

MODEL OF CORPORATE SOCIAL RESPONSIBILITY IN FOOD TOURISM

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Abstract:

The paper examines various aspects of the specificity of the postmodern trend in tourism - food tourism. Basic concepts are defined and classification of its various manifestations is proposed. Analyses are made for opportunities of responsible tourism in this area in order to achieve sustainability. In conclusion is proposed a model that creates opportunities for integrating socially responsible practices in the tourism sector through responsible food tourism.

Keywords: Food tourism, culinary tourism, gourmet, gastronomy, corporate social responsibility

JEL Classification: L83, Q56, Q57, Q58

Introduction

The food has always been a major component of the trilogy of the trip: food, accommodation and transport, but its importance has acquired new dimensions in recent years and out of the frame just a biological necessity. One reason for this is the new perception of consumers about nutrition as an indicator of quality of life resulting from this fact striving for a healthy diet and the use of modern -called organic or bio yet also. The emergence of the trend of “slow” food, and the transformation of culinary mastery in art and design also have their no small influence.

Also tourists seek to immerse themselves in the local culture and enrich their impressions of the visited destination by the touch to the specific food and drinks and related traditions and technologies. Undoubtedly, this type of tourism received special impetus after World Gourmet Congress, organized by the World Tourism Organization (WTO) in Larnaca in 2000 and the recognition of the Mediterranean diet for Intangible Cultural Heritage of Humanity in 2010. The food has gained the status of national treasure in some countries such as France and Italy, where almost every region differentiated its distinctive product in the so called food and sometimes gourmet tourism.

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Furthermore, through the Food tourism tourists have the opportunity to show their social responsibility during the trip and contribute to raising the living standards of the local community through conscious consumption of locally produced products, organic and in a environment friendly manner. Although slower, postmodern business strategies of Corporate Social Responsibility (CSR) enter in the tourism industry in all its manifestations. Faster hotels, but travel agency and restaurant industry also already have their practices. The research community has long registered occurrence of the phenomenon: the tourist LOHAS (Lifestyle of Health and Sustainability), which is not only a way to travel, but overall lifestyle, based on a desire for healthy and fair aimed towards sustainability course of action. In response, the tourism industry also integrate CSR practices into their core business.

As a result of these global processes over time travelers become more educated and more demanding in terms of food. It is now becoming a major indicator of well-traveled and often his main motive. According to the American Association of the tourism industry, more than ever, Americans take gourmet vacations, representing 19% of Americans traveled (UNWTO 2012). A wide popularity have gained already iconic gourmet tours in Italy, France and Spain, whiskey tours in Scotland, culinary cruises and cooking courses. Some countries with well-developed Food tourism are some of the biggest emitive markets such the USA, Australia, New Zealand, Canada, Ireland, Thailand, India and others. There are some of the countries recognized this course as an opportunity for the expression of authenticity and differentiation of product and made great efforts to promote their traditional and / or avant-garde cuisine through special marketing strategies (Argentina, Chile , Brazil, Mexico and others.). Gradually etc. Food tourism is becoming one of the most promising trends in the tourism industry.

1. Definitions

In the literature often the term Food tourism is used interchangeably with the terms culinary, gastronomic, food, gourmet and gourmet tourism. Some of the most frequently cited authors Hall & Sharples define it as:

- Journey to gastronomic region, with recreational and / or entertainment, which includes visits to primary and secondary food producers, gastronomic festivals, food fairs, events, farmers markets, cooking shows and demonstrations, tasting quality food products or other tourist activities related to food.

Most often the motivation is the indicator perceived by academics that make tourism to gastronomic tourism. But independently, if it is a primary or secondary motivation for the selection of travel destinations, a tourist should not be excluded from the classification of “culinary tourist”,

according to the WTO, who offers the following more general definition:

- *Gastronomic tourism occurs by tourists and visitors who plan their trips partially or completely in order to taste the local cuisine or perform other activities related to gastronomy. (UNWTO 2012)*

The author's position is that an approach to differentiate the type of Food tourism, considering food as a motivation for the trip, regardless if primary or secondary, does not reflect sufficiently the specific characteristics of this type of tourism. Even food is a motive for the trip, it is much more tourist attraction. Following is proposed the follow definition:

- *Food tourism is tourism which primary or secondary tourist attraction is the food and / or technology for its production or processing.*

While under tourism should be understood: "travel outside the permanent residence for a period of less than one year for holiday, business or others", as the definition published by the World Tourism Organization (WTO) gained wide popularity in recent years. Accordingly, definitions of common terms used synonymously appear as follows:

- *Culinary tourism is tourism which tourist attraction is the cuisine of the visited region/place.*

- *Gastronomic tourism is tourism which tourist attraction is the gastronomy of the visited region/place.*

- *Gourmet tourism is tourism which tourist attraction is the fine cuisine/food of the visited destination.*

And *culinary* is defined as anything related to cooking and cuisine and postmodern understanding defining it as the art of cooking. *Chef* is a person who is engaged in culinary arts and *gourmet* (French: gourmet, gourmet) is a lover and connoisseur of good food and drinks. In this sense, the word can still be met as *gourmand*, which, however, can carry the meaning of a person who loves food in large quantities, glutton. A term *gastronomy* derived from *gastér* (from Greek: stomach) and *nomos* (from Greek: law) and deals in general with the processes of food processing and therefore is often used to refer to restaurant business.

2. Typology of Food Tourism

According offered during the journey food Food tourism can be an authentic local, organic or bio elite kitchen etc. If the proposed typology of Food tourism a major sign of distinction is the type activity associated with food during the trip. These several groups can be distinguished:

- Visits of cookery courses

This is a widespread type of Food tourism. They can be distinguished by main motivation of the trip - to participate in cooking courses to enrich their culinary knowledge. This kind of travel could be differentiated gourmet courses (courses for

elite cuisine, exotic or unique recipes incorporating innovative, rare and/or components of luxury menus) and authentic local cooking classes. Similar courses are now classic tours in some regions of Italy, France and Spain. Also more and more such offers are provided in Asian countries with well developed tourism such as Thailand, India. Cruise companies also offer similar packages (Holland Amerika Line), where star guests are some of the most famous chefs globally.

- Visits to food festivals

A striking example of this type of Food tourism is the visit of the festival “Peglana sausage” from Pirot/Serbia. The product “Peglana sausage” is produced only during this time of the year, selling prices for the festival are about 20 EUR/kg and the entry fee for the festival is about 10 EUR. On the 4th edition of the festival in February 2014 only Bulgarian visitors were about 3,000 people, according to the Bulgarian tour operators.

- Visits to markets/producers of local food products, possibly accompanied by tasting and purchases

Most often these are visits to producers of meat or dairy products, but also recent trend of creating similar by herbal farms and farms of local spices. Visits to the markets themselves are an expression of the desire of tourists to experience authentic local products.

- Organized tours with major tourist attraction: a tasting of local specialties

Similar tours aim to develop one or several culinary themes during the trip for tourists. Major tourist attraction appears specific methods of food preparation, specific products or recipes of local character. Usually, the tours are combined with sales of the products or other goods pertaining to the specifics of the local cuisine.

- Organized tourism additional tourist attraction: a tasting of local specialties

Tourism is a multi-faceted phenomenon and often it occurs more in the combination of various types such as skiing combined with shopping tourism; business tourism, combined with sea - ski or shopping tourism and many other similar examples. By the same token Food tourism can be manifested as a complementary form of tourism to travel which main motivation is other than food / nutrition. In such cases, nutrition is also a motive for the trip, though not major. It should be noted that we have to distinguish between food that a “conventional” person would consume during a “conventional” travel and nutrition “foody” tourist especially in the degree of conscious

consumption. In the first case it is a meal in order to satiety, while in other cases, eating is done to explore.

- Wine tourism

Called also enotourism, this is one of the most common types of Food tourism representing visits to wineries in order tasting and buying wine production. Many researchers distinguish this type of tourism from Food Tourism and believe that wine and other beverages should not be considered as food, but separately. For the purposes of this paper this question will not be discussed in depth, but will assume that food tourism is a synthesis name. So, offers for wine tourism are mass from many destinations, marked by the rush development of the wine making industry. It is expected a boom in this area because of the steadily growing trend for wine consumption, especially in the extremely quickly growing outbound tourists flow from the Chinese market. Typical examples are champagne tours in France, numerous offers for wine tours and itineraries with visits to several different types of wine from Italy, Spain and other leaders in this industry.

Although not defined in a separate group because of similarity to other groups could be mentioned and famous whiskey tours in Scotland, brandy festivals (Trojan) and similar.

-The food tourist

Assuming gastronomy as an integral part of the tourism product, can be considered two main aspects in the motivation of tourists:

- The first category of tourists whose motives do not include the use of the food itself. In this case, the food does not necessarily affect the selection of the destination. However, satisfaction of the food consumed is an important condition for the approval of the whole product.
- The second category is related to those tourists for whom food is a preferred primary or secondary element in the choice of destination. In this case, one can speak of cultural tourism within the specific cultural tourism. For food tourist is considered a tourist for whom food is the main reason for choosing a destination.

Unlike the concept of Food tourism practices has imposed much more extensive use of the term culinary tourist when speaking to consumers of this type of tourism. In the literature are found the names “foodies” or also “Gourmet”, but they significantly retreated against the “culinary tourist”.

Very interesting tourist for the food tourism represents etc. the LOHAS tourist. This name is an acronym deriving from the phrase: Lifestyles of health and sustainability, a social phenomenon of the last decades, recognized by the tourism community as a great consumerist movement. According to the U.S. portal lohas.com, they are consumers of goods and services focused on health, the environment, sustainability and social justice. They are defined by marketers as well informed, interested for new technologies and the spirituality, and become defined as a premium target group. Interested mainly in alternative and environmentally sustainable products that meet safety equipment, standards of ethics and social justice, but at the same time refuse to accept products of the type “green washing”. The movement is estimated at about 41 million people in the U.S., which represents about 19% of the adult population (UNWTO 2012). Of around 20% is estimated the share of Lohas tourists in one of the largest generating European markets - Germany (World Travel Trends Report 2010/2011).

3. A Conceptual Model for CSR in tourism through using short food chains

The best run businesses search actively and imaginatively to find and invent solutions that produce more profits and better social outcomes as different ecological and social improvements as well (Pava 2008). Businesses are expected to actively participate in “ethical dialogues” with stakeholders” in order to make strategic business decisions that will benefit the economy, society and the planet.

Opportunities for integration of social practices are diverse, some of them require really great resources. On the other hand, these processes are determined by the availability of knowledge and understanding of the issues and the existence of social problems, vision in ways of their solution, and additional resources such as time and labor, which can be used to solve ones. Bearing in mind that the same labor has to perform the main tasks in quality, which they are employed for in these companies, it appears to be not a simple task to load them with additional support of social problems whose solution itself is a problem of whole community groups and default difficult for small teams of a company, regardless of its size. Small and medium sized enterprises (SMEs) often do not have sufficient resources, financial, and sometimes innovative to develop and integrate socially responsible practices. The purpose of this conceptual model is to assist tourism companies looking for ways to express their concern for society and its major social problems, creating a base and conditions for socially responsible action in a specific area of tourism that covers at the same time a large number of tourist companies, namely - Food tourism. Actually, It allows the inclusion of both large and small companies and all types of tourism businesses in the general concept, saving everyone time and resources to create a socially responsible practices. The concept can be used in the hospitality as

well from travel agent and tour operators, but also allows consumers to express their support for the model using the products of the model.

The basis of the concept of this model is a strategic approach to improving the quality of the tourism product through the food while enhancing the health of consumers and enriching a better standard of living for the local population. The main idea behind the concept is to use foods with short chains of supply. Basic ideas that can be derived from theoretical are:

- Food is an important indicator of the quality of tourist services.
 - Food is an important indicator of the authenticity of the tourist destination.
 - Trend by modern tourists is the increased demand for food produced locally.
 - Short supply chains of food is a challenge to the food industry.
 - Quality control of manufactured foods is also a matter of grave concern because of the high degree of difficulty of its implementation.
 - The tourism industry has both its positive and negative impacts on society.
- Striving to become a responsible and sustainable requires time, resources and expertise in different areas can be prohibitive for SMEs.

This model tries to create conditions for solving these problems. The implementation of the model requires the consolidation of business in a tourist area around the idea of using local food production. These actions constitute not only a way to offer new, innovative and quality tourism products in the region, but also they are trying to assist in increasing the standard of living of the local population, thus knowingly and voluntarily integrating social responsibility in core business.

The model is described by the following steps:

1. Establishing a system of short (local) supply chains of food by creating a Food Hubs as a consumer cooperatives or NGOs.
2. Priority use of the products registered by the Food Hub for the compilation of tourism products: <ul style="list-style-type: none"> - Hotel and Restaurant: by using registered by the Food Hub local foods; - Travel agency and tour operators: through the use of hotels and restaurants offering food prepared by local food ingredients from Food Hub members, and by promoting local food as a tourist attraction and the region as authentic destination.
3. Labeling the regional food tourism and measuring the CSR of the Food Tourism Supplier

Tab.1: Model for Corporate Social Responsibility by Food Tourism

- Why building Food hubs?

During the last few years there is a rising concern, in many parts of Europe and abroad, about the effects of the conventional food system, based on large-scale agro-food enterprises operating at European or global level. In the same time the interest by tourists on tourism products based on discover of nature, local culture and traditions grows constantly, shows this type of tourism as an important part of tourism market in the future. Local food is not only in demand at tourism sector, but also in farmer's markets and natural food retailers, also in conventional supermarkets and institutions such as schools and hospitals. "Locally produced" is the new food trend, a growing niche market (Painter 2007). Many consumers are becoming more interested in the place of origin than the way their food is produced. "Eat local" campaigns are being mounted both at the state level and at the consumer level, emphasizing the economic, environmental, social, and health benefits of supporting a local agriculture market (Michacheles 2008). In the same time the short distance of food travel means less damage for the environment through less using of transportation. Additional, farmers can adopt chemical free, organic farming practices or good agriculture practices that may help to minimize damage done to the environment and may benefit the health of the tourists.

Most of the sales of local foods have not been through conventional retail outlets, but through alternative markets. Direct sales from farmer to consumer at farmer's markets, farm stands, or community supported cooperative having the added social benefit of bringing consumer and producer closer together. But mostly food systems are inefficient and many local farmers and producers, especially smaller operations, are challenged by the lack of distribution and processing infrastructure of appropriate scale that would give them wider access to retail, institutional, and commercial foodservice markets, where demand for local and regional foods continues to rise. They are often not able to produce the volume necessary to be competitive in the national wholesale markets (Nakamoto, Halloran, Yanagida&Leung 1989), being constrained by a geographic landscape that can limit the size and type of production.

In response to these problems Local Food Systems are emerging and flourishing, rising on this tide. They are appearing spontaneously, by local initiative, in very varied forms, with no central initiative and no standard pattern (FAAN, 2010). Arising of different type partnerships is present which try to help building a stronger regional food system. Informal networks can be highly effective tools for coordinating the marketing efforts of diverse agricultural producers and nonprofits and cooperatives both can play key roles in value chain development but should recognize their organizational competencies and limitations (Diamond&Barham 2011). Often, those kinds of subjects are called in America Food Hubs. A definition for Food hub is given by the National Food Hub Collaboration as follow:

- *"A regional food hub is a business or organization that actively manages the aggregation, distribution, and marketing of source-identified food products primarily from local and regional producers to strengthen their ability to satisfy wholesale, retail, and institutional demand."* (USDA 2012).

By offering a combination of different support services, food hubs make it possible for producers to gain entry into new and additional markets that would be difficult or impossible to access on their own. They complement and add considerable value to the current food systems and are having significant economic, social and environmental impacts within their communities.

Defining Characteristics of a Regional Food Hub

Regional food hubs are defined less by a particular business or legal structure, and more by how their functions and outcomes affect producers and the wider communities they serve. Defining characteristics of a regional food hub include:

ZZ Carries out or coordinates the aggregation, distribution, and marketing of primarily locally/regionally produced

foods from multiple producers to multiple markets.

ZZ Considers producers as valued business partners instead of interchangeable suppliers and is committed to buying from

small to mid-sized local producers whenever possible.

ZZ Works closely with producers, particularly small-scale operations, to ensure they can meet buyer requirements by either

providing technical assistance or findings partners that can provide this technical assistance.

ZZ Uses product differentiation strategies to ensure that producers get a good price for their products.

Examples of

product differentiation strategies include identity preservation (knowing who produced it and where it comes from),

group branding, specialty product attributes (such as heirloom or unusual varieties), and sustainable production

practices (such as certified organic, minimum pesticides, or "naturally" grown or raised).

ZZ Aims to be financially viable while also having positive economic, social, and environmental impacts within their

communities, as demonstrated by carrying out certain production, community, or environmental services and activities.

Types of Services/Activities

Offered by Regional Food Hubs		
Operational Services	Producer Services	Community/ Environmental Services
zz Distribution	zz Actively linking producers	zz Increasing community
zz Aggregation	and buyers	awareness of "buy local" benefits
zz Brokering	zz Transportation, on-farm pick up	zz Distributing to nearby food deserts ⁷
zz Branding and market promotion	zz Production and postharvest handling training	zz Food bank donations
zz Packaging and repacking	zz Business management	zz Youth and community
zz Light processing (trimming,	services and guidance	employment opportunities

Source: USDA, 2012

Aggregated product is typically marketed, branded and distributed under a single or generic brand name; in some cases, individual farms are also identified. Product aggregation may occur through producer- and consumer-led cooperatives, buying clubs, produce auctions, private and non-profit wholesale packers and distributors, and retailers. An aggregator is an entrepreneur or business that amasses product for distribution and marketing.

Consumer cooperatives (co-ops) are also non-mainstream outlet opportunities for farmers to sell locally produced foods year-round if supply allows; co-op members and patrons shop for food and other goods there rain or shine. Co-ops serve as an interesting type of retail outlet to study the local foods market because they are by definition cooperatives of consumers, democratically managed, and what they carry for sale is a reflection of the membership's consumption preferences. For this reason, consumer cooperatives serve as a good place to begin measuring sales of the local food market in non-direct sale venues, as well as understanding the reasons for and barriers to sourcing locally.

The Alliance for the Living Tisza	<i>Good practices</i>
<p>The Alliance for the Living Tisza Association (ALT) was founded in 2006. It aims to improve the living conditions of those living on the watershed of the Tisza, to increase their flood security and environmental safety, to preserve and enrich the ecological values of the river and to provide an adequate quality of life for the people of this region. The Alliance is a network of private persons, non-governmental organizations, municipalities, researchers and farmers. The Alliance has seven Action Groups along the rivers Tisza and Kőrös in Hungary, in the Eastern and Northern regions of the country: Bereg, Bodroγκöz, Kesznyéten Nature Protection Area, Borsodi Mezőség, Nagykörú and environs, Nagy-Sárrét and Kis-Sárrét.</p>	
<p>The work of ALT was assisted by the UNDP-GEF-MEW funded Tisza Biodiversity Project until the autumn of 2008. The Alliance endeavours to implement the sustainable floodplain management system along the river. Its experts have summarized the theory and practical recommendations on floodplain management in a handbook, lobby for the introduction of sustainable river and landscape management practices and rural development, issued a great number of publications. ALT helps small and medium scale farmers to reach markets and to introduce environmentally friendly farming systems.</p>	

Source: FAAN, 2010.

- *Corporate Social responsibility through Food Hubs:*

The main difference of a Food Hub to the conventional local food distributors is the aim of social, environmental and economic benefits. Food hubs are examples of innovative, value chain-based business models that strive to achieve triple bottom line impacts within their communities. They do this by offering a suite of services to producers, buyers, and the wider community:

- an ample supply of local food may reduce a region's vulnerability to supply disruptions and global food safety concerns. (Day-Farnsworth, McCown, Miller and Pfeiffer, 2009)

- Purchasing local food can help preserve local farmland and reduce the distance food travels between farmers and consumers. (Day-Farnsworth&Co, 2009, Michacheles, 2008)

- Local food purchases can support local economies by keeping food money in circulation within communities.

- Local food can also link growers with consumers who are hungry for a connection to farms and farmers.

- Enable of offering of healthy products for the end consumer.

THE MODEL

Step 1 of the Model for CSR in Food Tourism: Building of Regional Food Tourism Hub (RFTH)

Increasingly, tourists are demanding locally grown food and growers are looking for new regional markets. In order to meet the demand for local food by consolidation of companies of the travel and tourism industry together with growers, NGO's and other entities interested on the issue can build a Regional Food Tourism Hub with the mission to develop sustainable regional food tourism. (Step 1 of the current Model for CSR). In order to achieve this mission the main goal of building a RFTH is to ensure the access of tourism companies such hotels and restaurants to growers of local foods. Building links between growers and hotels and restaurants and in addition links between local food tourism providers (hotels and restaurants) with tour operators can provide a significant boost to responsible tourism in the region. On the one hand this will help tourism companies creating responsible products. On the other hand the supply of such products will contribute to a modern image of the region, particularly those having the appearance of low-cost destinations. On the third hand, the increased wealth of the local population will lead to better relationships not only between the communities themselves, but also to the tourists and will in this way add value to the quality of the offered tourist product.

<p>Sample main tasks of the RFTH:</p> <ul style="list-style-type: none"> - To develop a General Sustainable Food Tourism Policy of the Region; - To facilitate the access of tourism companies to producers of local foods; - To develop a framework and guidelines for food tourism suppliers of the region; - To supervise the local food producers regarding hygiene.
<p>Sample additional tasks of the RFTH:</p> <ul style="list-style-type: none"> - Aggregation or consolidation of products sourced from multiple growers to generate volumes needed by the tourism entities; - Distribution support; - Marketing and branding of the regional food tourism products.

Tab.2: Sample of main and/or additional tasks of RFTH

Step 2 of the Model for CSR in Food Tourism: Building of Regional Food Tourism Products

- *In hotels and restaurants:*

Once build, the RFTH enable the hotels and the restaurants to easy access to local foods, what is reporting as one of the biggest problems by the industry. In this way, the companies are able to develop new products and in the same time to contribute to the welfare of the local community, so be social responsible by doing their work.

On one hand, tourism companies are finding it difficult to find contacts with many producers of local foods. On the other hand, frequent transportation of these products into the places of processing and consumption are quite expensive and through this hub costs could be shared and reduced. Giving other assistance in operating activities of the distribution and processing of the foods, the hub greatly increases the opportunities for access of the tourism companies to more and better food of local origin. Another big problem for the tourism companies as well for the consumers of local foods representing the hygiene and the control of the production. When they buy directly from the manufacturer, they are not able to check the actual conditions in which it is produced. Regional hub could provide not only methodological assistance in this regard, but also active operational.

- *By tour operators and travel agencies*

Offering a destinations or hotels and restaurants with published CSR, as well including responsible suppliers in the value added chain, means for this type of travel industry also they are responsible. Even the globalization and the communicating technologies facilitated the direct contact between clients and hotels, often it is these companies that have contact with the end customer and might affect the choice of destination or hotel/restaurant. The possibilities for them to integrate socially responsible practices in their core businesses are also facilitated in the increased presence of socially responsible tourism products/destinations. This creates the

opportunity to include responsible tourism suppliers in their packages. By directing customers to these products they further contribute to the development of the whole concept of responsible tourism in the region.

Step 3 of the Model for CSR in Food Tourism: Labeling the regional food tourism and Measuring the CSR of the Food Tourism Supplier

Many researchers reports from comments made by trade buyers that want to buy local fruits and vegetables that are certified for food safety by a third party. Most buyers indicated that they have concerns that not enough regional producers have Good Agricultural Practices (GAP) certification for food safety and that there needs to be state or governmental support to help them achieve it. The amount these buyers would purchase annually from an aggregator that meets their requirements could be substantial (Slama, Nyquist, and Buchnum, 2010).

The Local Food Hub can play the role of this independent intermediary. In order to achieve quality and to gain the trust of the customers the LFTH can create a policy and different conditions for the producers of local food. So, only growers who fulfill this minimum can sell their production through the LFTH. The next step of the model of CSR relates to approaches for communicating and informing consumers regarding the existing local foods and also food tourism products in order to create opportunities for conscious choice of responsible consumption. Since the main goal of the LFTH is to create conditions for the development of modern, innovative and responsible food tourism, at this stage of the model is proposed the introduction of two types of labeling:

- Trademarks of local food producers

The first one relates to local food producers. Even in one region there could exist a big differences from cultural, ecological, economic and social aspects, though they can have a lot of commonalities. Designation, respectively differentiation of these products can be made through trademark registration. Trade marks can be the symbol of these commonalities, i.e. symbol of an organic, integrated region. The aim of the trade mark is to help farmers, rural accommodation providers, local processors, service providers living in the region to distinguish their products from the conventional products in the markets as well to promise a quality to the consumers. There are more and more people, who think it is important to support local economy by buying local, environmentally friendly, healthy products. Traditional products, the good old flavours, agricultural landraces have a growing market. The trade mark helps the producer and the customer to find each other. The trade mark offers a new marketing opportunity for fresh food (fruits, vegetables, cheese, yoghurt,...); preserved products (sausage, jam, canned fruit etc.); alcoholic drinks (wine, local

brandy,...); handcraft products (wood, leather, reed,...); and a lot of other products from the region.

How does the trade mark system work? (The trade mark system of Living Tisza) *Good practices*

ALT and the trade mark user signs a contract. The user gets the licence for using the trade mark on its products / services for one year. The parties may re-enter into contract at once after expiring. ALT may control the quality of products and services, which bear the trade mark to ensure that the user meets the self-imposed conditions recorded in the contract.

ALT provides the following services for the trade-mark users:

- Marketing, advertisement services for trade mark users financed by the trade mark licence fees.
- Preparing cheap advertisement material (leaflets, stickers, bulletin boards etc.) on demand for trade mark users with a standard design.
- Each trade mark user gets an own subpage on the homepage of the trade mark system (www.savanyusag.hu).
- Opportunities to exhibit and sell products at festivals, exhibitions at the Living Tisza stands.
- Opportunities to sell products in shops, markets in contract with Living Tisza (in 'local product corners').

What criteria must be met?

<i>Mandatory conditions</i>	<i>Voluntary conditions</i>
<ol style="list-style-type: none"> 1. The product has definitely local origin.. 2. It corresponds to the standards for the production in effect (local, national and EU regulation). 3. Method of production may be: <ol style="list-style-type: none"> a) Conventional farming switching to environmentally friendly farming or b) Environmentally friendly farming or c) Certified organic farming or d) Landscape Management. 4. Grown in natural soil. 5. Not treated by ionizing / radioactive radiation. 	<p>There could be a number of characteristics that the product or service is not required to fulfill, but may be voluntarily undertaken in the contract. The following advantageous features may be indicated on the product and may help the sale.</p> <ol style="list-style-type: none"> 1. GMO-free 2. Soy-free 3. Free from chemical residues 4. Made from natural raw materials 5. Flavored with honey 6. Added sugar and sweetener-free 7. Preservative-free 8. Free from artificial additives 9. Free of artificial coloring 10. Free from artificial flavouring 11. Hormone and antibiotic free breeding / cultivation 12. Natural growth, yield 13. Natural ripening (no ripening or drying agent) 14. Rich in nutrients 15. Landrace or regional variety 23. local breed 24. Without fertilizer 25. Without chemical pest control 26. Other

Source: FAAN, 2010.

Even if some farmers use the conventional (intensive) methods the food hub should not exclude them from the possibility to membership, but gives them an incentive to change to environmentally friendly methods. The contracting farmers using conventional methods could be obliged to lower their environmental load according to a management plan agreed by an expert of the food hub. In this way the food hub extend his contribution to the sustainable market development and better welfare in the region.

This step offers a great opportunity to link the retail of local products with touristic services and cultural programs (e.g. rural, incentive or eco-tourism). Rural accommodation providers, restaurants, bike rentals, cultural program organizers, bakers, fishermen and other local producers may cooperate and join the trade mark system together. So, the tourists visiting the region can eat and drink local products, the service providers and producers all can benefit. It is easier to access consumers with standard, high-quality design, common organizing, than trying it separately with simple, photocopied leaflets.

- Certification for tourism enterprises

Last but not least, the proposed model should help tourism companies who is looking for responsible strategies, but don't have time and resources to develop own approaches. In this way they can cooperate with the LFTH for to express their concerns for the local community and even be innovative and competitive in this way through conscious use of traditional brand product created by Food Hub members. Furthermore, each company may have its own policy and a desire to integrate these practices to varying degrees. Due to these factors the proposed certification scheme allows for the designation of an integrated social responsibility in varying degrees. Namely :

- Measuring the CSR by Index of LFTH

In the next step of this model provides a tool for evaluation of the integrated CSR activity. The concept of CSR is not limited to the integration of socially responsible practices in the main activity of the business. While important components of this concept are its measurement in order to control and communicate with stakeholders to achieve many additional purposes such as: better awareness and conscious consumption and sales. Measurability of CSR is also a challenge in itself, as many of the criteria and indicators of CSR are difficult to measure, and some are impossible to measure due to their intangible value. Measurement of CSR, however, is a necessary condition for the assessment of its usefulness, efficiency or profitability. Company managers need methods for quantification and evaluation not only to assess the compliance of the actions taken, but also to continuous monitoring.

There are different ways of measuring and monitoring the integrated CSR as different and diverse are its manifestations, depending on the creativity of

managers. One of the most frequently used concepts is the concept of triple bottom line. In traditional business accounting and common usage, the “bottom line” refers to either the “profit” or “loss”, which is usually recorded at the very “bottom line” on a statement of revenue and expenses. The concept of a triple bottom line (abbreviated as TBL or 3BL) adds two more “bottom lines”: social and environmental concerns. The three together are often paraphrased as “Profit, People, Planet”, or referred to as “the three pillars”. Other researchers seek correlations between financial and social performance, third was correlated with competitiveness and fourth develop indices, which express different relationships between socially responsible actions taken and the results obtained.

This model also needs the ability to measure the degree of utilization of local products in the total activity of tourist companies. For this purpose is proposed to introduce an index of local products:

Variant 1 - Index of RFTH, related to the total number of seats in the venue	
Index	Legends
$R_{RFTH1} = \frac{\sum_1^t S_t}{xt}$	<p>R_{RFTH} – Index of RFTH</p> <p>S – turnover of local foods, purchased from the RFTH</p> <p>t – period of indexing in days</p> <p>x – number of seats in the restaurant</p>
Variant 2 – Index of RFTH, related to the total expenditure	
Index	Legends
$R_{RFTH2} = \frac{\sum_1^t S_t}{St}$	<p>R_{RFTH} – Index of RFTH</p> <p>S– turnover of local foods, purchased from the RFTH</p> <p>t – period of indexing in days</p> <p>S – total expenditure for the scanning period</p>

Tab.3: Indexes of RFTH

To this end, the article develops two indexes: one measuring CSR practices (using of local foods), related to the total number of sitting places of the restaurant and one measuring the CSR performance related to the total expenditure of the company. The index construction is based on a formative measurement model, reflecting the degree to which companies are over- or under-represented in the described CSR initiative and could be used for rankings, relative to the their size.

The purpose of the referral to the total number of seats or the total expenditure for scanning period is creating opportunities for comparability between different companies in size. Thus, the smaller restaurants could compete with the largest regarding their commitment to the welfare of the local community.

At this stage, the introduction of labeling is designed to distinguish the different companies and products with regard to their use of local foods. Introduction of Local Food Tourism Label (LFTL) can play important role for gaining added value by emphasizing the local origin of products together or not with environmentally sustainable farming methods. For the purpose of this model is proposed to develop a flexible certification scheme, well adapted to the needs of regional tourism companies, inexpensive and easy to administer. Thus, this introduction aims to achieve the following objectives:

- Measurable degree of integrated social responsibility in a company over time;
- Comparability of corporate social performance of different companies regardless of their size;
- Distinguishing tourism products, including the products of RFTH from conventional tourism products;

Last, but not least, it is necessary to disclose this implemented CSR with the stakeholders. Thus, it empowers tourists by allowing them to select from optional product features linked to the label, thereby taking personal responsibility for guaranteeing product quality. For example, this can be achieved with using a category distinguishing similar to common hotel category, but with different label. Instead of stars, there can be used other signs related to food tourism or any local brand or specific product.

Restaurants Index of RFTH	Category of the restaurant
$R_{RFTH} < 0.2$ (20% of used ingredients are local foods)	Third category
$0.2 < R_{RFTH} < 0.4$	Second category
$0.4 < R_{RFTH} < 0.6$	First category

Tab.4: Example for Local food categories of restaurants.

Benefits

There is a list of benefits the tourism industry and the local community can outcome from realizing this concept. First of all they can profit from a new trend – fusion food tourism. Using local food they definitely gain a competitive

advantage in offering a new trend product, interesting for the modern tourist and caring for his health. Second main benefit is the contribution to the local food system, gaining better living conditions and higher living standards for the local community that they are living inside. Just to list some of them more:

- Environmental benefits:

resulting from the application of environmentally friendly production methods in harmony with the local natural resources, including but not limited to organic production; reduce emissions due to the limited transportation of food; more friendly tillage practices in the use of small equipment and more.

- Social benefits:

more and better employment opportunities for local people; promoting the acquisition of new knowledge and skills; promote social contact between people from urban and rural areas, more opportunities for cooperation. In the short term positive impact on the health of consumers through consumption of healthy products (more vitamin composition and nutritional value of this products)

- Economic benefits:

getting a fair price; the introduction of new funds into the local economy, increasing the income of small producers, thus raising their standard of living, construction and maintenance of local markets and shops synergies in appropriate combination with tourism initiatives; preserve and restore the vitality of the area.

Conclusions

Food tourism creates wonderful opportunities for better integration of local communities in the tourism industry. Thus tourism acquire sustainable and socially responsible nature. The correct approach would lead to improved quality of services, while diversifying the tourism portfolio of the destination, and thus will generally reduce the seasonality of the tourist flow towards uniformity annually.

In recent years, the tourism industry, especially in the Eastern European region is constantly looking for new ways to promote a new image, with new competitive advantages through which to escape from the current look of cheap destination for low-cost mass tourism. With the huge potential of the region in the field of food tourism, it offers excellent opportunities for the achievement of this purpose. Global trends of increasing importance of food by promoting destinations are not taken into account and are not applied in practice. Advertising of postmodern destination is unthinkable without highlighting the uniqueness and quality of this crucial component, leading to an urgent need to rethink strategies in this area.

This study is only an early step in describing and measuring the local food tourism market. The main intended outcome of this report is to encourage the tourism industry to contribute the development of a local food system in their

regions by offering a roadmap and insight to those embarking on the business development process, by gaining economic benefits for them self and social benefit for the community. The report is an attempt that analyses opportunities for improving the sustainability and economic viability of food supply chains serving smaller and community-based food and tourism enterprises. It aims to reconnect people and land through local food; increasing access to fresh, healthy and local food with clear, traceable origins.

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