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TOWARDS DEVELOPMENT OF TOURISM INDUSTRY: INSIGHTS INTO TOURIST NUTRITION VIA FOOD AND IMPRESSIONS

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Abstract. The article presents conclusions about the impact of food on the development of the tourism industry. It is established that gastronomy contributes to the attractiveness of local tourist products and services, increasing tourist flows. The leading method of research has become a deep relation interview with a tourist, who was attending cafes and restaurants during the journey. The results of the study illustrate the factors of choice of food outlets for social groups with different income levels; the impact of new trends in tourist food on the development of the restaurant business, which is especially important for determining the prospects for the development of the tourism industry. The authors developed a hierarchy of triggers for the formation of tourists ' impressions of food consumption in the trip: basic needs and attitudes to consumption, hospitality and interdependent relationships, impressions and emotions. Consideration of tourist food as a synthesis of food and experiences provides an increase in the competitive potential of the territory, the diversification of the local economy, the profits growth of the tourism industry. The formation of tourist satisfaction from food consumption creates the basis for re-visiting the territories, the spread of positive responses. It is established that the impression of a tourist trip may depend on the organization, completeness, exclusivity and "unusual" food consumed in the journey. The results of the study showed a relationship between high ratings of exclusivity of the dish/place of food and getting positive impressions from visiting the restaurant, as well as from the trip in General. Visualization of food and photo replication in social networks has a significant impact on the formation of positive impressions. Getting likes and approval of the reference social group is a mechanism that reinforces positive impressions. At the rational level, the Russian tourist is focused on obtaining quality goods and services. Whereas on the emotional level, the attitude to unforgettable emotions and impressions dominates. The emphasis on the practices of commercialized hospitality, attention to the successful communication of the restaurant staff and the tourist provides emotional involvement of the tourist in the process of food consumption, which forms a stable orientation of the tourist to re-visit.

Keywords: tourism industry; tourist market; tourist product; food; impressions; commercialized hospitality

1. Introduction

In modern conditions of globalization, increasing the mobility of tourists, his desire to obtain exclusive experience new points of growth of the tourism industry is such a factor as gastronomy (Lee et al, 2017.). Increasing competition in the market of tourist services requires the search for innovative approaches and new competitive advantages of the territories. In this context, it is gastronomy that has the potential to develop the tourism industry of both countries as a whole and individual territories. Understanding of tourist nutrition as a new factor in the development of the tourism industry is dictated by current trends in the models of tourist behavior: the need for authenticity, impressions, following fashion. Food on a tourist trip is an integral element of travel. Today, food is becoming increasingly important, affects the choice of tourist tour.

A number of studies have concluded that gastronomy is a tourist marker of the region. The value of food consumption has an impact on the tourist's perception of the attractiveness of the territory (Choe, Kim, 2018). Analysis of research on this topic has identified six factors that provide a positive assessment of tourists ' gastronomic experience: the strategy of attracting tourists, cooperation between stakeholders, the effectiveness of management, promotion of culinary profile, quality of service (Ottenbacher & Harrington, 2013; Shevyakova et al., 2019). Research is of interest that emphasize the importance of "dialogue" between tourists and restaurateurs as an important tool for the development of the tourism industry (Alonso & Liu, 2012).

In the context of relations of cooperation, a special role is assigned to local food, awareness of tourists about the features of national dishes (Rogach, et al., 2017). Kivela J. J. and Crotts J. C. conclude on the relationship between the experience of food consumption and the perception of culture, which creates a prerequisite for the re-return of the tourist (Kivela & Crotts, 2009). The consequence of this situation may be an active growth of tourist flows. The interest in traditional dishes is part of the overall desire for an authentic experience. "Culinary heritage" is a strategic resource for the development of the tourism industry. At the same time, it is important to update, adapt and reinterpret cultural heritage, which combines the desire for authenticity and innovation. (Bessiere, 1998).

Traditionally, gastronomy is considered as a factor of socialization of the individual (Brian, 2018), in the conditions of development of the tourism industry gastronomy becomes a source of formation of a new self-identification of the tourist, opening the "door" to a new cultural world (Urry, 2000).

The tourist's nutrition involves the whole complex of sensory sensations, ensuring the presence of a special relationship between the food and the impressions received. In particular, the emotions of the tourist from restaurant visits and food consumption play a special role in the formation of a sustainable intention to re-visit (Chen, Lin, 2018). Revealing the factors of formation of impressions from the consumption of food in the restaurant, Williams H. A., Yuan J. and Williams R. L. they identified the key ones: extreme conditions of eating, partnership between a tourist and a restaurateur, authenticity, sociability and emotions (Williams, Yuan, & Williams, 2018).

The basic component, which is of great importance when choosing a place of food consumption by a tourist, is safety. This characteristic is considered by researchers as a basis for assessing the quality and level of demand for restaurant/cafe services (Meltzer et al., 2017). Concerns about food safety and the risks of food poisoning are associated with an increase in the frequency of meals outside the home for residents of modern cities (Knight et al., 2009). Estimates of the level of safety of food consumption by a tourist during trips are determined by the significance of a number of parameters. These include: the territorial location of the feed point (the proximity to the beach, downtown, airport) (YongJin, 2019), the affiliation of the restaurant to known networks/brands (Leinwand, etc., 2017), the representation of the restaurant on the Internet, including the number of positive reviews on social networking sites (Tussyadiah, 2018), appearance of the meals (Bingham and Lavau, 2012).

The establishment of a "fair" price for food for the restaurant business is closely related to the price sensitivity of tourists (Raab et al., 2009). The price range is one of the key characteristics that affect the choice of a tourist food point during the trip. In particular, the cost factor affects the behavioural intentions, satisfaction of the tourist and his loyalty to a particular restaurant/cafe, the probability of a repeat visit (Lu & Chi, 2018). In addition, modern studies show that there is a close relationship between the socio-economic status of the tourist and his choice of food point category (Baumann et al., 2017). Also, the perception of price, the assessment of its fairness correlates with the estimates of the appearance of the restaurant/cafe (Han & Ryu, 2009). Room design/decor, decorations, spatial layout, where the tourist consumes food has an impact on consumer behaviour, the formation of the traveller's satisfaction from the trip (Rahman, 2009).

In addition to the physical aspects of the consumption space, the social aspects of the consumer environment (Matson-Barkat & Robert-Demontrond, 2018), the appearance of the staff, hospitality (Hanks & Line, 2018). In studies of Lo Y. T., Awang S. R. and Jusoh A. it is concluded that the quality and nature of the relationship between the guest and the host determine the emotional involvement of the tourist, the level of his loyalty (Lo et al., 2018). Quality of service according to a number of scientists is the only attribute that directly or indirectly affects the level of trust of tourists to the selected restaurant/cafe (Hyun, 2010).

Given the high importance of the basic characteristics that determine the choice of tourist food places (safety, fair prices, design, service), they can be considered as prerequisites for the formation of tourist impressions of food (Stone, 2017). New trends in gastronomy, which illustrate the transition from the consumption of food to the consumption of impressions, increase the importance of the emotional response of the tourist. In addition, the positive impressions of the tourist from the food reduce the possible dissatisfaction with other conditions of the organization of the trip.

Despite the considerable amount of publications on this subject, there is a lack of research that considers tourist food through the relationship of food and experiences. The development of the tourism industry requires a more detailed study of the gastronomic sector as a factor in attracting tourist flows, increasing the volume of the tourist market. Scientific publications do not sufficiently consider the impact of new trends in tourist nutrition on the development of the restaurant business; the relationship between the practices of gastronomic experience and the formation of new tourist products and offers. In addition, the factors of choice of food outlets for social groups with different income levels are insufficiently studied, which is especially important for determining the prospects for the development of the tourism industry.

Based on the key provisions, correlations and conclusions made by leading scientists in this field, the authors developed a schematic illustration of the hierarchy of triggers for the formation of tourists' impressions of food consumption during the journey (Fig.1).
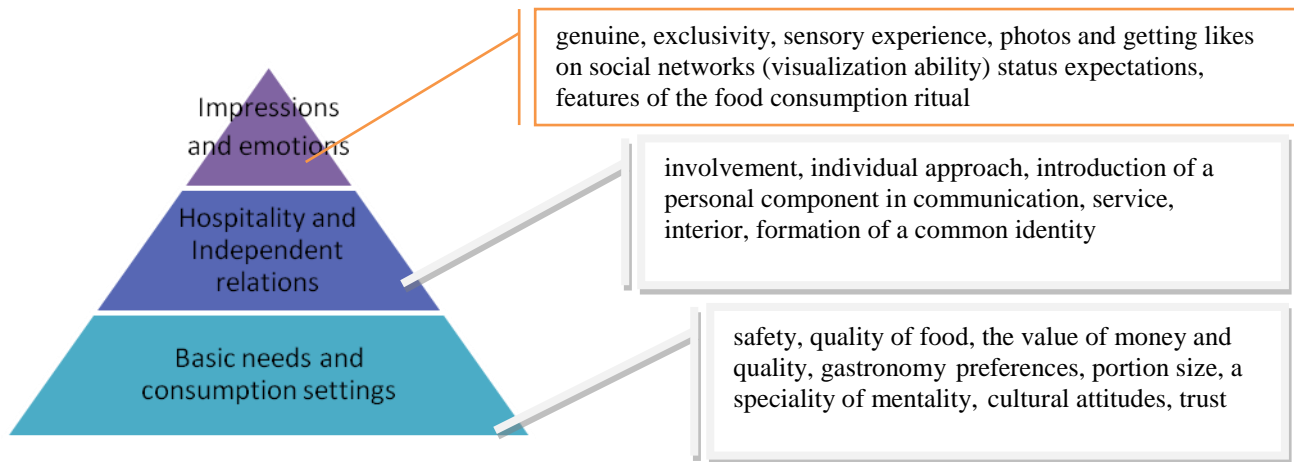
Figure 1. Pyramid of consumption: from basic values to exclusive experiences.

The formation of tourist satisfaction from food consumption creates the basis for re-visiting the territories, the spread of positive responses. These circumstances can be considered as sources of development of the tourism industry.

Analysis of scientific sources on the problem of research revealed three key blocks of formation of tourist satisfaction from food consumption. Basic needs and settings for consumption are one of the key filters for the selection of tourist places of food. Travellers, eating out of the house and the usual environment, impose increased requirements for safety, quality of food, hospitable service. The relationship that develops in the process of consumption between the tourist and the staff affect the level of confidence in the restaurant/cafe, provide emotional involvement of the tourist in the process of consumption.

These characteristics of food tourists, according to the authors, are arranged according to the hierarchy. Their structural section is formed under the influence of the social environment, socio-economic status of the tourist, cultural experience, latent or direct expectations, fashion, visualization of gastronomic experience of other tourists. The modern tourist places special requirements to the process of food consumption on a tourist trip, considering food not only as a product of saturation but as an opportunity to join another culture, gain new experience, emotions and exclusive impressions from the trip.

The purpose of the study is to study new trends in the development of the tourism industry, the interpretation of tourist food through food and experiences. The article deals with the features of the tourist's food during the trip based on the analysis of key characteristics, factors of choice of food/restaurant, to determine the correlation between the parameters of the tourist's food and the impressions received.

2. Basic needs and settings for consumption

The tourist's assessment of the gastronomic segment of the trip is traditionally based on the basic human needs for safety and satisfaction of their primary needs. The concept of security is subjective, which is formed in the process of family education, cultural familiarization with the rules of eating adopted in a separate society. From this point of view, the food in the journey can be considered as a risk factor that can significantly reduce the quality of rest. The security control is carried out by tourists in several areas: compliance with sanitary-hygienic

requirements, the credibility of the quality of the products, the vernal species of the interior, the staff, the products on display. In this context, restaurants/cafes of well-known brands /or international chains are in a more advantageous position, having a high level of consumer confidence. While individual catering outlets are forced to put more effort to win the trust of customers. The tools to increase the tourist's sense of security when visiting food outlets are positive reviews in social networks, the site of the institution, the corresponding status and the target audience of the institution.

Another component of basic needs is value for money. In several studies (Ryu & Lee, 2017), the concept of a fair price is derived, which implies a direct relationship between the quality of food and its real value. A fair price characterizes the willingness of a tourist to pay a specified cost for a particular product. At the same time, the price filter is one of the factors in the formation of the social identity of the tourist on the trip.

The orientation of some restaurateurs to maintain the price segment by reducing the size of portions has certain risks (Felten, 2012). This strategy may conflict with the behavioural expectations of tourists, focused on satiating hunger for a price. Gastronomic preferences and portion size are determined by the peculiarities of mentality, cultural attitudes, socio-economic status of the tourist.

2.1. Hospitality and interdependent relations

Ensure the involvement of tourists in the process of eating. Commercialization of guest – host relations can be supported by an individual approach to the client, bringing a personal component in communication with tourists (Moskwa, etc., 2015). Assessing the quality of service, tourists pay special attention to friendliness, attention to their needs, adequate response to emerging problems (Rogach, etc., 2017). Another important aspect is the appearance of the restaurant. The very concept of the interior can become a driver of attraction of tourists as well as the evaluation of gastronomic content. Interesting design, unusual practice of eating allows tourists to get a new experience.

2.2. Impressions and emotions

The basis for obtaining impressions can be familiarized with the national culture of food consumption (Ko, 2018). Recreation of gastronomic knowledge, exploitation of interests of tourists to traditional dishes of authentic cuisine are considered today by restaurateurs as one of the mechanisms of formation of impressions of the tourist. However, this practice is ambivalent. In particular, the presence of a single goal (attraction of tourists) can lead to a potential loss of authenticity of consumption culture, imitation of rituals, historical and national component of gastronomy (Rezaei, Naimeh, 2017).

Another factor in attracting tourists is an innovative approach to the formation of his exclusive experiences by connecting the sensory experience of food consumption. Sensory experience and nutrition are closely linked, forming a model of consumption of tourists. Emotions play a mediating role in the relationship between sensory experience and behavioural intentions (Chen & Lin, 2018).

The satisfaction of a tourist's need for consumption of gastronomic novelties can be considered as recognition of his high socioeconomic status or personal characteristics of a modern person who follows new trends (Jin et al., 2015). Food can be considered as a subject of imitation, when a tourist consciously supports a constructed "performance" aimed to "impress the audience", to acquire the social status that he would like to broadcast for his environment. The possibility of visualization of the impressions leads to the simulation of replicated images that shape other social actors latent or explicit desire for the consumption of the same experiences. "A traveller" looks at the world through the camera lens, photos in social networks and Instagram, which creates the need for consumption of dishes with a high degree of visual appeal. More and more successful restaurateurs focus on the design of the dish, its appearance and features of the ritual of eating.

Paying special attention to the features of the ritual of eating, it is worth noting the importance of scenery, artefacts (Han & Ryu, 2009), the restaurant's embeddedness in the urban and natural landscape, its positioning as an object of tourist attraction (Josiam et al., 2004). The purposeful activity of restaurateurs in the design space of food intake provides the basis for the formation of exclusive experiences, an introduction to the history and traditions of the people. The authenticity of the experience experienced by the tourist from food consumption is based on such elements as: national cuisine, local food, historical decor, ritual meal (Rahman, 2009).

Another behavioural model of the tourist-focused on the search for impressions is the desire for innovation, a new gastronomic experience, regardless of personal food preferences. Meeting the needs of tourists in new products can become a driver of tourism industry (Jin et al., 2015).

3. Material and method

As a leading method of research used in-depth interviews of tourists visiting cafes and restaurants during their travels. Interviewing of tourists was carried out in travel agencies of the city of Moscow. The number of respondents included tourists waiting for their turn to design a tourist tour. The principle of selection of respondents was the presence of travel experience, where food was not included in the cost of a tourist tour. Tourists choosing all-inclusive tours were not invited to the study. To maintain interest in interviewing, potential participants were provided with coupons participating in discount programs of the well-known network of coffee shops in Moscow. A total of 253 in-depth interviews were conducted. The process of refinement of the obtained data allowed to exclude from the study 34 questionnaires, the answers to which raised doubts about the reliability of the data.

Participants were asked to share their demographic data. The gender ratio was 39.1% for men and 60.9% for women. The study showed that the majority of respondents showed the following level of average annual family income: (A) from US $20,000 to $30,000 (50%); (C) from $30,001 to $40,000 (33%); (C) from $40,001 to $50,000 (12%); (D) more than $50,001 (5%). The average annual income in Russia per 1 persona of December 2018 was $8008, Moscow residents have a higher relative income level - $14850.
The frequency of foreign tourist trips among the respondents was: once a year – 52.2%; 2-3 times a year – 36.4%; 4 or more times a year – 11.4%.

Besides, the majority of respondents had a high educational level: bachelor's degree (29.8%), specialist's degree (55.7%), master's degree (11.3%), candidate of science/doctor of science degree (3.2%). The presented distribution corresponds to the levels of education established in the Russian Federation, where before the adoption of the Bologna Convention, the system of higher education trained specialists (5 years of study), and post-graduate education included the defence of dissertations of candidate of Sciences, and more importantly, doctors of Sciences. The transition to the new system of training predetermined the division of the speciality into bachelor's (4 years) and master's (2 years), without affecting post-graduate education.

Age distribution of survey participants represented the following proportions: (A) from 25 to 35 years (34%), (b) from 36 to 45 years (35%), (C) from 46 to 55 years (23%) and (D) older than 55 years (8%).

4. Operationalization of constructs

We developed the questionnaire based on Keller's theory, which described the generation of tourist impressions based on the brand, not the product (Keller, 2012). This made it possible to include in the evaluation scale the exclusivity of visits to certain food items and the consumption of food, creating the impression of belonging to a certain class, obtaining a higher status and approval of the reference group. Also, Keller's theory made it possible to identify as a separate parameter for assessing the emotional involvement of tourists in the process of eating.

The authors of this concept are interpreted more broadly, which allows us to interpret emotional involvement as the acquisition of the status of a tourist participant in the action of cooking, counselling, expands the boundaries of choice and provides an increase in the level of confidence in the restaurant.

Ideas of Harrington R. J., Ottenbacher M. C., A. Staggs, Powell F. A. (Harrington et al., 2011) are taken among the methodological foundations laid in the basis of our study. The works of this group of scientists reveal the attributes-drivers of positive experience of food consumption for tourists of generation Y: quality of food/drinks, quality of service, friendliness of staff, the atmosphere of the restaurant and the speed of service. At the same time, these attributes should be expanded by taking into account such aspects of consumption as the visual appeal of the restaurant/food, the ability to broadcast new experiences in the network space, the presence of "photographed places/dishes" — exotic, unique and unique objects of consumption of the tourist, causing him a special psycho-emotional state, aesthetic satisfaction from food. The need to take into account these characteristics is supported by studies conducted by Pelegrín-Borondo J., Arias -Oliva M., Olarte-Pascual C. (Pelegrín-Borondo et al., 2016). The results obtained by scientists show that the stronger the emotions of customers, the higher the satisfaction of tourists with quality, price and service.

Besides, the findings of Ryu K. and Lee J. S. formed the basis for the development of the evaluation scale. They allowed us to highlight the restaurant's performance: interior, fair price and quality of products (Ryu & Lee, 2017). We have expanded this list with questions about the evaluation of the diversity of the restaurant's product range, the level of its exclusivity, originality and taking into account national specifics. The regional specificity of consumption culture (availability of local food and beverages) forms the reinforcement of the relationship between food and desired experiences (Alonso & Liu, 2012).

Four students enrolled in the master's program "Management", conducted a preliminary interview with 20 respondents, to pre-test and adjust the questionnaire. Respondents were asked to complete the questionnaire, based on which some language was clarified.

Each evaluation question of the first block of the questionnaire assumed the use of a 10-point scale, where 1 = is not important at all and 10 = is very important (Table 1. Distribution of average values of the characteristics of the tourist food depending on the age of the Respondent and Table 2. Distribution of average values of the characteristics of the tourist's food depending on the average annual family income).

The second block of questions of the questionnaire was made to determine the frequency of selection of certain parameters of food/food points of the tourist (Table 3. Frequency of choice according to the key characteristics of tourist food). Each evaluation question involved the use of a scale with options: never, rarely, often, always difficult to answer.

The third block of the questionnaire is related to the evaluation of the food impressions received during the last trip (Table 4. Distribution of answers to the question: "Rate the impressions received from the food in the restaurant, which you visited 2 or more times during the last trip").

5. Results

Testing for Measurement Reliability and Validity

The authors give an empirical interpretation of the hierarchy of factors forming the impressions of tourists from the consumption of food in the journey. Based on the results of the study, the authors determine the average value of the characteristics of the tourist's food, according to the previously selected blocks, which are given symbols: F1 Basic needs and attitudes to consumption; F2 Hospitality; F3 Impressions and emotions (Table 1).

Table 1. Distribution of average values of characteristics of the tourist food depending on the age of the respondent

	Average				
F1 Basic needs and consumption setting security	In total	from 25 to 35 years	from 36 to 45 years	from 46 to 55 years	Older 55 years
Security	8,1	8,4	7,6	8,2	8,7
Food grade	9,1	9,3	8,8	9,1	9,3
Value for money and quality	7,9	7,5	7,6	8,5	9
Gastronomic preferences	5,9	4,6	7,3	6,9	5,1
Portion size	4,3	6,7	2,1	2,8	8,7
Trust to the point of power	5,3	7,2	3,4	5,1	6,3
F2 Hospitality					
Involvement in the process of cooking	2,8	4,7	2,1	1,4	1,3
Individual approach	6,9	5,4	8,2	6,1	9,3
The introduction of personal component in the interaction of the tourist-restaurateur	4,1	3,2	5,5	2,8	6,1
Service maintenance	7,2	7,4	7,9	6,3	5,7
Interior	6,8	6,8	7,3	6,4	6,2
Comfort	7,4	6,5	7,7	8,2	8,1
F3 Impressions and emotions					
The authenticity of (ethnic cuisine)	6,4	4,9	7,4	7,2	6,3
Exclusivity	6,2	6,1	7,3	5,6	3,7
Sensory Experience	3,5	2,4	5,1	3,5	1,3
Photos and getting likes in social networks	5,5	7,1	6,9	2,6	1
Status expectations	5,4	4,9	6,2	5,7	3,6
Features of the eating ritual	4,7	2,6	6,5	4,9	5,2

The results of the study illustrate the following pattern. In the older age group, higher estimates of the importance of such characteristics of nutrition as "safety", "portion size", "value for money" and "individual approach" were obtained. During the in-depth interview, older respondents stressed that it is important for them to feel a special, respectful attitude. Category D respondents (over 55 years) prefer to establish personal communication with the waiter, receive personal advice about the features of the dish, the specifics of its preparation. At the same time, the presence of a language barrier can be compensated by the friendliness of the staff, its readiness for communicative interaction.

In turn, category A (25-35 years) is characterized by bipolar assessments. In this category of respondents, a large proportion of families with children. This determines the importance of characteristics such as "safety", "quality of food", "value for money". Representatives of young people who travel without children are more focused on such hedonistic and status attributes as the ability to take photos and get likes on social networks, involvement in the process of cooking, interior.

The study revealed that for all categories of respondents the most important (above or equal to 7.9 points out of 10) turned out to be such basic characteristics of food, such as: the quality of the food (9.1), security (8.1) and the ratio of price and quality (7.9). The second group by significance rating (from 6 to 7.8 points) included comfort (7.4), service (7.2), individual approach (6.9), interior (6.8), authenticity (national cuisine) (6.4) and exclusivity (6.2).

For respondents of the age category (B) from 36 to 45 years, the characteristics of nutrition such as "portion size" (2.1) and "involvement in cooking" (2.1) have the least significance. At the opposite pole (values above 7.9) there

are such characteristics as: "individual approach" (8.2) and "quality of food" (8.8). The results of the in-depth interview provide a basis for understanding this choice. In particular, the respondents of the age category (B) expressed concern about the issues of healthy nutrition, the caloric content of dishes. At the same time, the individual approach is interpreted by respondents not only in the categories of hospitality but also as special attention to food habits and preferences.

Of interest is the dependence of estimates of the importance of characteristics of nutrition and income of respondents (Table 2).

Table 2. Distribution of average values of characteristics of the tourist's food depending on the average annual family income

	Average				
F1 Basic needs and consumption setting security	In total (N=219)	from 20,000 $ to 30,000$	from 30,001$ to 40 000$	from 40,001 $ to 50,000$	Over 50,001$
Security	8,1	8,3	8,0	7,9	7,8
Food grade	9,1	8,7	9,4	9,9	9,8
Value for money and quality	7,9	7,5	8,4	8,2	8,6
Gastronomic preferences	5,9	5,1	5,7	8,4	9,3
Portion size	4,3	4,9	4,1	3,2	2,9
Trust to the point of power	5,3	4,8	5,9	5,8	4,4
F2 Hospitality					
Involvement in the process of cooking	2,8	2,8	3,1	2,3	2,5
Individual approach	6,9	6,6	6,7	8,6	8,1
The introduction of personal component in the interaction of the tourist-restaurateur	4,1	3,7	4,8	4,0	3,5
Service maintenance	7,2	6,8	7,0	8,7	9,2
Interior	6,8	6,2	6,5	9,1	9,6
Comfort	7,4	6,7	7,5	8,9	9,4
F3 Impressions and emotions					
The authenticity of (ethnic cuisine)	6,4	6,1	6,1	7,6	7,8
Exclusivity	6,2	5,6	5,8	8,2	9,3
Sensory Experience	3,5	2,7	3,4	5,3	7,4
Photos and getting likes in social networks	5,5	5,6	5,8	4,8	3,7
Status expectations	5,4	4,1	6,2	7,8	7,5
Features of the eating ritual	4,7	3,7	5,6	6,1	6,3

High-income category of respondents (category (D), whose income is more than $50,001) attaches the greatest importance to the following characteristics of food: "exclusivity" (9.3 out of 10), "interior" (9.6), "comfort" (9.4), "service" (9.2). At the same time, low ratings (below the average values of 1.5 times) received such characteristics as: "photos and likes in social networks" and "portion size".

In the course of the study, there was a different perception of the significance of some of the characteristics of the power for the high-and low-income categories of respondents (category (A) whose income is from 20,000$ to 30,000$). The maximum gap in the estimates of respondents is noted for the following items: "gastronomic preferences" and "sensory experience".

Average estimates are typical for low-income respondents. The most important characteristics of the power supply are concentrated in the basic unit (F1 Basic needs and settings for consumption). Respondents with a low income to a lesser extent attach importance to hospitality, impressions and emotions from the power trip.

According to the results of the study, there is no relationship between the level of income and estimates of the significance of such characteristics of nutrition as "safety" and "quality of food", which took the top positions of the rating.

The gap between the assessments of significance among high-yielding and low-yielding in many ways amounts to the following values: "exclusive" 1.7 times; "authenticity, national cuisine" in 1.3 times; "sensory experience" in 2.7 times. During the in-depth interview, it was found that the respondents of a category (A) consider food on a tourist trip as a process of satisfying hunger, do not give food on the trip an additional social and cultural burden. While the expectations of high-income tourists are much higher. In particular, the process of food consumption is not limited to the satisfaction of physiological needs and is endowed with additional psycho-emotional and socio-cultural meanings for which the tourist is willing to pay value-added.

Of interest is the respondents' assessment of such characteristics of food from the F3 block "Impressions and emotions" as "photos and likes in social networks". This is the only parameter of the block, according to which the estimates of the importance of respondents of the category (A) and (B) were higher than the estimates of respondents of other categories with higher income. This can be seen as an attempt to simulate preferred social status, material well-being and success.

Analysis of the criteria for choosing a tourist cafe/restaurant or dishes allowed us to diagnose the real situation of the ratio of the needs of travellers: "food" and "impression" (see Table 3).

Table 3. Frequency of choice according to the key characteristics of the tourist food (%)

Criterion	Never	Rarely	Often	Always	Difficult to answer
F1 Basic needs and consumption settings					
I choose a cafe/restaurant in which I am confident in the safety and quality of products	8	15	36	35	6
I choose a cafe/restaurant where the price is right for me	9	14	39	32	6
I choose a cafe/restaurant that has a special menu (children's menu with special icons)	29	26	25	14	6
I choose a cafe/restaurant because I was recommended by his friends/relatives/acquaintances	9	27	40	20	4
I choose a cafe/restaurant by reviews on the Internet	14	31	36	15	4
I choose a cafe/restaurant, focusing on well-known, recognizable brands	18	33	31	13	5
I choose the dish because it is low-calorie	30	30	22	12	6
I choose only those dishes that consist of fresh and natural products (without preservatives, mayonnaise, etc.)	18	31	29	16	6
I don't care what the main thing is to have a large portion/satisfy hunger	23	31	26	14	5
F2 Hospitality					
I choose a cafe/restaurant where I am warmly welcomed, friendly service, with special attention to my needs	7	17	39	30	7
I choose a cafe/restaurant where unobtrusive communication (table for introverts)	26	27	26	14	7
I choose a cafe/restaurant because I like the design of the interior	11	30	38	15	6
I choose a cafe/restaurant in which I do not have a language barrier (clear menu, Russian-speaking staff)	14	31	29	21	5
I choose a cafe/restaurant that is easy to reach	9	25	42	19	5
I choose one restaurant for food during the trip, so that I was attentive	29	23	20	16	12

I choose a restaurant with a special family atmosphere	19	27	42	9	3
F3 Impressions and emotions					
I choose a cafe/restaurant that has been visited by famous public figures	34	29	22	10	5
I choose a restaurant with live music.	18	32	29	14	7
I choose a restaurant with entertainment	27	31	22	14	6
I choose a restaurant with a non-standard atmosphere	25	30	24	14	7
I choose a restaurant with a bright cultural flavor (authentic dishes).	13	24	30	25	8
I choose a dish because I like its name	23	31	28	13	5
I choose a dish because I like its look in the picture in the menu/showcase	11	27	37	20	5
I choose the dish because it is unusual	35	29	18	14	4
I take pictures of my food	31	29	23	13	4
I take photos of myself in the restaurant	27	28	28	12	5
I post photos from restaurants/cafes on social networks	33	28	20	15	4
Photo with food traditionally gets a lot of likes	31	23	21	12	13
In my choice I focus on cafes/restaurants, which will be highly appreciated by my friends	21	25	30	17	7

The results of the study illustrate that when choosing a restaurant, basic needs and consumption settings (block F1) prevail, as well as in the evaluation of the significance of food characteristics (Table 1 and 2). 71% of Russian tourists choose a cafe or restaurant, focusing on a reasonable price (32% "always" and 39% "often") and safety (35% "always" and 36% "often"). Also, the recommendations of friends and relatives are a significant motivator to visit a certain food point (20% "always" and 40% "often"). More than half of the respondents when choosing a restaurant are guided by reviews on the Internet (15% "always" and 36% "often").

In the journey for the Russian tourist such characteristics of food as: "low calorie meals" (30% choose the answer "never" and 30% - "rare") and "special menu" (29% choose the answer "never" and 26% - "rare") fade into the background, not being a priority indicator of the choice of food/dish.

In block F2 "Hospitality" friendly service and special attention to the needs of tourists is an important criterion of choice. 30% of respondents chose "always" and 39% - "often". Characteristics of "room design" and "transport accessibility" of the restaurant are in the upper range of estimates of Russian tourists. In particular, 53% of respondents ("often" or "always") choose a restaurant because they like the design rooms. Almost half of the respondents consider the absence of a language barrier to be an attractive feature of the restaurant. Respondents noted the following mechanisms to overcome the language barrier: clear menu (photo dishes); multilingualism (multilingualism) staff; high communicative competence and friendliness of the host.

During the in-depth interview, respondents explained their choice using the following expressions: "it's nice to feel like a guest, not a client", "calm atmosphere", "rest", "comfort". For most respondents, the characteristic of the transfer of consumer preference from the sphere of unusual/exclusive in the direction of receiving impressions of the comfort and hospitality of the restaurateurs. Respondents were particularly encouraged to describe their eating practices in the restaurants where they personally met the host, talked to him, received additional privileges or special attention. For example, "it got cold, and the owner of the restaurant brought me a warm sweater"; "knowing that I'm from Russia, as a gift I was presented with a glass of vodka; this, of course, a stereotype, but still nice special attention"; "the owner of the restaurant recognized us and sometimes treated us free dessert". Such signs of attention form a vivid impression on the tourist, a stable orientation for a second visit.

Thus, the power of the tourist as a social phenomenon fully illustrates the specifics of the consumption of impressions. On the one hand, the impression of tourists associated with visiting unusual, exclusive restaurants, getting bright emotions from new dishes. However, on the other hand, the results of the study illustrated the increasing importance of such characteristics of food tourists as hospitality, friendliness, comfort. These components of food are sufficient grounds for a tourist to get positive impressions, forming a stable orientation for a second visit. A trip to a foreign country is burdened with stressful factors (language barrier, new conditions, difficulties of orientation, etc.), so the friendliness of the restaurateur, attention to the needs of the tourist becomes doubly valuable.

Thus, the focus on the practices of commercialized hospitality can contribute to the growth of the tourism market. In modern conditions, the development of the tourism industry is based not only on infrastructure sources, but also on such parameters of a tourist trip as: friendly attitude, new emotions, authenticity, etc.
In block F3 "Impressions and emotions" respondents ' answers are presented as follows. Characteristics of food - "unusual dishes" - was significant for 1/3 of tourists (14% are always guided by this criterion, 18% - often). A little more significant for tourists there were such characteristics as: "entertainment" and "non-standard atmosphere of the restaurant."

Today is gaining popularity "foodstagram" - photographing and posting on social networks images of food. However, the results of the survey of Russian tourists show a low commitment to this trend. Russian tourists do not seek to demonstrate various aspects of food in photo and video materials. This was noted in the responses of respondents. Every third tourist never take pictures of their food, 29% - do it rarely. Reproduction of these pictures in social networks is even more rare practice. Only 15% of respondents always post photos from restaurants/cafes in social networks, 33% - never do it. Only about one in nine respondents is always focused on these practices. 13% - always take pictures of their food, 12% - take pictures of themselves in the restaurant, the same number of respondents emphasize that the photo with the food traditionally gets a lot of likes.

Thus, the unusual dishes, entertainment programs, the ability to replicate their photos on social networks do not fully provide the formation of impressions for most tourists. Many respondents are afraid to try unusual dishes (35% of respondents do not do it ever, 29% - rarely). Please note that during the in-depth interview, respondents noted the difference between unusual dishes and national dishes. The uniqueness of the dish is interpreted by the Russians as a combination of "unacceptable" ingredients in the dish. At the same time, national dishes are highly appreciated by respondents, which is connected with the formation of special trust in local traditions, the desire to immerse themselves in another culture. While the unusual dishes associated with respondents with commercialization trends, attempts to attract the attention of imaginary exclusivity. Such practices are not credible for a significant part of Russian tourists. The exception was made by representatives of the age group from 25 to 35 years, for which tasting of unusual dishes is considered as a form of extreme tourism.

Correlation analysis of the distribution
In the course of the study, respondents assessed satisfaction with the characteristics of the dish/food point during a tourist trip on a 5-point scale. In assessing the respondents were guided by the assessment of the point of nutrition, which they would like to visit again. We analyzed the relationship between the estimates of the characteristics of food and the impressions received by tourists from visiting these food points. The most interesting results were obtained in the analysis of such characteristics as exclusivity, safety, visualization, service (Table 4).

Table 4. Distribution of answers to the question: "Estimate the impressions received from the food in the restaurant, which you visited 2 or more times during the last trip" (N=219) (%).

Characteristics of the dish/food place	Received Impressions		
	Positive	Neutral	Negative
Security			
5	32,9	42,1	25,0
4	45,9	36,5	17,6
3	43,5	36,2	20,3
2	0	0	0
1	0	0	0
Value of money and quality			
5	44,3	29,5	26,2
4	54,8	23,8	21,4
3	42,0	50,7	7,2
2	20,0	45,0	35,0
1	22,2	44,4	33,3
Hospitality			
5	46,3	38,8	14,9
4	44,4	36,5	19,0
3	46,8	36,2	17,0
2	22,7	45,5	31,8
1	15,0	40,0	45,0
Exclusivity			
5	76,2	9,5	14,3
4	37,5	55,0	7,5
3	33,3	52,6	14,0
2	25,8	9,7	64,5
1	0	33,3	66,7
visualization (photo of food, interior)			
5	71,0	27,4	1,6
4	35,3	55,9	8,8
3	35,8	26,4	37,7
2	6,3	43,8	50,0
1	0	25,0	75,0
Average	**40,6**	**38,4**	**21,0**

The relationship between safety and experience is not statistically significant. At the same time, it is natural that the respondents rated" safety" not lower than 3 points. This fact indicates that the safety of food is the basic factor of the installation for a second visit, but does not guarantee it. It was found that the absence of this factor has a significant impact on the choice of food, while its presence is perceived as a mandatory attribute and does not give "added value" in terms of the formation of impressions.

The perception of price fairness ("value for money") does not have a significant impact on the formation of impressions from visiting the food point. The results of the in-depth interview showed that for the majority of respondents on a tourist trip, the price-quality ratio is not so significant, since tourists are focused on getting acquainted with new dishes and drinks, visiting iconic restaurants, etc. For Russian tourists, the cuisine is one of the important parameters when choosing a travel destination along with weather, accommodation facilities and landscape.

The lack of hospitality significantly limits the formation of positive impressions. Among the respondents who gave low estimates for this parameter (1 point out of 5), the share of those who received negative impressions is higher than the average by 24 percentage points.

During the in-depth interview, the respondents demonstrated bipolar tendencies of perception of such parameter as "hospitality". Part of the respondents, the hospitality of the restaurateurs as molestation, simulated friendliness, way more profit. Other respondents perceive hospitality as a national tradition, an opportunity to gain new cultural experience, an integral part of the local colour. Respondents gave examples of bright gastronomic impressions, linking them not so much with the quality of food, but with hospitality (in particular, the following epithets were given: "Italian passion", "southern hospitality", "festive atmosphere", "family atmosphere", etc.).

Exclusivity and visualization, as the study showed, are the most significant drivers of the formation of positive impressions from the food point. Respondents who gave a high rating (5 points out of 5) of "food exclusivity" received positive impressions from visiting the restaurant (76.2%), which is almost 2 times higher than the average. Negative impressions are demonstrated by respondents who gave low estimates of "exclusivity" (66.7%, with average values - 21%).

The following fact is of interest. Despite the low level of importance for respondents visualization of restaurant impressions, this practice is one of the leading drivers of a positive perception of the experience of visiting food outlets. In particular, 71% of those who rated the possibility of photographing food and the interior of the restaurant the highest (5 points out of 5) received positive impressions from the food in the restaurant. This is above average by 30 percentage points. Similar results were obtained in the segment of low estimates of visualization capabilities. In particular, 75% of respondents who rated the possibility of photographing food and interior on 1 point out of 5, received negative impressions from the food in the restaurant during a tourist trip. These values are 54 percentage points above average.

6. Discussion and conclusion

Theoretical and Managerial Implications
Price equity and food safety are among the basic characteristics of nutrition. Their high score is not a guarantee of bright emotions. However, in the absence of a "fair price" for tourists, it is difficult to form a positive impression of the trip as a whole.

Search for exclusivity, authenticity, today is the central motive of the journey. In search of new experiences, modern tourist is focused on visiting important places, food outlets, marked in the guidebooks, familiarity with local food. Of great importance are the methods of the theatricalization of food consumption, creative forms of participation of tourists in the creative component of gastronomy.

Under the influence of the growing demand for different types of tourist services, their diversification is taking place. In a highly competitive environment, meeting only the basic needs of the tourist cannot guarantee the development of the tourism industry. The tourism industry faces the question of finding new points of growth of tourist attractiveness. Exclusivity, visualization, uniqueness and individual approach in the gastronomic sector can be considered as a driver for the development of the tourism industry.

In contrast to this characteristic power of the tourist as "equity prices", "exclusive" determines to get high impressions. The results of the study illustrated the relationship between high estimates of the exclusivity of food/place of food and getting positive impressions from visiting the restaurant. During the in-depth interview, the respondents showed a high emotional response to such attributes of food on the trip as "unusual interior", "new combination of tastes", "non-standard presentation of traditional dishes". The feedback received differs from the respondents ' assessments in the questionnaire. "Exclusivity" received an average score of 6.6 out of 10; "features of the ritual of eating" - 4.7 out of 10. The discussion of the obtained data can be connected with contradictions in the rational and emotional aspects of the perception of food on a tourist trip. At a rational level, the Russian

tourist is focused on obtaining quality goods and services. While at the emotional level dominates the installation of unforgettable emotions and impressions.

The impression of a tourist from food can be associated not only with an exclusive, new experience but also with a special friendly attitude, increased comfort and attention to the successful communication of restaurant staff and tourists. In this case, small family restaurants can form a competitive advantage due to the cosy atmosphere, quick response to customer requests. In a tourist trip, most tourists are more or less exposed to stress about the flight, the quality of the room Fund, the change of the usual situation, etc. In this case, the comfort of the tourist food, the hospitality of restaurateurs and the friendliness of the staff reduces the level of anxiety, stabilizes the psycho-emotional state of the traveller. This fact does not reduce the importance of tourists getting new exclusive experiences, but creates a niche for small/family restaurants. The development of this segment in the restaurant business directly ensures the formation of the tourist attractiveness of the territory, creating a sustainable tourist orientation to re-visit. As the results of the study showed hospitality and friendly service are more important criteria for choosing a restaurant than the presence of entertainment, non-standard atmosphere, unusual dishes.

The results of the study allowed to determine the discussion of some characteristics of tourist food. Although the fact that photographing food is not a common practice among Russian tourists, visualization of food and photo replication in social networks has a significant impact on the formation of positive impressions. There are differences in the estimates of impressions received from visiting the restaurant in the groups of respondents who do not take pictures of food and those who took a photo and posted it on social networks. Getting likes and approval of the reference social group is a mechanism that reinforces positive impressions.

It should be noted that the results of the study, which illustrate the low prevalence of food photographing practices, raise doubts. This may be due to some distortion. In particular, for the Russian mentality, replicating photos of food and restaurant interiors are not yet a socially approved practice. This phenomenon is usually associated with the desire to show a high social status, imitation of their consumer capabilities.

Future research and limitations
The gastronomic aspect of modern tourism is becoming increasingly important. The popularization of restaurant visiting practices, the emergence of new trends in tourists ' nutrition (photo replication in social networks, giving additional socio-cultural meaning to visiting cafes/restaurants as an integral part of social status and maintaining the image) actualizes the study of gastronomy as a tourist marker of the region. The value of food consumption affects the tourist's perception of the attractiveness of the territory. The study showed the importance of such characteristics of food as "hospitality", "comfort" and "individual approach". These characteristics are centered in the segment of small family restaurants/cafes, which create additional competitive advantages.

Along with this, the positive experience of tourists is associated with the exclusivity of the meals/food points visualization features. These characteristics of food have a high degree of discussion, which is associated with differences in the rational and emotional perception of a tourist visiting a restaurant. In this regard, these characteristics of food can be considered as an additional incentive for the formation of a tourist's sustainable orientation to revisit the food point.

Tourism synthesizes all the variety of ideas, creating popular products, not only in the traditional tourist infrastructure, but also in the field of nutrition. A purposeful approach to the formation of positive impressions in the process of tourist food becomes a point of growth of the tourism industry. In particular, it provides increase of competitive potential of the territory, its gastronomic production, diversification of local economy, increase of inflow of tourists, growth of profit of the enterprises of the tourist industry.

The study showed the need for a deeper study of gastronomy and its relationship with the development of the tourism industry. Many aspects of a tourist's nutrition require detailed elaboration and clarification in order to develop new directions of gastronomic tourism development. Of interest is the transformation of models of consumer behavior of tourists depending on their income, lifestyle, professional status. This aspect of the study is of great importance for forecasting tourism demand, the formation of new tourism products, determining new trends in the development of the tourism industry.

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