Gastronomic Supply and Touristic Clientele
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Abstract

Gastronomic suppliers observe the development of increasing demand coming from tourists. Today, intangible cultural heritages are specific resources able to attract tourists as they provide « a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity »¹. Within them, culinary and gastronomic heritages have a special value as shown when UNESCO declares “gastronomic meal of the French” world intangible heritage. Fischler (1993) mentions that in popular language people are often designated by the special food they are supposed to like: in France, the Italians are named “macaroni” and the British persons “rosbif” when in England the French are “frogs” or “frog eaters”. Tourists are especially interested in encountering gastronomic heritages as a part of local identities and specificities. For instance, many foreign tourists come to France and Italy to eat in their most famous restaurants; and at the same time, French and Italian restaurants increase their reputation and, sometimes, can export their knowledge, opening possibly abroad new restaurants.

Therefore the paper addresses two questions:

1- Is it a polarization of gastronomic supply in the touristic areas? We will study this point by considering the data of the Michelin guide in the case of France.

2- As Barrère, Bonnard and Chossat (2010) have shown, using the data on French restaurants found in the Michelin Guides of the 1950-2010 period, three or four different profiles (according the time) build the structure of gastronomic supply. They depend on two main gastronomic models, an elitarian one and a more popular and more local one. Is, in the touristic areas, a specific structure of the supply? Are some profiles increasing and some others decreasing and can we link this evolution and the development of touristic attendance? A multiple correspondence analysis will be used to give a right answer.

Outline
1 Introduction: Culinary and gastronomic heritages, a source of value for attracting touristic clientele
2 A race towards touristic areas?
3 Two main gastronomic models
4 A change in the supply structure?
5 Concluding remarks

¹ 2003 UNESCO Convention, article 2.1.