

Saimaa University of Applied Sciences
Business and Culture, Imatra
Faculty of Tourism and Hospitality
Degree Program in Hotel, Restaurant and Tourism Management

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Culinary Workshop as a Competitive Advantage of Tourism Industry in the South Karelia Region of Finland

Thesis 2014

Abstract

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Culinary Workshop as a Competitive Advantage of Tourism Industry in the South Karelia Region of Finland, 41 pages, 6 appendices

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Bachelor's Thesis 2014

Instructor: Mr. Jukka Moilanen

Culinary workshop is a new form of modern hospitality industry, which combines modern knowledge in tourism industry with culinary tourism.

This project is based on the interest of the consumer and his desire to learn something new, get and experience gastronomy traditions through travelling for culinary workshop.

Mission of this project is to convey to the consumer new knowledge, new skill, new interest, opportunities in life through culinary art.

Culinary workshops will be described and analyzed in three dimensions:

- Culinary workshop as a business project - new product for customers of a hotel and a restaurant;
- Culinary workshop as a professional master class;
- Culinary workshop as a place of intense social and cultural communication.

Results of the thesis work will become the basis for future development of culinary workshops as a business.

Keywords: culinary tourism, culinary workshop, competitive advantage

Table of contents

1	Introduction.....	4
1.1	Thesis Objectives	5
1.2	Research Problem and Research Questions	6
1.3	Research Method	6
2	Culinary Tourism	7
2.1	Culinary Tourism as a Destination Attraction	8
2.2	Culinary Workshop	8
3	First Stage of the Project	10
3.1	Organization of the Surveys.....	10
3.2	Results on the Survey among the Students of Saimaa UAS	11
3.3	Results of the Survey among the Karjalan Keittiömestarit.....	13
3.4	Results of the Survey among the Customers of the Restaurant “Le Biff” of Holiday Club Saimaa	15
3.5	Culinary Workshop	16
4	Implementation of a Culinary Workshop	17
4.1	Advisory Style for the Team-buildings of the Workshop	17
4.2	Authoritarian Style of the Culinary Workshop	17
4.3	Private Culinary Workshop	17
4.4	Mixed Type of the Culinary Workshop	18
5	Organization of the Culinary Workshop.....	18
5.1	Preparatory Part	18
5.2	Actual Culinary Workshop.....	20
5.3	Analysis of the Culinary Workshop	21
6	Different Dimensions of Culinary Workshop.....	26
7	Staff of the Culinary Workshop	27
8	Personal Achievements of the Participants of the Culinary Workshop	28
9	Implementation of the Culinary Workshop as a Competitive Advantage ...	29
9.1	Pricing Policies	29
9.2	Marketing Strategy.....	30
9.3	Culinary Tours	31
9.4	Loyalty Program.....	33
9.5	E-business Component of the Culinary Studio	34
10	Future Viability and Use of Culinary Tourism in South-Karelian Region of Finland.....	36
10.1	Nature Cooking near Lake Saimaa	37
10.2	International Approach to Culinary Workshop.....	37
11	Conclusion.....	38
	List of References.....	40
	Appendices	
	Appendix 1 Survey for the Students, Customers of Restaurant “Le Biff” and Karjalan Keittiömestarit ry	
	Appendix 2 Survey for the Culinary Workshop	
	Appendix 3 Partnership Agreement with Holiday Club Saimaa	
	Appendix 4 Partnership Agreement with Karjalan Keittiömestarit RY	
	Appendix 5 Letter of Recommendation Osteria Gallo D’Oro	
	Appendix 6 Reference from Head Chef of restaurant “Le Biff” HC Saimaa	

1 Introduction

As a professional chef, with the experience for over seven years in a restaurant business, I am looking forward to finding a new ingenious and unique way of combining tourism and restaurant business.

Since October 2011 I have been working in Holiday Club Saimaa, Rauha, Finland in its restaurant group and more specifically in the restaurant “Le Biff”. Starting with the position of a cook, my current position is Chef-de-patisserie. During the completion of my basic and professional placements I have dealt with different tasks, problems and jobs in the field of restaurant management. I have got a great opportunity to use my new knowledge and skills, which I got during the lessons in Saimaa University of Applied Sciences. I can implement them in the restaurant “Le Biff” in practice and see how effective or not they are.

Holiday Club Saimaa is a place, where the cooperation between tourism and culinary is so obvious, that we can speak about such phenomenon as “culinary tourism”. However, culinary tourism, as a new and poorly developed type of tourism, needs more research to expand and deepen the comprehension.

Based on the survey, done among customers of the restaurant “Le Biff” of Holiday Club Saimaa during summer 2013 and suggestions and ideas introduced during the seminar “Increasing and Development of Russian Middle Class. Seminar” (Date: 10.4. 2013; Place: Saimaa University of Applied Sciences, Linnanlahti campus, Tietäjäntie 3, Imlahti, Finland) I came up with an idea of Culinary workshop as a segment of culinary tourism and a future basis for culinary tailor-made packages to the destination as a competitive advantage of it.

On the one hand, I decided to sign a partnership with Holiday Club Saimaa to be able to do all my practical research parts and to make this study relevant and reliable for the tourism industry.

On the other hand, the empirical study can be useful as an ability of independent restaurants to implement the culinary workshop in their weekly or monthly schedule to attract more customers during low-customer-hours or days. I coop-

erate with South Karelian Chefs Association – Karjalan Keittiömestarit ry, for implementing culinary workshop in real life from this practical point of view.

Results of the practical part of this thesis work will help to analyze, structure and resume the idea of culinary workshops as part of culinary tourism. Results will become a theoretical approach for it and will be the base for the future researches and implementation in real life. For this purpose I will examine and review academic material of different tourism related subjects, such as customer relation management, e-business, planning marketing, leadership skills, product planning and developing, cost and profitability accounting. Interrelation between these theoretical approaches and practical experiences of organizing culinary workshop should arise into the thoughtful layout of the culinary workshop. It will give a clear view how to implement culinary workshop into the restaurant business.

1.1 Thesis Objectives

The main object of the thesis is to work on a project of culinary workshop and analyse the reaction of different customers to it.

The practical part of the project is divided into two interrelated parts:

1. Organization of the survey between the students of Saimaa UAS, between the members of Karjalan Keittiömestarit ry, between the customers of the restaurant “Le Biff” of Holiday Club Saimaa. The aims are:

- To see the point of view of the future specialists in the field of tourism;
- To find out the interest of professionals in participation in professional culinary workshops, sharing professional knowledge;
- To explore the interest of customers in participating in culinary workshop as a leisure activity.

2. Based on the results of the surveys to organize a real culinary workshop for group with mixed types of participants.

Analyses of the culinary workshop will show the opportunities and weaknesses of it. It will help to provide the basis for future organization of culinary tourism in

South Karelia Region of Finland. It will help to reveal the unique possibility to attract customers for the destination through the culinary tours.

1.2 Research Problem and Research Questions

The thesis project of culinary workshop will help to understand whether organization of culinary workshop can be a competitive advantage of the destination or not. The main questions can be set up as:

1. What is culinary tourism?
2. How can culinary workshop be defined by customers?
3. Which advantages can culinary tourism bring to the tourism industry of the destination?
4. Can a culinary workshop be a competitive advantage of the destination?

Answers for these generalized questions will be particularly examined and debated. Gained experiences will be used in further development of the idea.

1.3 Research Method

Nowadays culinary tourism is getting more and more visibility as a reason or an important part of travelling. Gastronomy and culinary culture is playing an important role in the destination attractiveness. Though the idea of culinary tourism is so clear, there are not enough theoretical approaches, researches and specification done on the topic. Lack of the information about culinary workshops and such type of leisure activity is leading to the research of theoretical approaches in different tourism related disciplines.

According to Dr. Tadayuki Hara (Hara 2008, p. 24-25), in the research field of tourism and hospitality, scholarly or scientific investigation of inquiry that would go beyond analysis of simple numbers would be considered as research. Research in hospitality and tourism is to build on what we think we know and improve what we can do with problems in the hospitality and tourism management field. It is not that easy to choose qualitative or quantitative method of the research.

Analysis of the first stage of practical part, concerning interest in culinary workshop for students, professionals and customers will require quantitative method. The main target of it is to see the level of attractiveness of culinary workshop as an appealing activity and to choose the most popular theme for the workshop, which will be organized on the second stage.

Results of the second stage will be an actual feedback, given by the participants of the culinary lesson and should be analyzed with qualitative methods.

Combination of quantitative and qualitative methods for the project analysis will give wide enough vision to answer the main questions of the thesis.

2 Culinary Tourism

Lucy M. Long (2004) is defining food as the focus of travel. In culinary tourism itineraries are organized around cooking schools, wineries, restaurants, and food festivals. Making experiences memorable is a way the travel industry adds value and profit to an essential service such as food. Indeed, tourism and hospitality industries design experiences, including culinary ones, within the constraints of the tourist's time, space, and means. In collaboration between highly self-conscious producers and consumers, culinary tourism is a space of contact and encounter, negotiation and transaction, whether at home or abroad.

Culinary tourism is a part of tourism with the main focus on food. What makes food identify culinary tourism in hospitality industry? The capacity of food to hold time, place and memory is valued all the more in an era of hypermobility, when it can seem as if everything is available everywhere, all the time (Long 2004). It can be seen as a positive tendency - possibility to travel round the world and mobility of different types and groups of tourists. However, there is a negative effect of losing national self-identity. In some areas it resulted in the disappearance of authentic dishes and displacement of local food producers by global companies.

The association of certain foods with different regions is being challenged by the growing mobility of food, culinary styles and the increasing de-differentiation

of dishes and cuisines. There is always tension between globalization and localization of food services. Food has been used as a means of forging and supporting identities, principally because what we eat and the way we eat are such basic aspects of our culture (Hjalager & Richards 2002.)

2.1 Culinary Tourism as a Destination Attraction

In recent years, a growing emphasis has been placed on tourism experiences and attractions related to food. In many cases eating out while on holiday includes the 'consumption' of a local heritage, comparable to what is experienced when visiting historical sites and museums. (Hjalager & Richards 2002.) It is not a surprise that food is getting an important place in the promotion of the tourism market. One of the reasons for this is strong relationship between certain localities and certain types of food.

According to Lucy M. Long (2004), culinary tourism creates opportunities to find, test, and push thresholds of the unfamiliar. Newness arises from unpredictability, and culinary tourism, to the degree that it constitutes a break with one's daily routine and even with the predictability of the tourism industry, affords innumerable occasions for new experiences. This link between location and gastronomy has been used in a number of ways in tourism. Food can be used as a means for guiding tourists round regions or countries. This idea is used as the basis for the concept of culinary workshop.

2.2 Culinary Workshop

Culinary workshop is a possibility for restaurant guests to see the backstage of the restaurant business, rethink their understanding of it and get new experiences. The workshops will be classes which will give new culinary skills for the participants of the culinary art class and will be a usable knowledge for their future culinary trips.

Food can be a destination for tourism. Culinary workshop will help to build the relations between regional and national identity with economic development of a destination. Through the gastronomy of the region, proper organization of its

marketing and development program will help to improve local business by attracting tourists and building a new market of touristic services.

On the stage of the subject analysis for this thesis work the author has faced the problem of lack of information about the research topic. Though there are lots of links with other tourism disciplines, there are no specific articles, researches or books about it. Practical implementation, testing examination and provision of the theoretical background for this work will benefit in future studies on the topic of culinary tourism.

In the table below the author of the thesis work is displaying his vision of culinary workshops. Based on the theoretical and practical experiences and attainments the author gives the classification of workshops.

Table1. Classification of Culinary Workshops (Lvov 2014).

№	Type of a culinary workshop	Participants	Features of the business planning	Performance criteria	Results for the future
1	Culinary workshop as a business approach	Hotel guests, guests of the restaurant, tourists	Flexible competitive pricing; well organized marketing campaign.	Customer satisfaction; Customers desire to return again.	Organization and development of a culinary classes' series.
	Culinary team-building	Companies	Organization of work in small teams; uniting the teams.		

2	Culinary workshop as a professional studio	Professionals in the restaurant business	Special raw materials, extra equipment, modern culinary technologies	Professional development	Publishing professional books, guides, other materials improving the image of the region
3	Culinary workshop as a place of intense socio-cultural communication	Different social groups: children, teenagers who are planning future career, unemployed, and elderly people	Charity or government supported workshops with the specific social aim	Satisfaction of participants' interest in cooking, the need for communication, opportunity to see new and interesting perspectives of life	Culinary workshop can become a Cooking Club

3 First Stage of the Project

This thesis is a project base thesis. The project of the thesis work is to organize an actual culinary workshop and analyse its results.

3.1 Organization of the Surveys

In order to define which type of the culinary master class should be organized, I decided to hold a survey between the different groups of possible future customers of the culinary workshop:

- Students of Saimaa UAS;
- Members of Karjalan Keittiömestarit ry;
- Customers of the restaurant “Le Biff” of Holiday Club Saimaa.

All of the respondents were offered to fill in the same type of the questionnaire for the survey with two questions with multiple varieties of answers and a possibility to write their own opinion.

1. In your opinion, culinary workshops /master classes are:

- a modern form of the hospitality industry, able to be a profitable part of tourism;
- exchange of culinary traditions and skills;
- a base for organizing Gastronomy and Culinary lovers club;
- Add your opinion.

2. Which culinary workshop would you like to participate in?

- National Cuisine;
- Event menu;
- Kids Menu;
- Add your opinion.

3.2 Results on the Survey among the Students of Saimaa UAS

Number of respondents: 21 participants. It is counted as 100%.

Respondents could choose several options. The numbers displayed below are showing the quotient of each option pick to 100% exclusively.

1. Question: "Defining the Culinary workshop"

Over 71 % of the respondents see culinary workshops as a modern form of the hospitality industry, able to be a profitable part of tourism. Almost half of the respondents (48%) see the opportunities for exchange of culinary traditions and skills through the culinary workshops. The minority of participants (33%) agrees that Gastronomy and Culinary lovers club can arise from the idea of culinary master classes. Only one respondent gave his/her own opinion, stating that culinary workshop can be a part of Gastronomy festivals.

Over all, students are focusing on the business approach of the culinary workshop. Students see the future viability of the usage of culinary workshop.

Culinary workshop can be seen as:

1. Current modern form of the hospitality industry, able to make a profit as a catering enterprise;
2. An important form of exchange of experiences and traditions of professional chefs. Organization of culinary workshops can be a base for culinary studio;
3. Place of intense social and cultural communication - the basis for voluntary organizations for lovers and connoisseurs of healthy cooking and wholesome food.

Question

1.

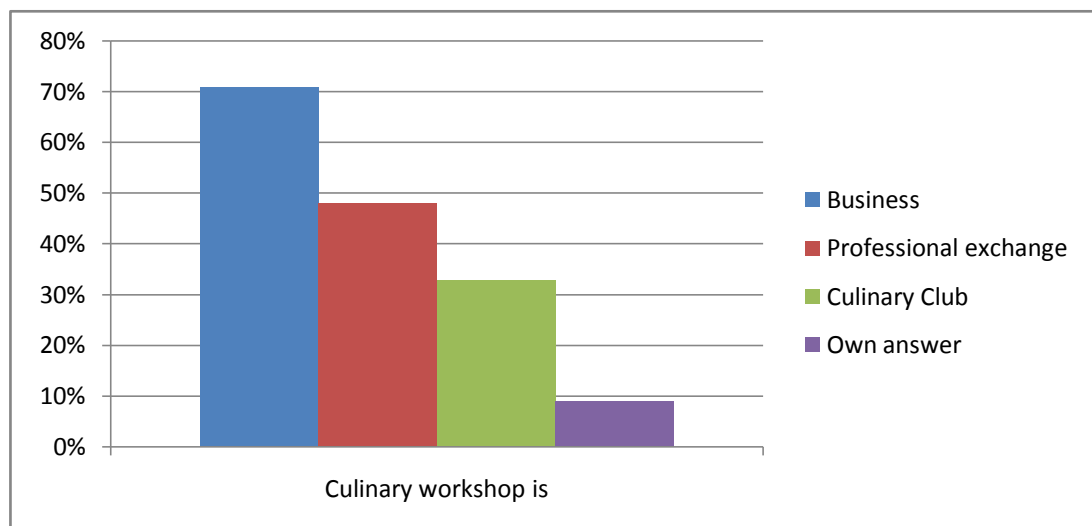


Figure 1.1 Results on the Survey among the Students of Saimaa UAS

2. Question: "Future culinary workshop theme"

The results of the survey show that the most popular theme for the workshop is "National cuisine", which was picked by 76% of the respondents. "Event menu" was the second most popular option – 43%. Also some options of their own. Surprisingly, "Kids Menu" is not even considered. None of the students picked this option. Lack of interest in the children menu is determined by the young age of participants and single life style. It is important for future specialists in the

field of tourism to pay attention to the different target groups of customers and understand their needs.

Question 2.

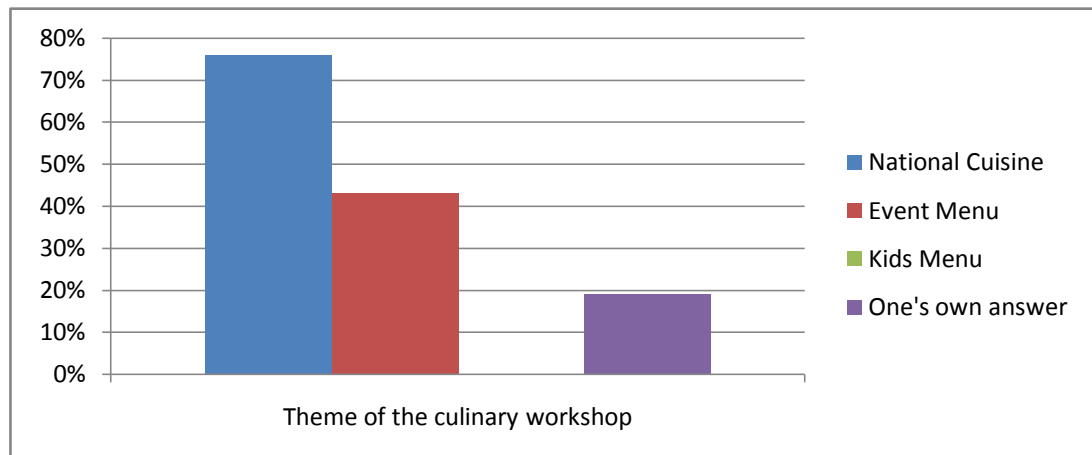


Figure 1.2 Results on the Survey among the Students of Saimaa UAS

3.3 Results of the Survey among the Karjalan Keittiömestarit

Number of participants: 8 participants. It is counted as 100%. Unfortunately, on the meeting of the Chefs Union on the 9th of February 2014 there were not so many participants. Survey was done between lower numbers of the participants, compared to others. Nevertheless, these people are professionals in restaurant business with years of experiences. Their opinion is highly valued.

Respondents could choose several options. The numbers displayed below are showing the quotient of each option pick to 100% exclusively.

1. Question: “Defining the Culinary workshop”

From the point of view of the professional chefs the leading role of the culinary workshop is a business, which was chosen by 75% of respondents. Sharing of the professional ideas, experiences and knowledge is one of the basic ideas of Chefs Union and the same idea can be seen in culinary workshops- 33% of respondents chose it. The social importance of the culinary workshop makes it effect the participants and they can admit that culinary workshop can be developed into Culinary Club – 12%.

Question

1.

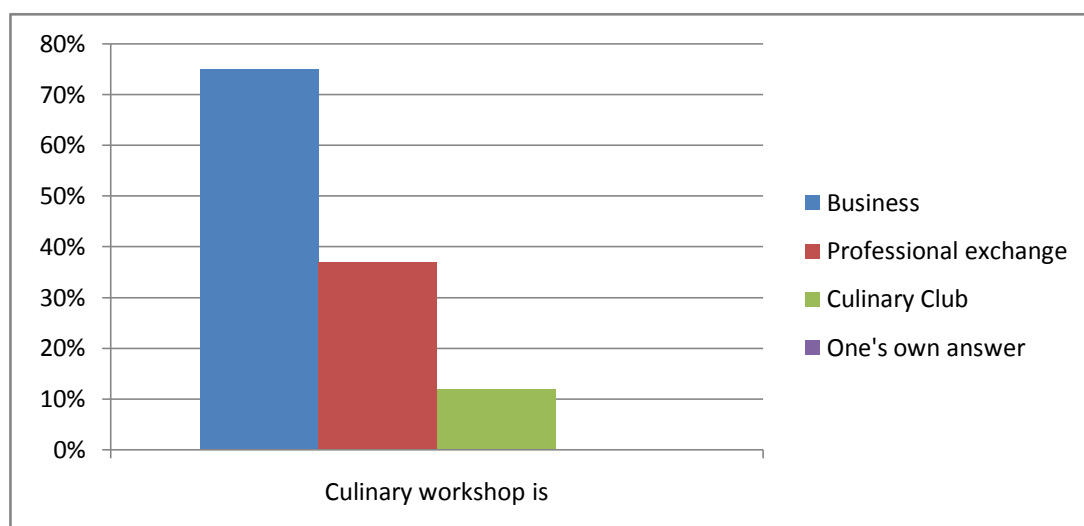


Figure 2. 1Results of the Survey of the Karjalan Keittiömestarit

2. Question: “Future culinary workshop theme”

Karjalan Keittiömestarit ry is a Chefs Union of South Karelian region of Finland. It is related to the Finnish National Chefs Union, the main aim of which is to promote Finnish national cuisine. Idea of organizing National cuisine culinary workshop was supported by 75% of respondents, while Event Menu theme was picked by 37% of the participants. The most attractive culinary workshop themes are “National cuisine” and “Event Menu”. That might be the way for the future combination of both of these topics. For developing this idea different discussions and seminars at the meeting of the union should be held.

Question 2.

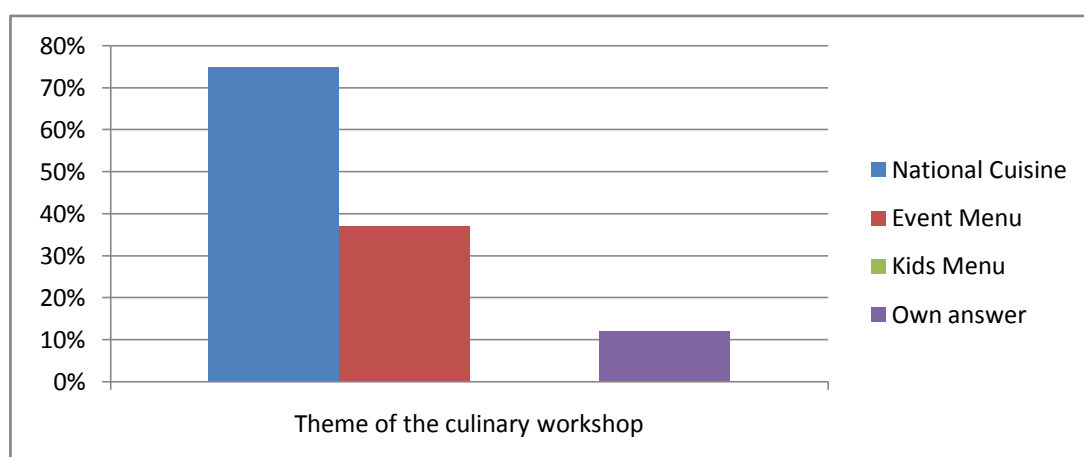


Figure 2. 2Results of the Survey of the Karjalan Keittiömestarit

3.4 Results of the Survey among the Customers of the Restaurant “Le Biff” of Holiday Club Saimaa

Number of participants: 30 participants. It is counted as 100%.

Respondents could choose several options. The numbers displayed below are showing the quotient of each option pick to 100% exclusively.

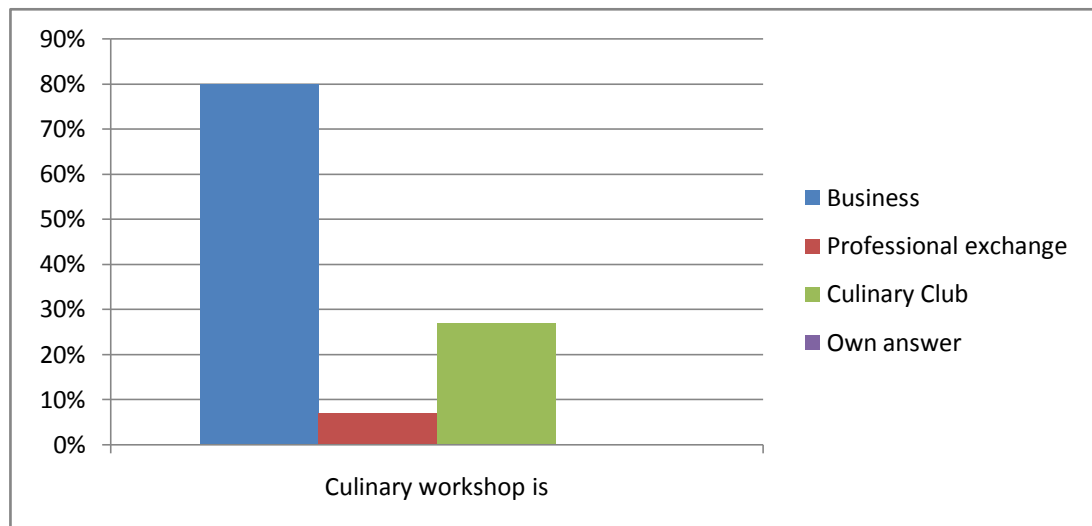
The respondents were the customers of the restaurant, who were mostly satisfied with the food and service.

The most popular opinion on the culinary workshop is a business approach (80% of the respondents) and a place for social and cultural exchange (27% of the respondents). The less popular is idea of sharing the professional experiences (7% of the respondents) – it is not as popular as the professionals’ results of the survey.

Kids menu turned to be second choice (27% of the respondents). Students and professionals did not choose this option, while the customers, who are mostly families, see it as an important issue. Such big spa-hotels as Holiday Club Saimaa are targeting to get family customers and should realize the importance of implementing kids’ menus in the restaurants. Restaurant “Le Biff” has its own kids’ menu – it can be seen as a competitive advantage to the other restaurants of the region.

Event menu attracts customer attention (20% of the respondents). At the time of the survey there were such events as European Christmas, New Year and Orthodox Christmas. For these big fests every nation has its own traditional meals and dishes. Still the idea of National cuisine theme is the most popular 93% of the respondents.

Question 1.



Question

2.

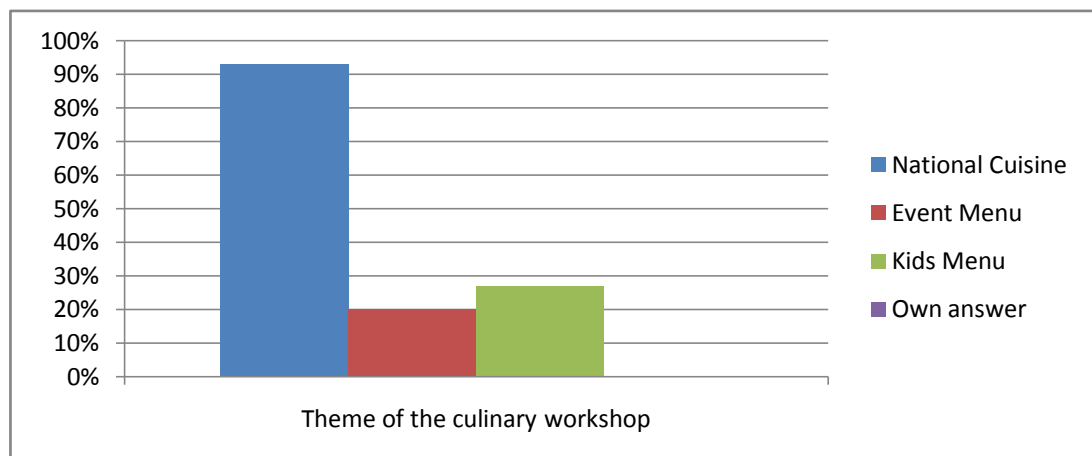


Figure 3. Results of the Survey among the Customers of the Restaurant “Le Biff” of Holiday Club Saimaa

3.5 Culinary Workshop

According to the results of the surveys, professional chefs and future professionals in the field of tourism define culinary workshop as a future successful business approach and as the basis for the culinary experiences, knowledge and skills exchange. The most popular theme for the culinary workshop, in their expertise, is national cuisine. This theme was also picked up by the customers of the restaurant “Le Biff”. Based on these results I consider for my next practical stage of the project to organize a culinary workshop: “Finnish National Cuisine”

4 Implementation of a Culinary Workshop

From the perspective of having an interesting leisure activity, culinary workshop can be seen as one of the most suitable attractions of the destination.

Every time the culinary workshop is organized there are different groups, types and characteristics of participants. Depending on that, the culinary workshop can be defined by the way it is organized and the type of leadership which is used.

4.1 Advisory Style for the Team-buildings of the Workshop

Every organization should define its own leadership profile and try to select and develop its leaders in accordance with that profile. Organizations can use a range of personality assessment instruments to implement this. Culinary workshop can be one of such tools. In modern working life the essential self-developing factors for the employees are self-leadership, flexibility and the search for meaning through new roles. All the participants become members of the teams which have clear goals to achieve –prepare different dishes. In this new environment, stressful situation at the leisure time – some of the companies' employees can accidentally reveal their hidden leadership skills. They can be able to create and build an intelligent team. (Nikkanen 2013.)

4.2 Authoritarian Style of the Culinary Workshop

Authoritarian style of the culinary workshop is used when all the participants of the workshop are strong leaders, ready to fight for their point of view. In this situation the Chef, who is the head of the culinary workshop, should over take the responsibilities of the leader and use the "3C" leadership model – Command, Control and Correct (Nikkanen 2013). This traditional form of leadership will help to achieve the goal of the culinary workshop – prepare the food and gain new skills and knowledge in the process of it.

4.3 Private Culinary Workshop

This is the most human-oriented master class, when the participants are treated as partners. All the work during the master class is built on the desire of the

customer to have an active leisure time and enjoy gastronomy. The Chef should use the intelligent leadership by building a dialogue in action. In this case, the main idea is to achieve a shared vision and goals as efficiently as possible. (Nikkanen 2013.)

4.4 Mixed Type of the Culinary Workshop

In the situation when the participants of the culinary workshop are random people, the best strategy for its organizers will be to split them into the pairs or micro-teams. That will help persons socially adapt to the environment and achieve higher results by cooperating.

Organization of the summary discussion with participants' feedback at the end of the culinary master will be the key point. Participants should get the motivation and inspiration to come again and participate in a new workshop.

5 Organization of the Culinary Workshop

Organization of the culinary workshop is a primary target of this project. It consists of 3 stages:

- Preparatory part;
- Culinary workshop;
- Results and sum ups.

These are the basics of each future workshop.

5.1 Preparatory Part

Theme of the culinary workshop is the key idea of organizing it. The theme gives the organizers the direction for future preparations. In this case, based on the preliminary research the author has chosen "National Finnish cuisine".

The idea of the food to be prepared was chosen from a training dish for the application for "Reindeer Competition 2014" in Rovaniemi. This training was held in Holiday Club Saimaa, restaurant "Le Biff" in a team of the author of the

project and sous-chef of the restaurant “Le Biff” Joel Lappalainen, who was chosen as a guest chef for the culinary master-class.

Holiday Club Saimaa as a partner for this thesis and a sponsor of the team for the “Reindeer Competition 2014” provided the raw materials and equipment supply.

The main venue for setting up the event was chosen Linnala campus of Saimaa University of Applied Sciences. It has a kitchen – spacious enough for all the participants, modern equipment, banquet facilities and facilities to hold presentation.

Participants of the culinary master class, who were invited to it 3 weeks ahead:

- Members of the Karjalan Keittiömestarit ry;
- Resort Manager of Holiday Club Saimaa, Head chef, Kitchen manager and Head of the service team of the restaurant “Le Biff”;
- Students of Saimaa UAS;
- Owner and workers of local bakery Elma;
- Local owners of restaurants, local entrepreneurs;
- Local media.

In total, the amount of the participants invited for the culinary master class was 55 persons.

Due to the fact that the number of participants was higher than the future planned number of the participants of original master class– the author decided to change the plan of the event. From letting the participants actually cook, culinary master class was organized in the style of the seminar.

Culinary master-class

Theme: National Finnish cuisine

Date: 27th of January 2014

Location: Saimaa University of Applied Science kitchen

Organizer: Anatoly Lvov; Jukka Moilanen

Participants:

- Ulla Liukkonen and other members of Karjalan Keittiömestarit ry;
- Jussi Valtola (GM HC Saimaa);
- Carl Lucas (Head-Chef HC Saimaa);
- Heini Paukkunen (Head waitress HC Saimaa "Le biff") ;
- Owner of the bakery ELMA Elli Sjöholm and its staff;
- Soile Lehtinen (Hotel Rantalinna);
- Lecturers and students of Saimaa UAS;
- Local entrepreneurs.

Guest chef: Joel Lappalainen (sous-chef restaurant "Le Biff", HC Saimaa) –
"Reindeer Competition 2014 - Dish Presentation"

Program of the master-class:

- Presentation of the master-class;
- Presentation of National Finnish Dishes;
- Master-class from Joel (guest chef cooks, participants observe);
- Degustation;
- Results and sum ups of the workshop;
- Survey for the participants of the culinary workshop.

Raw materials provision: HC Saimaa, restaurant "Le Biff" (responsible person: Anatoly Lvov)

Organizing the space and equipment: Saimaa UAS and HC Saimaa (responsible persons: Jukka Moilanen, Anatoly Lvov)

5.2 Actual Culinary Workshop

Plan of the culinary workshop on the 27.01.14

Time	Plan
16.10	Beginning of the presentation in the auditorium. PP Presentation: 1. Name of the thesis work; 2. Introduction of main aims and goals of the thesis;

	3. Introduction of the idea of culinary workshop; 4. Introduction of the surveys; 5. Graphics of students survey; 6. Graphics of professionals survey; 7. Graphics of the customer survey; 8. Sum ups and results; 9. Topic of the culinary workshop; 10. Examples of local Finnish enterprises; 11. Karjalan Keittiömestarit representative's speech; 12. Bakery Elma representative's speech; 13. Holiday Club Saimaa representative's speech; 14. "Reindeer Competition 2014 - Dish Presentation" and the coming up cooking off; 15. Anatoly's professional trip to Switzerland
17.00	Break - guests drink coffee and tea with small reindeer tarts from bakery Elma;
17.20	Culinary workshop: Joel is presenting the dishes and the idea for the reindeer competition; Anatoly and Joel make a cook off of the reindeer dish and make testing portions for the guests. Guests observe, make comments.
17.50-18.00	Dishes are ready; guests test the dish and give the feedback.
18.10	Anatoly finalizes the workshop.
18.15	Guests are filling in the survey and leaving.

Table 2. PP Presentation plan (Lvov 2014).

5.3 Analysis of the Culinary Workshop

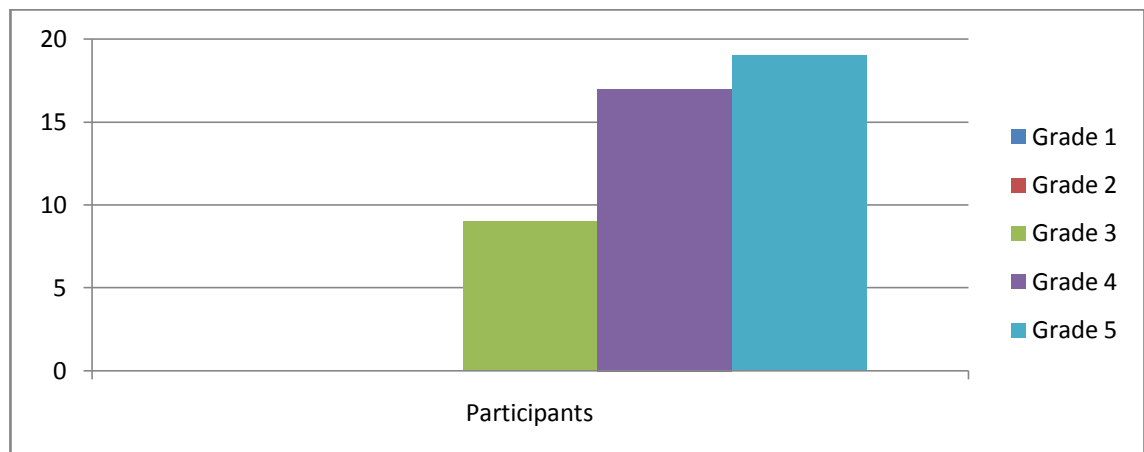
At the end of the culinary workshop guests were offered to fill in the survey with 6 questions – the answers were the grades on a scale 1(bad)-5(good)

The total number of the participants is 45 persons.

Grade	1	2	3	4	5
Number 45			9	17	19
100 %			20%	38%	42%

Table 3. Question № 1 – level of the organization of the culinary workshop

Figure 4. Level of the organization of the culinary workshop.



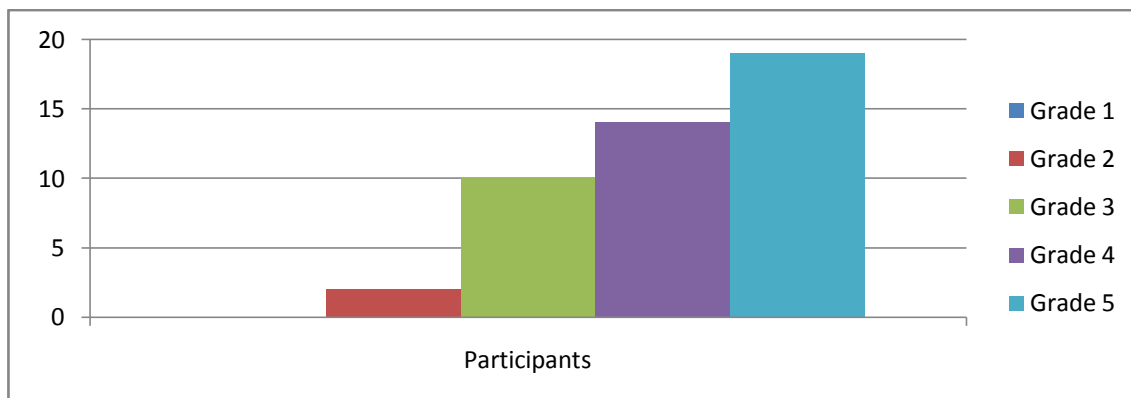
Output:

Participants of the culinary workshop positively judge the organizational level.

Grade	1	2	3	4	5
Number 45		2	10	14	19
100 %		5%	20%	32%	43%

Table 4. Question № 2 – view on the attraction of such a leisure activity as a culinary master-class

Figure 6. View on the attraction of such a leisure activity as a culinary master-class.



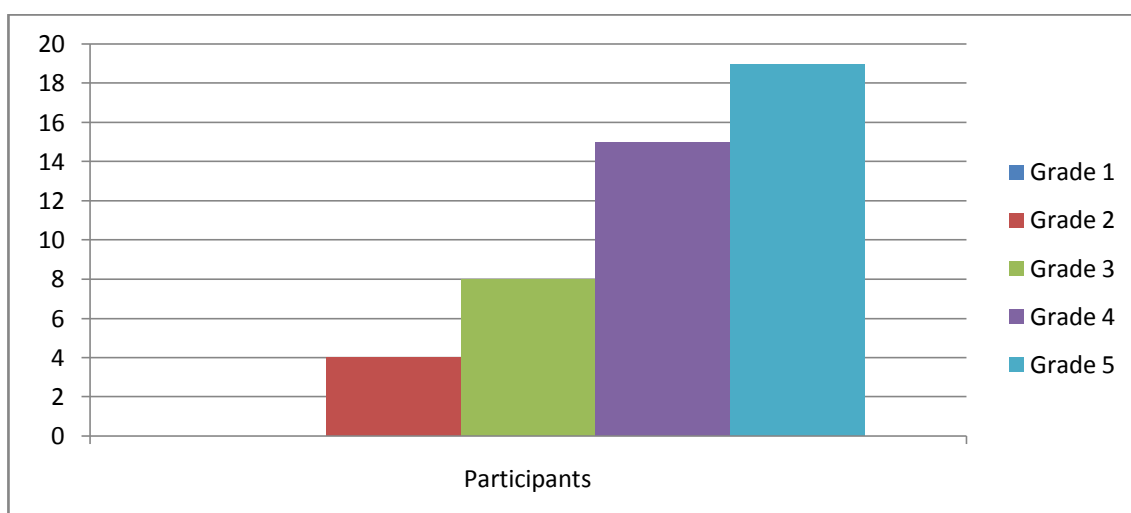
Output:

Figures show the prevalent interest of the participants, though few persons were not interested. This can be caused by the personal attitude towards culinary as a leisure activity.

Grade	1	2	3	4	5
Number 45		4	8	15	18
100 %		8%	18%	34%	40%

Table 5. Question № 3 – scale of the returning to the next culinary master class

Figure 7. Scale of the returning to the next culinary master class



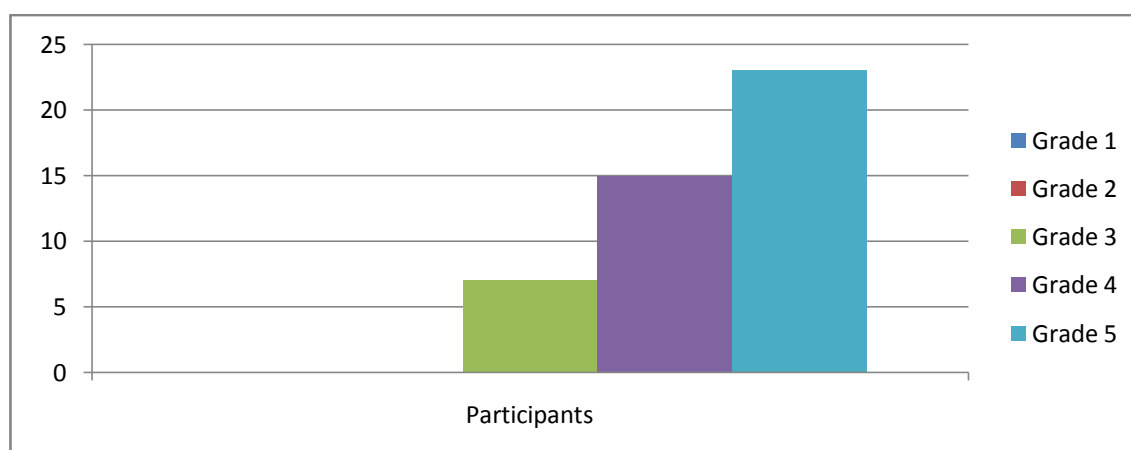
Output:

Most of the participants would like to participate in such a culinary master – class in future and would like actually to cook with the chefs.

Grade	1	2	3	4	5
Number 45			7	15	23
100 %			15%	34%	51%

Table 5. Question № 4—concerns about the topic “Finnish National Cuisine”

Figure 8. Concerns about the topic “Finnish National Cuisine”



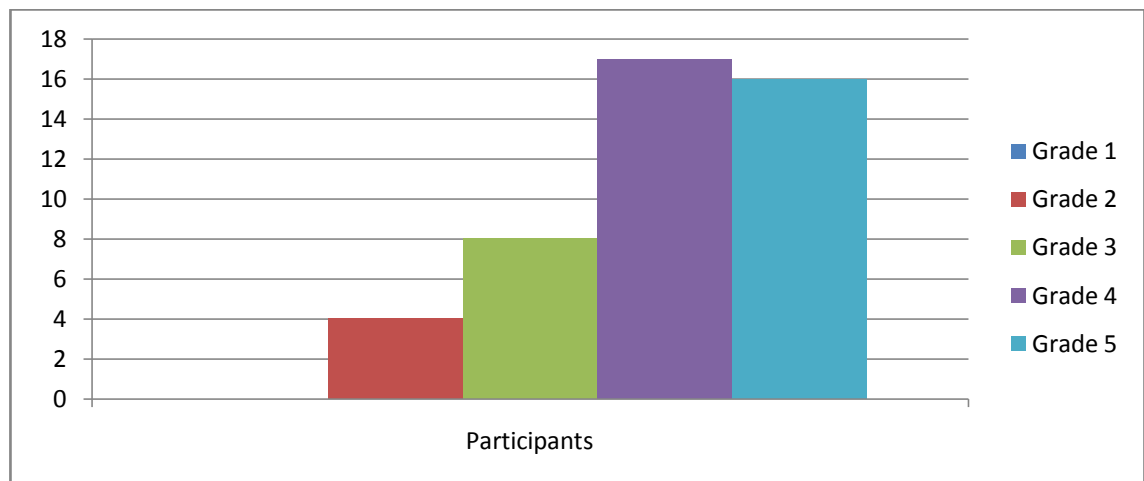
Output:

High interest in the topic is explained by the uniqueness of Finnish cuisine. Finnish gratins and stews are very popular. Breads range from flatbreads and crisp breads to sour-dough rye. Fish stews are an economic way of utilizing the heat left over after baking. Thick gruels and porridges are popular, made from different grains and topped with berry purees or cream. Although the food of Finland reflects the influences of its neighbors, both Sweden and Russia, it is based on the products of its land. Finns see the fruits and wildlife of nature as a gift to be cherished. Their calm approach to life is a result of their love of the nature that surrounds them. (Maxwell 1995.)

Grade	1	2	3	4	5
Number 45		4	8	17	16
100 %		8%	18%	38%	36%

Table 6. Question № 5 – meeting the expectations

Figure 9. Meeting of expectations



Output:

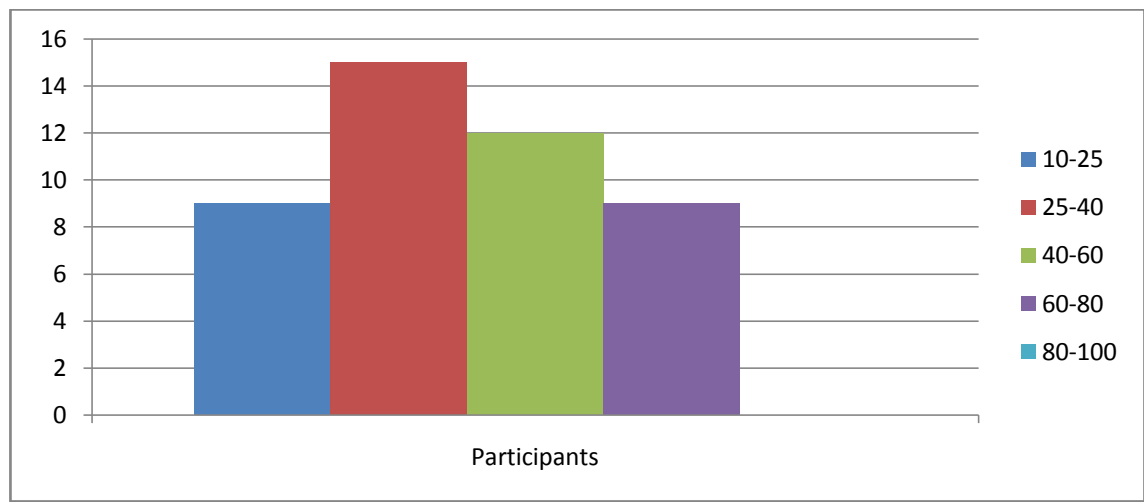
Due to a big number of the guests, the culinary master class was organized in the style of a seminar, where participants were only observing, asking questions, testing the food. At the beginning of the seminar it was explained that future groups for such events will vary from 8-15 persons and all the participants will be working with the food. In consequences of that the chosen format was seminar, the level of the expectations is lower.

To provide proper understanding of the culinary master class plan future participants should be informed about the tasks they are going to do and the ways how it is going to be.

Euro	10-25	25-40	40-60	60-80	80-100
Number 45	9	15	12	9	0
100 %	20%	34%	26%	20%	

Table 7. Question № 6– possible price for the culinary workshop

Figure 10. Possible price for the culinary workshop



Output:

The reason so different answers is that there were different future target groups invited. These groups were also split by their suppositional income: students, chefs, lecturers, entrepreneurs, owners of restaurants.

6 Different Dimensions of Culinary Workshop

Mission of this project is to convey to the participants the new knowledge, new skills, new interest, opportunities in life through culinary art.

Culinary workshops have been generally described from the view of the process organization and role division between the participants and organizers.

Based on this, culinary workshops can be generalized from three main dimensions:

- Culinary workshop as a business project - new product for customers of the hotel and restaurant. This dimension clearly uses the advisory, mix-type and private type of leadership;
- Culinary workshop as a professional master class – is defined by authoritarian leadership type;
- Culinary workshop as a place of intense social and cultural communication - this is one of the main dimensions of any culinary workshop. In this dimension of the society and culture, culinary workshop gives opportunities for the participants to develop themselves and to learn new skills and knowledge.

The final idea, which is important for the culinary workshop, is sociability. During the culinary workshop people will build pleasant social relationships. The environment and the whole atmosphere should be friendly, relaxed, outgoing, but always diplomatic.

7 Staff of the Culinary Workshop

The culinary workshop staff team will consist of few persons. These persons will be in charge of working with customers – trying to understand their needs and offering the possible ways for arranging the culinary workshop.

On the next step these organizers will be creating the culinary workshop packages. This activity will include cooperating with the partner companies – to provide the facilities, premises and raw material. Depending on the size of the culinary workshop and the group of the participants, extra part-time workers might be needed. Such way of running the culinary workshop will require good leadership skill from its organizers.

One of the latest approaches to leadership is transformational leadership. Transformational leadership is the guide for the certain leaders to be able to inspire followers to accomplish great challenges. All the organizers of the culinary workshop should understand and adapt to the needs and motives of their followers. Nikkanen (2013) states that:

- They are able to easily change the agents and good role models;
- They can create and articulate a clear vision for the culinary workshop;
- They should have charisma;
- They are trusted, and they give meaning to the whole culinary workshop process.

Importance of sharing this view is high and will lead to better understand and higher performance of all the staff members during the culinary workshop. In future development, company should get not only few part time workers, but hiring professionals in the industry for long-term relations.

8 Personal Achievements of the Participants of the Culinary Workshop

Participants should get new culinary experiences by working with an interesting Chef, by whose charisma they should be influenced. The selection of the Chefs, who can be the leaders of the culinary workshop, should be done ahead the event. These Chefs should have high standards of ethics and can be counted to do the right things. They should be respected by the participants and provide them with the vision and sense of the master-class.

Participants should get the intellectual stimulation. Right guiding of the culinary master class can help the participants challenge their own culinary beliefs to stimulate their creativity, to be more innovative.

One of the key effects on the participant is the effect of inspiration or inspirational motivation. The complete culinary workshop should make people more motivated and make them more committed to culinary art. This effect will lead to the continuous participation of the culinary workshops and the basis for having regular customers. (Northhouse 2007.)

It is important to mention the significant impact of culinary master-classes for the companies as team building. Increasing anger and loss of humor among the people in the workplace are just two of the knock-on effects that companies nowadays have to deal with due to the poor workplace health. Stress makes

people ill; uncomfortable and stressful environment lead to many diseases. Stress is caused by various factors, known as stressors (Nikkanen 2013). Choosing culinary workshop to reduce the stress between the co-workers may lead employers and employees may lead to positive stress management. Companies can benefit from it.

9 Implementation of the Culinary Workshop as a Competitive Advantage

Competitive advantage is the manner in which the organization is able to gain superiority over competitors. If the organization is able to identify its source of competitive advantage, it acts to ensure that its activities include that source (Farquharson and Cook 1998, p. 173)

Uniqueness and lack of studies about the culinary workshop can be described and seen from the perspective of the competitive advantage. Self –owned restaurants, chain restaurants and restaurants of the hotel groups can more easily survive in the marketplace by using culinary master-class as a distinctive advantage of their product offering. Additionally, the changing focus from the food production and service to the needs of their customers can be seen as a technique for gaining and maintaining competitive advantage (Farquharson and Cook 1998, p. 267.)

9.1 Pricing Policies

Understanding demand and the factors which affect the demand for the culinary workshop are important for resource planning (Farquharson and Cook 1998, p. 134). Establishing the net price for the culinary workshop will vary from different factors:

- Costs of raw materials;
- Costs of the renting/ using the facilities and the equipment;
- Labor costs.

Price elasticity is an important measure in the responsiveness of demand to a change in the product price (Farquharson and Cook 1998, p. 134). As the sur-

veys show the average price will fluctuate in the scale from 35- 42 euro per person (without beverages). Depending on the contracts and cooperation with the supplier companies, the price for the raw materials can be maximally reduced. It can be achieved by the agreement for advertising food/ equipment or other culinary items as a sponsors/ partners of the culinary master class.

Schedule for the master classes should be planned at the time the restaurant and kitchen facilities are free. That will help turn losses of disuse of the facilities to profitability.

Setting up the promotional price, as a reduced price for the startup of the idea of organizing culinary workshop, will be adequate to the results of the survey. 34% of the respondents choose 25-40 euro price as participation payment (Figure 10. Possible price for the culinary workshop). However, 26% of the respondents choose 40-60 euro price. This shows the possibility for the prestigious pricing. Establishing high price for the culinary master-class after the end of startup will increase the perceived value to potential customers. In case of prestigious pricing consumers rely to a greater extent on judging the quality of the service in relation to its price. It is often assumed that customers have perfect knowledge and experiences in culinary as well, but it is not usually the case. Consumer knowledge about the culinary master class can be improved by asking friends and colleagues about the culinary master classes, by watching culinary TV shows, reading magazines, articles. (Farquharson and Cook 1998, p. 240). To avoid customers' doubts about the master classes a planned marketing policy should be done, as the final price will be highly dependent on it.

9.2 Marketing Strategy

The main question for the marketing campaign is: 'What is the message?'. The answer for it will be: "Experience the culture through the culinary."

Promotion and marketing communication has four interrelated aspects:

- Personal selling – communicating with the customer face-to face (Albaum, Duerr, Strandskov 2005, p. 510). During the service time waiters in the restaurants can personally invite customers to the culinary master

classes and give a brief advertisement about it. If the culinary master classes take place in the restaurant group of the hotel, most of the hotel staff can mention them and invite guests.

- Advertising – non personal presentation of sales message through various “mass” media, paid for by the advertiser Albaum, Duerr, Strandskov 2005, p. 510).
- Sales promotion – all sales activities, which supplement and strengthen personal selling and advertising (Albaum, Duerr, Strandskov 2005, p. 510). Information about an events’ schedule and a short description with the invitation can be posted via internet resources, mentioned in the brochures of the restaurant, attached to the information board a week ahead. Results and pictures of the master class can be published afterwards.
- Publicity - any kind of news about culinary master classes that are reported by some media, and is not paid for by the company Albaum, Duerr, Strandskov 2005, p. 510). Starting from the local chefs to the invitation of famous guest chefs will create such publicity. Participation of locally, nationally and internationally known persons will light up the interest towards the culinary master classes.

9.3 Culinary Tours

Culinary workshops open the door to the development of the package tours. Tourism and gastronomy can be potential promoters for each other. Tourism offers the opportunity for food producers to add value to their products by creating a tourist experience around the raw materials. At the same time, gastronomic experiences can add value to tourism by providing link between local culture, landscape and food, and by creating the ‘atmosphere’ so essential to a memorable holiday experience (Hjalager& Richards2002, p. 224). Combination of a holiday package and a culinary master class can provide extra profit. Package trip includes:

- Participation in the culinary master-class;
- Accommodation (1-2 nights + breakfast);
- Transportation, if needed.

Customers who choose such Gastronomy and Culinary package will also independently use other facilities of the hotel, such as restaurants, spa, aqua-park, shops, and amusement parks.

There is a variety of package possibilities:

Individual packages	Group packages
Packages can be tailored made for each customer, focusing on the specific culinary master class, considering wishes of the customer.	Packages for the groups of friends.
There can be ready made basic gastronomy packages.	Packages for professionals in the field of Culinary art, who can organize conferences and professional meetings with culinary presentations.
	B2B Packages for the companies. Culinary workshops as a team –building.

Table 8. Packages possibilities (Lvov 2014).

All the participants of the culinary workshop should be awarded with the diploma or certificate. It should indicate important information:

<p>Logo of the company;</p> <p>Name of the participant;</p> <p>Theme of the culinary workshop;</p> <p>Brief explanation of it;</p> <p><i>Name of the guest chef</i></p> <p><u>Location;</u></p> <p>Stamp of the organization _____ <u>Date</u></p> <p>_____ Signature</p> <p>Sponsors; _____ Contact information</p>

Figure 11. Participation certificate (Lvov 2014)

Certificate should also mention the skills and knowledge participants got. Awarding guest of the culinary workshop is a way towards the customer loyalty.

9.4 Loyalty Program

The customer loyalty program should be implemented in order to further commitment development. Loyalty program should be connected to the database of the customers, which contains information on the name, address, city, certain behavior and background information for individual customer. The success of the program is in providing customers with specific rewards. The intention is to reward loyalty of frequent participants (Peelen 2005, p. 175). For this aim participants of every culinary workshop will be able to purchase a ticket for the next culinary workshop with a slight discount, or purchase certain culinary master-classes participation.

Loyalty programs will be distinguished by the desire of the customers' participation in the culinary workshops. The short-term savings programs' primary aim is to stimulate such behavior. Within a relatively short period of time, the consumer, for an additional charge or free of charge, may be eligible to receive a gift (Peelen 2005, p. 177). For example, at the end of the culinary workshop a lottery or a culinary quiz will be organized – the winner gets a free ticket for the next culinary workshop or a gift from the sponsors. It will help build long-term relations with the customers and motivate them to participate in the next culinary workshops. All the customers who participate in more than two culinary workshops will become members of a club program. Upon registration, customers receive a card with which they may identify themselves as participants (Peelen 2005, p. 177.) There are different levels of the club loyalty program cards:

- Cards with the discounts for the culinary workshops;
- Cards which will also include discounts for the partners and sponsors;
- Gift cards with certain culinary master classes' participation.

Building a strong database will help improve the quality, schedule, price, organization and customer satisfaction.

9.5 E-business Component of the Culinary Studio

Up-to- date provision on the culinary workshops information, schedule, loyalty programs, packages, partners and sponsors will be available via web-site. Web-site provides a good means for instant research on customers' requirements, interests, activities, attitudes, satisfaction (WTO 2001, p. 13). This target could be achieved by using the e-business tools, mentioned by World Tourism Organization satisfaction (WTO2001):

- E-marketing which exploits the Internet and other forms of electronic communication to communicate in the most cost-effective ways with target customers and enable joint working with partner organizations, with whom there is a common interest;
- E-commerce – sales activity undertaken through electronic distribution;
- E-procurement – streamlining the purchasing process by allowing a business to tie its inventory and procurement systems into the dispatch and billing systems of its suppliers, or vice versa.

Marketing, purchasing, collecting data and other transactions will mostly happen with the usage of E-services.

According to the e-marketing techniques list, there are different ways of using e-marketing tools (WTO 2001. p. 25):

- Push marketing – e-mail campaigns;
A push marketing campaign will identify specific customer from the database and send them an email with a notification of a coming up culinary master class, or e-mail with the remainder about the purchased culinary workshop. It will contain the link to a particular page on the Web-site;
- Online Culinary Club;
Web site will offer a customer to join culinary club that provides valued added benefits. Registration is free, but involves provision of personal user details. These details will be captured for the customer relation

management activities. Benefits include early notification of offers, regular news updates and fast track booking;

- Culinary stories and reviews;

Culinary master class is a personal experience. It is fun to encourage participants to write short article about their workshop and publish them on a site for others to read or to send photographs of their recent culinary class. That will help to create ambassadors of the Gastronomy studio. This assumes, of course, that their experiences are good.

- Bulletin board and chat rooms;

Creation of an online community by hosting a bulletin board or a chat room will allow users to chat among themselves or to respond to specific culinary related topics. Establishing new themes will encourage users to participate more actively. Participation will require a registration and this provides another opportunity to capture data.

- Feedback forms;

Web site will ask users to provide a feedback about recent Gastronomy presentation. Feedback form will capture minimum data and enable to respond to the correspondent with a thank you and any appropriate reply. All the data from responses should be captured in the customer database.

- Text chat;

Text chat is a feature that enables a user to contact the culinary studio. The message passes over the internet in just a few seconds and can be quickly replied;

- Call me buttons;

Possibility to contact the culinary studio and speak in person will help to bring the human touch to online process;

- Competition, quizzes and auctions;

Inviting users to participate in competition or quizzes is a good way of encouraging them to log their personal data, as well as providing interest and encouraging users to stay longer and return often. Auctions can be provided with sponsors' equipment and can offer revenue raising opportunities as well as a chance to capture customer data.

10 Future Viability and Use of Culinary Tourism in South-Karelian Region of Finland

The importance of South-Karelian region increased in the end of the 19th century. Karelians moved to St. Petersburg as workers and traders, and villas built by Russians on the Karelian region meant new opportunities for local trade. After the opening of the Saimaa Canal in 1856, the transport of tar and sawmill products also boosted the area's economy. Now Lappeenranta is an intensive commercial center at the northern end of the Saimaa canal, however it was once a medieval trading center. When Finland became a Grand Duchy of Russia, Lappeenranta developed into a popular spa and garrison town with lively social life. Railway connection with St. Petersburg was opened. The natural attractions of the area even drew the attention of Russian royalties. And now it keeps on attracting lots of tourists from Russia (Hedenström, Louhenjoki-Schulman 2003, p. 207). According to Finnish statistics (Finnish statistics 2013), there were 73,364 visitor arrivals in all accommodation establishments in December 2013. That shows high popularity of the region among the tourists, who can be possible customers of the culinary studio.

Apart from cooperating with local businesses, culinary studio should work and cooperate closely with local Chefs Union – Karjalan Keittiömestarit. Karelian Chefs Association headquarters is located in Lappeenranta - Imatra region. It works in tight cooperation with Finnish Chefs Association, which unites professionals in the restaurant business. Members of the association are cooking food in restaurants, teaching in business institutions, supervising kitchens of restaurants as well as working as private entrepreneurs. Karelian Chefs Association cooperates with local food producers. (Karjalan Keittiömestarit ry.)

In 2013 members of the Union published a book “Karelian cuisine”, which describes the food culture of the region and opens the secrets of local recipes.

Culinary studio can provide practical basis for the members of the association for professional trainings, implementing modern culinary ideas into practice, and helping in organizing professional seminars. Local chefs can participate in the

culinary master classes as guest chefs to promote the local cuisine and local dishes.

10.1 Nature Cooking near Lake Saimaa

When a visitor is coming to the Finnish lake district he/she faces the vast watershed with its various routes, verdant islands and sandy lake beds open stretches of clear water and calm natural harbors (Heino et al. 2007). This is the landscape for nature cooking. Outside cooking in a peaceful atmosphere of Saimaa Lake attracts lots of tourist and makes the experience unique and unforgettable. Initiative in the idea of wilderness cooking has already started to develop via Finnish open competition for wilderness cooks. Jukka Moilanen (vice president of Karjalan Keittiömestarit Ry, Saimaa UAS Culinary Art lecturer) says: "Food on the coast of Saimaa, in good company and with such a peaceful atmosphere has a taste that cannot be excelled. The lakeside seasons every dish and makes the dinners' mouths water"(Heino et al. 2007). He has already actively and positively implemented nature cooking master classes in the studying program and sharing those experiences with his students.

As the Nature cooking course handout material is informing (Moilanen 2014), nature cooking experience is planned and implemented in accordance with the wishes of the customer in the agreed location: on the lake shore, in the forest, at the hunters' hut, near the camp fire place or on the beach. The event can be multi-course lunch or dinner. Dining event can serve as one of the highlights of the day's activities among the others, or it can be self-contained with its own unique entity. Nature cooking experience can be an event where customers are involved in cooking food, or professional chefs are cooking for them. The ideas of it can be used as the basis for further development of culinary master classes in South Karelian Region.

10.2 International Approach to Culinary Workshop

During business trip to Lugano, Switzerland for one week from 10/02/2014 till 16/02/2014 I was on training in restaurant Osteria Gallo D'Oro. I organized a culinary workshop for the owners, chefs and other staff of the restaurant. I chose the topic of Finnish and Russian cuisine. I planned a menu for the work-

shop with the owners, they ordered raw materials. During the culinary class Swiss and Italian chefs were cooking with me – sharing their knowledge and skills, learning new recipes and observing different gastronomy traditions. After the cooking part, I presented the dishes and briefly gave the explanations of main issues in Finnish and Russian cuisine. Sommelier of the restaurant made a wine degustation to choose the most appropriate wine to accompany the dishes. Such idea of combining culinary workshop and wine or cocktails degustation can possibly have extra attractiveness for the customers and can have a higher price.

This culinary workshop was highly appreciated by the participants and inspired them to visit South-Karelian Region of Finland as gastronomy destination (Appendix 5 Letter of Recommendation Osteria Gallo D'OroConclusion).

11 Conclusion

During my studies at the Saimaa UAS at the Faculty of Tourism and Hospitality in the Degree Programme of Hotel, Tourism and Restaurant Management the idea of culinary master class was studied from the tourism approached point of view. For the thesis writing, the real culinary workshop was held. Surveys and researches between different future customer groups were done. Overall results on the culinary master classes can be summed up:

- There is a huge interest from the tourists towards such leisure activity;
- There is a future viability of this project;
- There are opportunities to develop this idea.

This thesis work has provided the answers for the research questions. Practical results of the surveys and the overall organizational process description of culinary workshop are distinctly submitted in the thesis work. Culinary workshops are the part of culinary tourism, which in turn, is a part of tourism in general. In this thesis work different tourism subject matters are disclosing the idea of culinary workshop implementation. This thesis is the basis for future research in the field. It will become the theoretical basis for culinary workshops as a part for culinary tourism.

As the result of the thesis work, which was a combination of my professional studies and practical working experience, I came up with the successful business idea, which was tested and will be partly implemented in the restaurant group of Holiday Club Saimaa. The results of the thesis work will be used by Karjalan Keittiomestarit.

From the future perspective of the culinary master classes, I can see the ability to establish a company which will focus on this. This company will operate in Finland and will hopefully come to the international level.

Further elaboration of the culinary workshops and active development of this idea can become an impetus for a Culinary Art competition “Gold Fish of Saimaa”. Aim of the competition is to find out and support the best chef in the cooking of main course fish dish, culinary ideas and professional skills exchange; attract more professionals, local businesses and touristic organization to this project. As a result of this competition: build remarkable culinary brand of South Karelian region.

My personal goal is to self-educate. To achieve this aim I am studying hard, learning as much as possible and trying my best to implement my theoretical knowledge into practice. During studies for Bachelor’s degree I managed to create a business idea, which is interesting for me. I see future viability in it. For its further development, I am willing to continue my studies for Master’s degree. It will help me to expand and deepen my skills and knowledge. Moreover, it will be the next stage for continuing my studies at the Doctoral level. As my future life aim, I consider self intellectual development by academic work in the field of education.

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Appendices

Appendix 1 Survey for the Students, Customers of Restaurant “Le Biff” and Karjalan Keittiömestarit ry.

We ask you to answer the Questionnaire. Your opinion is very important to us!

In each question, choose the appropriate response (multiple choice)

1. In your opinion, culinary workshops are:

- current modern form of the hospitality industry, able to make a profit enterprise
- catering as an important form of exchange of experiences and traditions of professional chefs
- is a place of intense social and cultural communication - the basis for voluntary organizations (companies) for lovers and connoisseurs of healthy cooking and wholesome food
- Add your opinion _____

2.If you were interested to share the culinary experiences which topic for the culinary master class would you choose:

- National Finnish cuisine
- Dessert Festival
- Christmas and New Year dishes
- Children's menu : healthy, delicious , fun!
- Easy recipes
- New ways of traditional dishes
- Add your opinion_____

Appendix 2 Survey for the Culinary Workshop

On a level scale from 1- 5 (poor-excellent)

1. Organization of the culinary workshop _____
2. Your interest in this type of leisure activity _____
3. Your desire to participate in other culinary master-class _____
4. Was the topic interesting _____
5. Did the master-class hit your expectation _____
6. Will U pay for such activity (yes/no)

If yes – choose 10 -25; 25-40; 40 – 60; 60-80; 80-100 euro

Positive feedback _____

Negative feedback _____

Suggestions for improvement _____

Appendix 3 Partnership Agreement with Holiday Club Saimaa




THESIS PARTNERSHIP AGREEMENT


Subject	Culinary workshop as a competitive advantage of the South Karelia region of Finland	
Student(s)	Name(s) Anatoly Lvov	Address, phone number and email Pilvikuja, 1A, 14, 55100 Imatra Finland anatoly.lvov@student.saimia.fi
Supervisors	Partner Holiday Club Saimaa	Address, phone number and email Rauhanrinne 1, 55320, Ruha, Finland
	Saimaa UAS Jukka Moilanen	Address, phone number and email Tietajankatu 3, 55120, Imatra, Finland Jukka.moilanen@saimia.fi
Duration of the thesis process (dates)	October 2013- April 2014	
Action plan: <ul style="list-style-type: none"> Aims, stages and timetable of the thesis Final result of the thesis process 	<p>The aim of the thesis is to figure out if Culinary workshop can be a competitive advantage of the South Karelia region of Finland. Culinary workshop - is a new form of modern hospitality industry, which combines modern knowledge in tourism with culinary tourism. This project is based on the interest of the consumer and his desire to learn something new, get and experience culinary traditions through travelling for culinary workshop.</p> <ol style="list-style-type: none"> 1. Organization a survey between the between members of Karjalan Keittiömestarit to find out the interest of professionals to participate in professional culinary art classes. 2. Organization of a survey between the customers of a restaurant Le biff of Holiday Club Saimaa to explore the interest of customers in participating in culinary workshop as an active leisure activity. 3. Based on the results of the surveys organize an actual culinary workshop for group with mixed types of participants. <p>The result of the thesis will show if Culinary workshop is able to be a bases for culinary tailored made packages to the destination as a competitive advantage of it and as a segment of culinary tourism. Mission of this project is to convey to the consumer the new knowledge, new skill, new interest, opportunities in life through culinary master classes as a part of culinary tourism.</p>	
Terms on division of resources, expenses and possible bonuses to the student		
Reporting and follow-up of the action plan		

**THESIS PARTNERSHIP
AGREEMENT**

Division of responsibilities and confidentiality	Holiday Club Saimaa will allow to organize a survey in the restaurant Le Biff and use the results of the survey for this thesis.
Evaluation of the thesis	Partner participates in evaluation <input checked="" type="checkbox"/> Partner doesn't participate in evaluation <input type="checkbox"/>
Date and signatures	Partner <i>HOLIDAY CLUB RESTAURANTS</i> <i>Jussi Valtola</i> Student <i>Anatoly Lvov</i> Saimaa UAS (Supervisor's signature) <i>S. Heikkinen</i> <i>Jukka Mäkelä</i>

Appendix 4 Partnership Agreement with Karjalan Keittiömestarit RY

 THESIS PARTNERSHIP AGREEMENT					
Subject	Culinary workshop as a competitive advantage of the South Karelia region of Finland				
Student(s)	<table border="1"> <tr> <td>Name(s) Anatoly Lvov</td> <td>Address, phone number and email Pilvikuja, 1A, 14, 55100 Imatra Finland anatoly.lvov@student.saimia.fi</td> </tr> </table>	Name(s) Anatoly Lvov	Address, phone number and email Pilvikuja, 1A, 14, 55100 Imatra Finland anatoly.lvov@student.saimia.fi		
Name(s) Anatoly Lvov	Address, phone number and email Pilvikuja, 1A, 14, 55100 Imatra Finland anatoly.lvov@student.saimia.fi				
Supervisors	<table border="1"> <tr> <td>Partner Karjalan Keittiömestarit</td> <td>Address, phone number and email karjalankeittiomestarit@gmail.com</td> </tr> <tr> <td>Saimaa UAS Jukka Moilanen</td> <td>Address, phone number and email Tietajankatu 3, 55120, Imatra, Finland Jukka.moilanen@saimia.fi</td> </tr> </table>	Partner Karjalan Keittiömestarit	Address, phone number and email karjalankeittiomestarit@gmail.com	Saimaa UAS Jukka Moilanen	Address, phone number and email Tietajankatu 3, 55120, Imatra, Finland Jukka.moilanen@saimia.fi
Partner Karjalan Keittiömestarit	Address, phone number and email karjalankeittiomestarit@gmail.com				
Saimaa UAS Jukka Moilanen	Address, phone number and email Tietajankatu 3, 55120, Imatra, Finland Jukka.moilanen@saimia.fi				
Duration of the thesis process (dates)	October 2013- April 2014				
Action plan: <ul style="list-style-type: none"> Aims, stages and timetable of the thesis Final result of the thesis process 	<p>The aim of the thesis is to figure out if Culinary workshop as a competitive advantage of the South Karelia region of Finland. Culinary workshop - is a new form of modern hospitality industry, which combines modern knowledge in tourism industry with culinary tourism. This project is based on the interest of the consumer and his desire to learn something new, get and experience culinary traditions through travelling for culinary workshop.</p> <ol style="list-style-type: none"> 1. Organization a survey between the between members of Karjalan Keittiömestarit to find out the interest of professionals to participate in professional culinary art classes. 2. Organization of a survey between the customers of a restaurant Le biff of Holiday Club Saimaa to explore the interest of customers in participating in culinary workshop as an active leisure activity. 3. Based on the results of the surveys organize an actual culinary workshop for group with mixed types of participants. <p>The result of the thesis will show if there is an ability for independent restaurants to implement the Culinary Workshop in their weekly or monthly schedule to attract more customers on a low-customers hours or days. Mission of this project is to convey to the consumer the new knowledge, new skill, new interest, opportunities in life through culinary master classes as a part of culinary tourism.</p>				
Terms on division of resources, expenses and possible bonuses to the student					
Reporting and follow-up of the action plan					
Division of responsibilities and confidentiality					

 THESIS PARTNERSHIP AGREEMENT	
Evaluation of the thesis	Partner participates in evaluation <input type="checkbox"/>
	Partner doesn't participate in evaluation <input type="checkbox"/>
Date and signatures	Partner <i>Ulla Luukkainen</i>
	Student <i>Alto</i>
	Saimaa UAS (Supervisor's signature) <i>[Signature]</i>

Appendix 5 Letter of Recommendation Osteria Gallo D'Oro



OSTERIA GALLO D'ORO

Reference: Anatoly Lvov

February 2014

Anatoly Lvov was hosted by Osteria Gallo D'Oro in Lugano, Switzerland for a one week period from 10/02/2014 to 16/02/2014.

During this time Anatoly worked in a restaurant with the Swiss and Italian professional chefs. He was trained and taught different dishes of:

- Ticino region of Switzerland;
- Toscana region of Italy;
- Italian classic cuisine.

Anatoly learned a lot about Swiss and Italian ingredients, cooking methods and traditional gastronomy. He observed and learnt the organization and management of the restaurant.

On the 14th of February, St. Valentine day, Anatoly was participating in event service.

On the 15th of February he organized a master-class and presented dishes of Finnish and Russian cuisines. He shared the recipes and professional experiences with the staff of the restaurant.

During the visit Anatoly showed himself as a communicable, flexible and well managed person. With his good inter-personal skill he has made lots of friends and professional contacts.

Matteo Napolitano

Lisa Napolitano

Owners of the restaurant Osteria Gallo D'Oro

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Appendix 6 Reference from Head Chef of restaurant “Le Biff” HC Saimaa

Holiday Club

Asiakirja

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08.04.2014

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Reference regarding Anatoly Lvov's Thesis

“Culinary workshops as a competitive advantage of tourism industry of the South Karelia region of Finland.”

In my opinion there seems to be a growing interest in professional level cooking as a hobby and this still remains a fairly untapped market, which the culinary workshops cater for. People's knowledge of food and cooking have been increasing recently and this has a lot to do with reality television shows and cookery programs such as Master Chef, Top Chef, et cetera. Furthermore enthusiastic amateur chefs are most certainly looking for more interactive and practical ways of developing their skills.

The results of the survey carried out show a potential customer base and give a clear indication of what each customer type seeks from their prospective culinary workshop. Personally, I find the results to be of great interest. After being a chef for over 14 years, it is humbling to hear fellow professionals wanting a place for social and cultural exchange.

As the head chef of Le Biff restaurant at Holiday Club Saimaa it is important to hear feedback from customers in order to better understand what our customers are looking for. In this case, the results point in the direction of Finnish cuisine.

Having already organised a culinary workshop myself, as well as appeared as a guest judge on Master Chef Suomi, I have read this thesis with much enthusiasm. I will use this thesis as base for further research and development of any future culinary master classes.

Carl Lucas


Head Chef
Le Biff Holiday Club Saimaa