food Tourism Right” at World Travel Market London was discussing issue of food tourists that do not call themselves foodies although they answer positively on following questions that characterise them as such. Here are statements that foodies strongly can relate to, according to Getz & al. (2014, 62):

- Cooking is one of life’s great pleasures
- Sharing memorable dining experiences bonds me with friends
- I feel proud of my knowledge of food and cooking
- I spend a great deal of my disposable income to dine out
- Shopping for fresh food is one of the most enjoyable things in life
- I like to experiment with food from different cultures
- My cooking express who I am
- Healthy eating is essential to me
- I give a little thought to planning meals
- I am considered as “foodie” by others
- I love cooking for my friends
- People know me as gourmet.

3.2 Storytelling

Storytelling is one of the tools to create interest among the consumers. According to Paul Smith (2 June 2017), “the story creates a meaningful scene in mind that the simple list of facts doesn’t. That scene is easier to remember than the list of facts. Stories create scenes. Facts don’t.”

“Storytelling is the process of using fact and narrative to communicate something to your audience. Some stories are factual, and some are embellished or improvised in order to better explain the core message.” (Decker 18 April 2019.) According to HubSpot Academy training, there are three components that make up a good story — regardless of the story author trying to tell.

Characters. Every story feature at least one character, and this character will be the key to relating your audience back to the story. This component is the bridge between you, the storyteller, and the audience. If your audience can put themselves in your character’s shoes, they’ll be more likely to follow through with your call-to-action. (HubSpot Academy.)

Conflict. The conflict is the lesson of how the character overcomes a challenge. Conflict in your story elicits emotions and connects the audience through relatable experiences.

When telling stories, the power lies in what you're conveying and teaching. If there's no conflict in your story, it's likely not a story. (HubSpot Academy.)

Resolution. Every good story has a closing, but it doesn't always have to be a good one. Your story's resolution should wrap up the story, provide context around the characters and conflicts, and leave your audience with a call-to-action. (HubSpot Academy)

It was difficult to find or create some special story with characters, conflict and resolution during creating the tour (Appendix 2). But a personal journey of an author who is trying food at the locations and shares her experiences could also be interesting to follow for the readers of the tour.

All the stories have a protagonist, a person that readers can relate to. In creating a food tour, author can be that person readers can relate to. And by describing feelings, writer can make readers sympathise and feel similar emotions, follow the food route.

3.3 Blog type of text

While creating a food tour blog type of text will be used, describing chosen locations in Kallio to visit. According to Nardi, Schiano & Gumbrecht (2004, 225), "Blogs vary widely in nature and content, but as they have grown in popularity they have been increasingly portrayed as online diaries or personal journals, often of the most confessional sort". This type of text often used to connect with target group millennials. By blogging, one can "update others on activities and whereabouts, express opinions to influence others, seek others' opinions and feedback" (Nardi & al. 2004, 225).

4 Kallio district

Kallio is a district and a neighbourhood in Helsinki, the capital of Finland, located on the eastern side of the Helsinki peninsula about one kilometre north from the city centre. This part of Helsinki, particularly compactly populated, nowadays is a popular area of living. It used to be a place to live for working-class residents. Nowadays it has reputation of laidback hipster area famous with boutiques, cafés, restaurants, bars, flea markets. (VisitFinland.)

Kallio in recent years became similar to an upscale neighbourhood Punavuori in Helsinki twenty years earlier. Kallio district changed into a place for young people, diverse nationalities and entrepreneurial population. Area changed with arrival of trendy dining places, brunch spots, bohemian local bars, boutiques, flea market spaces. But yet it did not lose distinctiveness and original charm. (VisitFinland.)

Kallio is famous for housing students, single people, young couples. During weekends it is ruggedly hipster bar scene lures in trendy and conscious types from different parts of town. Because of Kallio being a culturally permissive and highly liberal space, it is often compared with such locations as Kreuzberg, Neukölln and Friedrichshain in Berlin. Sometimes it is even called Finnish Hackney, compared with one of the most famous districts of London. (VisitFinland.)

Kallio district is a very good location for the tourists because it is easily accessed from the city centre by city bike in summer season, by trams or simply by walking. There are many convenient routes that can be taken from the city. When exploring Kallio, often it is recommended to visit market and boutiques, unique shops where tourists can buy vinyl and green parks that are hidden in the area. (VisitFinland.)

Kallio district became also famous for its booming culinary scene and laid-back bars. Area can offer wide selection of cafés for freelance working, meeting with family, friends or simply having brunch or breakfast during weekend. The area is also known for a diverse cuisine, Asian food, vegan options, artisan pizza and Finnish classical dishes. Kallio is also famous for its bar scene. Hipster bars, local breweries and nightclubs, all of this one can find in the same spot. That is why Kallio considered a melting pot of food and urban culture. (VisitFinland.)

5 Process planning and data collecting

After gathering literature for the theoretical part, author started to make a list of locations that could be suitable for the food route. Focus was on searching online by visiting social media pages and official web pages of the places. Author was also reading reviews of customers that already visited those places. Being a millennial and a foodie, it was easy to understand needs of that target group for the author. Asking friends who spend much time in Kallio to recommend some interesting places was also helpful in gathering information.

Goal was to find locations that are not so obvious for the food tourists. Places like “Good life coffee”, “Sandro”, “Loose sister”, “Rupla” are very good options to visit for millennials, and it is always a safe choice, but the aim was to find locations that started to operate quite recently and were not promoted so much in media by bloggers and influencers.

Also, it was important to find places with interesting activities: for instance, coffee shop that is also a yoga space at the same time, and location where it is possible to participate in a raw food cooking class. Another location was situated in a very artistic environment. Cinema theatre, art gallery and café at the same building. Also, it is possible to participate in a creative workshop where guests can learn how to make a flower composition. As it was mentioned earlier, millennials are seeking for experiences, not just places with food. So, it was important to find such places. For example, Harju 8 is a very interesting place to visit for millennials. They have brunches that are loved by millennials. Also, customers can buy flowers there and during evening time enjoy music set played by DJ. Often, they have special parties. For instance, they had a drag-queen performances, queer friendly nights and other unusual events with liberal attitude. Day time in a same location guests can participate in a drawing workshop.

Millennials value shared economy principles. That is why author included a dinner at a pop-up restaurant that customers can find from “Eat with” platform that based on shared economy principles. During dinner experience guests come to a private residence that belongs to locals, eat at one table with unknown people and enjoy local food from the farm. All of the places that were chosen to have some special features or interesting story that will attract guests to visit it.

Author decided to visit all the places personally and with help of observation form (Appendix 1) to gather all the important information about locations. During the visits author filled the form and analysed gathered information.

It was decided to choose a blog post text to write the food tour because of needs of the target group. Nowadays millennials are more interested in personal experiences and short post type of text than in long reads written in academic language. In a blogs text can be very personal. By using blog type of text writer can express feelings, strong opinions and emotions that allow readers to follow journey of the writer and possibly, attract interest in those places that were described in the text. Blog posts also it can contain pictures, which helps to create additional curiosity and value for the readers.

Social media is a big part of millennials life. It was interesting to take pictures, publish it in Instagram, tag the locations and get response or reaction from the owners. Some of the places used pictures that author posted in their "stories" of their official Instagram feed or commented immediately under the post.

All the visits were paid by author. It could be possible to make collaboration with the places by asking them for free food testing, but it would oblige writer to write only about pluses of the places. But by paying everything independently, it was possible freely to write about imperfections of the locations. Being a student with a part-time job, it motivated author to find places that millennials could afford. But also, it had a bad side: if there was a proper budget, author could try more types of food, more dishes, more drinks. It would also allow to try brunches that are more expensive than lunches at the locations that were chosen. Author could describe the results of tasting and share more information with readers.

During visits author also was struggling with not being a professional photographer. Good quality pictures would attract food tourists. Author managed to make some pictures, but not from each place that was visited as planned to.

5.1 Data gathering by observation for thesis

Observation was defined by Marshall and Rossman (in Kawulich May 2015) as "the systematic description of events, behaviours, and artefacts in the social setting chosen for study".

"Observations enable the researcher to describe existing situations using the five senses, providing a "written photograph" of the situation under study". Participant observation is also described as the primary method used by anthropologists doing fieldwork. Fieldwork involves "active looking, improving memory, informal interviewing, writing detailed field notes, and perhaps most importantly, patience". Participant observation is the process enabling researchers to learn about the activities of the people under study in the natural setting through observing and participating in those activities. Participant observation is also defined as "the process of learning through exposure to or involvement in the day-to-day or routine activities of participants in the researcher setting". (Kawulich May 2015.)

By making observations during visits to locations that were chosen for the food tour, author collected data that helped to create a tour. During the visits, observation form was filled. Here were following points for observation:

- Social media page and official web page of location
- Business idea, why to visit
- Service quality
- Menu design
- Vegetarian and vegan options
- Food plating
- "Instagrammable"
- Price/ quality balance
- Special features of location (activities that could be done)
- Is customer can participate and learn something?
- Overall experience and atmosphere

Bernard (in Kawulich May 2015) lists five reasons for including participant observation in cultural studies, all of which increase the study's validity:

- "It makes it possible to collect different types of data. Being on site over a period of time familiarizes the researcher to the community, thereby facilitating involvement in sensitive activities to which he/she generally would not be invited.
- It reduces the incidence of "reactivity" or people acting in a certain way when they are aware of being observed.
- It helps the researcher to develop questions that make sense in the native language or are culturally relevant.
- It gives the researcher a better understanding of what is happening in the culture and lends credence to one's interpretations of the observation. Participant observation also enables the researcher to collect both quantitative and qualitative data through surveys and interviews.
- It is sometimes the only way to collect the right data for one's study."

For this particular thesis, observations were the most logical way to make research. By observing, it was easy to make conclusions if the chosen locations have value for the target group, millennials.

Observations were made during April, May of 2019. Author was visiting not more than one location a day. Usually, during lunch time, as it was much cheaper to do it that way. During lunch time there were available special lunch offers that are cheaper than usual menu. Author tried to bring a vegetarian friend during the observations. It helped in describing vegetarian options at the locations. Visits took around one hour at a time, sometimes more. During visits, author was filling the observation form, which did not take much time, approximately 30 minutes. Only key issues and important facts were described there, but not too much information.

5.2 Content analysis

The data gathered by observing was analyzed with content analysis. Studies using content analysis usually involve six steps. Firstly, formulation of the research question or objectives. Secondly, selection of communication content and sample. Thirdly, developing content categories. Fourthly, finalizing units of analysis. Fifthly, preparing a coding schedule, pilot testing and checking inter coder reliabilities. And finally, analysing the collected data. (Prasad 2008, 7-8.)

All the data that was collected while filling the observation form was analysed by developing main categories that are important for target group, millennials. It was reflected in the result of thesis, ready product. When the locations were described, gathered information was mentioned in the food tour.

6 Discussions

During gathering information for the theoretical part of thesis, benchmarking was made. By analysing examples of ready tours in other countries, it was noticed that it is important to utilise authenticity of the location where food tour is created. Food tourists are searching for experiences that they cannot find in their own region. In this particular case, it was important to attract attention of readers by proposing to take a food tour in Kallio district, not a very touristic area of Helsinki. In the beginning of the tour, it was mentioned that Kallio has a controversial opinion about location. That area is still not very attractive for tourists who are looking for something traditional. Food tourists will not find there classical dishes of Finnish cuisine, but they have opportunity to experience something different namely seasonal food with a modern twist, laid back atmosphere and urban culture.

Food tour in Kallio is following one of ideas of Finland's first food strategy (Haaga-Helia University of Applied Sciences 2015) "Cool and creative from Finland". Location that were chosen for the tour are not just places to eat, but each of them carry at least one special feature, like coffee shop with a space for practicing yoga, creative cluster of art space for locals, private dinner at winter residence of organic farmers, small brewery where guests can enjoy tastings and learn about local beer production, bistro where customers can participate in a flower master classes, brunch place and a bar with queer parties and live music.

Food tour was created for specific group of people, millennials. Most of millennials are foodies, that is why it was important to find places that would meet the criteria of a foodie. All the eating places that were chosen, serve healthy food, have interesting food plating and most importantly are authentic.

While creating the tour, author used storytelling techniques by describing feelings while visiting places, letting the reader follow personal journey of experiencing urban food and drinking culture. Pictures were used to visually attract and involve readers to join the tour. It was difficult to find ways to create a story, for instance, by using some famous person, or an old tradition, like it could work in England, where they utilise stories of Jack-the-ripper, William Shakespeare or well-known of five o'clock tea. But, during visiting locations, it was noticed that authenticity of Kallio district is in preserved buildings that used to be factories or slaughterhouse, bohemian atmosphere and creative spaces that once were changed for the modern society needs. What differs Helsinki urban culture from other cities is laidback atmosphere, simple but quality food, unpretentious design and creative ways of using public spaces as attraction points for visitors.

In theoretical part of thesis, it was pointed out that there are many hipsters among target group millennials. Kallio is unofficially called as hipster area. But problem is that often millennials are not calling themselves that way, because, as it was reflected earlier, word “hipster” started to have negative meaning nowadays. Millennials often use that word meaning that something is too trendy. One of the aims while creating the tour was to let readers understand that Kallio is a hipster area without using word “hipster”, because millennials do not want to identify themselves with that word. Instead, locations were described as bohemian, relaxed, artistic. Those descriptions are attracting millennial readers.

During planning of creating the tour there was set a goal to visit all the chosen locations. But, it was impossible to do for the author because of financial situation. “Wino Kallio” bistro and “Eat with” dinner was described in the tour by using information found online. “Trip advisor” webpage and reviews on social media pages gave needed information about the places. It was worth to include those two locations in tour, because idea of eating dinner at house of local farmer is quite unique and not so common in food and beverage business. “Wino Kallio” location is also worth visiting because of their organic wine theme that is popular nowadays among young adults. Their wine list can be found at their web page.

6.1 Development ideas

Finnish food culture could attract foodies from all of the world. But there are still things that could be improved. While creating the food tour in Kallio, it was difficult to find street food that could be interesting and authentic enough to include it in the tour. Strict regulations about street food is not helping to improve the situation. More street food could attract foodies. It is an important part of urban culture.

While searching for the food experiences on platforms like “Eat with” or “Airbnb experiences with locals” there was not so many offers to choose from. Nowadays trend is “living like a local” kind of travelling. Food tourists are more interested in meeting locals at the table by sharing food experience together than ever before. If there were more offers for food tourists to choose from, it would positively influence food tourism in Helsinki.

Also, there is another obstacle in Finnish food tourism in general. Probably, because of local mentality there is not enough marketing of Finnish food. Finnish food has one of highest quality in the world, tap water is super clean and hygiene standards are very high. It is safe to eat at most of the places in Finland without any risk of getting poisoned.

There are many ingredients that could be found only in Finland, like berries, mushrooms, wild meat. Qualified Finnish chefs take prizes at world culinary championships. But still, it is almost impossible to find aggressive marketing saying that food tourists can find purest food and best ingredients in Finland. More marketing could help food tourism to attract more customers.

6.2 Evaluation of process and final product

Process of creating a food tour for millennials in Kallio district was new to the author. It was interesting to keep on looking for exciting places that could attract millennials. While collecting information about target group it was interesting to find out that Helsinki was rated number nine in the list of most “hipster” cities of the world after getting results of the research made by logistics and marketing company Move Hub. On the fifth place there was Lisbon, Portugal and all the other places were occupied by American cities. Creating a blog type of text was a necessary tool to connect with target auditory. It was easy to express emotions in text to attract attention of readers. Text is easy to read. There are links to official webpages of each location, so it is convenient to search for more information if it is needed.

Final product is a short but descriptive text with pictures taken by author (Appendix 2). Places that were chosen for the tour will defiantly raise interest of food tourists’ millennials to visit Kallio. It was difficult to choose places for the short tour, because of big variety of locations in Kallio district. Goal was to make a short tour for young adults for extended weekend. Tourist often visit Helsinki for a short period of time and are not interested in long list of places.

Before writing, author made a research of already existing tours. It was difficult to find ready tour, but there were plenty of recommendations for places to visit online. Usually there was descriptions of already well-known locations in Kallio like Rupla, Sandro, Good life coffee, and others. But result of this product type thesis was a food tour with relatively new locations, like Harju 8, Bruket café, Eat with event dinner. Besides new places, there are also well-known locations in the tour. Signature place of Kallio is Hakaniemi market and Teurastamo.

In the tour, there are also recommendations about different activities that are held at the location. For example, Oh my goodness café have yoga classes, and Bruket café is located at the same building with cinema theatre and an art gallery. So, it makes the tour interesting and gives possibility for the followers to learn something new.

It was difficult to create some special story that could unite all the locations. Instead of that, it was decided that the story of the tour is simply a personal journey of millennial who is interested in food and is in search of interesting places to visit and sharing experience with others.

While creating this tour, author learned that Kallio district is very diverse. And there are so many different food cultures in that area. It is worth to commoditise location by attracting food tourists not only from abroad but also from Finland. It attracts people who like to get away from touristic areas, learn something new, and are not afraid to explore local culture.

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Appendices

Appendix 1. Observation form

The aim of the observation: Collecting information for creating food tour.

Observer: Ekaterina Meriläinen.

The date and duration of the observations:

- Bruket café
- Kulma Kuppila
- Harju8
- Ohmygoodness
- Teurastamo
- Eatwith events
- Panema
- Mascot bar
- Hakaniemi Market
- Wino Kallio

Table 1. The observation form.

	Social media and internet pages	Business idea –why to visit?	Service quality	Menu design	Vegetarian and vegan options	Food plating	Ista-gram-mable	Price-quality balance	Special features	Is customer able to participate and learn something?	Overall atmosphere and experience

Bruket café											
Kulma Kuppila											
Harju 8											
Oh my goodness											
Teurastamo											
Eat with Events											
Panema											
Mascot Bar											
Hakaniemi Market											
Wino Kallio											

Appendix 2. Food tour for millennials in Kallio district



Picture 1. Katja Meriläinen, in the back yard of famous nightclub of Kallio, Kaiku



My name is Katja Meriläinen. Food and Beverage industry is my profession, I have studied this field in the probably best school of hospitality in Finland, Haaga-Helia University of Applied Science. Being a foodie made me curious of finding interesting places to dine out, drink, socialise with friends and

Picture 2. Street Art in Kallio

keep looking for new food experiences. As a millennial I am not interested in mainstream locations but want to see places that are hidden away from touristic routes. Idea of this short food tour for extended weekend was born after spending summer in Kallio district. First, I could not understand why this area with such controversial opinions about it is, could be a place for food tourists to hang in. But opening for myself one fantastic food experience after another, I was convinced that it worth sharing my recommendations and excitement with others. Kallio district has diverse food culture, authentic atmosphere and free spirit that you can taste and smell. You are welcome to join me on a four days food tour. Have fun and remember to take it easier, because this is Kallio.

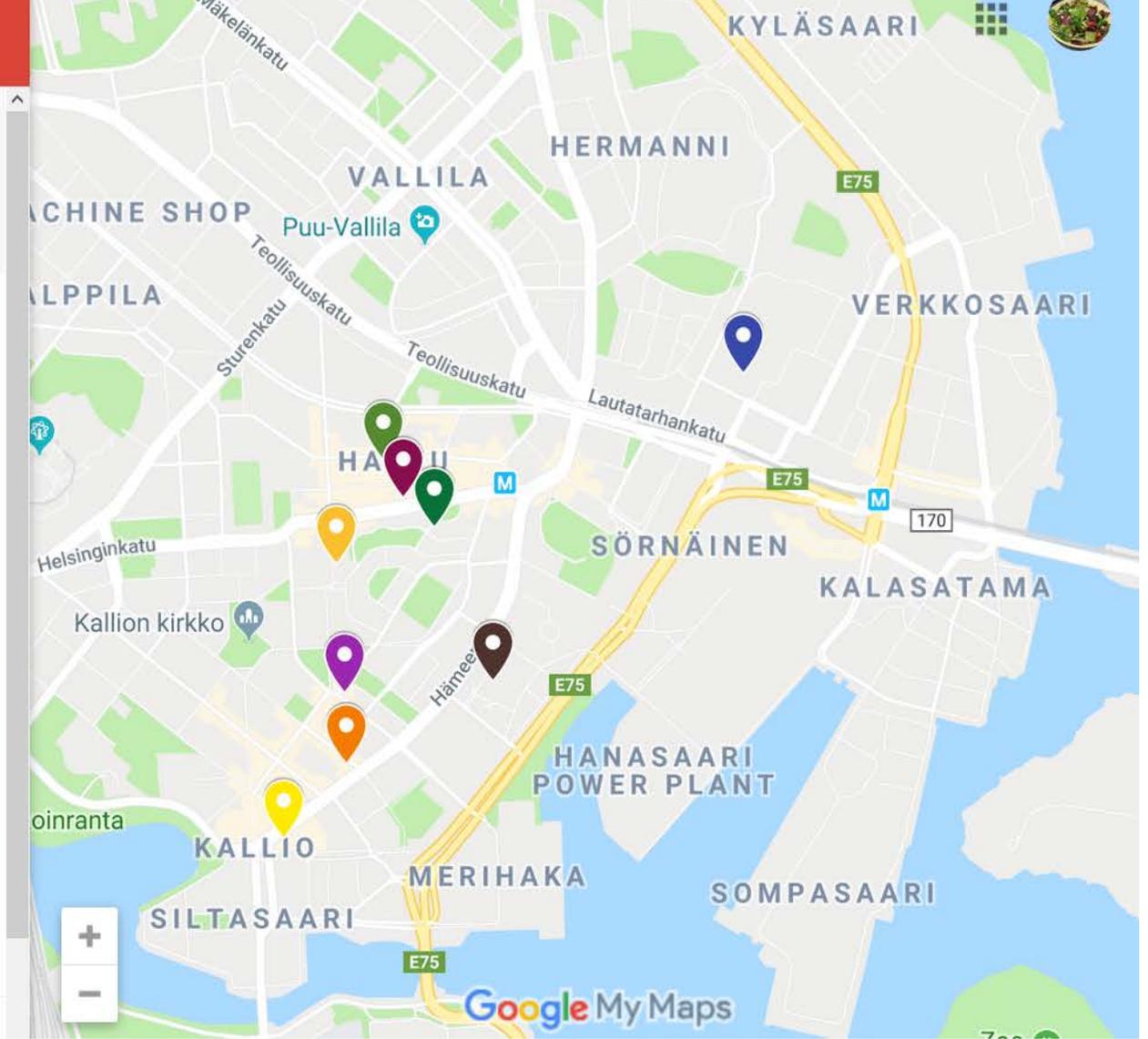
Food tour in Kallio

10 locations tour
9 views

SHARE EDIT

Untitled layer

- Bruket Cafe & Catering
- Hakaniemi Market Hall
- Harju 8
- Ipi Kulmakuppila
- Mascot Bar & Live Stage
- OHMYGOODNESS.fi
- Panema Kallio
- Teurastamo
- Wino



Picture 3. Food Tour Map

Day one

First spot: Oh my goodness

Website: <https://www.ohmygoodness.fi/?lang=en>

Address: Vaasankatu 14

Instagram: <https://www.instagram.com/ohmygoodness.fi/>

“Oh my goodness” is a vegan café that is located on Vaasankatu 14. Apart from fact that place is a haven for vegetarians and vegans, it serves quite decent food that fills stomach of a non-vegan person as well. Café is oriented on healthy vegan food that is also tasty and full of flavours. Located on the corner of Vaasankatu, it is easy to continue moving around the block by city bikes, as parking place of Helsinki city bikes is located just next to the café. Convenient!

Oh my goodness café has simple industrial vibe design. Wooden tables paired with iron black chairs, lightly painted concrete walls with wooden boxes hanged as shelves for the flowers. Simple but nice.

You can see freelancers with their laptops sitting next to the windows, parents with kids, youngsters with their fluffy pats, locals that came for cup of coffee to the terrace as customers. Looks like everyone are welcome. Service is more than friendly; they will gladly pet your dog if you need to leave to bathroom (just happened in front of my eyes). Atmosphere is very relaxed here.

Menu has “all day breakfast” option. Spinach waffles with scrambled tofu, potatoes and sun-dried tomatoes, freshly squeezed juice and coffee or tea. 18 euros for one person. Sounds like such a good combination!

But go for a lunch offer instead: falafel bowl. It is almost an unspoken tradition to serve lunch between 11-14 in Helsinki that should cost around 10 euros in most of coffee and dining places of the city. Wondering if you will get your stomach full with that seems-to-be-little bowl that you see?

Service here is quite quick. After paying at the bar station and maybe like another 10 minutes you will get the bowl. Try also a club-mate cola, special drink additionally to the meal. There is option of different drinks like coconut water, ginger beer or Combuca. Smoothies and freshly squeezed vegetables/fruits shots are available as well.

Bowl looks very colourful and fresh. Start mixing everything what is in it: carrots and zucchini chopped in a spiral cut, salad leaves, quinoa, a little bit of avocado sauce, falafels, chili and some microgreens on top. Spicy sauce adds a kick to all the ingredients and

unites it to a bomb of different flavours. On the half way through you might realize that you are full, even if you are a non-vegan or even non-vegetarian eater.

After lunch you should try Namaste smoothie, if you are lucky, you can get it through the application called ResQ Club. Oh my goodness is also a partner. ResQ Club app is online application which is selling food that is needed to be rescued from trashing away to the garbage as it's date of consuming is getting to end. ResQ club and all their partners are supporting idea of sustainable economy. Usual price of smoothie is 6 euros in the menu, but I can get yours for price of 3 euros with an App, which is great!

Oh my goodness is also known for their yoga classes that they arrange in the lounge area, down stairs. From their Facebook page you can follow their events. When I checked it, they had a Yoga brunch, vegan cooking class and Acroyoga (mix of acrobatics and yoga) upcoming events. What a good idea: starting a day with yoga that slowly flows into healthy vegan brunch at the sunny terrace! Because why not?

You will leave this place with a big smile on your face, probably converted to vegan.



Picture 4. Oh my goodness café, on the terrace



Second spot: Harju 8

Website: <https://harju8.fi/>

Address: Harjutori 8

Instagram: <https://www.instagram.com/harju8/?hl=en>

Picture 5. Harju 8 terrace

In the evening move to the next location. Harju8 is a quite new place that opened in the fall in 2018, but quickly became known as a place where you can not only enjoy good modern Finnish cuisine but also learn something new at a drawing masterclass and party hard at some themed party. Harju8 is located in Harjutori 8, which explains name of the bistro. This street is also known because of legendary old public "Kotiharjun" sauna that is right around the corner. Family owned sauna is opened since 1928 and is heated traditionally by wood. Part of the Kotiharjun experience is cooling of outdoors in front of sauna. So, don't be surprised to see half naked people when you pass by to the bistro. If you want to try something authentic and if you have courage to blend into local culture, take a turn in an opened to everyone sauna and then, come to bistro Harju8 to have a dinner and drinks. Also, you should stay for an after party, it is going to be fun!

Bistro is easy to find; you will see vintage style neon sign and a huge terrace with a French looking tables and chairs outside the building. On the sunny day terrace is always full. It is the best place to watch life happening. If you decide to sit inside, you will discover chilled atmosphere, tattooed staff with no uniforms, stylish bar and pet friendly space. Menu doesn't have too many options, but still it is something for everyone, so it is easy to make a choice. When I was visiting location, I tried salmon with hollandaise sauce and

baked potatoes, my vegetarian friend took black bean balls with tomato sauce. Additionally, they have a really good wine list. Food plating was so beautiful! 100 % instagrammable material! Taste was excellent, (except my fish could be less salty) and finally vegetarian option was very filling, my friend was not disappointed. I bet they have great brunch, so you can try to come on weekend when it is served.



Picture 6. Harju8 dish.

Place is also selling flowers. If you like to surprise your partner, friend, mother or simply yourself with a modern looking fresh piece of flower composition, you can just buy it right there in the bistro.

If after filling your stomach you feel like staying for a party, you don't have to go anywhere else, as you will find craziest things going on at the same spot. From Facebook and Instagram pages you can find out about coming events.

Place has some bohemian atmosphere and very open-minded spirit. Besides installations, celebration of revitalizations they do have resurrection parties (whatever that even means), DJ sets that are playing old-fashioned vinyl and many other events. I have watched videos in Insta stories, and let me tell you, it looked like anything can happen during that parties! Whoever invents those announcements in Harju8 Facebook page has definitely good sense of humour: "bingo, hangover food and two drag queens - what more could you wish for a perfect Sunday? Leave the kids home and let Anna Konda and Drew Barrywhite numb your brain with their stories! Hosted by Helsinki's least known drag queen Anna Konda". That is the way how I want to be invited to a party!



Picture 7. Harju 8

Day two

First spot: **Bruket café**

Website: <http://www.bruketcafe.fi/>

Address: Aikukatu 4B

Instagram: <https://www.instagram.com/bruketcafe/>



Picture 8. First floor of Bruket café

Start your day with a lunch in a Bruket café at Kaikukatu 4B. Location of the café is truly unique. You can find it in old building of Leipätehdas, which literary translates as Bread factory from Finnish. Beautifully preserved old factory was built in 1923. Nowadays it is an office space for community with creative, inspiring loft atmosphere. There is a ballet school, Kino Sheryl cinema theatre where you can watch indie movies or book the whole theatre for a private show, and a modern art gallery Caisa with rotating exhibitions. When I visited location, gallery invited artists in Kallio to a meeting that will serve as the basis for a pop-up exhibition. Caisa cooperates with artists in Kallio and supports them by offering the space for the exhibition. So, you can definitely feel sense of Kallio district by making a visit to this spot.

You can find Bruket café at the second floor of the building. It is not a very big place with a modern loft design. Super attentive host will take your lunch order. Usually there are two options in menu for meet lovers and vegetarians with seasonal food, and coffee included.

At Bruket café chef will bring you main dish personally. And it will look like you are dining not in a lunch café for office workers but in a fine dining restaurant!

You should avoid visiting location at 12.00. Because that is when lunch break is officially starting at the building, and all the workers are there standing in the line to get their food. Other time it is a quiet place with occasionally lunching moms with their babies and elder locals with their adorable dogs.

Bruket café has their visually perfect Instagram account where you can check lunch menu, info about happenings and just have a look at their catering creations, probably it will inspire you to organise a birthday party there, because combination of their food and that unusual space is amazing!



Picture 9. Vegetarian dish at Bruket café

Second spot: Mascot

Website: <https://www.facebook.com/MascotHelsinki/>

Address: Neljas Linja 2

Instagram:

<https://www.instagram.com/explore/locations/170444/mascot-bar-live-stage/?hl=en>

In the evening it is time to experience local bar. Mascot Bar & Live stage can be found at Neljäs Linja 2. Design of the place is unpretentious and basic, like most of the bars in Kallio. So, it is ideal place to go to when you don't feel like thinking about your outfit. Basically, you can go there as you are, even if 5 minutes before going out you were chilling at your sofa. This place could be your living room if you would be living in a basic Kallio apartment that is less than 30 square meters, as most of the locals in this area do. You can not really invite your friends over, but you can come to Mascot, play board games and enjoy glass of beer or cheap wine. If you stay there for a longer time, you might have chance to hear some live electro or indie music or dance at themed party like RetroPop or karaoke night. I remember I visited Mascot on Valentine's day. There was a premiere of a short movie about modern dating, stories about Tinder experience. After that there was a movie themed quiz. Fun night! There are pub quiz evenings on a regular basis. If you find a team or join already existing one, you can use your knowledge about movies. Questions are very tricky and challenging, but that is what makes it interesting. On their Facebook page you can find their events programme. Bar is open until 4 o'clock.

Day three

First spot: Hakaniemi Market

Website: <http://www.hakaniemenkauppahalli.fi/>

Address: Hakaniemen torikatu 1

Instagram:

<https://www.instagram.com/explore/locations/40426/hakaniemen-kauppahalli/?hl=en>



Picture 10. At Hakaniemi Market

Rise and shine, it is time to go to the market! They say that if you want to understand habits and tastes of locals, go to the market. Hakaniemi market is not a touristic attraction, but mainly serves its basic purpose: selling groceries to locals. Although you can spot tourists enjoying traditional Finnish delicacies and walking around boutiques with handcrafts.

Hakaniemi market is currently located in a temporary building because of old building reconstructions. Market itself is quite modern: new building with lots of light, comfortable benches and small cafés. But salespeople and their kiosks seem quite conservative. Strict looking butchers with who-knows-how-many generations history, ladies from bakeries that are working since forever, elder workers selling antiques at a pot store. Maybe that is why market has kept its unique charm and does not seem like a fake decoration for the tourists.

Big chain supermarkets sell basically same type of brands mostly in all their shops of Helsinki. So, if you want to buy some special local food from farmers and bakers or delicacies from foreign distributors, this is a place where locals go. You can find here game, local cheese, seasonal dishes, fish, oriental spices, French corner, traditional pastries and so much more!

There are also cafés where you can have a snack or eat. This time I chose place called “Soppakeittio” that literally means “Soup kitchen” in Finnish. There are three options today: French bouillabaisse, traditional beef soup and Indian style spinach soup with tofu. I like that they don’t just serve traditional salmon soup that is so common here in Finland, you can try it anywhere you go. I decide to try that spinach soup with tofu, because I want something spicy. Soup is delicious, especially I appreciate rich filling texture together with freshly baked bread. You may think that Asian style spicy soup cooked in Helsinki is a not authentic experience, but I disagree. This soup does not feel less authentic than traditional salmon soup because you will try it here, at local market in Kallio.

After walking around, stop at any bakery kiosk and buy traditional cinnamon bun with take away filtered coffee. Walk to Tokoinranta park and enjoy your desert moment by sitting on the bench and looking at people walking by.



Picture 11. Soppakeittio at Hakaniemi market

Second spot

From farm to table dinner

Have you ever thought while you travel and have no local friends that could invite you for dinner just to come to someone's house, ring the bell and ask to join a family gathering, share food with strangers and ask everything you are curious about? Well, you cannot really do that, but you can use applications like Eatwith, Tableonline or Airbnb experiences, and find interesting food experiences like "From farm to table dinner". If you do it early enough, you can book a culinary experience in Kallio. That is what host writing about herself and the dinner:

"I am organic farmer and the dinner will take place in my winter home. I will host with chef Heikki Liekola, who creates a Nordic cuisine experience for the evening. The vegetables are from my farm, some fresh, some fermented and some from the cellar. The fish, the game, bread and the grains are from my neighbours. The farm is located 100 km west from Helsinki in Tammisaari and it is on an island. Heikki and I will provide you a true farm to table dinner. There will also be a wine pairing for an additional cost. The wine pairings are created by our sommelier friends." Are you interested? Just look at this menu and you will go and book that dinner immediately, I mean, really:

- Snacks
 - o Langotorp Tsukemono
 - o Wild whitefish, mushroom shoy and fermented lettuce brine
 - o Tomatoes from last summer, basil seeds and juniper oil
 - o Archipelago sweet bread and barley koji spread
- Starter
 - o Purple carrot yakitori, cress seeds and pickled rhubarb
- Mains
 - o Mörby wheat pancake, kohlrabi kimchi and coriander mayonnaise
 - o Skaldo island deer medium and welldone, turnip and winter radish
- Dessert
 - o Lingonberry, oak nuts, apple and lemon verbena

To be honest, I have no idea what some of these fancy words mean, but fact that I will be tasting organic meal prepared by professional chef with some 11 strangers in Kallio is making me excited. Idea of shared economy, where you support small producers and family companies who tell you exactly where your food is coming from, seems right to me. Dinner experience takes around two and a half hours and costs 86 euros for person. Yes, the price is similar to price of restaurant dinner, but you get more value from such experience than from food at any usual eatery. Intimate environment will let you feel like a guest, not like a client.

Third spot: Panema

Website: <https://www.panema.net/>

Address: Helsinginkatu 11

Instagram: <https://www.instagram.com/panemakallio/?hl=en>

Finish your day at a craft beer bar Panema, address is Helsinginkatu 11. Fun fact from one of the locals: name of this place is a mixture of two words: “panimo” is literary a “brewery” translated from Finnish and “Ipanema”, which is a famous neighbourhood of Rio de Janeiro. Bar offers beer tastings for everyone interested. There are two options you can book online. Here is description I found on their official page from the owners:

“Intro to craft beer. Our intro to craft beer tasting will give you a general introduction to the wonderful world of craft beer. You will taste 5 different amazing craft beers, all with expert descriptions from one of our awesome team. To keep your taste buds tingling you will also receive meat and cheese boards to snack halfway through. 5 beers. Meat & cheese board. 30€/person” (Panema.)

“Beer and cheese. Our beer and cheese tasting will give you epic knowledge of how to match your favourite craft beers with some truly delicious cheeses. 5 amazing beers matched perfectly with 5 awesome cheeses, as well as one of our team to guide you through why they work so well. 5 beers. 5 Cheeses. 30€/ person. Approx. length 2 hours” (Panema.)

If you do not feel like beer tasting, you can just have a glass at the bar, they have 18 taps of different beer. Pub is not very big, but they also have a terrace. It is always full of locals at mostly any time of their working hours. Bartenders are very friendly and nice; you can ask to taste any beer you want before actually buying one. Panema is now selling a draft beer take away, a first for all of Finland. With a very strict alcohol policy in Finland it is a huge step in a whole food and beverage business. Atmosphere is laid back as in a whole Kallio. You will not see local drunks there, as this special brewery is a bit too fancy for them. Most people there are young adults and middle age working class locals. Terrace is a perfect spot to watch all kind of stuff happening on the lively street it is located on.

Day four

First spot: Teurastamo

Website: <https://teurastamo.com/>

Address: Työpajankatu 2

Instagram: <https://www.instagram.com/teurastamo/?hl=en>



Picture 12. Teurastamo

Teurastamo is space where an old slaughterhouse was located. Originally, it was founded in 1933 but re-opened in 2012 as a melting pot of urban culture and food. I know, it does sound strange and freaky, but I was visiting that place many times, as a lot going on at that place. I visited street food market, where you can taste crickets (yes, in Finland it is allowed to cook and serve edible insects, as new EU legislation opened new possibilities in 2018), special pop-up dinner from Hel Eats project, open-air movie night and other events at Teurastamo.

Space itself is a huge area where you can reach by metro or with a city bike. If you go there during weekend, you probably will find yourself at the flea market, that is organized there quite often.

Surroundings of Teurastamo are quite unusual. Buildings of what used to be a slaughterhouse did not lose character nor original architecture. It seems like time froze, and red brick walls saved long history. Nowadays Teurastamo unites different kind of businesses: restaurants, coffee roastery, distillery, pasta factory, smokery and even sauna that can be rent by anyone (it used to be sauna for workers of the slaughterhouse). They all share their backyards where visitors can find public grill, terraces, hammocks and open to everyone lounge. Street art on the concrete walls are super Instagramable, don't forget to take a picture in front of it.



Picture 13. Street of Teurastamo

So, what about the food? Besides Teurastamo being an open art space for all the visitors, it is also a place where you can find good selection of quality food. Last time I visited I chose restaurant Palema for the lunch. Open kitchen, simple but satisfying menu with seasonal ingredients, friendly staff, open terrace. What can be better? Place was busy during lunch. You could hear English speech mostly. For a second, I felt like I am sitting somewhere in New York bistro. Only elder gentlemen reading local Finnish newspaper Helsingin Sanomat reminded me that I am in Helsinki. After I finished my lunch, I took a walk around the area. People were enjoying rays of sun sitting on the terraces. Such a good moment spent at Teurastamo! You can choose any of that restaurant that are operating there, everything looks good enough to try.



Picture 14. Free grill space in Teurastamo

Second spot: IPI Kulmakuppila

Website: <https://ipikulmakuppila.fi/>

Address: Porthaninkatu 13

Instagram: <https://www.instagram.com/ipikulmakuppila/?hl=en>

For a quick coffee, move to the next location. IPI Kulmakuppila is located on Porthaninkatu 13, next to the park Karhupuisto. This absolutely adorable coffee place is specialised on serving local bread, quiche, bagels and traditional Finnish pastries like cinnamon bun and all types of cakes. You can find here also salads. And of course, coffee. Design of this place has true Nordic style. Big windows that give so much light. White walls and nothing else to take away your attention from watching outside. Scandinavian style wooden furniture. This place could be an example of traditional Finnish design, that could be influenced and by Alvar Aalto. There is also a very nice terrace. Atmosphere of this café is very warm. I visited it during lunch time, and it was full of people: freelancers working from their laptops, big company of friends, mothers with their little kids and brainstorming office workers having a meeting.

So, just take your coffee with one of the cakes and sit on the terrace. You will see people walking by all the time, trams coming and going, locals walking with their pets and youngsters chilling in the park.

In the evening there is often live music. And during weekends there are also brunches. Best place to take your family for a gathering or for meeting friends.



Picture 15. IPI Kulmakuppila.

*Third spot: **Wino Kallio***

Website: <https://www.wino.fi/en/>

Address: Fleminginkatu 11

Instagram: <https://www.instagram.com/explore/locations/1184427265007168/wino/>

As it will be last spot of the tour, let it be a fancy one! No, you don't have to worry, it is not a snobbish Michelin star restaurant. Wino Kallio (Fleminginkatu 11) call themselves a bistro. But quality of their food, wine list and positive vibes make this place worth to visit.

Place is quite small, so you need to make a booking beforehand. Strength of this place is their interesting wine selection. You can really have a neighbourhood feel. It is not a touristic place, so mainly you will see there locals. It is a perfect place for a special date, with your partner or with yourself. Sometimes we don't have to have a reason to spoil ourselves. And Wino Kallio is a perfect place to do that.