

# Chapter 4

## Cheese Tourist and Their Typologies

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### ABSTRACT

*Every year, millions of people around the world travel abroad and spend a significant amount of their time and money participating in various activities during their travels. Food and beverage activities may be the main reason why a visitor chooses a destination, or even if it is not the main reason for visiting that destination, it is an important factor influencing the visitor's satisfaction and loyalty to that destination. The study will examine the travel motivations of people defined as 'cheese tourists' in the context of the type of cheese tourism, identify the factors that motivate cheese tourists to travel, which of these factors are predominant and which are not. Other noteworthy themes are listed when examining participants' cheese-related travel motivations.*

### INTRODUCTION

Its market size and economic potential have made tourism one of the largest industries in the world. All destinations with tourism potential develop different strategies to ensure the development of tourism activities within their borders, to contribute to the benefits of the sector, and to attract more visitors. Factors such as the development of technology, digitalization, and the shortening of transport distances have had a positive impact on the development of tourism activities and have contributed to the increase in tourist movements. On the other hand, changes in the demands and expectations of tourists in line with the changing market structure under the influence of globalization have accelerated the transition from mass tourism to individual tourism. As a result, alternative forms of tourism and tourist types have emerged to suit individual interests. Thus, a type of tourist that is sensitive to the environment, makes intensive use of digitalization, understands sustainability, has a high level of access to information, and seeks a variety of experiences has taken its place among tourist typologies.

Changing tourist expectations under the influence of information, communication, and technology elements is an element that concerns all stakeholders in the tourism industry. Accommodation, food and beverage, travel, transport, entertainment, and other service businesses have had to diversify their products to meet different needs and expectations, taking into account the changing tourist typology.

DOI: 10.4018/979-8-3693-3490-4.ch004

The most important aspect of this change is people's motivation to travel. People with different social, cultural, and psychological characteristics may have different reasons for traveling, and this diversity should be taken into account by tourism businesses.

Attempting to determine the attitudes and behavior of individuals towards the tourism industry has always been a topic of interest in the literature. Understanding the reasons behind tourists' consumption patterns and travel motivations is an important issue for all tourism stakeholders. This and similar research collects data and provides information on who the tourist is, what makes them visit a tourist destination, who or what makes them go on a guided tour, why they want to attend a festival, why they consider visiting a museum, why they prefer to buy a tourist product (Gökçe, 2021). This and similar research provides important data and information and also provides results. The data and information obtained, and the outputs provided, can benefit all those involved in the issue and guide the relevant stakeholders.

As the concepts of food and drink, nutrition, health, food, and gastronomy become more widespread in tourism, people involved in tourism activities have begun to show more interest in the activities carried out within the framework of these concepts. Interest in these destinations and the number of visits has also increased as a result of this growing interest. As a result of this increase in interest and visits, people have begun to take an interest in the food and drink of the region, as well as the natural, cultural, and historic beauty of the destinations they visit.

Food and beverage products are an important part of the promotion and image of a destination, especially for regions with a rich culinary heritage. Food and beverage products have become an important part of tourism marketing activities, influencing the recognition and popularity of the destination, contributing to an increase in tourism activities, and providing an opportunity to generate income. Different stories of tourism products in destinations can attract the attention of visitors, and especially a tourism product that can participate in the production and consumption stages can become an important tourism marketing element. For visitors looking for different experiences in the destinations they visit, food and drink can be one of the main reasons for visiting a destination (Şengül & Çılgınoğlu, 2023).

## **Background**

There are some qualities and motivations in individual travel, including attraction and push factors. Attractive factors are the qualities that the destination has and promises to offer. Factors that influence an individual's decision to travel, i.e. pull factors, include all kinds of products associated with the destination. Push factors are the impulses that come from within the individual. Impulses coming from within the individual, that is, push factors, include elements such as unforgettable and exciting experiences, togetherness, authenticity, enjoying food and drink, acting out of routine, change, healthy eating, self-realization, learning, gaining experience, changing the environment and prepare the ground for the individual's journey (Cankül & Belde, 2020; Williams et al., 2014; Devesa et al., 2010). The attitudes and behaviors of people who like to eat and drink can be effective in their travel motivations and destination preferences. Local food, drink, or a regional flavor may be the main motivation for these people to travel (Kırıcı Tekeli et al., 2023; Björk & Kauppinen-Räisänen, 2017).

Cheese, a nutritious food consumed from ancient times to the present day, is produced in many regions of the world and is one of the most important foods reflecting the food, drink, farming, and livestock culture of the destination. The use of cheese in national cuisines can be assessed under several headings. Cheeses used in product groups such as starters, soups, hot starters, main courses, salads, and desserts add flavor and texture to many dishes. Although cheese is intensively produced in some destinations,

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