

Saimaa University of Applied Sciences  
Tourism and Hospitality, Imatra  
Degree Programme in Tourism

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**Branding Sicily as Gastronomically  
Attractive Destination,  
Viewed by Kempinski Hotel Giardino di Costanza**

Thesis 2013

## **ABSTRACT**

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Hotel Giardino di Costanza, 60 pages, 2 appendices

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The object of the study was to investigate the opportunity of destination branding through the tool of its gastronomy. In order to render concrete to the topic I chose a popular destination – Sicily and Sicilian gastronomy. It is a fact that the theme of gastronomic direction in tourism and the role of gastronomy in destination branding is not developed at all. Besides, personally I have been always attracted by gastronomic experiences in tourism. So it was a challenge for myself to explore the genesis of gastronomy tourism, history and unique culinary of Sicily, to discover destination branding concept and to correlate branding with hotel industry.

The theoretical information for the research was collected through gastronomy related and branding related books, magazine articles, booklets and Internet pages. The empirical data for this thesis were collected from the interviews of hotel's employees and the comment of hotel's corporate office.

The study was commissioned to develop the concept of gastronomy tourism and destination branding. The results of the thesis work indicated the importance of gastronomy in destination branding, the potential opportunity to brand destination of Sicily through its gastronomy, relevance of local gastronomy implementation for hoteliers.

Keywords: Gastronomy tourism, destination branding, Sicily.

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# 1 INTRODUCTION

For Tourism and Hospitality Industry gastronomy has always been a significant factor to determine customer satisfaction. First of all, primary human need of hunger and thirst is a driving force of forming such successfully operating enterprises as restaurants, cafes, bars, food shops etc. Moreover, gastronomy is an important component of regional culture, heritage and local environment, which comprises strong regional identity and works against globalization and homogenization. Generally speaking, any of gastronomic activities are closely related to tourism interest and travelling, regional development and local awareness, the economic activities and the employment.

I have made my decision of gastronomy investigation for thesis study for several reasons. First and foremost, gastronomy tourism as the independent tourism direction for ages has been disregarded. Moreover, it is a fact that tourism industry and the hoteliers have overlooked the value of gastronomy as the reflection of destination identity and local culture and also as the emotional and memorable travel experience. Besides, during my studies at Saimaa University of Applied Sciences the theme of gastronomic experience in travelling and tourism has not been touched at all. Hence, the initial aim of the thesis study was to prove the importance of gastronomy as potential area for tourism development and tourists' experience differentiation and also to suggest the tool of gastronomy as the extra value added product for the hoteliers.

Gastronomy as a science has been determined rather recently and it definitely needs some supporting studies in order to assert itself. This thesis research is focused on branding the gastronomy within a certain destination – Sicily. The given statement of “branding gastronomy” is supposed to provide regional gastronomy with the image and the reputation of unique attraction. This image has to become the issue of travel motivation to the island of Sicily.

I would like to notice, that I have made my choice of Sicily as gastronomy attractive destination not by chance. As the southern part of Italy it has been already world known for the value of food, fine dining and good wine. Besides, its gastronomic and wine identity has been formed through the centuries of occu-

pations, wars and dominations that have created a unique versatile mix of various cultures and traditions.

In order to reveal the thesis topic and gain my aims I have determined the major stages of thesis research that later have become its main chapters. At primary level I needed to study the definition of gastronomy, the concept, philosophy and the participants for better understanding of the area of my interest. I also was eager to fulfill my knowledge with gastronomy tourism, wine tourism and Slow Food comprehension. The next step was to study the destination of Sicily. I considered crucial to intensify my knowledge of Sicilian gastronomy with its historical background, culinary traditions of the population and with the food specialties and wines availability at present time. Besides, I attempted to accomplish thesis study of gastronomy with comparison research of Sicilian gastronomy and the gastronomy of South Karelia in Finland. It was a challenge not to compare but to observe the gastronomies of different European destinations (different by geographical location, mentality, history and products availability) through SWOT Analysis and make my own conclusions. By analyzing those aspects I believed to understand the gastronomy branding prerequisites in Sicily. The final step of thesis work was the study of destination branding. I have to notice that the topic of destination branding nowadays is rather developed and well researched, however its correlation with the gastronomy or alimentary values is not presented in the professional literature. To my mind, the study of destination branding had to be reinforced with the investigation of branding for the hoteliers. According to that investigation I have discovered what is the meaning of branding in particular tourism enterprise such as hotel or hotel chain. Finally, I realized that the Mafia image of Sicily as its destination distinctive feature (that could be considered as world known brand) is applicable to my thesis work in terms of branding.

Certainly it would be perfunctory to observe and investigate gastronomy-branding process without taking into consideration any of regional restaurants or F&B tourism units in Sicily. Thus, in order to make the study relevant for the case of branding, I had an opportunity to research it through Kempinski Hotel Giardino di Costanza, Sicily – Kempinski Hoteliers since 1897. I would like to

notice that I had an internship in Kempinski Hotel Giardino di Costanza at first as Front Office trainee and then as a trainee of Cross-Department Management. This unique opportunity has provided me with a possibility to explore the hotel's structure in general, to study the hotel's philosophy and its service foundations, to establish the contacts with the employees and to observe their work daily. Since I have been an active participant of the hotel's functioning from inside, personally I could portray its perceived image. Moreover, being both a tourist and a worker in Sicily for five months relieved me to create in my mind a trustworthy impression of the destination of Sicily in terms of tourism, gastronomy and destination branding.

For the relevance and the reliability of the thesis study I have considered appropriate to consolidate the theoretical study with the interviews of employees of Kempinski Hotel Giardino di Costanza. It was intriguing for me to have an opportunity to address to their opinions on such issues as gastronomy tourism, Sicilian gastronomy and branding. The thesis report does not present the analysis of hotel's workers interviews but provides the theoretical study accomplished with the fresh look of destination active participants (hotel's employees and the Sicilians) in form of their direct speech or citation. Besides, I have received the comment from the Kempinski Hotels corporate office in Geneva, so I considered sufficient to include the case study of the Kempinski Hotels and the description of its gastronomic orientation and its the value of branding.

My personal expectations for the thesis study were to comprehend the concept of gastronomy tourism, to apply the concept for the hoteliers as potential aspect of hotel's welfare and tourists' returns, to challenge the gastronomy branding in Sicily and certainly to attract attention of the future researchers to the topic of gastronomy and gastronomy tourism.

## **2 INTRODUCTION TO GASTRONOMY AND GASTRONOMY TOURISM**

Due to the human physiologist Pellegrino Artusi, the life has distinguished two principle functions such as the “nourishment and the propagation of the species”. According to his philosophy, human races survived and evolved among other species solely because a man possessed the basic instincts that he keenly felt a need of satisfaction. Thus, the satisfaction always accompanies the pleasure: the need of reproduction has been satisfied with the sense of touch while the need of self-preservation lies in the sense of taste. (Artusi 2011, p.9-11.)

### **2.1 Defining gastronomy**

Frankly speaking, the definition of gastronomy is very much obscure and elusive. Nevertheless, while proceeding my investigation, I followed the article of Barbara Santich (2004, p.15-17), the ideas of which I found relevant and clear enough for the further development of the meaning of gastronomy in its broad sense.

According to the article the origin of word *gastronomy* is coming from probably the first culinary book written by Sicilian Greek Archestratus (4<sup>th</sup> century BC), which used to represent the variety of Mediterranean cuisine and the range of wines. The genesis of the word “gastro” itself means the relation to the stomach or the digestive system, literary speaking it is “the art or law of regulating the stomach” (Solomon 2003).

In my study I decided to concatenate various definitions of gastronomy and gastronomy tourism including the opinion of several Kempinski employees regarding this issue.

- According to Barbara Santich (2004, p.15-24), gastronomy is not only the guidance or advice of what to eat and what to drink, but also the art of living in a particular social grouping and the science of food. First of all, gastronomy is about selection, preparation, examination, presentation and participation of gastronomic aspects of food and wine. Considering everything mentioned, gastronomy is not designed for primary nutrition

and merely consumption, but it is created as “fine activity” for ritualistic and aesthetic purposes.

Gastronomy tourism, speaking precisely, is the characteristic concept of country or region, which implies what kind of food and drinks have been produced and consumed on the territory, their cultural and traditional explanation. (Santich 2004, p.15-24.)

- To begin with, gastronomy is simply enjoyment of food and beverage. Gastronomy comprises the study and appreciation degree of all food and beverages, examination of quality, ease of service and the price to be considered. Moreover, it is also about understanding a variety of factors relevant for food and beverages consumed by particular interest/taste group on a local, regional or even national level of cultural atmosphere. (Gillespie 2001, p.2-7.)
- Gastronomy could be defined as the pleasure of eating good food and the search of holistic well being. Since the development of “*the taste for good food and good living*” and appearance of the group of wealthy connoisseurs, gastro tourism has been determined as the strong and direct linkage between geographical regions and their products and cuisine specialties. Besides, from the modern times overlook, gastronomy might be also considered as the process of going back or desire to explore the rural life of the certain area. In this case it is closely connected with the awareness, knowledge and taste education of the local cultures and culinary habits, in combination with welcoming attitude towards new trends and innovation. (Croce & Perri 2008, p.116.)
- According to study research of Joseph A. Hegarty and G. Barry O’Mahony (2001, p.1-13), gastronomy is very inseparable from the nation/locality cultural expression on the equal terms with the language, music and the arts, which comprises the definition and development of the human race. To support this statement, the authors have presented an example of learning and sharing the knowledge of the food, products’ safety, manners of dining and catering those have been passed through generations over the human history.

*Maria Teresa Mauro, Guest Relations  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012*

*Gastronomy tourism for me is the pursuit of a unique and memorable eating and drinking experience, besides it can be considered as a part of cultural tourism, because the cuisine is the mirror of the culture or civilization.*

- Gastronomy is a significant factor to determine customer satisfaction as the essential part of the travel: in both cases either it is just a visiting local restaurant to experience the quality and the culture of preparation of particular meals among primary activities; or if food aspect is the decision making issue for destination selection such as a driver of activities planning and the tourist behavior, to summarize it is “serious leisure” (for instance, visiting gourmet festivals, culinary fairs, agricultural locations for production process involvement and etc.)

Gastronomy tourism is an important component of regional culture and heritage and also local environment, which comprises strong regional identity and works against globalization and homogenization. (Mitchel Hall, Sharples, Mitchel, Macionis & Cambourne 2003)

*Alberto Hormigo Cebolla, General Manager  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012*

*Gastronomy Tourism is certainly a new way to discover the territory, its history, heritage and the local lifestyle. By tasting local products and specialties the tourists have a unique possibility to get in touch with the culture and local traditions.*

Furthermore, food tourism is a sturdy source of regional employment, establishment of the linkages between local stakeholders and governmental institutions on the TRUST, it is also a source of the economic potential, recycle of the financial situation and the external budgets attraction. Besides, the development of regional/state food industry as an indicator

of local identity encourages community pride and the affluence of knowledge, skills and technology. (Mitchel Hall, Sharples, Mitchel, Macionis & Cambourne 2003, p. 25-40.)

Thus, to conclude those opinions and study cases, I would believe that gastronomy might be observed and studied from various sides like it is shown in Table 1.

To be viewed as:	GASTRONOMY
Nutritional	The basic human need of hunger to be satisfied.
Gustatory and Organoleptic	The pleasure of eating and enjoyment of food and beverage consumption.
Scientific	Science of food preparation to be explored, studied and developed.
Ethnic	Expressing and communicating local identity, history and culture.
Social	The factor of human communication and socialization while in a process of food and beverage consumption.
Expressive	Expression in food or culinary ways of region, religion, class, caste, gender, family and individual preferences and beliefs.
Consumer Behavioral	Examination of food preparation, food quality and service, customer satisfaction or dissatisfaction.
Productive and Commercial	Food and beverage production and services: quality and freshness of ingredients, manners of preparation and service, food status, catering and sales for the purpose of financial income.
Economical and Financial	Potentially profitable business enterprise, the source of local taxation and employment.
Branding and Tourism Influential	Factor of destination awareness and differentiation. Influence on decision-making and destination choice.

Table 1. -Gastronomy

## **2.2 Gastronomy: concept and philosophy**

Taking a break on theoretical introduction of gastronomy, I would like to portray gastronomy through the prism of its social meaning and its historical movement.

It is a fact, that in 17<sup>th</sup>-19<sup>th</sup> centuries the status of Gastronomy, particularly in France (as its authorized birthplace), has been determined as elite and luxurious form of dining for royal and noble connoisseurs and also a social prestige feature, which has been certainly not accessible and potentially sinful for peasants and poor people. Nevertheless, the cities and the main roads' inns were offering a range of public houses that served basic meals and local beverages, they indeed were not considered to be representatives of regional culture, habits of cooking and the sources of culinary experiences. As result, till the 20<sup>th</sup> century European gastronomy has been defined to be a distinguished, intricate, complicated and professionalized in product choice and preparation, high cost and high society table of delicacies. (Gillespie 200, p.7-15.)

However, with the change for industrialization, standardization and democratization, the modern world proposed a new era of gastronomy renaissance: Media involvement (food journalism, food writing, F&B photography, culinary guides and recipes books) and in the sequel TV promotions and shows contributed in gastronomy and culinary popularity through the individuals and groups over the various classes and interests. Speaking precisely, Media pushed people not only for going out and established the fashion for home-making delicacies and fixing extraordinary drinks, but also set up the trend of gastronomy being a science to study and develop. (Gillespie 2001, p.7-15.)

Moreover, food has become not only central for experience, but also cultural in its production and choices, performance and creation. The meaningful are processes of consumption and the appreciation that characterize, express and communicate human identity and social behavior. (Montanari 2004, p. 1-3.)

Nowadays the concept and philosophy of modern gastronomy is to carry cognitive experience and intellectual enrichment through the food and beverages with the efficient use of organoleptic perception: sight, hearing, touch, smell and taste. (Gillespie & Morrison 2000, p. 12-18.)

In the modern social life food has become a common amusement and the part of contemporary popular culture as a source of innovative pleasure. Through the food experiences and gustatory renewals the modern world kindly offers its legatees self-discovery, new philosophy of appetite and material vulgarity of primary needs across the cultural barriers. (Sloan 2004, p. 1-13.)

When we are speaking about science of gastronomy, I would say that primarily it assigns an experimental sense and only secondly it implies the practices and techniques. The scientific investigation is about to examine various elements of culinary heritage (recipes for instance) in order to observe the phenomena of preparation and to search for mechanisms of fresh insights creation. Science of gastronomy purports complex approaches for antique culinary experiences conservation in order to transform, improve and renew them to future culinary revolutions. That may confirm that food has the purpose of social symbolism and it is universal language of conviviality. (This 2009, p. 1-4.)

### **2.3 Gastronomy tourism and consumer behavior**

Following some investigations of Athena H.N. Mak (2012), Gastronomy Tourism or Food Tourism has been identified as “the supporting resource” for the tourism destination, which significantly effects the economic viability of the region, its sustainable competitiveness and the hospitality business within the locality. The gastronomy of the destination and its local culinary image have been characterized as a mix of sensory attributes, food content, cooking methods and environmental issues such as marketing communications, prices, availability and service encounter.

Generally speaking, gastronomy tourism itself signifies traveling for the purpose of enrichment of new gustatory and cognitive culinary experiences. In its broad sense the samples are following: visiting restaurants, wine bars and shops, museums, food and wine pairing seminars, tasting sessions, cookery courses with celebrity chef and the wine workshops. However, gastronomy tourism is mostly considered as traveling to a geographical destination for the purpose of tasting the product in its place of origin. Moreover, it is closely related to direct contacts with the native producers and awareness of the products. The relation might be

established in such activities as tourists' involvement into agricultural and manufacturing processes and, certainly, purchasing the products or souvenirs giving an expression of the regional environment, culture, place identity and local food heritage experiences. (Croce & Perri 2010, p. 60-75.)

Since the strong relationship between the certain types of food and certain localities has been grounded, there is no surprise in the statement that the food has become an important place marker in tourism industry. Speaking precisely, link between the destination and its culinary heritage has become a marketing lead for the travel industry; besides, promotional effort based on creation of key words such as *typical, regional and national foods* and also the value of *local experiences* guides tourists with significant power around the various regions and countries. (Hjalager & Richards 2011, p. 3-11.)

Observing the concept of food in social sector, I have found out that it is deeply associative and story telling about human subjectivity through the food selected and the service required. Thus, the food gives a description not only about the personality features (status, gender, age, ethnic identity, social respectability and income) but also conveys cultural messages of the place of the world. Consequently, raised restaurant and tourism hospitality sector presents a map of culinary tastes, a palette of gastronomic patterns and eating out adventure, which has been absolutely instigated by internationalism and cultural migration. (Sloan 2004, p. 62-67.)

Observing the side of consumer behavior, primary it is important to characterize all the participants and stakeholders within the sector, which I have tried to make visual with the help of Erica Croce and Giovanni Perri's (2004) research and with the investigation of Michell Hall (2003) in Table 2.

<b>Participants</b>	<b>Attitude</b>	<b>Food roles</b>
<b>Gastronomy Connoisseurs</b>	Well informed about the quality products, its representation and services.	An art to be examined, pleasing or displeasing.
<b>Cultural tourists</b>	While discovering the region, use the component of food in learning on the same level with other cultural treasures.	Expression of local identity.
<b>Curious visitors and Organized tourist groups</b>	No specific knowledge. Interested in new attractions and open for the learning.	Entertainment differentiation.
<b>Accidental visitors</b>	Not interested in any other aspect of food except fine dining in pleasant atmosphere.	Functional, romance and relaxation.
<b>Technicians and producers</b>	Specialists' knowledge and skills of working in the sector.	Business making and competition, fundamental way to learn.
<b>Students</b>	Part of the curriculum or learning process, studying from the scientific, professional and technological sides.	Issue of learning for the purpose of future career building and the source of professionalism.
<b>Food control associations and the state organizations.</b>	Professionalized in food quality controls, production standards, hygiene status check and protecting consumer rights. Diet makers.	Issue of fair business and consumer safety.
<b>Companies or corporate clients</b>	No particular knowledge. Making a use for incentive trips, team building, networking.	Component of socialization and non-formal communication.
<b>Professional communicators</b>	Media and journalism that specialized in food and wine tourism.	Issue to be promoted. The job is to create awareness and advertisement through public relations.
<b>VIPs and exclusive guests</b>	Celebrities, politicians and artists, whose primary role is to add value to the place and show up.	Status-driven issue of public relation.
<b>Stakeholders and entrepreneurs</b>	Restaurants, café owners, cookery school providers, festival organizers, hotel and resort managers who are highly educated and professionalized within the industry.	Business making, way of communication value chain establishment with other participants (for instance, producers or professional communicators).

(Table 2.)

Thus, after summarizing the table, I may ensure that gastronomy tourism strongly communicates and cooperates within the locality in such areas as:

- Local product promotion, awareness, trading success and media relations.

- Management of tourist gastronomy attractions: food fairs, events and exhibitions management, cooking lessons and packages.
- Public/private planning for the restaurant, the hotel industry and urban development, annual Research and Development practices.
- Social knowledge of food and beverage, storing and modernization of historical culinary traditions.
- Certification and branding of food providers and restaurants based on various criteria and values.
- Management of cultural visitors centers and museums, universities and colleges for gastronomic education.

(Hjalager & Richards 2002)

Secondly, in my opinion it is certainly obligatory to name the factors influencing tourist behaviors on the decision-making process of consumption:

- Cultural, psychological and sensory factors
- Social and demographic influences
- Personal food-related preferences and features
- Experiences of the past
- The factor of motivation and environment
- The physiological factor of hunger etc.

(Athena 2012)

Those are the main factors, nevertheless by analyzing the article of S. Herne (1995), I may assume, that the final food consumption decision is “a set of conscious and unconscious decisions made by a person at the point of purchase, at the point of consumption or at any point in between”. I would like to explain this statement in a way that the food choice depends not only on liking or on the personal reflection, but it is also stipulated by the factors of product availability, issue of health value, convenience and economic alternatives.

According to Erica Croce and Giovanni Perri's (2010, p. 45-60) research the definition of typical gastronomy tourist varies in two major groups:

**Professionals** – “tourists whose motive for travelling is exclusively dedicated to the gastronomic experiences”. Professionals are the “educated consumers” in gastronomy tastes (independent travellers or affinity groups), who have a desire of intellectualization and of the cultural knowledge. In fact, they are considered to be willing for life-long learning and for the culinary educational activities. So, motivation for learning tourists is not only seeking for region’s resources/products, but also they discover the locality, participate in production methods and aspire to buy an object or souvenir when the holiday is over.

**Amateurs** – have been defined as “accidental gastronomy tourists”, however they are a no less important group for the food tourism. They might have no particular knowledge or understanding of what is gastronomy and how to be a gourmet, however they are more willing to yield to new temptations and knowledge. Amateurs may be a group of occasional visitors seeking for the culinary adventures for the primary purpose of recreation and even just for fun.

In order to conclude, I would like to say that in tourism industry the food has become a very essential factor simply because eating is more necessary than leisure activities: tourists spend the greater part of their time either by consuming food and beverages or seeking for where and when to consume. So, the development and the raise of gastronomic offers is evident. However, the significant role of the restaurants and cafes is not only to provide the package of food and beverages but also offer an entertaining atmosphere, that particularly will add an extra value and make eating experiences memorable. (Hjalager & Richards 2011, p. 3-11.)

## **2.4 Concept of wine tourism**

The fact that I have applied the context of wine to the thesis work fully dedicated to gastronomy might seem baseless and incomprehensible, however following my investigations wine culture goes hand in hand with the culture of gastronomy and fine dining. First and foremost, wine equally to gastronomic consumption requires the use of the five senses in order to appreciate the quality features fully. Secondly, wine unlike beer and spirits is usually consumed at the table, so in a good marriage with food it may enhance the enjoyment of the meal in gene-

ral and also increase the overall dining experience and the final satisfaction. Besides, the skill of matching food and wine remains the major above all the privileges of the gourmet or of the sophisticated gastronome. It is known that from earliest times Christian religion assigned bread and wine with sacral meaning and asseverated them as the principal elements of some religious rituals. Therefore, over the centuries wine has assumed the certain status in hierarchical society and the real sense of prestige. (Demossier 2004)

Notwithstanding, modern times completely changed the wine consumption and its manners of consumption. The Internet, globalization, international mobility and the mass production have turned the ways of people living, thinking and consuming. It is a fact that for many centuries wine and food have been always the reflection of culture and traditions of the country, however, the level of new era is the interest in diversification and differentiation. What if the taste has become globalized and the culture universal? Nowadays culture of wine is a new trend accomplished by new consumers and new markets. The progress impacted the chronological change into the lives and the habits of consumers: exclusive and prestigious wine status has been revised to widely spread and be available on the choice of style, quality, price and varieties for its male, female and multiage drinkers. (Resnick 2008, p. 7-11.)

Wine tourism has been defined by Charters and Ali-Knight (2002) as a form of consumer behavior in which wine lovers and people interested in particular wine regions travel to preferred destinations. Other definition that has been found in the article defines wine tourism as travel for the purpose of experiencing wineries and wine regions, which encompasses both service provision and destination marketing. Wine tourism could be sampled by following tourists' activities: wine events and festivals, cultural heritage, dining, visiting vineyards, in cellar wine tasting, cellar door sales and winery tours.

According to Getz (1998) wine tourism has been approached through the following perspective:

- Wine tourism is a strategy of destination marketing and developing wine related attractions for the incoming tourists.

- Wine tourism is a motivation issue for groups of travellers interested in wine or for the individuals to preferred destinations.
- Wine tourism is an opportunity for wine producers/distributers to educate the consumers and to establish direct sales.

What comes to identifying wine tourist profiles, I have to say that the majority belongs to the group of “casual tourists” without any specific knowledge but with an interest in wine and constantly consuming wine. Indeed there is a group of “sophisticated drinkers”, who are extremely curious for any information that they can possible obtain, even for the details of the technological processes (Charters & Ali-Knight 2002).

Furthermore, there is an other classification displayed in the article of Charters and Ali-Knight (2002), sampled by Hall who positioned the tourists in several groups such as “wine lovers”, “wine interested” and “curious tourists”.

Richard Mitchell (2012) affirms rural landscapes and rurality itself as the core component of wine tourism experience that sets the environment of romance in the rural livelihoods, in the winery or vineyard which sensually cause the feeling associated with wine drinking. Besides, he is quite persuaded of importance of fine wine equally consumed with gourmet foods or snacks offered, available upmarket accommodation and international social connectedness of the place, which is meant to be wine tourism destination.

Speaking about restaurateurs, wine lists are playing extremely important role: nowadays the restaurants’ chefs are taking great care about the wine selection, which supposes to accompany and complement to the meal, however, outstanding wine list might be on its own a significant attraction. Moreover, it is mandatory for the good restaurant to improve the content and the presentation for the wine list (which absolutely itself is story telling about the place) and to have the cultural knowledge in order to offer an appropriate advice to consumer. Those factors will definitely reinforce the restaurant guests’ rightness of their choice. (Demossier 2004)

## 2.5 Slow Food movement

In my mind, while speaking of gastronomy it is obligatory to mention Slow Food Movement as a non-profit, eco gastronomic organization founded in 1989 for the purpose of struggle against fast food and fast life which are characteristic for the modern city lifestyle and unfortunately are very common for the majority of people. Fast food statement is related to the fact that nowadays people absolutely have lost their interest in the food (where it comes from, how it is cooked, what are the traditions and secrets of the ingredients). People nowadays are guided and in fact prisoned by time frames. (Robinson, Hietmann & Dieke 2011, p.114-128.)

Slow Food mission is to improve awareness about the pleasure of dining, respect for the nature and natural lifecycles, farmers and rural producers dignity, biodiversity and indeed eco gastronomy, it also gains for culture of taste promotions. Generally speaking Slow Food Movement is destined for the importance of local products support and consideration of regional culinary approach for meal cooking. That is how the experience of local heritage appears in the minds of connoisseurs. (Croce & Perri 2010, p. 45-60.)

Fast Food, which has become popular due to the process of world standardization and low pricing, refers to an encouragement for eating in a hurry in a distractive manner for only the purpose of nourishment, while Slow Food on the contrary educates and promotes the pleasure of eating in a healthy, flavorful way, respecting the ingredients in their rhythm of seasons and human gatherings. (Petrini 2001, p. 17-23.)

Founded in Italy by Gambero Rosso, Slow Food was primary publishing solely gastronomic and wine guides, magazine articles and culinary critics, while presently it is organizing different workshops, educative seminars and even operates high media attention local and international events such as "Slow Fish" (2004) or "Terra Madre", moreover it has its own satellite TV channel truly dedicated to the gastronomy where famous guests and culinary celebrities appear. (Croce & Perri 2010, p. 45-60.)

I have to mention that Slow Food has been misunderstood and interpreted to slow development, which were considered as the lack of modernization of the certain destination. However, just the opposite, Slow Food movement is fighting against the people being always busy, task oriented and stressed in a way that they miss the real life, enjoyment and gladness of the natural and easy things. Thus, Slow Food is urban social movement, which cares not only for anti-globalization political message but also battles with philosophy of modern consumer behavior. (Robinson 2011)

Slow Food movement nowadays includes 31,000 followers in Italy and 75,000 followers in the rest of the world (Petrini 2001, p. 17-20). Assuredly, the pressure of industrialization and mass production exposed firstly in Italy. Indeed there is no surprise in this statement as the Italian origin of movement refers to the culture in which food and wine particularly are integral. The Italians estimated food as centralized value for their everyday life, the vital base for trade and employment and also a driving force in socialization and the relation establishment. Food origin and respect for the dining is a part of local capital, which cannot be forgotten or overlooked by the consequences of the modern society. Slow Food Tourism could be recognized as a supporting part of urban, semi-rural and rural Gastronomy Tourism directions and presented by such activities as local food festivals, agricultural shows and weekly- or monthly-organized fresh products open markets. Besides, so called Slow Tourism is ascribed to niche tourism, which applies to destination management, destination economic recovery and consumer behavior that are integrated to connect and interact local people, local food and beverages production. At the same time Slow Tourists might be defined as gastro-tourists who are motivated to participate in Slow Food events and activities for the cognitive purposes or to acquire local products, to establish contacts with the local producers or even to fight against mass production and mass tourism. Any way the range of motivation of Slow Tourists might vary to:

- Finding and giving a value to regional culinary treasures – cognitive approach.

- Focusing interest on regional fairs that have potential commercial opportunity and local product commodification – rationalistic approach.
  - Following the slow concept and the movement against fast food and globalization and for the global equity and sustainability – idealistic approach.
  - Accidental interest travel, healthy food focus and souvenir purchase – occasional approach.
- (Robinson 2011).

In order to conclude, I would like to say that Slow Food movement is a significant player in local gastronomy promotion and its identity protection.

### **3 GASTRONOMY OF SICILY**

#### **3.1 Historical background of Sicilian gastronomy**

“They eat as if they were to die and they build as if they were to live forever” – talking about Sicilians - Diogenes of Sinope, 320 B.C.

It is important to note that the term of “Italian cuisine” or “Italian gastronomy” particularly has appeared rather recently. In fact, before the middle of 19<sup>th</sup> century, which is significant for Italian state reunion (1861), there did not exist a country of Italy, Italian language and Italian food. Italy was divided into politically independent and self-regulated regions, provinces and cities such as Tuscany, Liguria, Florence, Venice, Naples, Sardinia and Sicily. As the matter of this fact, more suitable term to be used in this case is “regional food”, which reflects itself the local culture, varied political history, dialects and culinary traditions. (Artusi 2011, p. 10-17.)

While making research of Sicilian Gastronomy I considered essential to include historical background of the island which, in my opinion, underlines various historical facts that had an influence on festive and ordinary Sicilians’ culinary: cultural traditions of the invaders implemented, trade and economical conditions through the centuries, political and governmental decisions, diseases and natural disasters.

The historical background of Sicily is so versatile and full of numerous nationalities, dominations, wars and occupations that Sicilian culture has consolidated the traditions from almost all around the world.

Trailing several historical records about ancient times of the island of Sicily, I may safely assume that the island was very attractive for its exceptional climate and for the unique geologic characteristics that caused extraordinary fertility of various cultivations such as wheat, grapes, olives and fruits; abundance of fish and seafood, strategically advantageous location for trade and travel of the Mediterranean and apparently quiet lifestyle of suggestible inhabitants.

It is historically proved that through the centuries Sicily suffered Greek colonization, Roman, Vandals, Byzantines, Arabic, Norman, Hohenstaufen's and finally Spanish conquest. (Benjamin 2006, p. 11-17.)

According to the archeological investigation of the north coast traces of the island, Sicily has been inhabited since Paleolithic and Mesolithic times. So, it is fair to suppose that the first Sicilian inhabitants were the Sicanians coming from Iberia and the Trojans coming from Libia approximately in 900 B.C. Its prehistory starts from approximately 735 B.C. with the Greeks and the Carthaginians who dominated in Sicily for five hundred years and brought to the island the architecture such as temples and fortifications, political and economic fundamentals, first metropolises, ceramics and stone buildings. In fact, ancient Greece was motivated to colonize Sicily for the purpose of internal economic development, urbanization and mobility. Besides, in those times it was extremely important to keep under the forceful control the trade of Mediterranean and furthermore, to improve the import of grain to Greece, which used to have a strong need for nourishment of increasing demography. (Benjamin 2006, p. 9-25.)

Since 265 B.C the Romans conquered Sicily for six hundred years mainly as supplementary taxation resource for Rome and also as the slave market. After the Punic War in approximately 263-252 B.C. the Romans established the naval blockade of Sicily and limited the trade ways. Comparably to the Greeks, the Romans had the more advanced techniques of administration, government and communities structure, however the contribution that has been made to by the

invaders, to my point of view, could be recognized as distractive and damaging rather than sufficient for Sicily. In aspect of fundamental influences of invaders to the local culinary, I have to mention Greek and Roman tastes for sweet and sour flavors of honey and vinegar as well as their preferences of using oregano, coriander and cumin especially while preparing the fish. The Romans for instance gave a great value of sweet wine and as result, launched the great production of the sweet wines in Sicily and imported them to Roman Empire. Besides, the Roman legions protecting the naval borders habituated the locals to provide them with the basic porridge and bread of grains of wheat, spelt or barley with a little bit of meat and wine cut with water on the road. Moreover, the Romans were the first to introduce the banqueting traditions and the culture of revelry both for religious celebrations or the victories with good tasty food and abundance of wine. After all, during the Romans stay some cities in Sicily, particularly Palermo had appreciable economic growth and also had upraised as the wealthy metropolis both from exporting wine, olives and spices as well as importing from the far away the spices such as cinnamon, ginger and coriander. (Benjamin 2006, p. 73-114.)

Straight away after the fall of the Roman Empire in 410 A.C., the Vandals came to the island and turned over the land to Byzantines after approximately 20 years. Because of the influence of Gothic-Byzantines on the gastronomy, their presence provided a cheerful, luxurious and festive table for the upper classes, and at the same time estimated high value of asceticism and consumption limits of products for the lower workers. (Capatti & Montanari 2003, p. 13-20.)

Following the historical flow, in my investigation I have arrived to the most remarkable collision of cultures, religions and language traditions between Roman-Greek Sicilians and the Muslims, which lasted for 300 years. Looking for the motives that brought the Muslims to the south of Italy, I prefer not to mention religion distribution. Despite the fact that over the centuries the Muslims experienced the terrified consequences after setting the two-option choice between the Islam and the death, even unlikely they turned to be religiously tolerant and harmonious to the Christians and the Jews in Sicily. In addition to the advanced Mediterranean location for the trade development and strategic point control,

the Muslims were concerned to progress local agriculture and also systematized the administration and the law systems. Observing the agricultural contribution in detail, I have to mention the Muslims were the first to cultivate melons, eggplant, saffron, banana palms and citrus fruits. Having the appetite for the sweets, they also grew sugarcane, almonds and pistachios on the hillside. To conclude, it is a must to say that the contribution that has been done by the Muslims is immense. Famous Arabic couscous accompanied with the tuna fish or seafood, sweet pastry with the almonds and wheat noodles with eggplant pasta have become local specialties and Sicilian gastronomic brand. Departing in 1061-1091, the Muslims were leaving the island of Sicily with improved agriculture, trade relations, raised export and prosperous urban life. (Benjamin 2006, p. 133-144.)

For the term of 1061-1189 Sicily belonged to the Normans, who conquered the island for the noble aim of restoring the origin of Christian religion and uniting it to European realm, this period could be also analyzed as Dark Ages in Sicily. For the gastronomic influence the Dark Ages are associated with food and wine storages, strict diet and as result, rather pathetic table. For instance, for the peasants the limits were settled with the exception of bread without any vegetables, fruits and meat; while the expenditure of a bit of honey were allowed only for the saint's holidays. (Lanza 1993, p. 15-19.)

In 1415 the Aragons have conquered the island of Sicily and united it to the Kingdom of Spain. The occupation started with the civil war between Muslim administrators and Latin barons and the renewed system of feudalism. Speaking about feudalism, I have to mention that feudalistic restrictions have been estimated more than very severely: hunting, fishing and free crossing without the special permission of the landlord and without the payment crossing were not allowed. Starting with 14<sup>th</sup> century, thanks to the close trade connectivity with Europe, Sicily was enveloped by Dark Death or Bubonic Plague. It turned out that the spreading disease caused even more strict limits for the food, increasing prices and the demographic shifts. In contrast of that, 14<sup>th</sup>-17<sup>th</sup> centuries in Sicily are well known for the new naval discoveries. At the time the city of Palermo was wealthy, urbanized and fulfilled with the international vendors, foreign

goods and exotic products. Modernized ships and new discovery routes had been launched in order to get new spices from far away, indeed gastronomic experiences were assessed in order to correspond and to attract the fastidious and sophisticated tastes of travellers. (Benjamin 2006, p. 221-238.)

At the beginning of 18<sup>th</sup> century Sicily was still preserved by Spanish rule under the throne of the Bourbons. Generally the 18<sup>th</sup> century in Europe is assumed as the “modern times”, however the name definitely could not be relevant for Sicily. Even with the numerous growths of trade and international relations, the conditions of middle and low classes did not rightly change. Baron class had saved the worthy privileges and aristocratic behavior for the grimed feudalism structure, while the peasants were suffering from the corruption, bureaucracy and the disregard of a keen need of reform. In contrast of this, in aspect of tourism and gastronomy development, the 18<sup>th</sup> and the beginning of 19<sup>th</sup> centuries are correlated with increased mobility and with the launch of leisure travelling for the aristocracy and for the prosperous rich people. Although the period of the end of the 18<sup>th</sup> – beginning of the 19<sup>th</sup> century is outstanding for the fashion manner of going out rather than having one’s own table at home that seized the minds of rich aristocrats. It purports that it had become an ordinary thing for the aristocracy to show up in the public places, particularly in the elegant restaurants for the meetings, socializing and also for underlining their status for the society recognition with the strict observance of manners: “Those who do not do physical labor should eat more sparingly than those who do”, also advised “Unless you lead an active life, you should forgo the use of wine at lunch, because the red wines are difficult to digest while white wines, which contain more alcohol, cloud the mind”, and as a sum “Guard yourself from gluttony”. (Artusi 2011, p. 10-17.)

Not surprisingly the demand for places respected by the society with the pleasant luxurious atmosphere and lightening, menu a la carte, the wine list and certainly with the professionals for the serving had arisen. It goes without saying that for traveller’s point of view, inns tended to serve the scanty choice of meals and with little or no change; as result the issue became sensitive and the need essential to develop the infrastructure with new gastronomic experiences. Meantime there were coming comprehension of elegant dinner with the ex-

quisite choice of wine and beverages, the food in secular served with the color and even the artifice. Thus, the numerous Italian “*taverns*”, “*osterias*” and “*trattorias*” have been transformed to the restaurants – “the places to restore the traveler’s body and spirit with good food and wine”. (Mariani 2011, p. 22-34.)

It is a common knowledge that particularly French cuisine for centuries has been recognized as the supremacy world standard culinary for the aristocracy and the upper classes. Nevertheless, in Sicily it was a must to include to the menu some of the local specialties of the day such as seafood risotto or spaghetti with the new invented shapes of the dish and dressed with delicious sauces. Speaking of Sicilian specialties, I would like to mention the growing popularity of Marsala’s wineries, which was the first to establish the wine export relations with John Woodhouse & Company in 1773. For England it was a very advantageous alternative to change the original suppliers of Spain and Portugal and for Sicily it was a great opportunity to enter the world winery market and promote its competitiveness. (Artusi 2011, p. 10-17.)

In addition to my research I should not forget about the importance of small café places appreciated for the cup of coffee, little snack, dessert and of course an aperitif which has its own paramount history and tradition in Italy. Cafes were incredibly famous among the young men casted by the thoughts of revolution, they used to visit those small places for the talks without being suspected. (Mariani 2011, p. 22-34.)

The constitution in 1812, revolutions of 1848 and 1860, as well as the unification of Italy in 1877 not only united the peoples of Italy, but also have created the united Italian language and Italian nationality. It is self-evident that under those national sentiments and patriotic feelings, the gastronomic traditions of all the provinces and regions have been joined together to be proudly named as “Italian cuisine”. Concerning this matter, I may assume that fundamental and prominent role of national gastronomy development certainly played the first Italian culinary book published in 1891 written by Florentine silk trader Pellegrino Artusi (1820-1911). “*La Scienza in Cucina e L’arte di Mangiar Bene: Manuale Pratico le Famiglie*” (“The Science of Cooking and the Art of Eating Well: A Practical Manual for Families). It was the first cookery book published not for the gast-

ronome professionals but for the ordinary Italian families. The book consists of recipes that snobbishly avoided the luster of French cuisine and offered the readers the “elegant dinner for each month of the year” (Artusi, 2011). The recipes mostly included the regional specialties such as “*Tortellini alla bolognese*” (Bologna style), “*Risotto alla milanese*” (Milan style) and “*Couscous con le sarde alla siciliano*” (Sicilian style). (Mariani 2011, p. 22-25.)

Due to the great crisis of the agricultural economy since 1894 in Sicily the great immigration started. Ironically speaking, immigration of the Sicilians to the USA, Canada or England has caused the Sicilian products international distribution and also specialties awareness and food and wine promotion. In 1931 Gastronomic Guide to Italy (Guida Gastronomica d'Italia) was published with a package of practical information accompanied by the gastronomic guide of Italy's rich culinary and its regional specialties list. In 1970s Italian food has been lumped to the global “ethnic foods” of the world such as Chinese and Mexican, while French traditional cuisine domination has been established for many centuries as an international standard of cooking, preparing and decorating the meals as well as serving the table. (Croce & Perri 2008, p. 45-52.)

However, the great popularity of particularly Italian cuisine truly has come solely in 1980s in the United States. Thus, according to various sources and industry surveys it has been officially recognized as “the most popular food” in the USA by the number of Italian specialty restaurants, TV cooking shows and certainly cooking books. I have to admit that at the same time under the high popularity of Italian gastronomy, wine produced in Italy also has enhanced its price. The prejudice among the major food and wine connoisseurs to Italian wine as undrinkable compared with French wine has been totally revised. Therefore, from that time Italian wineries have been constantly winning various world-acknowledged wine awards for the quality and the best marriage for the particular courses. (Mariani 2011, p. 27-42.)

### **3.2 Gastronomy tourism, agro tourism and wine roads in Sicily**

"To have seen Italy without having seen Sicily is not to have seen Italy at all, for Sicily is the clue to everything" - Goethe, 1787.

*Alberto Hormigo Cebolla, General Manager  
Kempinski Hotel Giardino di Costanza  
Sicily, Italy, 2012*

*To my mind gastronomy tourism does not exist in Italy if we speak broadly. When foreigners are talking about Italian culinary they mainly mean those symbolic meals as pizza, pasta and spaghetti, however the range of the products of every region in Italy is too rich to be comprised into the one national gastronomy concept. However, there is no doubt about existence of Sicilian cuisine. Compared to different regional cuisines of Italy, Sicilian one is much more outstanding because it offers not only the products that territory provides (fresh fish and seafood, vegetables and fruits), but also reflects what its rich history provides (conquerors' and the inventors' influences).*

### **3.3 Gastronomy in Sicily**

To begin with, Sicilian cuisine is one of the most ancient, special and versatile regional gastronomies of Italy and the Mediterranean. According to its traditions every meal should be simply cooked from extremely fresh ingredients such as vegetables, fish or seafood and solely seasoned with extra virgin olive oil. For those loyalties to the culinary traditions and the excellent selection of different fresh ingredients, the European Union renders the assistance for water resources preservation, the beach territories and soils protection and infrastructure improvement for the island. (Trigiani 2011, p. 6-7.)

*Antonino Messina, F&B Manager  
Kempinski Hotel Giardino di Costanza  
Sicily, Italy, 2012*

*Sicilian culinary might be characterized as simple and articulate cuisine showing traces of contribution of all cultures that settled on the island through the history. The great advantage of Sicilian gastronomy is definitely the use of very fresh*

*products (nothing comes frozen) and the simplicity of products' match, which brings the natural taste to a meal. Sicilian culinary is about easy to eat, easy to understand but very difficult to forget.*

Speaking about Sicilian gastronomy I have to discern its own physical, historical and cultural identity. As it was mentioned earlier in previous chapter, various occupations, dominations and foreign interventions significantly influenced on Sicilian cuisine and created a unique mixture of tastes and flavors. As result, nowadays the cuisine is famous not only for its splendid combination of European and African culinary tastes, its provincial cooking attitude and incompatibility with continental Italian cuisine, but also for “a very specific keen touch” which emphasizes the belonging of meal to the Sicilian gastronomic heritage. Thanks to natural resources and the climate in Sicily, for many centuries the island has been called “the garden of fertility”. Being a part of Mediterranean culture Sicily adopted basic alimentary symbols of agriculture as bread, wine and olive oil. In fact, food processing, winemaking, salt extraction and tourism activities are the major income industries of the island. (Capatti & Montanari 2003, p. 2-5.)

Warm winter, hot summer, fertility of soils, the existence both of uplands and lowlands and also a variety of ecosystems promoted rich flora of the island. Almonds, pears, olive trees, vegetables, oleander, jasmine and bougainvillea, wheat on the plains, trees such as oak and chestnut tree at mountains, prickly pear, cactus, palms, agave and capers at bottoms, everything is possible to find in Sicily. The Arabs brought rice, citrus fruits, cane sugar, cinnamon and saffron while the Spanish imported tomatoes and chocolate. (Jepson 2005, p. 18-22.)

Indeed Sicily is unimaginably rich with fish (swordfish, sardines, tuna, anchovy, flat fish, red mullet) and seafood (shrimps, clams, squids, octopus, scallop, red shrimps, spiny lobster). At the restaurants statistically fish and seafood used to be cooked better and in a significant variety of meals rather than meat. (Jepson 2005)

Typical fish and seafood courses to be served are:

*Baccaficu*, stuffed and backed sardines

*Cozze alla marinara*, fresh mussels stewed in wine, garlic sauce and parsley

*Couscous*, with fish stew from Trapani area

*Tonno alla siciliana*, tuna with white wine

*Pasta con le Sarde*, pasta with sardines, fennel, raisins and cedar nut

*Pesce Spada alla Messinese*, grilled swordfish with tomatoes, cedar nut, garlic, basil and raisins

*Spaghetti al nero di seppi*, black pasta with cuttlefish ink

*Zuppa di cozze*, mussels soup

(Roy 2001).

What comes to meat courses, it is a fact that the best meat is being cooked far away from the coastline.

At mountains Le Madonie rabbit, lamb, veal and goat meat is cooked for the following meat courses:

*Cotoletta alla Siciliana*, small pieces of lamb or veal cooked with parmigiano cheese and garlic sauce

*Involti alla Siciliana*, delicate veal rolls cooked with bay leaf, ham, cheese and bread crumbs.

*Pollo alla Marsala*, rabbit or chicken meat from Marsala region

(Hastings 2011).

Vegetables especially eggplants in Sicilian cuisine used to replace meat products in various meals like for instance traditional pasta. In order to add a special unique flavor to the course it is common to season with raisins, capers, wild fennel, herbs, seeds, garlic, nuts as almonds, cedar nut, pistachio, chickpea and also lentil and beans. As for the herbs bouquet it is common to use basil, dill, rosemary, bay leaf, parsley, oregano, mint and as addition lemon juice, orange rind and vinegar. (Jepson 2005)

As traditional vegetable dishes the following are famous:

*Caponata*, baked vegetables, olives, raisins, cedar nut

*Caponata Palermitana*, eggplant salad with tomato sauce, basil and onions

*Carciofi alla siciliana*, artichoke rolls with garlic clove, minced anchovies, raisins, pine nuts, breadcrumbs and lemon juice

*Frittella siciliana*, mixed salad of saucepan beans, peas and artichokes cooked with onion and olive oil.

*Malanzane pesto*, pesto of eggplant

*Pasta alla norma*, pasta with tomatoes, salty ricotta cheese and egg plants

*Pasta con i broccoli in tegame*, pasta with broccoli, raisins, saffron, onion and olive oil. (Regione Siciliana 2011)

*Rippiddu Annivicatu*, delicacy meal of painted black rice associated with the Etna mountain volcano, ricotta cheese like snow on the mountaintop and cherry tomatoes as the tongues of flame. (Trigiani 2011)

As it was already mentioned, bread in Sicily has a ritual meaning, compared to any Italian bread Sicilian *Grano Duro* is baked from semolina flour so it comes out dense and light gold color. Traditional shape of bread is also symbolic and embodying, especially popular are twisted long loafs with sesame. Bread is served on the table with starters and eaten with main courses even with pasta or risotto. Besides, bread is used for cooking second courses in a sort of crumbs, which used to strew pastas instead of cheese. Popular not only in Italy but in Sicily too *Foccaccie*, here is baked with the greens, ricotta cheese and tomatoes. (Trigiani 2011)

As far as I know the locals truly consider street food and street markets as the real gastronomic heritage of the island. Indeed there is no surprise that street fast food at kiosks (*Tavola calda*), food shops, snack bars and even street barrows (*Buffitieri*) are equally popular and are respected in towns and cities. Generally speaking street gastronomy is represented as available at every corner and affordable pastry products, snacks, traditional sandwiches with ham, cheese, fried sardines or even spleen meat, fried chestnuts and cooked vegetables. (Moskvin 2010, p. 68-69.)

Here are some representatives of Sicilian street food:

*Arancini* – rice balls with meat and vegetable ragout inside fried in bread crumbs, looking like oranges (*arancio* - Italian)

*Cazzilli & Panelle* – croquettes and loafs with mashed potato.

*Mbriulata* – rolled puff pastry topped with olives, potatoes, cheese and minced pork.

*Sfinciuni & Cudduruni* – various forms of small “country style pizza” with onions, tomatoes, anchovies, cheese, cooked vegetables and various types of meat (Regione Siciliana, 2011)

It is important to add a couple of words about Italian so called fast food, and to be exact *Pizzeria* with the huge choice of various pizzas cooked with the ingredients of local products according to the traditional ways of cooking. (Shankland 2009)

What comes to desserts, I have to say that variety again will astonish any sophisticated gastronome.

I would like to present the most famous desserts as following:

*Cassata Siciliana*, sponge cake with fresh ricotta cheese, vanilla, dark chocolate, almonds and candied fruits.

*Cannoli Siciliani*, pastry puffs with fresh ricotta cheese inside and orange peel, pistachios, chocolate pieces, icing sugar for decoration.

*Biscotti della Regina*, biscuits with sesame of the region.

*Frutta Alla Martorana*, marchpane desserts sculpted and painted in a shape and colors of different fruits.

*Gelato*, home made ice-cream in assortment of fruits, caramel, candies, different types of chocolate. *Brioche di gelato* (typically Sicilian) ice-cream served in sweet bun.

*Granita*, dessert drink of crushed ice mixed with lemon, jasmine, strawberry or almond syrup

*Passavolanti*, sweet almond cookies with cinnamon, pistachios vanilla of Vicari. (Trigiani 2011, p. 70-74.)

### **3.4 Eating and drinking culture for the Sicilians**

During the trip to Sicily if tourists are staying at the hotel with the breakfast excluded, it is strongly advisable not to order some food or pay extras for the bread or butter but to visit numerous bars in the street. Popular local bars would

offer marvelous fresh made coffee (*Un caffè, un caffè ristretto, un caffè lungo, un caffè macchiato, un caffè corretto, un caffè freddo, un cappuccino, un caffèlatte* and many others) accompanied by various regional and international pastry such as croissants for instance. (Shankland 2009)

The Sicilians rarely have a solid breakfast in a European or English manner, rather often it is just a cup of coffee at the bar on their way to work. Basic course of the day is usually lunch (*Pranzo*), at this time usually all the offices, shops, public and governmental institutions are closed for the break of 2.5 or 3 hours in order to allow their employees to have a proper lunch and siesta afterwards. Normally, Sicilian lunch includes Starters (*Antipasti*), first courses (*Primi Piati*) of pastas or risotto, second courses (*Secondi Piati*) of fish or meat served with a garnish compliment of vegetables (*Contorno*) or salads (*Insalata*). Lunch to be concluded with fruits or desserts (*Dolci*) and certainly with a cup of espresso coffee. What comes to dinner (*Cena*), for the structure it is very much similar to the lunch. The schedule time for the Sicilian fine dining is following: lunch 13.00-15.30 and dinner 20.00-24.00. (Hastings 2011, p. 160-165.)

It is important to remember that weekend, particularly Sunday lunch or dinner is the most important time to be given for the family for the fine sumptuous feast dining at home or at the restaurant. The fest always has to be accompanied with at least a couple of different starters, two main courses, fruits plate, cheese and the desserts with coffee and digestive beverages such as liqueurs or Marsala wines. Statistically the Italians visit the restaurants more frequently than any other Europeans. It is a fact that Italy is rich for a choice of miscellaneous restaurants from *Ristorante* (more expensive a la carte dining) to family *Trattoria* (limited menu, however cooking is better particularly for local specialties) and *Osteria* (which is to be considered modest dining establishment with simple cooking of fresh ingredients courses of snacks). (Shankland 2009)

Nowadays there are a lot of fine restaurants with various menu and wine lists all over the island, however it is advisable to choose a restaurant far away from the touristic centers of the cities and look forward to countryside family taverns. (Hastings 2011, p. 160-165.)

Simon Mebrahtu, Front Office Manager  
Kempinski Hotel Giardino di Costanza  
Sicily, Italy, 2012

*Food for the Sicilians is the life, while the rest of the world cannot survive without water, the Sicilians cannot survive without fine dining. Moreover, the culture of going out is a very critical thing and I would say a must for them: going either for a drink, simple pizza or for a proper dinner it is a part of their lifestyle.*

### **3.5 Agro tourism in Sicily**

The definition of agro tourism gains its roots from the word “agro” (borrowed from Greek “soils”) and perhaps might be explained as the direction of nature travel targeted on experiences of agricultural rural life, support of small communities and sustainable development of the local area. (Ecotour directory 2007)

Almost every region of Sicily has its own touristic points of agro tourism which to be represented as *Cucina casalinga* (home cooking house), where the tourists may observe the part of the process or even the whole process of food and beverage production, indeed tasting, fine dining and also hosting in rural areas is an essential part of agro tourism in Sicily. (Shankland 2009)

Fabio Filippo Salluzzo, Concierge  
Kempinski Hotel Giardino di Costanza  
Sicily, Italy, 2012

*Besides, everywhere in Italy travelling is about the food. Food aspect of travelling in Italy absolutely cannot be a part of the tour package; alimentary experience is something that cannot stay aside but to underpin the cultural impression of the country and of the region.*

The places for agro tourism in Sicily are following:

- Farm Reggia Saracena (Agrigento).

- Turismo Rurale Villa Tasca, Bed and Breakfast L'Albero di Alberto, Agriturismo San Leonardello, Agriturismo Case Perrotta (Catania).
- Agriturismo San Giovannello, Turismo Rurale Villa Trigona, Agriturismo Il Mandorleto (Enna).
- Agriturismo Al Torchio Antico (Messina).
- Agriturismo Fattoria Manostalla - Villa Chiarelli (Palermo).
- Agriturismo La Maddalena, Agriturismo Villa Carcara (Ragusa).
- Agriturismo Fattoria Terra e Libertà, Agriturismo Villa Cristina, Agriturismo Case Damma (Siracusa).
- Agriturismo La Concordia, Agriturismo Settesoldi, Agriturismo Vultaggio (Trapani).  
(Agriturismo Sicilia 2012)

### 3.6 Gastronomic festivals in Sicily

- **Festival of artichoke** on the main square of the city on 25 of April (Ceda).
- **The parade of cheese Formaggio and Ricotta**, which provides the opportunity to see traditional and modern ways of cheese production technologies in end of May and beginning of June (Poggioreale, Belice).
- **Fest of Capers** with local meals and music on 1<sup>st</sup> Sunday of June (Pollara).
- **Festival of wine and food** accompanied with music, dancing on the main square of the town in end of June - beginning of July (Menfi).
- **Fest of Cherry** with traditional music on the first or second Sunday of July (Chiusa Sclafani).
- **Fest of Blue Fish** with procession holding Madonna of fisherman and the fest of sardines on last week of August (Selinunte).
- **Festival of Couscous** where cooks are competing with each other for the best couscous with the degustation on last week of September (San Vito Lo Capo).
- **Gastronomic Fair** at mountain Etna. The market of local wine, cheese, honey and mushrooms on every Sunday of October (Enna).

- **Fest of locust beans** accompanied with degustation of pasta and cookies of locust beans flour in end of September - beginning of October (Frigintini).
- **The Festival of pistachios** lasts for a week dedicated to local nuts on end of September - beginning of October (Bronte). (Trigiani 2011).

### 3.7 Wine culture and the roads of wine

Statistically the rate of alcohol consumption in Italy is one the highest in Europe, however it is proportional to the quota of population: generally speaking every Italian drinks two glasses of wine for the lunch or dinner per day. (Shankland 2009)

Since the 14<sup>th</sup> century the Normans turned wine making to principle economic activity in Sicily. Thanks to the favorable climate, the landscapes area, broiling sun and hot prolonged summer, from the earliest time the island of Sicily was known for the quantity of wine produced but not for the quality. Notwithstanding, with the globalization and standardization the new modern methods and wine-makers-innovators came to Sicily in order to improve the traditional wine making production process. (Jepson 2005, p. 18-21)

Officially in Sicily 28 sorts of vines have been registered, 21 of those belong to the private wine trademarks. (Moskvin 2010, p. 45-61.)

*Simon Mebrahtu, Front Office Manager  
Kempinski Hotel Giardino di Costanza  
Sicily, Italy, 2012*

*Tourists that come to visit Sicily first of all are interested in its land, which is historically attractive for tourism. However, the culture of wine, wine tasting and the gastronomy, which have a million ways to experience, are return tourists' fundamentals.*

Apart from the significant food symbolism in Sicily I strived not to oversight its enological potential. Sicily, according to the Italian Tourism Board is the third

most important wine and food destination after Tuscany and Piedmont in Italy. In comparison with the others the organized tours or mass tourism for wine roads in Sicily are not developed at all, so independent travellers have to explore the wine areas by themselves. Seventy percent of wineries are located in the western part of Sicily, so it would be perfect to start wine tasting journey with the city of Palermo and then further to dissimilar directions the wineries would be discovered as following:

- Direction of Capo Zafferano and Porticello – Corvo's Old Cellars, brand of Duca Enrico.
- Direction of Cafalù – Abbazia di Santa Anastasia, abbey is both luxury hotel and the most respected wine estate.
- Direction of Catania – Count Tasca d'Almerita, Regaleali estate, Sicily best known cooking and wine school.
- Direction of Sciacca and Menfi – brand wineries Calatrasi, Cusumano, Planeta, Feudo Arancio and the magnificent wine restaurant Vittorio di Porto Palo.
- Direction of Alcamo – white wine vineyards of Chardonnay, Catarratto, Grecanico and Inzolia.
- Direction of Marsala – the most popular and successful Sicilian brand wineries of Florio and Donnafugata.
- Direction of Enna – wineries Benanti and Cottanera, white wine tasting of Nerello Mascalese and Pinot Noir.

(Larner 2008, p. 6-12.)

Nowadays comparably to the European standards qualified fine wines are considered following:

White Wines: Vigna di Gabbri, Donna Fugata, Colombo Platino, Bianco di Valguarnera, Inzolia, Nozze D'Oro, Cometa and Chardonnay (Planeta), Rudini, Cala Bretta, Fondo Antico and Racalmare Di Morgante.

Red Wines: famous Nero D'Avolo with its deeply dark color and fruit flavor, Santa Cecilia (Planeta), Duca Enrico, Torre Dei Venti, Tancredi Doc, Contessa Entellina, Mille e Una Notte, Don Pietro, Terre D'Aqua, Cerasuolo di Vittoria.

Marsala Dessert Wines: Florio, Pellegrino, Marco De Bartoli, it is advisable to choose preserved sorts as *Vergine, Riserva, or Soleras*.

Dessert Wines from the volcano fields of Etna: Moscato di Pantelleria, Moscato Passito di Pantelleria, Malvasia di Lipari.

(Jepson 2005)

### **3.8 SWOT analysis of gastronomy tourism in Sicily (Italy) and in South Karelia (Finland)**

SWOT Analysis that will be presented further, is dedicated to the potential of gastronomy tourism development in Sicily and in South Karelia. Those two regions of the opposite parts of Europe as case studies will differentiate gastronomy tourism views for the readers, will show the straight correlation between culinary and national identity for the countries chosen, will present its own strengths, weaknesses, opportunities and threats and as result, will lead to different solutions of the gastronomy tourism implementation and for the future development.

### **3.9 Introduction to gastronomy in Finland**

To start with I must convey that Finland nowadays is the country of tourism oriented development in various directions such as: modern arts, music and architecture designs, seasonal sport activities and water activities, city breaks, nature and ecotourism, cultural and sightseeing tourism and others. Among other countries of Europe Finland preserved the image of being innovative in electronics, machinery, wood products and education, economically competitive, environmental protective, honest and the least corrupted country of the world. (Kolbe 2005, p. 6-10.)

From the tourism's point of view, Finland offers its visitors the most enviable standard of living, well-communicated transportation system, highly developed infrastructure and safety in cities and towns. (Norum & Poctor 2010, p. 5-6.)

*“Finland – the land of four gastronomic seasons”.*

(Tanttu 1988, p. 6-18.)

Speaking precisely about gastronomic image of Finland I would like to portray it as unique mixture of rather exotic ingredients such as bear, elk and reindeer meat, salmon and cloudberries typically coming from the area and the neighbor influences of Sweden, the Scandinavia, West Europe and Russia. The products to be considered essential for Finnish cuisine are cereal-based bread and porridges, root vegetables (typically made in casseroles), potatoes, peas and beans (traditional soups), seasonal garden fruits, mushrooms and berries from the forests. Farming has brought a variety of milk products such as butter, cheese, yogurts, cream, milk and sour milk that used to replace water for the dining. Significant for Finnish cuisine is delicately prepared fish (herring, whitefish, salmon, vendace and crayfish) and well-cooked courses of pork and mutton served with gourmet touch of berries jam, herbs or mustard, also meatballs and various sausages are popular. The Eastern Finnish culinary is characterized by stew oven cooking, baking soft loaves of bread and pies (Karelian pies), spicy tastes and home brewed beer. Besides, Finland has the highest per capita consumption of coffee that has to be always accompanied by the pastry products such as cinnamon-flavored buns, doughnuts and biscuits. (Kolbe 2005, p. 57-61.)

Moreover, in Finland private wineries are nowadays allowed (at the moment 20) where strawberries, blackberries, redcurrants are used for distilling 12 percent strength red wine. (Bell 2005,p. 119-126.)

Describing the region of South Karelia I had to contemplate the lake Saimaa locality, where gastronomy is particularly being developed in recent years. The truth is that Saimaa University of Applied Science’s team of professionals and teachers have questioned themselves about the possibility of culinary progression in the region of Saimaa and have arrived with the unique idea of nature based gastronomy that would show the identity of the place and the characters and hobbies of its inhabitants. As result, new developing trend of cuisine beside the nature has been settled. The samples of the cuisine could be: food-made-

on-fire with the smoke of fire flavor burning the appetite, bird game or fish cooked on lake/river side with a touch of herbs, berries and forest flavor, chanterelle and berries sauces, mushroom soups and cowberry desserts. (Heino & Pirttilä 2007, p. 6-11.)

<b>STRENGTHS</b>	
<b>SICILY</b>	<b>SOUTH KARELIA</b>
<ul style="list-style-type: none"> <li>• Rich historical background of the culinary traditions and the recipes.</li> <li>• Passed through generation skills of cooking, products mix and serving.</li> <li>• Culture of fine dining and going out inculcated from ancient times.</li> <li>• Availability of fresh products almost all year around.</li> <li>• The variety of the product available (seafood, fruits, vegetables, meat etc).</li> <li>• Presence of huge amount of street food, snack bars, food shops, cafes, different restaurants for any demand located everywhere.</li> <li>• Presence of agro tourism, wine routes and wine roads.</li> <li>• Reasonable and relatively cheap prices for the food.</li> <li>• Organization of gastronomy and wine fairs, open markets and various culinary feasts and events.</li> </ul>	<ul style="list-style-type: none"> <li>• The variety of products available from the area (sea food, fish, berries, exotic meat of elk, reindeer, bear and game birds' meat, milk products etc).</li> <li>• Well-organized system of products' import from Europe and the world.</li> <li>• Presence of ethnic restaurants because of immigration.</li> <li>• Range of restaurants for any demand from 5 stars Michelin to street food kebab.</li> <li>• Standards for the food and strict food control.</li> <li>• Existence in almost everywhere menu for kids, vegetarian and non-allergic menu, menu in different languages.</li> <li>• Variety of feasts accompanied with the food and beverage specialties such as Christmas, Easter, May Day, Midsummer and All Saints' Day.</li> <li>• Design and services oriented restaurants and food places.</li> <li>• Use of technologies.</li> </ul>

Table 3.- Strengths

<b>WEAKNESSES</b>	
<b>SICILY</b>	<b>SOUTH KARELIA</b>
<ul style="list-style-type: none"> <li>• Mafia image.</li> <li>• Negative image of dishonest,</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively high prices.</li> <li>• Restaurant implementation and</li> </ul>

<p>tricking attitude to the foreigners.</p> <ul style="list-style-type: none"> <li>• Language barrier.</li> <li>• Weak system of infrastructure and transportation around the island.</li> <li>• Lack of technologies for the kitchen stuff development and the restaurants as well (card paying as example).</li> <li>• Low awareness of the places worthwhile to visit.</li> </ul>	<p>going out only since the end of 19<sup>th</sup> century.</p> <ul style="list-style-type: none"> <li>• Adopted culture of French and Italian restaurants and coffee shops, British and American pubs and bars, not many of the places describe the culture of Finland and Finnish cooking styles.</li> <li>• Not easy for the tourists to find genuine Finnish delicacies.</li> <li>• Limitation and difficulty of selling alcohol products.</li> <li>• Drinking as social problem part of negative image.</li> </ul>
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Table 4.- Weaknesses

\*SWOT Analysis investigation has been made with the help of research works of Benjamin (2006), Norum & Proctor (2010) and Kolbe (2005).

<b>OPPORTUNITIES</b>	
<b>SICILY</b>	<b>SOUTH KARELIA</b>
<ul style="list-style-type: none"> <li>• Promotion of Sicilian cuisine world widely, establishment of gastro tourism in Sicily as the primary motivation for travelling.</li> <li>• Awareness and promotion of agro tourism and wine roads.</li> <li>• Advancement of Sicilian cuisine from the status of peasants culinary to prestigious and respectable modern gastronomy.</li> <li>• Health promotion of gastronomy, increase of support for local communities and further awareness and attention to Slow Food Movement.</li> <li>• Use of technologies in processes of food preparation, services and payments.</li> </ul>	<ul style="list-style-type: none"> <li>• Because of the constant tourist increase per year, potential growth of restaurants and dining places is a future challenge.</li> <li>• Giving opportunities for young professionals to build their careers in F&amp;B.</li> <li>• Potential financial support is expected for the Finnish gastronomy development.</li> <li>• Health promotion campaigns for the food and beverage in Finland (eco products)</li> <li>• Nordic cuisine is in the middle of Renaissance, future trend.</li> <li>• Innovative direction of the cuisine.</li> </ul>

Table 5.- Opportunities

<b>THREATS</b>	
<b>SICILY</b>	<b>SOUTH KARELIA</b>
<ul style="list-style-type: none"> <li>• Merging to Italian cuisine and loss of regional identity.</li> <li>• Due to globalization and internationalization potential loss of self-sufficiency and replacement of local fine dining places to internationally known brands due to financial advantage.</li> <li>• Low interest in regional culinary and winery in international market area due to modern fusion cuisines and branding new destinations.</li> <li>• Equalization of local cuisine symbols (pizza, pasta, sandwiches) to the range of fast food as part of negative image.</li> </ul>	<ul style="list-style-type: none"> <li>• Popularity of adopted cuisines and cultures of France and Italy rather than development of Finnish gastronomy.</li> <li>• On going popularity and spreading of ready-made food.</li> <li>• Problem of overeating of fat, overweight, cardiovascular diseases and food allergies as a part of negative image.</li> </ul>

Table 6. - Threats

\*SWOT Analysis investigation has been made with the help of research works Bell (2005), Tanttu (1988) and Lanza (1993).

### **3.10 Conclusions for SWOT analysis**

In order to conclude SWOT Analysis that has been presented, I would like to comment the mentioned statements in a way that I attempted not to compare those polar different regions of Europe but to show versatile gastronomic traditions as the mirror reflection of the regional culture. In fact, both of the regions inseparably are affected by the land, nature and the climate (Sicily – sun, beaches, fertility; South Karelia – lakes, forests, savage sealed nature). In my mind both regions' gastronomies deserve special attention because both are extremely attractive for tourism for their distinctive culinary traditions, nature fascination, cordiality and hospitality of the table, their own philosophy of preparing and serving local specialties and also amused passionate love for cooking and eating.

## 4 THE CONCEPT OF DESTINATION BRANDING

To start with, I would like to present the chapter devoted to the issue of branding. I have logically considered that it would be inherent firstly to present the definition of brand itself and then satiate it with the notions about destination branding which is directly applicable to the topic of my interest. Above all, the theme of brand will be developed by the hospitality management branding emphasis and concluded with the case study of Kempinski Hotel and mafia image of Sicily.

### 4.1 Introduction to destination branding

*Jose M Lorente, Reservations Office  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012*

*Branding in my mind is the mix of products and services that ensure the quality wherever and provide the exact knowledge about those products and services that have to meet customers' expectations.*

Brand is a product or a group of products that has its own name and is made by a particular company, so the word “*branded*” in combination with “*products or services*” should be understood as goods made by well known and recognized on the market companies and have the company name labeled on them. (Rundell 2005, p. 78.)

*“Branding is all about creating the image in people’s minds”.*

(Morgan, Pritchard & Pride 2010, p. 3-26.)

Unfortunately, there is not enough explicitly on context of branding and certainly there is paucity in understanding the terms like destination branding, destination image, destination personality and brand associations. Following research of Qu, Kim & Im (2011), destination branding could be simply defined as the way to communicate a destination’s unique identity by the tool of its differentiation from the competitors on the market.

Branding of the destination might be also characterized as holistic approach that coheres tourism activities development (dining, hosting, event planning), economic progress and the prosperity of the locality embraced with intelligence, creativity, innovation, decentralization, collaboration and sustainability. (Morgan, Pritchard & Pride 2011.)

According to the investigation of Marzano and Scott (2010) destination brand could be explained as considerably crucial powerful tool of emotional appeal that shapes tourism behavior and image formation and leads to marketing success of the destination, external relevance, positive outcome and revenue generation. Nevertheless, the centralized position in the process of destination branding is occupied by interrelationship among the stakeholders. Even the stakeholders' area of collaboration is a conflict and contrast interests field, it plays a significant role in decision-making process and valuable contribution to the brand.

Speaking of destination branding, I have to mention that on national level brands are used not only for marketing and sales distribution but also for economics and politics. For instance, brand plays an important role for country positioning into global marketing for the purpose of export encouragement and foreign investments attraction. Besides, powerful and successful national brand is a source of country's prestige and its sustainable wealth creation. However, in order to build national or regional brand with a strong public image it is critical to harness its geographical advantages, natural beauty, its history and culture, its language and folklore to the products and the community. Moreover, it is substantial to have at disposal market flair and confidence, commitment and collaboration, effective strategy of development and synergistic cooperation of participants, as well as global media attraction and governmental endorsement. (Singh 2010)

While researching the issue of branding it was important to impose key components of brand positioning and brand loyalty such as destination image and destination personality. Regarding the issue of destination image, it has been always a dominant aspect for tourism research. Destination image has been defined as cognitive (impression from physical surroundings) and affective (ap-

praisal feelings and beliefs) approaches those tourists care about the destination. Compared to the first, destination personality has been explained as “set of human characteristics (such as sincerity, excitement, competence and sophistication) associated with destination from tourist point of view”. (Hosany, Ekinci & Uysal 2006)

*“Wrong question is what we can say to make ourselves famous, right one – what we can do to make ourselves more relevant”.* (Morgan, Pritchard & Pride 2011)

The spectrum of destination branding roles:

- Image and reputation management: creation of sense of place, fundamental beliefs and opinions (emotional connectivity) in travellers' minds; material and immaterial (cultural capital) aspect of destination attraction, brand understandability and accessibility.
- Media management: creation and implementation of logos, slogans, advertising campaigns, tactics of communication, aesthetic presentation, public relation efforts, marketing interaction approached with strategic thinking, use of branding techniques and analysis of competitive environment and its prospective participants.
- Competition management: economic increase and awareness increment both on national and international levels, competitive identity establishment (costs, relevance, value-for-money issues), monitoring of market changes and challenges. Strong brand functions as product differentiation from the competitors, searches costs reduction, risks minimization and it also seeks for the high quality brand presentation of the customer point of view.
- Marketing management: targeting, segmentation and consumer behavior, distribution and pricing, marketing communications and value chains. Creation and implementation of customer-based brand equity that causes positive brand image, perceived quality of the product and as result brand loyalty.

(Kim & Kim 2005)

- Action plan management: operations have to be performed usefully, productively and imaginatively in a more effective and efficient way than the competitors. Comprehensive strategic planning for realistic goals and forecasting for short-term, medium-term and long-term decisions.
- Management of participants: support establishment with private, public and governmental sectors (institutions and organizations), trust driven and personalized communication among the individual stakeholders.  
(Morgan, Pritchard & Pride 2011)

#### **4.2 Concept of branding for hoteliers and their gastronomic orientation**

Speaking of hotel industry in broad sense, I suppose that branding for the hotels is the most rapid way to differentiate themselves in the customers' minds and strategically obtain a definite competitive advantage. Apparently there is always a probability of failure of new brand introduction, however establishment and management of a consistent and decisive brand indeed commands higher occupancy and average room rates, higher sales revenue, expansion of cash flows, higher operational performance and resilience for the crisis from the side of affluence and financial profitability. Hence, it infers brand awareness and brand associations, perceived quality and brand loyalty, positive price-value relationship (willingness to pay premium price); intention to revisit/rebuy and intention to recommend from the consumers' side. As for my consideration, a holistic approach is required for strong viable brand creation. The approach should combine skills and bearings such as leadership, stability, parsimony, trading environment, ongoing direction, communicating support and legal protection. Although brand should perform towards its established symbolic and evocative image, and indeed it should correspond with its price, quality and service delivery. Furthermore, for the better brand market acceptance and enhancement it is recommended to diverge from direct sales in order to expand towards media, social and cultural life and public events. (Kim & Kim 2005)

It is a fact that following to the trend of standardization, uniformity, practicality and costs saving issue, the majority of the chain hotels inevitably reduced the individuality of the place and sense of destination exoticism by its transformation to global monotony. Thus, researcher Jeonglyeol Lee (2011) contends that

promoted hotels oriented to seek for ambience, services, amenities, gastronomy, interior and design with inclusion or with a suggestion of local culture and characteristics of community traditions of the destination, are more likely to prosper than the chain hotels with repetitive style and standard of services. As it was mentioned earlier, destination image is a crucial factor to foresee tourists' buying behavior, so it is necessary to discover customers' expectations and values for the place that should be surely satisfied and exceed. Generally speaking, for the hotel chain welfare the hoteliers should strive to astonish their guests with destination authenticity, to enrich their experience with preserved sense of place and to incarnate local personality and customs in order to secure with tourists' returns.

Speaking of restaurant services at chain hotels I would like to notice that it is a historically prevalent issue that for years hotel entrepreneurs were straggling against unprofitable and unmanageable F&B department services. The solution of this problem was simply limitation of service and operating without a restaurant, another way was to locate strategically the hotel near by commercial dining centers or even to give a rent to outsourcing local restaurants and franchises. Subsequently, hotel chains refurbished value of inhouse dining and initiated adopting of their own restaurants and co-branding (pairing of two or more brands) in order to create full service segment. Nowadays partnership of Holiday Inn and restaurant Friday's is an evidence of sustainable profits increase for both enterprises and progress of qualitative and quantitative value impact for the hoteliers. (Boone 1997)

I suppose that in case of implementation of Sicilian gastronomy to the hotel's F&B department, co-branding is quite irrelevant just for the reason of absence of such a brand restaurant which could truly reflect the fascination and historical traditions of the island's cuisine.

*"Local is the most powerful selling word in the market and it is never taken in vain"* – Marcella Hazan (1997).

Reverting to culinary tourism, I would like to present it in direct positive relationship between the hotel chains' management and travel intentions of the

tourists. According to investigation work done by Horng, Lui, Chou & Tsai (2012), culinary tourism offers effective promotional and marketing tool to encourage visitors' returns. While sightseeing is only a part of otherness, culinary tasting and local dining comprise the sense of taste, smell, touch and vision that offers more integrated level of experience, engages physical attitude of being not observer but a participant. Moreover, participation of foodways causes contrast and a distinctive experience from mundane and common reality. (Long 2004)

I have to notice that not all of the destinations are capable of providing gastronomic experiences and aesthetic enjoyment. In fact, for successful penetration of local culinary to the hotel's restaurant, in a rough sense, the existence of such cuisine with its cultural resources is required. Actually, for the construction of the brand positive image the gastronomic prerequisites may be considered as following: appealing and mystified culinary stories that might evoke tourists' curiosity, on-going historical processes and innovations, sense of regional pride and territorial attachment. Food tourism extends beyond a set of food specialties and number of recipes or quality of the facilities, it is a powerful marker of cultural identity and socio-spatial character of the locality that merely satisfies hunger but proposes new ways of being. (Hillel, Belhassen & Shani 2012)

Summing up, gastronomy is a viable marking tool for the destination branding. As an efficiency-driven factor it adds to the brand symbolic value and contributes to its unique image. Since the relationship between destination familiarity, perceived quality and travel intentions is positive, greater brand loyalty and brand awareness of the destination will be achieved. (Horng, Liu, Chou & Tsai 2012)

### **4.3 Mafia image of Sicily and its proposal to be a part of the brand**

In aspect of destination branding, Sicily as political and geographical part of Italy is applied to overall Italian national public image. On a range with other countries of powerful and world-recognized brand such as the USA, England, France, Japan and Switzerland, Italy has a salient profile dictating of fashion and style, intriguing of history and architecture, attractive by culinary and wine

for international perception and stereotyping. In brand research work of Singh (2010) Sicily individually has been portrayed as an Italian sub-brand and defined as destination of ultimate combination of sun, sea and sand, the birthplace of history, culture and cuisine. Thus, there is no surprise that Sicily is very popular as national and international tourism destination with its own distinctiveness and fascinating memorable character. However, despite of various positive factors the majority of guidebooks warn tourists about Sicily's the most remarkable feature and its marketing cliché – Sicilian Mafia.

The word MAFIA (Cosa Nostra) – *Morte alla Francia Italia Avanti*, as direct translation from Italian means “Death to France, Italy Forward”. It has been historically formed in 13<sup>th</sup> century due to the national insurrection and military actions against French dynasty of Anjou. In the 20<sup>th</sup> century mafia was a criminal syndicate famous for speculation of property, intimidation, illegal business and drug dealing. In modern history mafia that has been originally founded in Sicily, is known as informal party and international organization fighting against government corruption and the poverty of the local population. The capital of mafia in Sicily is Corleone and the oldest families and clans of the city are revered as the most respectful people of the island and entire Italy. (Krilov 2011)

As it was mentioned in previous chapter of historical introduction to Sicilian gastronomy, from the beginning of the 20<sup>th</sup> century great immigration of the Italians including the Sicilians has processed to Europe and the USA. In Sicily particularly immigration was correlated to criminal prosecution of the mafia leaders by the government and under the personal command of Benito Mussolini. After his visit to the island (1924) he commanded to extirpate completely the mafia organization. In 1970s the organization of mafia occupied a leading position in international drug dealing and drug distribution and has become an umbrella label for whole world panoply of gangs. Ultimately in 1970-1980 due to American-Sicilian covenant of mafia brotherhoods, *Cosa Nostra* (Our business it.) was controlling 90% of heroin traffic in the USA. (Moskvin 2010, p. 38-44.)

Obviously, settlements of the Sicilians with their bright emotional individuality and the store of culture have enormously contributed in various directions of the social lifestyle, dining and entertainment in America. Regarding gastronomy,

there is not surprise that the Italians spread traditional cafés and little home-style cooking restaurants of cordiality all around the continent. The typical entrenched image of the Italian restaurant in the USA may be described in such elements as red-checkered tablecloths, the Chianti bottles with dripping candles, red-sauced pastas (spaghetti), pizza, veal cutlets with mozzarella, the minestrone soup, lemon sherbet, drip-pot espresso and low prices. In 1970s-1990s Italian dining places gained the popularity and recognition for the freshness of ingredients, remarkably simple cooking, wonderfully served food in modest surroundings and cheap prices. The Italian culinary traditions and mafia style have been elucidated and widely promoted in media: “The mafia guide of dining out” article of New York Magazine in 1969, “Godfather” movie in 1972, “Mafia cookbook” by Joseph Lahnuzzi in 1985 which has become a national bestseller, “The mafia just moved next door and they are dropping by for the dinner, cookbook of easy Italian recipes” by Ziggi Zen, “Good fellas” movie in 1990, and others. The effect was incredible, the words of *Gangster*, *Don Corleone*, *Mafioso*, *La dolce vita*, *Launder money* were spelled at every corner. People were affected and fascinated by mafia romantics and were imitating movie characters’ behaviors, their way to dress up and they even were wondering at the restaurant whether it was owned by Sicilian mafia. (Mariani 2011, p. 89-97.)

Certainly storytelling about mafia: an exclusive secret society, code of honour, cloak-and-dagger conspiracy, shadow of murders, cultivation of the art of killing people and getting away with it still attracts and evokes curiosity in people’s minds by its mystiques and its unguessed past. (Dickie 2004, p. 22-26.)

#### **4.4 Case study Kempinski Hotel Giardino di Costanza, Sicily: gastro-nomic orientation as a tool of destination branding**

For the empirical data of my thesis I have used the employees’ interviews of Kempinski Hotel Giardino di Costanza, Sicily and also a comment from corporate office of Kempinski Hotels in Geneva, Switzerland. In my mind, the case of the Kempinski Hotels is a great evidence of destination branding through the tool of gastronomy and fine dining.

*Giovanni De Candido, Executive Chef  
Kempinski Hotel Giardino di Costanza,  
Sicily, Italy, 2012*

*There is no love sincerer than love for the food.*

Speaking particularly about Kempinski Hotel Giardino di Costanza, Sicily, to me it seemed as a charming composition of high European standard of services and emblematic character of Sicily from its interiors to the people. Despite strict rules and standardized instructions for the service, the hotel preserved the typical Sicilian atmosphere of love for the life, time enjoyment and sluggishness in its positive sense. The gastronomic adherence of the hotel to the local culinary traditions, styles of cooking, aperitif time and wine culture are unchallenged.

It is an interesting fact that historically Kempinski family has been successfully active in wine trading since 1862. The first enterprise that was launched by Berthold Kempinski (hotel chain founder) was wine-merchant's business in Berlin in 1872. Apparently a restaurant was later added to the enterprise with several rooms revealing new perspectives for the future, and already in 1889 the ambitious entrepreneur opened the biggest restaurant in Berlin. Hence, the linkage between value of high quality restaurant services and excellence of accommodation may be trailed. (Kempinski History 2013)

Kempinski Hotels is Europe's oldest established luxury hotel collection, founded in 1897. Since that time Kempinski Hotels have hosted international celebrities, witnessed meetings between the world's leaders and been a part of history around the globe. While the Group's heritage is in Germany (Berlin), its portfolio is now spread through Europe, the Middle East, Africa and Asia. However, Kempinski is a collection of individuals: each hotel or resort is a distinctive property with its own character and charm, celebrating the cultural traditions of its location. (Remarkable European Taste 2012)

*Alessandro Buccaria, Restaurant Maitre  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012*

*New gastronomic concept of Kempinski Hotels has been defined as the innovation idea to attract potential guests with the fine dining experience and then, as its complementary part to offer a place to sleep.*

According to the comment of Corporate F&B Manager Jaakko Eskola, the Kempinski Hotels as European luxury hotel group are eager to represent European heritage. In terms of gastronomy Kempinski Hotels respect the traditions of pastry, conviviality, cordiality, generosity and dining pleasure. The developed F&B is a great way to connect with local community through the cooperation with local suppliers, besides it is an area for innovation and creativity. In sense of improvement, tradition and innovation are not contradictory but an endorsement for each other.

Kempinski Hotels' DNA:

- People oriented
- Straightforward
- Entrepreneurial Performance
- Creating traditions
- Passion for European Luxury

The Kempinski Hotels' vision is to become a leader in F&B department as well as in Room division. At corporate level it is believed that gastronomic orientation is not perceived to refer solely to gastronomic restaurant but to be viewed in F&B department as a part of entire guest journey. That supposes that the attention is paid not only to the destination specialties at the restaurant but also for the breakfast, lobby bar, afternoon tea/coffee breaks, for room service, pool bar and for room amenities. The value of good restaurant is appraised as not only to increase F&B revenue and profits but also to enhance average stay experience. Nevertheless, restaurant recognition (Gault Millau and Michelin) is taken into consideration and the culture of international estimation and world recognition is assumed as direction.

*Simon Mebrahtu, Front Office Manager  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012*

*At the moment the Kempinski Hotels position themselves as Hotel with Remarkable European Gastronomy Experience. In the past, it used to stand out mainly for its qualified room division, the property outlook and luxury of the interior. Nowadays it develops a lot the concept of innovation ideas for creative attitude to gastronomy as a key service sector for Kempinski guests. It has been announced that Kempinski Corporate Office will set the standards for luxurious restaurant services to become a leader in gastronomic restaurants business.*

Regarding gastronomic restaurant managed at corporate level (if we speak of renovation or contribution to new property), the process of its formation and management is dependent on various factors. Following the opinion of Jaakko Eskola, establishment of the restaurant with gastronomic experience is a complicated process affected by:

- Methodology and competitor analysis.
- Niche definition.
- Formation of positioning, vision and strategy.
- Definition of unique selling point.
- Creation of the concept of development.
- Definition of operational requirements, collaterals, financials and standards.
- Definition of design direction, moodboard, designer briefing.
- Cooperation with chefs and F&B department managers and consultation with local team members.
- Identification of local cuisine and local culture knowledge. In case the knowledge and understanding is not adequate, market survey should be organized.

(The mentioned list of influencing factors is relevant for all hotel's outlets).

It has also been mentioned that in case the hotel is unable to provide the restaurant which reflects local cuisine and culture of dining, there is always a local experience vectored to destination's personality. The hotel management ensures local experience (which is an activity or set of activities) in order to make a guest's journey memorable and remarkable about the destination.

Jose M Lorente, Reservations Office  
Kempinski Hotel Giardino di Costanza, Sicily,  
Italy, 2012

*Branding gastronomy or culinary on its regional level is nearly impossible because it cannot be properly controlled. In my opinion in order to brand gastronomy on international market, the image of branding certain products has to be created. For example, Sicily should promote its wine variety, olive oil, almonds and pistachio, fish products and local specialties creating such slogans like “made in Sicily” or “the product of Sicily”, only that could bring its culinary on the level of tourists’ and gastronomic experts’ interest.*

Speaking of Sicilian gastronomy branding for Kempinski Hoteliers, I analyzed the comment given by Jaakko Eskola and have gained certain conclusions:

- The statement of gastronomy branding is complex since it implies operating in global market.
- It is a complicated process to raise the gastronomy brand of the destination that is not promoted for its food culture. However, there is a great opportunity for a brand like Kempinski to be a representative of local dining culture and offer its guest a gastronomic experience inside of the house.
- Creative solutions and definitely distinctive approach are needed for the endeavor of local gastronomy branding. As a tool of gastronomic brand expansion, local team members and the professionals might be attracted for the task force.

#### **4.5 Regional Gourmet Summit at the Kempinski Hotels**

Jaakko Eskola defined Regional Gourmet Summit as an event that brings together the best Kempinski F&B talents from the different parts of the world (MEA, EUR, ASIA) in order to perform and to exchange operational and inspirational skills for entertaining activities and tasks. The majority of the participants are F&B heads (directors, F&B managers and executive chefs), however there are also high potential assistant managers, sous chefs, bar managers and sommeliers. It is a two and a half a day event that compasses of corporate pre-

sentations, inspirational speeches and activities, local experiences and workshops. The venue of the event changes from one Kempinski property to another so that participants gain as much cross-exposure as possible.

In my mind, Regional Gourmet Summit above all is an excellent sample of gastronomy development and gastronomy international awareness through the hotel chain. Certainly it gains the perspective for the gastronomy promotion and even gastronomy branding under the strong and powerful brand of the Kempinski Hotels. I may presume that in this case the relation of hotel brand and gastronomy brand is synergetic: as primarily gastronomy provides the distinctiveness to the destination and visibility to the brand of the destination hotel, lately the hotel chain promotes gastronomy of the destination as its key component of competitors differentiation.

## **5 SUMMARY AND DISCUSSION**

The present thesis is devoted to the topic of gastronomy, gastronomy tourism and gastronomy branding of the destination Sicily.

The present research represents the coherent study of gastronomy. It reveals the variety of gastronomical definitions, it demonstrates the versatility of its miscellaneous connotations and it also recounts concept and philosophy of gastronomy. The investigation contemplates the definition of gastronomy tourism, estimates the consumer behavior and depicts the participants and the stakeholders. Besides, it includes the introductions of Wine Tourism and Slow Food Movement as supplementary studies. In my mind, the correlation of those aspects and its consistency in thesis report ensures the entire comprehension of the topic of gastronomy.

The thesis work mostly questioned the opportunity of destination branding through the tool of gastronomy and the reappraisal of Sicily as gastronomically attractive destination. In order to examine the opportunity I decided to observe the existing prerequisites in Sicilian history and culture. Hence, the thesis dealt with analysis of Sicilian historical background and its culture of fine dining, it also verified the presence of salient cuisine in Sicily and the availability of out-

standing meal specialties and wines. The detailed research of destination is accomplished with insertions of agro tourism, gastronomic festivals and wine tourism in Sicily. Besides, in order to provide the thesis with an extra value the SWOT Analysis of Sicilian gastronomy (Italy) and South Karelian gastronomy (Finland) has been applied to the thesis report.

The present thesis has investigated the theory of destination branding and the spectrum of destination branding roles, it gained the relevance branding for the hoteliers and their gastronomic orientation. I have considered obligatory to assist the studies of branding with the inclusion of Mafia image of Sicily as a tool of potential destination branding development.

The empirical part of the thesis has been done by interviewing the employee's of Kempinski Hotel Giardino di Costanza, Sicily. The data for the case study of the Kempinski Hotels was provided by the comment of Jaakko Eskola, corporate F&B Manager of Kempinski Corporate Office in Geneva, Switzerland.

To summarize all above aspects I want to indicate following conclusions of the thesis study:

- Sicily is potential for branding as an attractive gastronomy destination. It has an appropriate historical and relevant cultural background for storytelling and evoking curiosity in tourists' minds, it also has the unique traditions of dining and special approaches for cooking. Existing gastronomic enterprises and local food and wine producers motivate and support tourism development. The brand development and gastronomy promotion are potential to be supported and raised inside of the brand of the Kempinski hotels.
- The present thesis is a coherent and relevant study of gastronomy and gastronomy tourism in Sicily, which is easily comprehensive for the readers since it included the fresh notions of active participants of the hotel industry and the opinions of the Sicilians. The study reveals the topic of gastronomy and attracts attention of future researchers to gastronomy development not only in Italy but in Finland as well. Besides, the thesis work has an objective value for the hoteliers and researchers seeking for hotel's development insights and progress ideas.

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## QUESTIONNAIRE/ INTERVIEW FORM

**Date:**

**Full name and the position:**

*I have been informed, that the questionnaire/ interview materials will be used by Anastasia Kalinina in her thesis work primary named as "Branding Sicily as gastronomy attractive destination viewed by Kempinski Hotel Giardino di Costanza". I do allow mentioned person to use my personal opinion, partly my direct speech and my name at her thesis work and university publishing.*

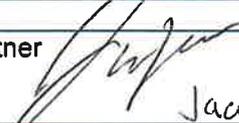
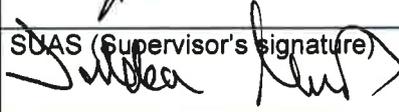
**Signature:**

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1. According to your opinion, what is "Gastronomy Tourism"? Does Gastronomy Tourism exist in Italy and particularly in Sicily?
2. What are the value of the food and the importance of going out for a dinner in Sicily?
3. According to your opinion did historical and cultural background generally had an influence on Sicilian Gastronomy?
4. What are the Sicilian culinary specialities and is Sicily attractive as gastronomy destination?  
Who is typical tourist in Sicily?  
Is the culinary experience something special in Sicily or is it just a part of the package?
5. Is Kempinski Chain interested in Gastronomy promotion?  
Is Kempinski implementing any promotion program for Sicilian gastronomy? What is the offer?
6. What is Brand/Branding? Is it possible to brand gastronomy?

<b>Subject</b>	<b>BRANDING SICILY AS GASTRONOMY ATTRACTIVE DESTINATION VIEWED BY KEMPINSKI HOTEL GIARDINO DI COSTANZA</b>	
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<b>Duration of the thesis process (dates)</b>	<b>October 2012 - February 2013</b>	
<b>Action plan:</b> <ul style="list-style-type: none"> <li>Aims, stages and timetable of the thesis</li> <li>Final result of the thesis process</li> </ul>	<p>Thesis main aim is to investigate the aspect of destination branding through the concept of gastronomy viewed and sampled by gastronomy orientation of Kempinski Hotel Giardino di Costanza.</p> <p>The major stages are:            1) To study the concept of Gastronomy, the consumer behavior and the participants            2) To research gastronomy and gastronomy tourism of destination Sicily            3) To investigate the concept of destination branding through the case of Kempinski Hotel Giardino di Costanza, Sicily</p> <p>Final result is the investigation report which refers the concept of importance of applying gastronomic identity to destination and the case of gastronomic orientation for the hoteliers viewed by Kempinski Hotel Giardino di Costanza.</p>	
<b>Terms on division of resources, expenses and possible bonuses to the student</b>	No expenses	
<b>Reporting and follow-up of the action plan</b>		
<b>Division of responsibilities and confidentiality</b>	Kempinski Hotels S.A. offers corporate information to be applied to thesis work, it is required to keep the information strictly confidential from any other interested parties except of Saimaa USA. Kempinski Hotels S.A. also reserves the right of review prior the publication and request the certain parts of the report to be reduced prior the publication.	
<b>Evaluation of the thesis</b>	Partner doesn't participate in evaluation <input checked="" type="checkbox"/> 	

**THESIS PARTNERSHIP  
AGREEMENT**

<b>Date and signatures</b>	Partner  Jaakko Eskola
	Student  Anastasia Kaeinina
	SUAS (Supervisor's signature)  Jukka MÄKELÄ

